

News Release

United Way Waterloo Region Communities

For Immediate Release – March 4, 2019

United As One-Gore Mutual sets the bar in lead-up to corporate giving challenge

Waterloo Region – A \$10,000 gift to support vulnerable people in Waterloo Region may be just the incentive for other corporations to give people in our community a chance at a better future.

This month, United Way is launching “[United As One](#),” a corporate challenge to local business leaders and influencers to step up to help meet people’s basic needs, break down the barriers that hold them back, and help them take meaningful steps toward a better future.

[The \\$10,000 donation was made by Gore Mutual Insurance Company](#) in response to United Way’s annual holiday giving campaign. Much like United Way’s very successful Giving Tuesday campaign that focused on [The Opioid Fund](#), the holiday campaign sought to highlight the isolation, mental health struggles, and poverty experienced by people in our community at a time when many of us were celebrating with loved ones.

Thanks to a generous match from an anonymous donor, the donation from Gore Mutual Insurance Company becomes a \$20,000 boost for programs that deliver warm meals, provide free rides to medical appointments, and offer opportunities for friendship. Together, these services help ensure seniors and those living with disabilities are able to live with dignity and support.

Thousands continue to struggle in Waterloo Region with chronic poverty, isolation, hunger, homelessness, addiction and poor mental health — and more funding for essential services is required to help community members reach their full potential.

United Way hopes others will be inspired to rise to Gore’s challenge — and are providing businesses and corporations the platform to easily donate \$5,000, \$10,000 or \$20,000. Once again, these amounts will be matched through the generosity of an anonymous donor, doubling the impact in our community.¹ [The campaign website can be found here](#).

[Gore Mutual President and CEO Heidi Sevcik](#) says giving back is a vital part of their corporate culture.



Photo from left: Joan Fisk (United Way Waterloo Region Communities), Heidi Sevcik (Gore Mutual), Farouk Ahamed (Gore Mutual), [Download photo](#).

¹ Donations will be matched up to \$20,000 per fund (youth, isolation, hunger) between March 4 – 18.

“As a modern mutual company built on the idea of people helping people, giving has always been an integral part of our identity,” Sevcik says. “We have a long history in Waterloo Region and it is important for us to support our local community in any way we can through the Gore Mutual Foundation. One way we do this is with our longstanding relationship with United Way Waterloo Region Communities. We respect the fantastic work they do in our area and are happy for the opportunity to partner with them.”

Adds [Farouk Ahamed](#), Chair of the Board at the Gore Mutual Foundation: “We strongly believe in supporting organizations that strengthen Canadian communities through our Foundation. The funds raised by United Way help a number of vital programs and services and we are proud to be able to partner with them. By working together, we can make a bigger impact in the community and make Waterloo Region a better place for everyone.”

The company donating the most to United Way’s corporate challenge will be recognized publically through paid media, social media, on United Way’s website, at the organization’s signature event, the Spirit Awards, as well as sponsorship and speaking opportunities at upcoming community events.

“I want to thank the Gore Mutual Foundation so much for their generosity this past year,” United Way CEO Joan Fisk says. “The \$50,000 they contribute year over year is used to benefit those in the communities of Waterloo Region who are working to overcome a variety of issues. It was especially wonderful that the Foundation contributed an extra \$10,000 to our holiday giving campaign and to have that amount matched by an anonymous donor.”

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About United Way Waterloo Region Communities

United Way Waterloo Region Communities is dedicated to helping people live better lives in every one of the seven communities we serve. We are fundraisers who support a network of agencies whose programs and services are locally focused, informed, connected, and deeply invested in helping people reach their full potential.

To find out more about United Way Waterloo Region Communities’ Opioid Fund and how it affects our community [please click here](#).

For more information or for media interviews, please contact:

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