



News Release

United Way Waterloo Region Communities

For Immediate Release – June 7, 2021

United Way Waterloo Region Communities Launches Children and Youth Summer Survival Campaign

From June 7th to June 20th supporters can help ensure all families in Waterloo Region have a chance to thrive.

Waterloo Region – Children and youth have been significantly impacted by the pandemic. Schools opening and closing, restricted access to friends and family, and many community spaces being closed, have caused them undue stress and confusion. All the uncertainty and isolation has in many cases negatively impacted their mental health. United Way Waterloo Region Communities' (UWWRC) *Children and Youth Summer Survival Campaign* will raise funds that will ensure more young people in Waterloo Region have access to programs and services to help them thrive after more than a year of unprecedented challenges.

Through the generosity of anonymous donors, every dollar UWWRC receives before 11:59pm on June 20th will be matched dollar for dollar (up to \$50,000) and will go directly to UWWRC's Children and Youth Summer Survival Fund. This fund was established in response to the uncertainty around children and youth summer program availability for Waterloo Region's families, with the monies being dispersed to organizations offering services such as summer camps, recreational opportunities, mental health programs and leadership development programs, particularly in underserved neighbourhoods.

"Our young people have really experienced many disruptions this year. From school and activity cancellation to being unable to socialize with friends and family; the only certainty for over a year has been uncertainty," says Joan Fisk, CEO of United Way Waterloo Region Communities. "This has caused stress and anxiety not just for our children but for all families as they struggle to manage daily schedules and responsibilities. We want to try and help create a summer where our children have opportunities that help them heal and grow".

Donations can be made at www.uwaywrc.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:

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