

For Immediate Release



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

Parksville/Qualicum Beach, 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. Two programs from the Parksville-Qualicum Beach area—that directly help 150 vulnerable adults—benefit from United Way funding.

“All of the money raised by generous local businesses and employees in Parksville/Qualicum Beach is used for programs to help people in Parksville/Qualicum Beach,” 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.”

Numerous local businesses are participating in this year’s United Way employee giving campaign, including Island Health, VIU, TD Bank, CIBC, RBC, Coastal Community Credit Union, Harris Auto Group, BMO and BCAA.

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.

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 12 life-changing programs that give hope to almost 3,395 people in the Comox Valley.

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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

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