



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

NEWS RELEASE

October 12, 2022

United Way BC Kicks off Annual Fall Campaign

*Workplaces throughout BC are raising awareness
and funds in support of United Way BC*



Central Office, Burnaby, B.C. – United Way British Columbia - working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island ("United Way BC") has officially kicked off its annual workplace campaign season. Organizations in both the private and public sectors are participating in this annual campaign, all with the shared aim to raise funds in support of our communities and those in need across the province.

Dollars raised from the annual campaign are used directly to support United Way BC's mission of strengthening vital connections and building healthy, caring, and inclusive communities. Through donor-supported funds, United Way BC can provide nutritious, culturally appropriate meals to those in need, give local kids access to high-quality, after-school programs, and lift isolated seniors from loneliness.

United Way BC programs such as Community Food Hubs and School's Out, directly address the diverse needs of the most vulnerable in our communities. For instance, School's Out has proven successful in helping school-aged children access safe spaces where they can get the mental wellness and developmental support they need after school hours. To date, we have helped 4,000 children attend 33 United Way British Columbia School's Out programs with almost 207,000 snacks delivered.

Almost three in five Canadians say that it is currently difficult to feed their household, and with rising inflation, food security is a critical issue in our communities. United Way BC's Community Food Hubs provide a vital lifeline in communities to address issues of accessing nutritious and culturally appropriate

food. Thanks to our donors, 2.5 million meals were provided to families and individuals in need last year by our 16 Regional Community Food Hubs and 7 Food Recovery Organizations.

“With the cost of living rising and the impacts of the COVID-19 pandemic still being felt in our communities the need for supports for our most vulnerable has never been higher. The generosity of our workplace partners and their employees during each campaign season is not only much appreciated but is vital in driving our organization and the work we do in community,” says Michael McKnight, President & CEO of United Way BC.

With a breadth of expertise and experience, United Way BC has recognized the need for more supports and programs in several areas, including children and youth mental health, food security, and social isolation.

The United Way BC fall campaign season runs until the end of this year. Organizations throughout the province are participating in unique ways that not only raise funds for United Way BC but also inspire teamwork, employee engagement and action within.

To learn more about United Way BC’s campaign and to donate, please visit www.uwbc.ca/here.

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About United Way British Columbia – working with communities in BC’s Interior, Lower Mainland and Central & Northern Vancouver Island

United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the six regions of Central and Northern Vancouver Island, East Kootenay, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Trail and District, our organization serves a population of more than 4 million people, with a focus on kids and youth, seniors, poverty, mental health and food security.

www.uwbc.ca

Interviews are available with Michael McKnight, President & CEO, United Way British Columbia

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