



United Way
Central & South
Okanagan Similkameen



FOR IMMEDIATE RELEASE – Central and South Okanagan/Similkameen

United Way CSO strives to make positive change in your community

December 15, 2016 – 'Tis the season of giving and the United Way needs your help to heat up the thermometer! With only two weeks left until the December 31 tax deadline, the United Way's campaign is sitting at 51% at the halfway point in their campaign. Perched on the roof the Global Okanagan office, the annual campaign thermometer has just been updated, but the campaign doesn't officially end until January 31 so there's still time to get your donation in and make a difference in the lives of children, families and seniors in our communities.

This year, the United Way's goal is to invest \$1.47 million in more than 40 charities in 22 different communities throughout our region. This includes programs and initiatives that address food security, mental wellness, housing stability and moving the needle on poverty in our communities. Other programs support the emotional and physical needs of children and youth, and connecting families and seniors to community resources to avoid isolation and encourage community engagement.

"We're pleased with the campaign progress to date but can't stress enough the significant impact that can be realized if we reach the goal," says Ian Gerbrandt, Interim Executive Director of United Way CSO. "The needs are great and complex as we look to address poverty and homelessness in our communities. It's critical we reach our goals to make an impact on these issues and change lives for the better."

United Way continually strives for efficiency with donor dollars without sacrificing service to the community. Leveraging donor gifts with investments from partner organizations, engaging hundreds of volunteers to support our community partners, and soliciting pro-bono services are some of the ways we keep costs low and maximize the investment in our local communities. This year, the United Way will reach almost 85,000 people with a diverse range of services, but they need your help to change lives locally and make a real difference.

For more information on United Way's community impact, visit: <http://unitedwaycso.com/what-we-do/community-impact/>.

It's not too late to donate. Giving is easy and can be done online, in-person, by phone or through your workplace campaign. For more information, visit www.unitedwaycso.com or call 250-860-2356 (or 1-855-232-1321 outside Kelowna/West Kelowna). Drop off donations at 202 – 1456 St. Paul St. Kelowna.

About United Way CSO

For 65 years, the United Way of the Central and South Okanagan/Similkameen has served the region from Lake Country in the North, to Osoyoos and Princeton in the South. Our Community Impact mission captures the essence of what we do: We improve lives and build community by engaging individuals and mobilizing collective action. The United Way invests in three focus areas that support all that kids can be, move people from poverty to possibility and build healthy and strong communities.

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