



## News Release

### United Way Waterloo Region Communities (WRC)

#### For Immediate Release:

#### **UNITED WAY WATERLOO REGION COMMUNITIES LAUNCHES 2024 FUNDRAISING CAMPAIGN WITH "MARCH OF 1,000 UMBRELLAS"**

**WATERLOO REGION - September 20, 2024:** United Way Waterloo Region Communities (WRC) kicked off its 2024 fundraising campaign with its annual "March of 1,000 Umbrellas" event. This vibrant community gathering brought local residents, dignitaries, donors, community advocates, and non-profit workers together, to recognize the essential role that umbrella organizations play in establishing networks of charities and non-profit services that help our community's most vulnerable residents.

The campaign launch began at Waterloo City Hall and had its participants march down King Street, concluding at Kitchener City Hall's Carl Zehr Square.

#### **Quotes:**

"The March of 1,000 Umbrellas not only marks the beginning of United Way's 2024 /2025 fundraising campaign, it also serves as a powerful visual representation of the community's collective commitment to ending poverty in Waterloo Region," said Joan Fisk, CEO of United Way WRC. "Just as an umbrella shields us from the rain, United Way provides a protective and supportive shield for our community," said Fisk. "We bring people together under one umbrella, supporting a vast network of local charities and non-profits that foster a more resilient and united community."

Waterloo Mayor Dorothy McCabe welcomed the gathered crowd of more than 400 participants at Waterloo City Hall, and while speakers at Carl Zehr Square's finish line included Regional Chair Karen Redman, Kitchener's City Councilor for Ward 10 Stephanie Stretch, MP Mike Morrice, and United Way's Campaign Cabinet Chair for 2024, Jennette van der Laan of RBC.



"I am always so impressed at how many people I see on this walk from different parts of the community. Thank you for what you do in your professional lives, and your corporate lives. And know that United Way is one of those backstops that is so important throughout our region," shared Regional Chair, Karen Redman.

Kitchener City Councilor Stephanie Stretch, Acting Mayor on behalf of Barry Vrbanovic, commented that "The March of 1,000 Umbrellas challenges us all to raise awareness for issues like hunger, homelessness, and isolation in our community."

MP Mike Morrice said that "The crises that we are collectively working to solve are not competing against one another; they are interconnected. We will not solve the housing crisis if we do not tackle the mental health crisis, and the poisoned drug crisis, and the fact that folks are living in food insecurity. The work that you are all doing, whether it's with an organization working on the front lines, or a company that is raising funds, is helping collectively to address these difficult times that we are living through and that we can address them better when we do it together."  
Mayor

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### **About United Way Waterloo Region Communities (WRC)**

United Way WRC 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 which allows for donations to be directed in a way that aligns with selected priorities and goals. To learn more, connect with us at [www.uwaywrc.ca](http://www.uwaywrc.ca)



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