



NEWS RELEASE

United Way Waterloo Region Communities

For Immediate Release – February 9, 2021

United Way Waterloo Region Communities distributes over \$4.6M to Waterloo Region in 2020

Funds supported 129 local agencies and programs

Waterloo Region-United Way Waterloo Region Communities (UWWRC) is pleased to announce the distribution of **\$4,600,753.55** to 129 local agencies and programs in Waterloo Region in 2020.

Funds distributed through UWWRC include donations via the COVID-19 Community Fund, which was created in March 2020 to respond to immediate community needs related to the pandemic, as well as UWWRC's General Community Fund, which was modernized in 2020 to be more responsive to all community needs and local solutions.

During the latter part of 2020, UWWRC's 2nd Annual Holiday Giving Fund raised an unprecedented \$205,753 (including matching funds from a generous group of donors). Donors were able to choose how their funds were designated through [UWWRC's new Shopping Cart technology](#). As part of new online innovations at UWWRC, this allows donors to decide where their donations are allocated based on specific existing or emerging needs in the community.

"It is very heartening to see, during a year when many experienced unforeseen difficulties, our community come together and support so many people in Waterloo Region", said UWWRC CEO, Joan Fisk, "It is only through the generosity of donors that many of our local support services and programs are still able to be there for those in need."

To find a list of all 2020 funded agencies*, [please go here: http://www.uwaywrc.ca/what-we-do/funded-agencies/](http://www.uwaywrc.ca/what-we-do/funded-agencies/)

*List does not include individual designations to specific agencies distributed via UWWRC.

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.

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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.

For more information or for media interviews, please contact:

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