



United Way
Central & Northern
Vancouver Island

FOR IMMEDIATE RELEASE

August 31, 2020

Coastal Community Credit Union Donates \$25,000 to United Way for Local COVID-19 Pandemic Support

Nanaimo, BC – United Way Central & Northern Vancouver Island (UWCNVI) is grateful to receive a generous \$25,000 donation from their long-standing partner Coastal Community Credit Union (CCCU) to support people in increased need during the COVID-19 crisis from Port Hardy to Victoria.

“CCCU deeply cares about our communities and we are so grateful to have them with us as we fund programs to respond to COVID-19 challenges,” says Signy Madden, Executive Director, United Way Central & Northern Vancouver Island. “We know our local community partner agencies are struggling to operate and adapt their much-needed programs within the constraints of COVID-19. We are seeing many needs that government funds aren’t touching and CCCU’s donation - this act of local love – gives us the ability to respond immediately.”

Since the beginning of the pandemic, United Way has found ways to collaborate and look at collective and proactive approaches to the ever-changing situation. United Way continues to work with our frontline agencies to ensure our communities are able to serve Vancouver Island residents, especially those who are particularly vulnerable. Thanks to funds donated by caring organizations such as CCCU and funds being stewarded through the United Way, thousands of individuals have received support in these challenging times.

“From helping vulnerable families and seniors, to supporting much needed mental health resources, our local United Way chapter continues to do important work,” says Allyson Prescesky, Senior Manager of Community & Communications at CCCU. “We’re honoured to help in their efforts, knowing that when they do good locally, it helps improve the health and vitality of the communities we’re all a part of. That’s very important to us at Coastal Community.”

The donated funds will be distributed through a direct granting process. The recommendations will be approved through United Way’s volunteer Community Impact



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Council in mid-September. These recommendations are created by UWCNVI impact staff after diligently analyzing the local landscape in our communities, what requests have already come into United Way, what grants have already been distributed, and where the gaps are. These gaps are identified because of ongoing community development work and relationships with local service providers and various partners such as municipalities and provincial ministry staff.

As the landscape continuously shifts, our local service providers need further, ongoing support so they can continue their important work or helping individuals and families that need it. This pandemic response funding is one aspect of helping vulnerable people across the region cope with the impacts of COVID-19. Everyday needs are becoming apparent throughout the region. Caring citizens and those with the ability to give are welcome to contribute to the Local Love in a Global Crisis campaign, which helps local people with basic needs. Learn more and donate at uwcnvi.ca.

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About United Way Central & Northern Vancouver Island

Over the past 60 plus years, United Way Central & Northern Vancouver Island has become a catalyst for social change – conducting research, convening coalitions, and influencing public policy to make a difference in local communities. In 2019-2020 UWCNVI funded 89 programs and helped 51,846 people from the Malahat to Port Hardy. uwcnvi.ca

About Coastal Community

Coastal Community Credit Union is the largest financial services organization based on Vancouver Island and the Gulf Islands. We're proud to serve over 120,000 members and clients including nearly 10,000 business members. As a financial co-operative, we are 100% member-owned. Our shareholders are our neighbours and fellow citizens, so we are focused on building strong and vibrant communities by keeping our earnings, and our community efforts local. Learn more about us at cccu.ca.

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