

For Immediate Release



United Way Now Accepting Letters of Intent for New Programs as Workplace Giving Campaigns in Full Swing

Nanaimo, BC – November 20, 2014 – As United Way workplace giving campaigns are in full swing, the organization is already busy preparing for its next application process for funding for local programs. At this time, United Way is accepting letters of intent from local charities for programs that have not received funding from it in the past.

United Way would like all agencies to note that a new process is in place for requests for programs that have not been funded by United Way in the past. Agencies are invited to submit a letter of intent before submitting a full application. Letters of intent must be submitted between November 1, 2014 and January 14, 2015. Further information about this process and the content for the letter of intent can be found on the United Way website at uwcncvi.ca/Resources.

Training for the full grant application process for all requests for funding will take place in February 2015.

Workplace giving campaigns at local businesses are an integral part of the United Way campaign that must raise over \$1 million this year to provide urgently needed programs for thousands of local children, teens, seniors, families and adults.

“All of the money raised by generous local businesses and employees in Nanaimo is used for programs to help people in Nanaimo,” confirmed Signy Madden, Executive Director of United Way Central and Northern Vancouver Island. “When you donate money to the United Way Community Fund, you are directly helping people in your community – your neighbours, co-workers, friends and even your family.”

Hundreds of local businesses are participating in this year’s United Way employee giving campaign, including Island Health, Costco, VIU, TD Bank, CIBC, RBC, Coastal Community Credit Union, TimberWest, Harris Auto Group, BMO, BCAA, BC Hydro, London Drugs, Finning, MNP, Woodgrove Centre and Woodgrove Chrysler.

Hundreds of thousands of dollars are still needed to reach the target of just over \$1 million. Individuals and businesses who would like to donate can do so on the United Way website at uwcncvi.ca.

United Way Central and Northern Vancouver Island (UWCNVI) has been at work for more than 56 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 our community.

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Photo caption:

Staff at BCAA help to raise funds for local programs supported by United Way Central and Northern Vancouver Island

For additional information, please contact:

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