

News Release

United Way Waterloo Region Communities

For Immediate Release – December 16, 2020

United Way Waterloo Region Communities launches 3rd annual Holiday Giving Campaign, where every dollar donated will have double the impact*.

Waterloo Region –The holiday season is upon us and now more than ever, United Way Waterloo Region Communities (UWWRC) needs your help to give the gift of hope during their Holiday Giving Campaign. Through the generosity of a group of donors, UWWRC is doubling every donation it receives from December 16th to December 31st.^{*} This campaign will provide critical funds locally, allowing United Way’s network of agencies and programs to continue their important work in 2021, addressing basic needs such as food and shelter, social isolation, and mental health.

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

Every dollar UWWRC receives before 11:59pm on December 31st will be matched dollar for dollar* and be distributed to a local network of agencies and programs that support issues that have come into sharp focus since the onset of the pandemic, such as an increased demand for accessible food and shelter, increased social isolation and increased demand for mental health supports.

“This is a critical time for so many people in our community. Many of us are struggling due to the increased restrictions around the holidays, but for those who have no bubble or support, this time can be devastating. We want to ensure we can continue to support our local agencies and programs that will be critical to Waterloo Region being able to recover in 2021 and come out of this a stronger community for everyone”, said Joan Fisk, CEO, UWWRC.

UWWRC has made it easy to give on December 31st by going to www.uwaywrc.ca

Another way you can help support local agencies and programs in Waterloo Region is through some amazing local food. As a special Holiday Giving treat, if you order curbside pick up online (not delivery) [at Borealis Grille & Bar’s Kitchener location](#) (4336 King St E, Kitchener), you can donate to United Way and receive a \$10 Gift Certificate for your next restaurant meal!

*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.

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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:

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