



United Way
British Columbia

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

NEWS RELEASE

August 21, 2023

United Way BC supports evacuees displaced by BC wildfires *People urged to donate to the United for BC Wildfire Recovery Fund*



Photo caption: United Way BC worked in conjunction with community partners to provide blankets to wildfire evacuees at a group lodging facility in Kelowna, BC, on August 18, 2023.

Central Office, Burnaby, B.C. As British Columbia battles the worst wildfire season in the province's history, United Way British Columbia – working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver, has mobilized to support wildfire evacuees and those touched by this devastating season.

The ongoing wildfire emergency has left tens of thousands of families displaced, homes destroyed, and communities disconnected. United Way BC recognizes the urgent need for immediate relief and long-term recovery efforts in the face of this crisis. In response, the non-profit organization is accepting monetary donations to the 'United for BC Wildfire Recovery Fund' to mobilize resources and respond to immediate and emerging needs.

"This is a moment when unity and support matter most. Our hearts go out to all those impacted by the wildfires, and we are determined to stand alongside them throughout the journey of response and recovery," said Michael McKnight, President and CEO of United Way British Columbia. "United Way BC's deep-rooted presence within communities empowers us to act swiftly and effectively, especially when crisis strike."

United Way BC has spearheaded immediate relief measures in collaboration with its community partners, ranging from essentials like food, water, blankets, and personal care items to gas cards for evacuees.

The non-profit organization is also working closely with community agencies to support a meal delivery initiative for seniors who may find themselves confined indoors due to the thick haze of wildfire smoke.

Looking forward, United Way BC will focus on supporting the comprehensive recovery and rebuilding efforts that will be necessary for all affected regions.

"We are here for the long haul," McKnight adds.

Thanks to the partnership of Interior Savings and Gulf & Fraser, each dollar donated will be matched up to \$20,000, effectively doubling the impact.

Your contribution to the 'United for BC Wildfire Recovery Fund' will support those who are in greatest need, now and in the future, strengthening vital connections.

To contribute to the United for BC Wildfire Recovery Fund, visit: uwbc.ca/campaign/wildfires

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> VIDEO of United Way BC's Urgent Response efforts can be found here: [Urgent Response - YouTube](#)

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 a United Way BC Community Impact & Investment spokesperson.

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