

For Immediate Release



United Way
Central and Northern
Vancouver Island

United Way's We Are Possibility Campaign Kicks Off with a Community Breakfast

Comox Valley, BC – September 16, 2016 – The United Way Central and Northern Vancouver Island (UWCNVI) 2016 **We Are Possibility** campaign launches on Thursday, September 22 with a Kick Off Breakfast at Crown Isle Resort & Golf Community at 7:00 am.

Community members are invited to start their day with a delicious hot breakfast, learn more about United Way's work in the community and network with other community members.

Thanks to generous donors who gave last year, UWCNVI is funding 18 programs that help improve lives in the Comox Valley. New programs being funded include

- A literacy outreach program that also provides adults with a healthy meal and childcare;
- A drop-in centre for social support, education and financial tutoring for homeless individuals;
- A nutritious lunch program for children and youth from low-income families to ensure they are well-nourished and ready to learn at school;
- An Aboriginal cultural early childhood education and parenting program.

United Way also funded the Comox Valley Homeless Point-in-Time Count in April to assess community needs for support services. For a full list of funded programs and success stories, visit uwcnavi.ca.

"This is a great opportunity to get all of our generous donors and supporters in one room, to generate excitement for the campaign this year and share how by giving to United Way, you improve lives in the Comox Valley," says Signy Madden, Executive Director of UWCNVI. "Without the generosity of our donors, we wouldn't be able to fund 18 programs in the Comox Valley."

"The Kick Off Breakfast is a way for the community to gather and talk about why we should come together through the United Way and give," said Erin Haluschak, United Way Campaign Cabinet member and Reporter at the Comox Valley Record. "As a volunteer, I am fortunate to see firsthand the impact donations make from generous community members for individuals and Community Partners."

"I want to be engaged with organizations, businesses and individuals to work towards making the best impact possible for those who need it most in the Comox Valley community."

Tickets are \$25 and available online at www.uwcnavi.ca/campaign.

With a mission to improve lives and build community by engaging individuals and mobilizing collective action, UWCNVI invests in strengthening people and communities in Central and Northern Vancouver Island. Funds donated annually by local businesses and individuals for United Way's Community Fund provide an essential network of social services in your community, helping improve thousands of lives.

For more information, contact:
Kyla Karakochuk
Marketing & Communications Officer
United Way Central & Northern Vancouver Island
communications@uwcvi.ca
250.619.0151
www.uwcvi.ca