

# Unignorable

United Way

Color developed by

**PANTONE**<sup>®</sup>

LOCAL  
ISSUES  
CAN BE  
EASY TO  
IGNORE



United Way  
Southern Indiana BC  
www.unitedway.org

Helping to Change Lives  
Through Financial Education,  
Job Training and Support

## #UNIGNORABLE - The Campaign

Local issues can be easy to ignore so United Way created something #UNIGNORABLE.



In our busy lives and when we are bombarded every day with bad news from across the world, it is easy to lose sight of the issues affecting our local community – issues like poverty, homelessness, or domestic violence. And it may be that we don't see them or we simply choose to ignore them.



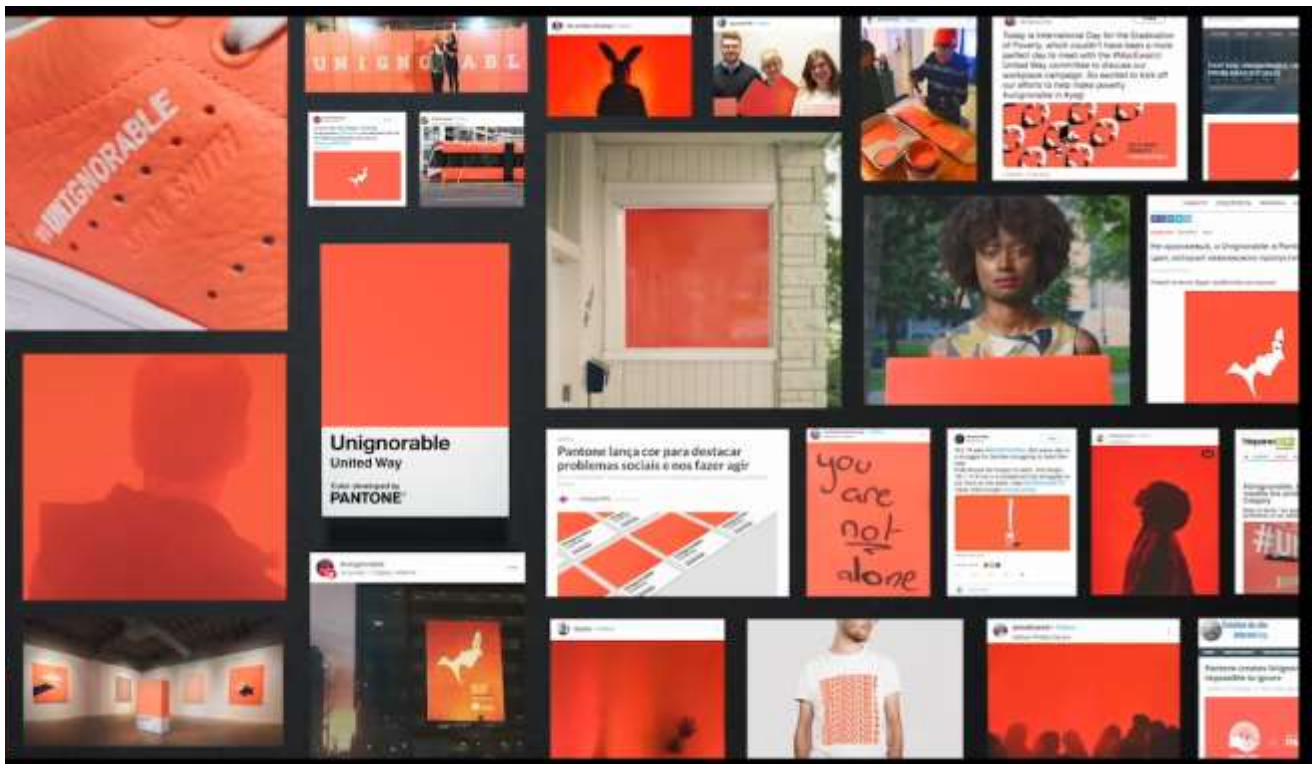
United Way partnered with worldwide colour authority PANTONE® to create the most #UNIGNORABLE colour in the world.

## #UNIGNORABLE - The Campaign

We also partnered with graphic illustrator Malika Favre, who was inspired by the cause and the idea of using art for social change.



Drawing on the striking colour and social change movement within art, the #UNIGNORABLE campaign is being used by United Way across Canada to build an inspired, viral, digital campaign —creating an emotional connection between United Way and our stakeholders, donors & community partners in a new, surprising and cut-through-the-clutter way.





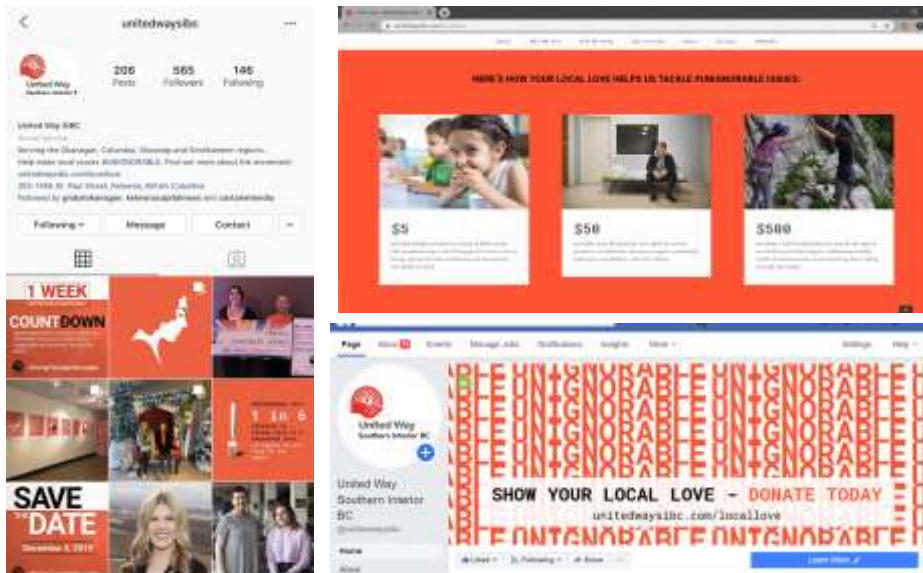
# #UNIGNORABLE - The Local Launch

Locally, United Way Southern Interior BC launched the #UNIGNORABLE campaign across the valley, beginning Fall 2019.



United Way SIBC Campaign Kickoff Breakfast and Reception, September 2019

Through a digital media campaign, we are highlighting facts about the prevalence of several #UNIGNORABLE issues within the BC Southern Interior.



United Way SIBC's #UNIGNORABLE digital media campaign, 2019

# #UNIGNORABLE - The Local Launch

With help from community organizations and partners, we are painting the town #UNIGNORABLE!



OSA and United Way launch exhibits on World Children's Day

November 18, 2019 - United Way Southern Interior BC (UW-SIB) and the Okanagan School of the Arts (OSA) invite you to a World Children's Day celebration and a Fall Search of the Children of the World at #UNIGNORABLE on Monday November 30, 2019 at the Okanagan Centre.



Level Up Conference lunch presentation about the #UNIGNORABLE campaign, September 2019



#UNIGNORABLE Swag



United Way – Southern Interior BC – launches Unignorabile campaign

With a mandate to help thousands in the BC Southern Interior who are struggling with homelessness, poverty, hunger, aging and domestic violence, the United Way has launched a fundraising campaign that will, in turn, empower local agencies.



GenNext Social, November 2019

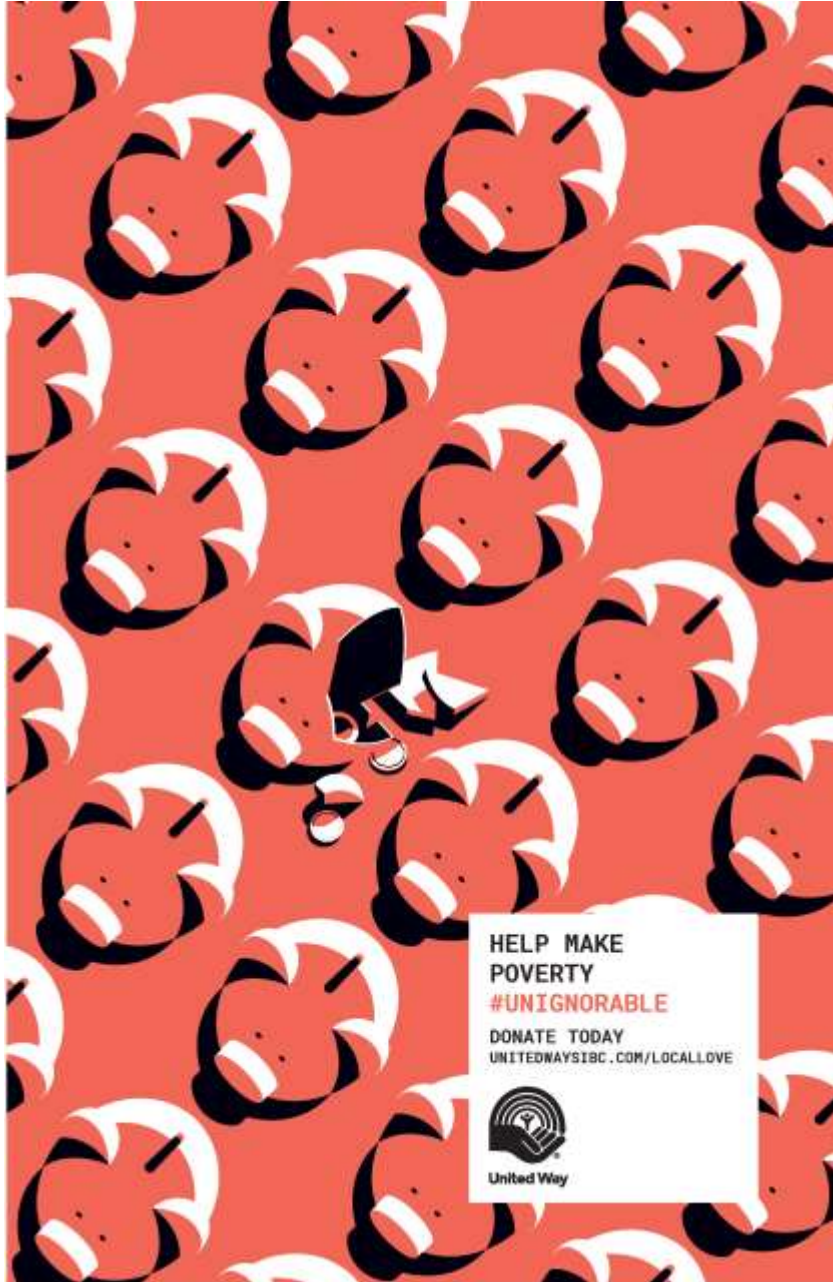


United Way Celebrity Roast, October 2019

When people ask what #UNIGNORABLE is all about, we make sure it prompts an engaged discussion of our local issues and highlights ways to take action.



## #UNIGNORABLE - Explained



### POVERTY

**13%** of BC residents live in poverty – the highest rate in Canada. **1 in 5** BC households spend more than half their income on rent, and **12%** of local households do not have access to healthy, affordable food. Addressing poverty at the local level requires community collaboration and collective compassion – showcasing local love in action.

United Way tackles poverty in our communities by helping partner agencies meet their client's urgent, basic needs like food and shelter. We also go a step further, providing people with access to employment skills training and families across the Southern Interior BC region with the program connections and opportunities they need to build strong, secure futures.

## #UNIGNORABLE - Explained

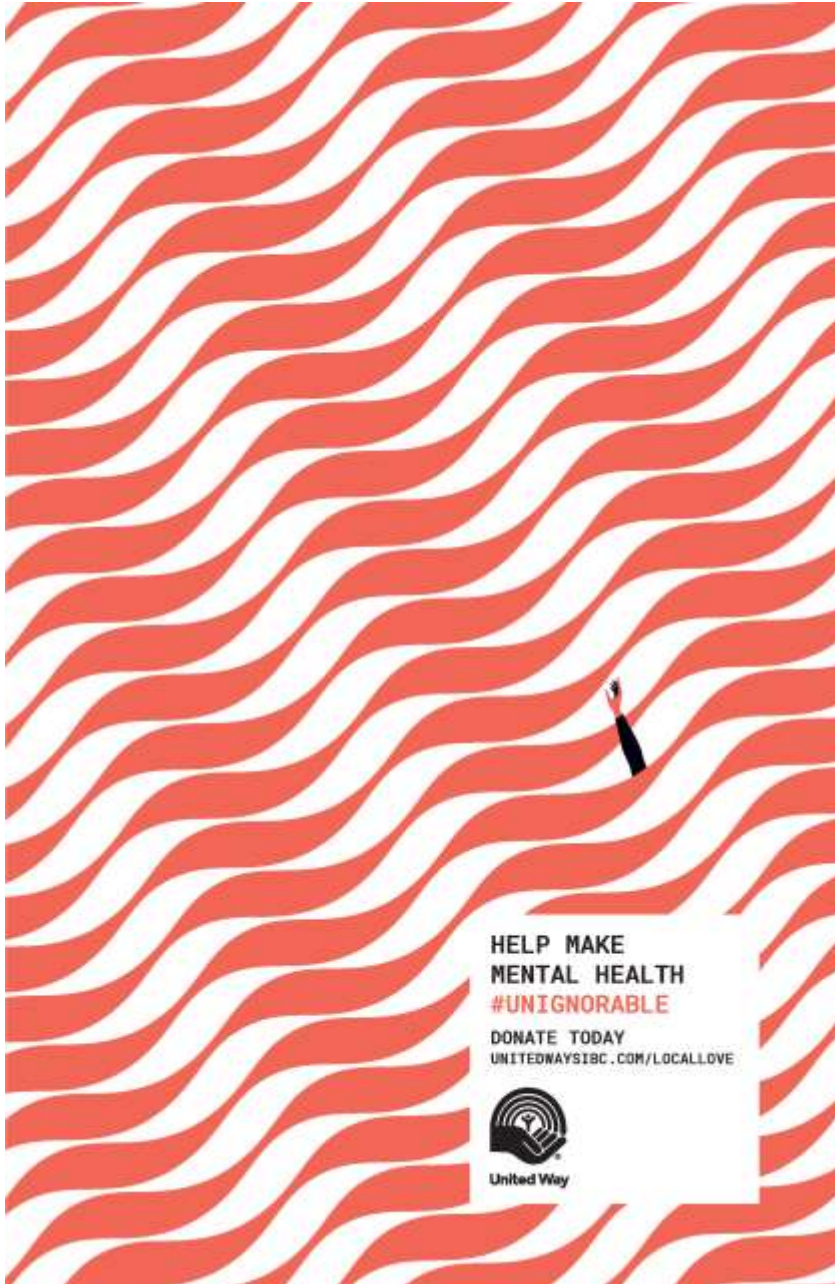
### DOMESTIC VIOLENCE

**Half** of women in Canada have experienced at least one incident of sexual or physical violence since the age of 16. **70%** of these incidents tend to not be reported; shame, stigma and fear often prevent many from seeking help.

United Way is there when survivors – women, children, men, LGBTQ+ individuals and seniors – are ready to make that leap. In 2019, we invested more than **\$100,000** in a range of emergency and ongoing supports to help survivors get through the crisis, remain safe and build a better future.



## #UNIGNORABLE - Explained



### MENTAL HEALTH

When you feel like you're drowning, it can be hard to ask for help. **1 in 5 Canadians** will experience a mental health challenge at some point in their lives. Stigma prevents many people from seeking treatment, which can have devastating and long-term impact on health, employment and relationships.

United Way invests more than **\$250,000** in mental health programs and services across the Southern Interior BC region, helping people of all ages and stages when they need it most. This includes everything from drop-in services and group counselling to crisis support and bereavement programs.




## #UNIGNORABLE - Explained

### HUNGER

Kids should be hungry to learn, not hungry. Yet, **12% of local households** in the Southern Interior region of BC do not have access to healthy, affordable food.

No one should have to choose between paying the rent or putting food on the table. That's why United Way invested more than **\$80,000** last year alone on everything from after-school snack programs and community gardens to communal dining and healthy eating workshops.



HELP MAKE  
CHILD HUNGER  
#UNIGNORABLE  
DONATE TODAY  
[UNITEDWAYSBC.COM/LOCALLOVE](http://UNITEDWAYSBC.COM/LOCALLOVE)



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## #UNIGNORABLE - Explained



### HOMELESSNESS

Every night, **at least 500** people are experiencing homelessness in our region – and there are hundreds more at risk. Unfortunately, homelessness is not uncommon in the communities we call home.

United Way recognizes the complexity of this issue – which can only be effectively addressed through working in coordination with key community leaders across multiple sectors. We work in collaboration with partners across the Southern Interior BC to find feasible and practical solutions that help address chronic homelessness. We also fund and support **9 programs** that help to meet the urgent needs of people living on the streets.

## #UNIGNORABLE - Explained

### SOCIAL ISOLATION

Isolation and loneliness have reached epidemic proportions in many communities, leaving people feeling trapped in their own surroundings with no one to turn to. Access to adequate resources becomes a hurdle for many individuals and families, especially for those living in rural areas.

United Way supports **33 crucial programs** that provide people with an essential connection to the community resources and supports they need. Our strong partnerships with local community hubs enables vital resources and information to trickle down, impacting thousands of lives across our region. When communities thrive, people thrive as well.



HELP MAKE  
SOCIAL ISOLATION  
#UNIGNORABLE

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[UNITEDWAYSBC.COM/LOCALLOVE](https://www.unitedwaysbc.com/locallove)



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## #UNIGNORABLE - Explained



### EDUCATION INEQUALITY

A good education is a launch pad to a strong, economically secure future. Yet, postal code and socio-economic circumstance can still impact someone's access to high quality educational support. Locally, **only 32%** of youth in care complete their Grade 12 education – compared to 84% from the general population.

United Way supports numerous low barrier opportunities for youth, young adults and individuals with diverse backgrounds to gain new skill sets. We invest and participate in **15 programs**, ranging from early childhood interventions & recreational activities to literacy and tech skills training.

#UNIGNORABLE - Get Involved



Help make local issues

**#UNIGNORABLE**



## **DONATE**

- Establish or increase your annual donation
- Sponsor a United Way event
- Leave a legacy in your Will



## **TAKE ACTION**

- Start a workplace campaign or fundraiser
- Host your own fundraiser or special event
- Participate in a United Way event
- Share the **#UNIGNORABLE** message and call to action



## **VOLUNTEER**

- Participate in a Day of Caring®
- Volunteer your talents at United Way

Your generosity powers United Way's important work in addressing the most challenging needs in our community. It allows us to tackle persistent, **#UNIGNORABLE** issues that are preventing far too many individuals and families from getting ahead. When you show your local love for your community, you are helping create pathways out of poverty so that everyone can thrive.

# HELP MAKE LOCAL ISSUES #UNIGNORABLE



**TAKE ACTION TODAY**

[unitedwaysibc.com/locallove](https://unitedwaysibc.com/locallove)



**United Way**  
Southern Interior BC  
[unitedwaysibc.com](https://unitedwaysibc.com)

Serving the Okanagan, Columbia,  
Shuswap and Similkameen

**CONTACT US:**

**United Way Southern Interior BC**  
202 - 1456 St. Paul St. Kelowna, BC  
250-860-2356 | 1-855-232-1321  
[info@unitedwaysibc.com](mailto:info@unitedwaysibc.com)

**North Okanagan Office**  
#200 - 4301, 32nd St., Vernon, BC  
250-546-1346 | 1-866-GIVE4UW