

For Immediate Release



## **Target Employees Volunteer at Two United Way Days of Caring®**

**Nanaimo, BC** – June 13, 2014 – Two United Way Days of Caring connected Target employees with local organizations who needed an extra hand from volunteers: PacificCARE Child Care Resource and Referral and United Way Central and Northern Vancouver Island.

A United Way Day of Caring® is a unique opportunity for employees to come together and make a difference in our community by taking part in meaningful volunteer projects that help local community organizations. If a non-profit organization needs a new fence, a paint job, some landscaping or help with a special event, they are matched with a local business who donates a team of employees to get the job done.

PacificCARE Child Care Resource and Referral's 18<sup>th</sup> annual Teddy Bear Picnic on May 30<sup>th</sup> celebrated Child Care Month with activities for 275 parents, children and, of course, teddy bears. The success of this annual event—measured in children's smiles and teddy bear hugs—relies on the assistance of many volunteers.

The six Target employees who volunteered their time at the Teddy Bear Picnic helped to set up tents and tables, to coordinate children's activities like bubbles and the beanbag toss, and to clean up after the event. Laurie Taylor, Child Care Consultant, commented, "PacificCARE would like to thank all the volunteers and community partners for helping us with wonderful activities at the Teddy Bear Picnic. We couldn't have offered such a successful event without all the help and assistance."

Three Target employees also volunteered to help United Way Central and Northern Vancouver Island to transport and set up office desks. The organization's new staff and office volunteers will share this extra furniture. The Target volunteers were then treated to a pizza lunch sponsored by Mambo Pizza.

Colleen Campbell, Office Coordinator with United Way, confirmed how invaluable Days of Caring are for busy organizations. "Non-profit organizations have limited staff who are usually already overworked. There are always extra tasks that never get done or events that can only succeed with the help of volunteers. So, having extra hands to help out is greatly appreciated." Days of Caring also nurture a sense of caring and community and foster teambuilding amongst employees.

If you are an organization in need of assistance or a business interested in donating your employees' work time for a Day of Caring, please contact United Way Central and Northern Vancouver Island at 250-591-8731.

**Two photos attached. Captions for photo:**

Photo 1 – Colleen Campbell, United Way’s Office Coordinator, with Target employees who helped to set up desks at the United Way office.

Photo 2 – Target employees who volunteered at Pacific Care’s Teddy Bear Picnic, with Colleen Campbell, United Way’s Office Coordinator.

**United Way Central and Northern Vancouver Island**

Since 1958, United Way Central and Northern Vancouver Island (UWCNVI) has been mobilizing collective action to strengthen our community’s social support network so that every person has access to the help they need during a crisis and for the long term. Thanks to the hard work and generosity of thousands of community heroes, this year UWCNVI invested in 50 charities and 60 programs in the Central Island, Comox Valley and Campbell River.

For additional information, please contact:

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**United Way Central & Northern Vancouver Island**

**Change starts here**

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Central Island: 250 591 8731

Comox Valley: 250 338 1151

Campbell River: 250 287 3213

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