



United Way
British Columbia

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

NEWS RELEASE
September 4, 2024

September 12 Declared United Way BC Day to Kick Off Fall Fundraising Campaign

Community comes together to show they are united for people in need



Central Office, Burnaby, BC - United Way British Columbia, serving communities in BC's North, Interior, Lower Mainland, and Central & Northern Vancouver Island, has declared September 12 as United Way BC Day, to mark the official launch of the organization's fall fundraising campaign. There are many ways to get involved:

Kickoff Breakfasts: Public events in [Kamloops](#), [Kelowna](#), [Nanaimo](#) and [Prince George](#) to inspire workplace and community champions. Everyone is invited!

Light Ups: Community partners will **light up in red** venues and landmarks across the province.

Proclamations: Municipalities are proudly declaring September 12 as United Way BC Day.

"Our annual fall campaign drives United Way BC's impact forward. The generosity of our donors and partners allows us to be responsive and ensure people in our local communities are cared for and connected," says Michael McKnight, President & CEO of United Way British Columbia. "Together, we truly are united for people in need."

United Way BC supports vital programs and services, including food security, youth and child mental well-being, and senior support services, such as the 211 British Columbia helpline. Last year, thanks to the generosity of partners and donors:

- 7,920 CHILDREN received the support they needed to succeed and thrive at 135 United Way BC School's Out and School's Out Summer program sites.
- OVER 450,000 INDIVIDUALS AND THEIR FAMILIES received more than 3.2 million meals and hampers through dignified food access programming to help address Food Security.
- OVER 36,300 SENIORS received over 579,000 Healthy Aging supports and services to stay independent, active, and engaged in their own communities.

- OVER 52,000 PEOPLE were supported by Resource Navigators at 211 British Columbia, who provided over 136,000 referrals to local programs and services to help with life's basic needs.

The following communities have adopted proclamations to honour United Way BC Day: Duncan, Kelowna, Nanaimo, New Westminster, Port Coquitlam, Port Moody, Prince George, Richmond, Trail.

The following communities will **light up in red** venues and landmarks to celebrate United Way BC Day:

Coquitlam Lafarge Lake
 Burnaby City Hall
 Burnaby Park Guideway at Metrotown
 Nanaimo Bastion
 New Westminster City Hall
 Kelowna Sails
 Kelowna Visitor Centre
 Ladysmith City Hall
 Legislative Assembly of British Columbia
 Parksville Civic & Tech Centre
 Port Moody City Hall
 Port Coquitlam City Hall
 Quesnel Fraser River Footbridge
 Vancouver Convention Centre
 Vancouver Harbour Centre Lookout
 Vancouver Canada Place
 Vancouver City Hall
 Vancouver Burrard Street Bridge
 UBC Clock Tower

United Way BC would like to acknowledge the support of its presenting sponsors, Coastal Community Credit Union, and Kruger Kamloops in partnership with Unifor Local 10-B, without whom the United Way kickoff breakfast events would not be possible.

Join us on September 12 to kick off our fall campaign and ensure we can have an even greater impact this year. Whether you attend a kickoff breakfast, wear red to the office, or light up your space, show your support for those in need in your community.

To learn more, visit: <https://uwbc.ca/united-way-bc-day/>

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About United Way British Columbia – working with communities in BC’s North, 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 five regions of Central and Northern Vancouver Island, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Northern BC, our organization serves a population of more than 4.5 million people, with a focus on urgent response, kids and youth, seniors, poverty, mental health and food security.

www.uwbc.ca

Interviews are available.

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