

For immediate release...Okanagan, Columbia, Shuswap, Similkameen

United Way celebrates 70th Anniversary with virtual fundraiser November 19

November 6, 2020 – This month, United Way Southern Interior BC (SIBC) celebrates their 70th anniversary with the goal to raise \$70,000 at an inspiring and fun 70th anniversary virtual gala. For over seven decades they have been making an impact on the lives of vulnerable people from Revelstoke to Osoyoos and over to Princeton. Although social issues may have changed and new issues grown bigger, United Way has remained committed to tackling them collaboratively and with community-based solutions.

“As we embark on our 70th anniversary - celebrating seven decades of impact, change, service and local love - the need continues to be as prevalent as ever,” says Kahir Lalji, Executive Director of United Way SIBC. “The pandemic has clearly shown us that invisible, un-ignorable issues have become visible. Poverty, precarious housing, food insecurity, mental health & emotional fragility, and the wellbeing of children and youth continue to be pressing social challenges. We ask for your support as we address and invest in these key priority areas.”

The pandemic has had a dire impact on all local fundraising efforts this year and, as a result, United Way is aiming to significantly boost donation levels to support the 90+ local charities who depend on them for grant funding next year.

To be 100 percent safe and remove any risk of cancellation, United Way is hosting a ‘Stay at Home Gala’ from 6:00 p.m. to 9:00 p.m. on Thursday, November 19 presented by Sun Life. This fun evening will entertain guests with nine local bands, food and drink options from local restaurants, an online auction that launched this week and a host of well-known local guests sharing stories of the past 70 years in our local communities. All from the comfort and safety of your own living room.

“Sun Life is committed to fostering healthier, sustainable communities for our clients, advisors, employees and all Canadians,” says Craig Pelletier, District Director - Sun Life. “Having opened our first offices in the Okanagan in 1952, we’re proud to support organizations like the United Way and their virtual gala to help make a difference in many local lives.”

More information and tickets are available at www.locallove70.com.

The goal of United Way is to create opportunities for a better life for everyone in our communities. Over 75, 000 people in our communities, on average, every year are impacted positively by a United Way program. United Way’s community fund and initiatives are made up of local experts who know where the need is greatest in each community. They bring people together making sure the right people, organizations and skills are at the table to solve the tough problems with a goal to address the root causes of local social issues.

Visit: www.Unitedwaysibc.com/locallove for more info on who benefits from United Way investments and donate to support vulnerable people in your community.



United Way
Southern Interior BC
unitedwaysibc.com



About United Way SIBC:

The United Way mission is to improve lives and build community by engaging individuals and mobilizing collective action. For 70 years, we've been working to create opportunities for a better life for everyone in the Okanagan, Columbia, Shuswap and Similkameen. Every dollar raised here stays in our community and touches the lives of over 75,000 vulnerable children, families and seniors every year. For more info, visit: www.unitedwaysibc.com or call 1-855-232-1321.

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