



United Way
British Columbia

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

NEWS RELEASE

August 31, 2021

United Way delivers child safety and wellness items for families across the Southern Interior

215 car seats and 50 baby care packages were delivered to 45 distribution hubs

Kelowna, BC – In response to the growing need for child safety and wellness items further exacerbated by the pandemic, United Way's community partners from across the region have once again stepped up for this year's United Way Child Safety Initiative – powered by the increased and continued support of the Paul Dockstader Foundation, Central Okanagan Foundation, KGH Foundation, and United Way British Columbia – working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island.

Last week, 215 car seats and 50 baby care packages were delivered to 45 distribution hubs in the Southern Interior. Families from across the region received 3-in-1 convertible unit car seats and baby care packages that include essential items like diapers and wipes.

"Thanks to the foresight and generosity of all our partners who have come together once again this year to provide these much-needed items to families across the Southern Interior," says Kahir Lalji, Provincial Director, Government Relations & Programs at United Way British Columbia. "Every little bit helps, especially during one of the most challenging years many of us have lived through. These acts of local love are so important in strengthening vital connections, which are critical in finding resilience. We are better together."

This year also saw the success of the Rogers Communications' Back to School Drive Campaign pilot program, where over 300 school backpacks containing notebooks, calculators and other essential school supplies were packaged to support school-aged children across the region.

"Rogers Communications is committed to supporting the communities where we live and work," says Jennifer Wilson from Rogers. "Within that mandate, initiatives that support education are one of our CSR priorities because having a solid education is paramount to a child's success both inside and outside of the classroom. Providing these backpacks to our local children is just one way that Rogers is investing in our communities' future."

From the generosity of logistics partners to the support of keen volunteers across the region, the Child Safety Initiative was made possible by community working together. Dawson Idealease graciously lent a 5-ton transport truck to carry the precious cargo up and down the valley, while storage and space was shared by Secure Rite Kelowna. United Way purchased the car seats through a relationship with Costco Kelowna at a discount, and Nor-Val Rentals offered additional equipment support.

For more information on the Child Safety Initiative, please visit <https://unitedwaysibc.com/how-we-help/kids/child-safety-initiative>

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ADDITIONAL INFORMATION:

The **Child Safety Initiative** is a unique partnership between United Way British Columbia, Central Okanagan Foundation, KGH Foundation, and the Paul Dockstader Foundation. Costco Kelowna handles the ordering and enables us to purchase the products at a discounted rate. Dawson Idealease provides the 5 ton truck for deliveries, and Secure Rite provides the storage. Since 2015, over 400 car seats have been delivered to charity partners in the Southern Interior. United Way charity partners receive car seats and care packages to distribute to low-income families in their community. The agencies assess the needs of applicants and distribute them to individual families. Those families interested in inquiring about a car seat need to contact their local community agency directly.

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.

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Interviews are available with Kahir Lalji, Executive Director of UWBC – Southern Interior Region, and Kim Winchell, Senior Director Strategy and Operations, Community Impact & Investments of United Way British Columbia – working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island.

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