

For Immediate Release



United Way
Central and Northern
Vancouver Island

United Way Employee Giving Campaign Wraps Up

Comox Valley, BC – February 19, 2015 – United Way Central and Northern Vancouver Island (UWCNVI) is pleased to announce that employees from First Credit Union & Insurance in Comox raised over \$750 for United Way in 2015's campaign.

Staff at First Credit Union & Insurance worked together to raise the money through the employee giving campaign and hosted a "Dressed this Way for United Way" jeans day fundraiser within the office.

"United Way is such a great organization that keeps donations local. The funds are spread across many incredible local organizations that really need support and help strengthen our community here in the Comox Valley," said Craig Keeping, Branch Manager at First Credit Union & Insurance in Comox Valley, and United Way Campaign Cabinet.

"This year we asked staff members who wanted to wear jeans in support of United Way to give a minimum \$5 donation. Jeans Day was a success and together, we raised \$505 at our Courtenay, Comox and Cumberland locations."

"Community involvement is an important part of our organization so we have started an Annual Community Impact Day. Supporting our local communities is a part of our culture here at First Credit Union & Insurance," said Keeping.

The donation will be used to help fund programs in the Comox Valley that contribute to preventing social issues such as addictions counselling, homelessness outreach, educating children on mental health issues, senior caregiver support programs and childcare/parenting programs.

United Way Central and Northern Vancouver Island (UWCNVI) has been at work for more than 57 years in our community. With a mission to improve lives and to build community by engaging individuals and mobilizing collective action, UWCNVI invests in strengthening people and communities including Campbell River, Courtenay-Comox, Port Alberni, Parksville, Qualicum Beach, Nanaimo, Gabriola Island and Ladysmith. Funds donated annually by local businesses and individuals for United Way's Community Fund provide an essential network of social services in your community.

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From left: Avry Janes (Communications Specialist), Craig Keeping (Branch Manager in Comox Valley) and Jody Macdonald (United Way Community Impact Development Officer).