News Release

United Way Waterloo Region Communities

For Immediate Release – December 1, 2022

United Way Waterloo Region Communities launches Holiday Giving "Campaign for a Cause"

Direct your donation where you want to make a change

Waterloo Region – Inflation and cost of living increases have affected everyone this year. The lack of affordable housing and increases in fuel and food costs means that many people must make some hard choices about having a roof over their head, food on the table or gifts under the tree. United Way Waterloo Region Communities (UWWRC) has launched a Holiday Giving - Campaign for a Cause- to provide support directly to local agencies that address critical issues in Waterloo Region.

Campaign for a Cause gives the donor choice and the power to direct a donation to where they want to see an impact. It is cause-based giving that ensures local agencies, programs, and services get the critical funding they need when they need it. This allows donors to direct funds to causes that are meaningful to them and see the impact of their donations.

This holiday season, through the generosity of a group of anonymous donors, any new or increased gifts to United Way Waterloo Region Communities will be matched, up to $80,000.

"Housing prices, inflation and cost of living increases have put a strain on so many people in our community. These stressors will be even more evident during the holidays. Together we can provide hope and support to so many who may not be able to enjoy a merry holiday season", said Joan Fisk, CEO, UWWRC. "We have shifted our funding and fundraising model to be able to be more agile and give donors choice. This empowers the donor, who through their generosity can then empower others in our community."

UWWRC has made it easy to give by going to www.uwaywrc.ca/get-involved/events/holiday-giving/.

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 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:

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