

For Immediate Release



United Way Cowichan Joins Regional United Way Model

Cowichan, BC – April 1, 2016 – United Way Cowichan has become part of the United Way Central and Northern Vancouver Island (UWCNVI) regional model. This is a great example of the trend across Canada of smaller United Ways working together to create stronger regional United Ways to better serve our communities.

Corinne Thompson, Board Chair of United Way Cowichan explains, “Our board and membership are excited to join a regional model as a win-win situation to better deal with social issues such as child poverty, homelessness and the growing population of vulnerable seniors.”

“United Way will be more responsive to the needs in Cowichan and able to tap into fantastic regional resources.”

Don Bonner, Board Chair of UWCNVI adds, “UWCNVI board and staff are honoured to continue the important role that United Way Cowichan plays improving people’s lives in the Cowichan region. We can strengthen local fundraising and investments while keeping back of house support cost effective.”

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 regional board and committees. Accounting, donation receipting, developing marketing materials and oversight of fundraising for the region 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.

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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