

News Release

United Way Waterloo Region Communities

For Immediate Release-March 17, 2020

United Way Creates COVID-19 Community Response Fund To Support Frontline Partners

In response to the unprecedented coronavirus outbreak (COVID-19), United Way Waterloo Region Communities has created the COVID-19 Community Response Fund. This fund will support the work of our frontline organizations who are at the forefront of this issue and collectively striving to ensure our most vulnerable citizens are safe and healthy.

“This is a difficult time for everyone and we know those who are already marginalized in our community will be disproportionately impacted. We want every citizen in Waterloo Region and the organizations doing crucial work on the ground to know that we’re here to support them,” said Joan Fisk, CEO of United Way Waterloo Region Communities.

Waterloo Region residents, community groups and businesses can donate to the COVID-19 Community Response Fund by visiting www.uwaywrc.ca/communityresponsefund.

The funds collected will stay here in Waterloo Region and go directly to the organizations that require more support during this time. United Way is working directly with community leaders and agencies to ensure we are providing help where needed.

For more information about the COVID-19 Community Response Fund or United Way Waterloo Region Communities, please contact us at 519-888-6100 or email us at info@uwaywrc.ca.

Digital Assets:

Please visit www.uwaywrc.ca/communications to download our digital assets and further information, including photos, CEO bio and photo, and United Way backgrounder.

- 30 -

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.

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