



## **News Release**

### **United Way Waterloo Region Communities**

For Immediate Release – December 2, 2019

### **United Way Waterloo Region Communities Matching Donations on Giving Tuesday**

***On December 3<sup>rd</sup> supporters can help make addiction #UNIGNORABLE in Waterloo Region.***

**Waterloo Region** – United Way Waterloo Region Communities (UWWRC) is amplifying every donation it receives on Giving Tuesday through the generosity of an anonymous donor.

The Tuesday following Black Friday and Cyber Monday has become known around the world as Giving Tuesday, a day of powerful, collective giving where every act of generosity is magnified by the sheer number of people joining in.

Every dollar UWWRC receives before 11:59pm on December 3<sup>rd</sup> will be matched dollar for dollar and will go directly to UWWRC's Addressing Addiction Fund. This fund was established in 2018 in response to the local opioid crisis, with the monies dispensed to frontline organizations providing critical support and programs to people in Waterloo Region struggling with addiction.

Local experts estimate that over 50 people died in Waterloo Region from opioid-related overdoses in just the first 10 months of this year. Access to support can make all the difference. Last year, hundreds of donors across Waterloo Region came together to help surpass United Way's goal of raising \$10,000 to help fight the opioid crisis. The funds raised were invested in local projects like the Water Street House Network and Family Counselling Centre of Cambridge and North Dumfries to help those struggling with addiction.

"It's impossible to miss Black Friday and Cyber Monday. They are highly promoted and everyone loves to find a deal," says Joan Fisk, CEO of United Way Waterloo Region Communities. "But at times it may be hard to see people who are really struggling right in front of you. They may be your neighbour, colleague or family member. We want to try and help make these issues unignorable. Giving Tuesday is a global movement that helps us shine a light on real need locally."

UWWRC has made it easy to give on December 3<sup>rd</sup> by going to [www.iamtheone.ca](http://www.iamtheone.ca).

#### **Digital Assets:**

Please click [here](#) for digital assets and further information, including photos, infographics, CEO bio and photos, and United Way backgrounder.



## **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 and community builders 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.

For more information or for media interviews, please contact:

United Way Waterloo Region Communities

Hilary McCann

Senior Director, Marketing and Communications

United Way Waterloo Region Communities

P: 519-888-6100 ext 227 C: 226-898-1394

E: hmccann@uwaywrc.ca