



## News Release

### United Way Waterloo Region Communities (WRC)

#### For Immediate Release

## United Way Waterloo Region Raises \$111,740 on Giving Tuesday

**Waterloo Region, December 4, 2025** – United Way Waterloo Region is thrilled to announce that, thanks to the generosity of local donors and a \$50,000 ‘donation match’ from an anonymous group of supporters, a total of **\$111,740** was raised this past Giving Tuesday, December 2, 2025.

“Each gift we receive is a direct investment in the well-being of our community,” said Joan Fisk, CEO at United Way Waterloo Region. “Donations received on Giving Tuesday will now directly support vital programs across our neighbourhoods, tackling complex issues such as food insecurity, lack of emergency shelter, mental health needs, and greater support for essential services that families and individuals truly need in tough economic times.”

Giving Tuesday, a global day of generosity, encourages individuals to give back to their local communities at the start of the holiday season.

Placed after a weekend commonly associated with consumerism and discount sales of ‘Black Friday’ and ‘Cyber Monday’, Giving Tuesday reminds us that acts of generosity create a more lasting impact than any sale ever could. “Black Friday sales can save us money but Giving Tuesday donations save lives. This collective community effort – raising \$111,740 on a single day – demonstrates the true power of community care and compassion in Waterloo Region. It fills us with hope, but we know there’s so much more work to be done to help others in need,” adds Fisk.

United Way Waterloo Region thanks every donor who participated in our Giving Tuesday campaign and invites others to consider ongoing support through monthly donations, helping to sustain our essential programs and our partner organizations, year-round.

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#### United Way Waterloo Region Communities

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## About United Way Waterloo Region

United Way Waterloo Region is a non-profit organization with a unique mandate, defined by the Government of Canada as an 'umbrella organization': we raise funds for a large number of charities working across many social issues, such as homelessness, mental health, addictions, food insecurity, literacy challenges, and support for children, youth, and seniors, among others. Funds raised by United Way are then strategically allocated to local groups and charities where the greatest impacts can be made, and donor dollars can be used most efficiently to make the greatest local impact. We help build our community by supporting a wide network of non-profit organizations, whose programs and services are locally focused and deeply invested in helping people reach their full potential. We help people in need *today*, while also addressing the systemic issues impacting *tomorrow*. To learn more, connect with us at [www.uwaywrc.ca](http://www.uwaywrc.ca).

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## Digital Assets:

Please visit [www.uwaywrc.ca/about-us/communications/](http://www.uwaywrc.ca/about-us/communications/) to download our digital assets and additional information, including photos, CEO bio and photo, and other United Way materials.

For more information or for media interviews, please contact:

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