News Release

United Way Waterloo Region Communities

For Immediate Release – November 29, 2022

United Way Waterloo Region Communities' Giving Tuesday to put donor in driver's seat with Campaign for a Cause

Donors can choose where they want to make an impact

Waterloo Region – Since 2012 the Tuesday following Black Friday and Cyber Monday has become known around the world as Giving Tuesday, a global day of unity that provides support to critical work being done locally.

This Giving Tuesday we want to empower donors, so they can empower others in our community. Our new Campaign for a Cause gives donors the chance to direct a gift where they want to see an impact. Focused cause-based giving ensures local agencies, programs, and services get the critical funding they need, and allows donors to direct funds to causes that are meaningful to them. It is a targeted campaign that provides the opportunity for donors to give back to the community in a way that aligns directly with their values, goals and interest.

"2022 has been a challenging year for us and our local agencies. Not only do we still have the lasting effects of Covid, but we have faced unrelenting inflation and price increases almost everywhere. Every quarter we receive funding applications from our local agencies and every quarter we must turn some of them away empty handed. It is not what we want to do but our funding shortfalls leave us no choice. We had the opportunity to listen to our partners and the public and have changed the way we fundraise and hopefully this will allow donors the choice they want and create the opportunity to make changes where they want to see an impact", said Joan Fisk, CEO, UWWRC.

UWWRC has made it easy to learn more about Campaign for a Cause and to give on November 29th by going to www.uwaywrc.ca/giving-tuesday/

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.

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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 almost $3.2 million in critical services to 209 agencies and programs across Waterloo Region in 2021.

For more information or for media interviews, please contact:

United Way Waterloo Region Communities

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