

## News Release

### United Way Waterloo Region Communities

For Immediate Release – December 13, 2022

#### **United Way Waterloo Region Communities Appoints Dave Wilson as New Senior Director of Philanthropy**

##### ***New role to lead innovative Campaign for a Cause funding strategy***

**Waterloo Region** – United Way Waterloo Region Communities (UWWRC) is pleased to announce that David Wilson has been appointed as new Senior Director of Philanthropy. An experienced industry leader, Dave brings a wealth of business experience and enthusiasm to the role.

Dave comes to UWWRC from Scotiabank where he held evolving roles for almost 24 years. His latest position as District Vice President in Waterloo Region for Retail and Small Business positions him well for his new role, providing insight and existing relationships that will assist with UWWRC workplace campaigns.

“We are very excited to welcome Dave to United Way. He is an enthusiastic and results oriented business leader with over 30 years’ experience as a top performer and trusted advisor in the financial services sector. As a forward thinking, versatile and innovative people leader, he has established strong working relationships through authentic and trusted connections. These are all attributes that lend themselves perfectly to fundraising,” said Joan Fisk, UWWRC CEO.

Dave started in his new role on November 28, 2022. The timing coincides with one of UWWRC’s biggest fundraising periods with their Holiday Giving campaign which began on December 2, 2022. This year, Holiday Giving will highlight UWWRC’s new fundraising strategy, [Campaign for a Cause](#). This new approach allows for focused, cause-based giving ensuring local agencies, programs, and services get the critical funding they need while allowing donors to direct funds to causes that are meaningful to them and see the impact of their donations.

UWWRC has made it easy to learn more about Campaign for a Cause and donate by going to [www.uwaywrc.ca](http://www.uwaywrc.ca).

## Digital Assets:

Please visit [www.uwaywrc.ca/about-us/communications/](http://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:

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