

News Release

United Way Waterloo Region Communities

For Immediate Release-September 15, 2023



Together We Can End Poverty In Waterloo Region - United Way Launches 2023 Campaign

The March of 1000 Umbrellas Officially Starts the United Way Campaign –Goal of \$8 Million Dollars Set In Response to Dramatic Rise in Community Need

Waterloo Region - United Way Waterloo Region Communities (UWWRC)

Hundreds of locals gathered Thursday September 14th in support of United Way WRC's 2023 Campaign Launch! The 5th annual **March of 1,000 Umbrellas** represents a community-centric way to raise awareness for the start of UWWRC's fundraising campaign.

The celebration of community is also a call to action as attendees were reminded that the need continues to increase, despite all the incredible working being done by so many organizations.

United Way WRC is calling on the support of all community members to help raise \$8 million dollars this year. The funding requests and feedback from over 100 local non-profit partners indicate that this is the minimum needed to provide essential services to those in need. This far exceeds current available funding. We can all rise to challenge. Help make our home, Waterloo Region, the best place to live for all.

Quotes:

Joan Fisk, UWWRC CEO

"The need in Waterloo Region is greater than ever this year. We have already received requests for over \$7 million in funding and we need to raise more money to meet the need and change this trajectory. United Way is not easily understood, as we work in collaboration with so many different groups, but our goal is to support the most critical social service programs in our region, so that everyone in our community has opportunities to reach their full potential."

"Help us make this the best region in the Province"

Neena Gupta, UWWRC Board Chair

"I love this community...I know that I can help the people who know how to make this place good for each and everyone of us....Remember the 1960's adage, 'If you're not part of the solution, you are part of the problem' I believe the United Way is the best way to be part of the solution of making this amazing region, amazing for each and every one of us."

Event Sponsors Included:

Clarion Medical Technologies

Rockwell

TD

RBC

BMO

Waterloo Regional Police Services

Borealis Grille & Bar

TMMC

Event Speakers Included:

Joan Fisk, CEO United Way Waterloo Regional Communities

Karen Redman, Chair, Region Waterloo

Neena Gupta, Chair, UWWRC Board of Directors

Mike Morrice, MP Kitchener Center

Berry Vrbanovic, Mayor, City of Kitchener

Royce Bodaly, Councillor, City Waterloo

Entertainment:

University of Waterloo AfroXDance Squad

Music by J. Hutton, RBCx Sponsored Artist

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.

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, and we focus on understanding issues and solutions unique to our community. Thanks to generous donors and partners, we are privileged to collaborate with people, non-profits, and businesses to empower multiple innovative, impactful and measurable solutions. We are fundraisers and local community builders that support a network of agencies whose programs and services are locally focused, informed, connected, and deeply invested in helping people reach their full potential. To ensure critical agencies, programs and services get the funding they need, and to ensure donors have a clear line of site to the work we do, we have focused on cause-based giving. Campaign for a Cause is a targeted community campaign that provides the opportunity for you or your workplace to give back in a way that aligns directly with your values and goals. To learn more, connect with us at www.uwaywrc.ca.

For more information or for media interviews, please contact:

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