



For immediate release

## United Way Freshens Image

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United Way of the Fraser Valley is getting a new look. In an effort to move beyond the image as solely a fundraiser, the local not-for-profit is re-branding, and spreading the message of local community building that has taken place for more than 26 years.

United Way Canada has provided a branding framework for the 113 United Way's across the country to express what it does in each community. The new tagline – Change starts here – will be used locally to remind residents that each person can make a difference, and through their help, United Way is changing lives in the Fraser Valley.

Last fall, a community consultation and donor survey re-confirmed United Way's commitment to three priorities: ensuring children 0 to 6 succeed, addressing homelessness, and poverty reduction. In addition to these, annual grants are given to 28 different member charities in the Fraser Valley, as well as the many initiatives that United Way supports. To express this in a simple manner, the new branding includes three focus areas that encompass all that United Way does:

All that kids can be

From poverty to possibility

Healthy people, strong communities

Each of these focus areas cover the programs, grants, initiatives and priorities that United Way of the Fraser Valley addresses to create a positive change. By using the same message across Canada, United Way will create a stronger awareness of what is being accomplished locally, and can continue to strengthen the community.

The call to action is: Give. Volunteer. Act. United Way has a powerful impact with the financial assistance of individuals and businesses, as well as the meaningful work of volunteers. The result is that one in four people in the Fraser Valley uses a service supported by United Way.

For more information about United Way, go to [www.uwfv.bc.ca](http://www.uwfv.bc.ca).

Lori Masse  
Director of Resource Development  
United Way of the Fraser Valley  
604-852-1234  
Lori@uwfv.bc.ca