



## News Release

### United Way Waterloo Region Communities

For Immediate Release – November 23, 2023

## **Giving Tuesday – Give Back to Waterloo Region through United Way**

### ***November 28<sup>th</sup> Be part of the global movement of generosity***

**Waterloo Region** – Since 2018 there has been a global movement towards generosity and giving back following the shopping sprees inspired by ‘Black Friday Sales’. This year Giving Tuesday falls on November 28<sup>th</sup>, and a group of 30+ local non-profits are collaborating to direct giving towards United Way Waterloo Region Communities. The idea was brought up at a community partners meeting, as a way to highlight the interconnectivity of our local non-profit sector and the critical role of United Way as a unifying force.

"We uplift our community through a UNITED front!" said Joan Fisk, CEO of United Way WRC. "On Giving Tuesday this year, we are inviting everyone to follow the stories of our partners' work on social media and to give a gift to strengthen our community by giving to United Way."

Messages from all participating partners will be shared on social media on November 28<sup>th</sup> and saved on the United Way WRC website so the impact will continue beyond Giving Tuesday and into the holiday season. Stories of resilience and hope from incredible local leaders and organizations are the perfect way to move into the holiday season, with a focus on giving back.

In a recent State of the Sector Report, The Ontario Non-Profit Network noted, “Demand for nonprofit services is at an all-time high. Nonprofit financial situations are on a downward spiral.”

The non-profit sector needs community support to make it through this difficult time. Join the movement on Giving Tuesday and be part of the change.

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## 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](http://www.uwaywrc.ca).

### Digital Assets:

Giving Tuesday [www.uwaywrc.ca/giving-tuesday-2023/](http://www.uwaywrc.ca/giving-tuesday-2023/)

Digital assets [www.uwaywrc.ca/about-us/communications/](http://www.uwaywrc.ca/about-us/communications/) and further information, including photos, CEO bio and photo, and other United Way materials.

Nonprofit Sector Survey [https://theonnc.ca/topics/advocacy/nonprofit-sector-surveys/?mc\\_cid=18909f47ce&mc\\_eid=56872c0b0c](https://theonnc.ca/topics/advocacy/nonprofit-sector-surveys/?mc_cid=18909f47ce&mc_eid=56872c0b0c)

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