



News Release

United Way Waterloo Region Communities

For Immediate Release – December 13, 2021

United Way Waterloo Region Communities launches *Preventing Homelessness Holiday Giving Fund*

Every dollar donated will be matched, creating double the impact

Waterloo Region – Not everyone will have a home for the holidays. Homelessness and housing insecurity are chronic issues that can affect anyone. The lack of affordable housing in Waterloo Region means many people must make some hard choices about having a roof over their head, food on the table or presents under the tree. United Way Waterloo Region Communities (UWWRC) has launched a Preventing Homelessness fund to provide support directly to agencies that address critical issues like supportive housing and alternative housing options, emergency shelters, street outreach, eviction prevention supports, and nutritious meals.

Through the generosity of a group of anonymous donors, 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 over the last two years.

“Housing insecurity, lack of affordability, and evictions have increased in our community. Together we can provide hope and support to those facing a cold winter and housing uncertainty”, said Joan Fisk, CEO, UWWRC. “We have shifted our funding model to be able to focus on what is needed in the region when it is needed, and we know from working with our community partners that homelessness and the threat of homelessness have become critical, especially during the pandemic.”

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

Digital Assets:

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

- 30 -

About United Way Waterloo Region Communities

United Way is the second largest funder of social service programs across the country, second only to government. Thanks to generous donors and partners, United Way is creating change on key social issues such as food security, mental health, and isolation in seniors by investing over \$4.6 million in critical services to 129 agencies and programs across Waterloo Region in 2020. Over \$2.1 million was distributed via COVID emergency services, thanks in part to both local donors and corporate partners, and the Government of Canada.

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

Direct: 226-898-1394

hmccann@uwaywrc.ca