

For Immediate Release



United Way
Central and Northern
Vancouver Island

United Way Cowichan Joins United Way Central and Northern Vancouver Island Regional Model

Nanaimo, BC – March 11, 2016 – United Way Central and Northern Vancouver Island (UWCNVI) is excited to announce that as of April 1, 2016, United Way Cowichan will join UWCNVI as part of the regional United Way model.

“Our board and staff are excited and honoured to continue the important role that United Way plays improving people’s lives in the Cowichan region,” said Don Bonner, Board Chair of UWCNVI. “The regional model works well, strengthening local fundraising and investments, while tackling social issues that impact many communities.”

All across Canada, smaller United Ways are joining larger regional United Ways to better serve the community, while keeping efforts locally relevant. United Way will continue to have a local office at Duncan City Hall with a local staff person, local Impact Council, local fundraising cabinet, as well as local governance representation on the board and committees. Accounting, donation receipting and developing marketing materials will take place at the regional office in Nanaimo. United Way’s work in the Cowichan region will focus on building relationships and solutions with Community Partners and fundraising for local needs.

“Our board and membership have embraced joining a regional model as a win-win solution. United Way will stay locally responsive and we can also tap into more staff resources and a bigger understanding of issues such as child poverty, homelessness and the growing population of vulnerable seniors seen in all island communities,” said Corrine Thompson, Board Chair of United Way Cowichan. “Solutions to social issues developed in Cowichan can benefit other communities in our region and we, in turn, can learn what is effective elsewhere.”

UWCNVI became a regional United Way over six years ago when Central Island United Way, United Way Comox Valley and United Way Campbell River became the UWCNVI. With a mission to improve lives and to build community by engaging individuals and mobilizing collective action, UWCNVI invests in strengthening people and communities. As of April 1, 2016, UWCNVI’s region will include the Mount Waddington area, Campbell River, Courtenay-Comox, the West Coast, Port Alberni, Parksville, Qualicum Beach, Nanaimo, Gabriola Island, Ladysmith and the Cowichan Valley.

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