



News Release

United Way Waterloo Region Communities

For Immediate Release – December 1, 2020

Donate to United Way Waterloo Region Communities' Social Isolation Fund on Giving Tuesday and Double the Impact in Waterloo Region

COVID 19 has caused more than one problem and together we must help provide more than one solution

Waterloo Region – United Way Waterloo Region Communities (UWWRC) is doubling every donation it receives on Giving Tuesday through the generosity of a group of anonymous donors. *

The Tuesday following Black Friday and Cyber Monday has become known around the world as Giving Tuesday, a global day of giving that provides critical funds locally.

Every dollar UWWRC receives before 11:59pm on December 1st will be matched dollar for dollar* and will go directly to UWWRC's Social Isolation Fund. This fund was established recently in response to increasing social isolation, loneliness, and mental health issues due to the recent pandemic. The donations received will be critical in supporting UWWRC's network of programs and services that provide help to those in our community that need it most.

"As difficult as the last 10 months have been, it is becoming increasingly apparent that some community members may have no one they can turn to for support, companionship and even basic needs, let alone holiday cheer or gift exchanges. Social isolation is a real issue at the best of times, especially within our senior population. But is certainly isn't limited to our elders, it is now reaching crisis proportions amongst all ages. "said Joan Fisk, CEO, UWWRC.

UWWRC has made it easy to give on December 1st by going to www.uwaywrc.ca

*Donations matched up to \$25,000

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 during times of crisis and to building a stronger future. We are fundraisers that support an entire network of programs and services that 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

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