



**United Way**  
Central & Northern  
Vancouver Island

For Immediate Release

## **VIU United Way Agent of Change Campaign Underway**

**Nanaimo, BC – November 21, 2013** – Vancouver Island University (VIU) kicked-off their employee giving campaign for United Way last week. Last year VIU raised \$30,000 and they are keen to raise even more this year.

VIU has been a key long-time supporter of United Way Central & Northern Vancouver Island (UWCNVI). UWCNVI is in the midst of their **Agent of Change** fundraising campaign to raise over a million dollars to support 60 critical, life-changing programs in the Central and North Island. Employee giving campaigns are a key component in United Way fundraising and VIU is one of over 85 Central Island businesses participate in this program.

For the 5<sup>th</sup> year, VIU has provided a Loaned Representative to the United Way offices. This year, Marg Taylor from the Nanaimo campus is working for 16 weeks helping to raise funds from VIU employees and the community. Marg brings great energy to the campaign. VIU and Marg's support keeps fundraising costs down and helps spread the word about how United Way funded programs are helping the community.

"We are very fortunate to have VIU supporting United Way year-after-year on so many levels. Both our organizations are about strengthening people and the community," said Signy Madden, Executive Director, UWCNVI. "Many people aspire to getting an education but need help. We often hear from VIU students and graduates how the support of United Way funded programs helped them get ready for school, aspire to a University education or stay in school. United Way programs augment VIU's many levels of student support. Together VIU and United Way build a strong healthy community and help people's lives change for the better."

United Way is seeking donations from the community to help them fund 60 programs in the Central and North Island. Donations can be made by calling the UWCNVI office at 250-729-7400 or [info@uwcncvi.ca](mailto:info@uwcncvi.ca) or donate directly online through Canada Helps at [www.uwcncvi.ca](http://www.uwcncvi.ca)

### **About United Way Central and Northern Vancouver Island**

UWCNVI improves lives and builds community by engaging individuals and mobilizing collective action. Since 1958, UWCNVI has strengthened the communities it serves. Because of the generosity of donors and volunteers, UWCNVI is able to fund 53 charities supporting 60 programs in the Central Island, the Comox Valley and Campbell River this year. UWCNVI also manages the Success by 6 early childhood development programs throughout the Central and Northern Island and works to reduce homelessness by being the Community Entity for Nanaimo's Homelessness Strategy. United Way's Better at Home program aimed at helping keep seniors living at home will begin in Nanaimo, Parksville, Port Hardy, Comox Valley and Port Alberni in 2013 and 2014.

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### **United Way Central & Northern Vancouver Island**

#### **Change starts here**

Central Island: 3156 Barons Road Nanaimo, BC V9T 4B5 |250 729 7400

Comox Valley : PO Box 3097 Courtenay, BC V9N 5N5 |250 338 1151

Campbell River : PO Box 135 Campbell River, BC V9W 5A7 |250 287 3213

[www.uwcncvi.ca](http://www.uwcncvi.ca)