



Annual Report

2024-2025



United Way
Waterloo Region
Communities



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About Us

United Way Waterloo Region is a non-profit organization, governed by a local board of directors, that raises funds and invests directly into our community.

We are part of a broad network of local, autonomous, volunteer-based organizations focused on improving lives and building strong communities.

We work to tackle complex social issues by uniting people, organizations, and resources to meet immediate needs and address the root causes of challenges like poverty and inequality.

Our work is made possible through generous donations from individuals, corporations, and foundations.

United Way is a founding partner of 211 Canada, a national helpline that connects people with information and resources on community and social services.

United is the way we bring together individuals and organizations to provide financial support in the private, public, and social sectors across Waterloo Region to understand community needs and facilitate a wraparound approach to solving complex social issues.

Our Purpose

United is the way to serve those experiencing vulnerability and create an equitable future for all.

Our Vision

United is the way to empower everyone to improve lives and build strong communities.

Our Values

- Trust
- Integrity
- Respect
- Inclusivity
- Accountability

Our Communities

- | | |
|-------------|------------|
| • Kitchener | • Wilmot |
| • Waterloo | • Woolwich |
| • Cambridge | • North |
| • Wellesley | Dumfries |



United Way
Waterloo Region
Communities

Dear Friends and Supporters,

I am filled with deep gratitude and a profound sense of community as I reflect on the past year. Despite the many challenges we continue to experience, there were countless moments that reminded us of the strength, generosity, and compassion that define Waterloo Region.

To every donor, volunteer, and partner, thank you. You are the heart of United Way. I would especially like to recognize our dedicated Board of Directors and Campaign Cabinet for their on-going efforts in keeping us focused on the mission of raising funds for those in need. I am thrilled to add my thanks to our newly formed Women United Committee whose energy and passion have added new momentum to our movement.

While the world continues to change around us, what has not, and will not change is United Way Waterloo Region's commitment to being there for everyone.

We found hope in the bright spots that lift our spirits and fuel our mission; from a United Way Centraide National Conference, to participating in inspiring workplace events, volunteering alongside our funded partners, and welcoming so many to celebrate and advocate for our sector at our Signature Events, there are countless highlights!

In between the milestones, we saw smaller acts of kindness and surprising bursts of generosity: new donors giving for the first time, businesses stepping up in unexpected ways, and community members finding creative ways to contribute and show they care.

These moments matter. They remind us that even in hard times, people are willing to come together to help their neighbours. They affirm that the work we do - ensuring access to food, housing, mental health support, youth mentorship, safety from violence, and so much more - is not only necessary, but essential. And we will continue.

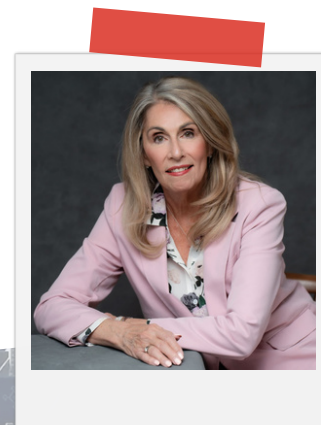
We will continue because our community needs us. We will continue because the young people growing up in this region deserve a future shaped by opportunity, not barriers. We will continue because United is the Way we are stronger.

Thank you for standing with us.

With gratitude and hope,



Joan S. Fisk
**CEO United Way
Waterloo Region**



Dear Community Friends and Partners,

It has been a year of significant challenges. As our community, country, and world continue to navigate uncertain times, the non-profit sector has been particularly hard hit. Demand for services has surged, while charitable giving has become more difficult for many.

It's easy to give in to despair and fatigue. As the legendary artist, Joan Baez, stated "Action is the antidote to despair."

I invite you to get more involved with the United Way. Come to an event. Volunteer for a workplace campaign. Remember the United Way in your will. Donate money. Donate an auction item. Keep showing up for your community. You won't regret it.

Years ago, in my first job as a lawyer, the late great Wolfe Goodman, QC, the senior partner at the firm of Goodman and Carr, made it clear that he expected young lawyers to start giving back to the community right away. He was a huge supporter of the United Way. He believed it was possible to work together to create positive change.

Now, as Board Chair, I find myself at the same stage of my career as he was then. I am proud to have stayed committed to that early lesson he taught in words and action.

I am even more proud to see firsthand the impact that the United Way makes every day with your support. Working alongside the small but mighty team at the United Way Waterloo Region is inspiring. I'm regularly amazed by how much this powerful group accomplishes. It reminds me of the oft-quoted Margaret Mead observation: *"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."*

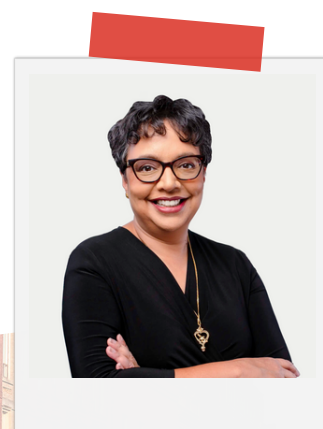
I encourage you to read through this year's Annual Report. In these pages, you will read about the incredible impact your support has had. Almost 300,000 lives in our region are supported by dozens of programs that build resiliency, hope, and belonging.

Every act of generosity contributes to the greater good of our region. There are so many ways to give -- time, energy, advocacy, and of course, financial support.

Thank you, from the bottom of my heart. United is the way we have created and will continue to create positive change for our community.

Neena Gupta

Neena Gupta
Board Chair United
Way Waterloo Region

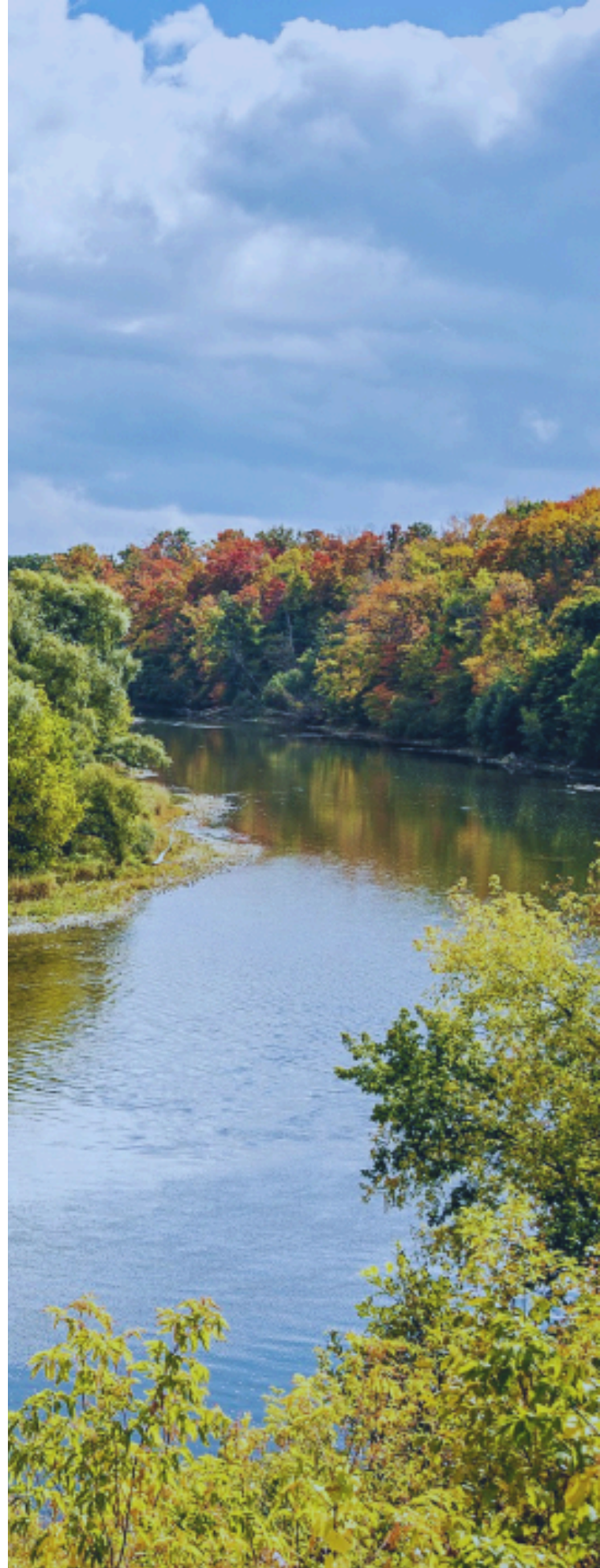


Territorial Acknowledgement

We gratefully acknowledge that the land on which we live and work is part of the Haldimand Tract. This land was promised in 1784 to the Haudenosaunee of the Six Nations of the Grand River. The agreement encompassed six miles on either side of the Grand River, totaling approximately 950,000 acres. Today, less than 5% of that land remains under the stewardship of the Six Nations community.

At United Way Waterloo Region, we offer this territorial acknowledgment not as a formality, but as a call to reflection, learning, and meaningful action. We are committed to reconciliation. Our commitment means working toward equity and justice in all that we do, unlearning colonial practices, and amplifying Indigenous voices and perspectives.

We recognize the responsibility we carry to understand the true history of this land, including the many injustices that have occurred and their ongoing impacts. We acknowledge that early agreements to share the land were too often met with appropriation and displacement, and we strive to do better as we work alongside Indigenous communities to build a more just and inclusive future.





Equity, Diversity, and Inclusion

At United Way Waterloo Region, we recognize that poverty, discrimination, and injustice are deeply interconnected and that eliminating them requires sustained effort to remove inequitable barriers both in our community work and within our organization.

The harms caused by colonialism, systemic racism, ableism, and other forms of oppression have created lasting disparities for Indigenous, Black, Racialized, 2SLGBTQIA+, and persons with differing abilities in our community.

We reaffirm our commitment to advance equity by funding organizations that serve equity-deserving groups, advocating for systemic change, and educating ourselves and our community. We listen deeply to community voices and act intentionally to remove the attitudes, policies, and practices that perpetuate oppression.

Through equitable and inclusive partnerships, open funding opportunities, and transparent resource distribution, we seek to uplift individuals and organizations working to address systemic inequities. We are equally committed to examining and changing our own policies and practices to ensure that our organization does not exclude or oppress.

Guided by the principles of reconciliation and equity, we will continue to make measurable progress toward eliminating systemic racism, discrimination, and poverty, building a community where everyone can thrive.

Board of Directors

The governance of United Way Waterloo Region is entrusted to a Board of Directors made up entirely of volunteers. These dedicated individuals are called upon to invest their energies at a professional and time-intensive level. Their devoted commitment to United Way, as well as to the well-being of our community, is a gift for which we are profoundly thankful. We extend our sincere gratitude to our Board of Directors for another year of exemplary service.



Neena Gupta
Board Chair
Partner, Gowling WLG



Karen Wilkinson
President, Karen Wilkinson
Professional Corporation



Ken Seiling
(Retired)
Regional Chair



Jason Daly
CEO, Kindred Credit
Union



Donald Paddock
(Retired) Finance
Director, DuPont
Canada



Kim Welch
(Retired) Director
Resource Management,
PwC Canada



Sardool Bhogal
Broker of Record,
Homewood Real
Estate Inc. Brokerage



Jeff Pelich
President, Elementary
Teachers Federation of
Ontario (Waterloo
Region)



Laura Galbraith
Director of Community
Impact, Vidyard



Paula Gouveia
Vice President, Academic
Administration,
Conestoga College



Dan Rogozynski
Co-Director Professional
Masters Programs,
University of Waterloo

Campaign Cabinet

Our Campaign Cabinet is made up of executive leaders from diverse sectors across Waterloo Region. Each year, this dedicated group lends their time, expertise, and leadership to help us raise millions, strengthen local communities, and ensure the success of our annual fundraising campaign.



Jennette van der Laan
Cabinet Chair
Branch Manager &
Recruiter, RBC



Jennifer Ward
District Vice President,
Kitchener Waterloo
(Ontario South West
Region), TD Bank



David Farhood
Manager, Cash
Management, TD
Commercial
Banking



Derek Kidnie
Vice President,
Administration, Toyota
Motor Manufacturing
Canada



Robert Connell
Partner, KPMG
Canada



Chris Hewitt
Chief Marketing
Officer, Sun Life
Financial



Tony La Mantia
President & CEO,
Waterloo EDC



Shawky Fahel
Founder &
President, J.G.
Group



Bob Kalbfleisch
President, R.S.
(Bob), Kalbfleisch
Consulting Services



Farishta Wahab
Assistant Branch
Manager, Sales &
Recruiting, RBC



Sara Cook
Investment Advisor,
BMO Nesbitt Burns



Nancy Priest
Chief Experience
Officer, Glass of
Learning Inc.



Susan Williams Bonet
Vice President, Ontario
Region, Wawanesa
Insurance



Mary Kelly
Professor of Finance,
Lazaridis School of
Business & Economics,
Wilfrid Laurier University



Lisa Keeping
Associate Dean,
Faculty of Graduate &
Postdoctoral Studies,
Wilfrid Laurier
University



Tamara Kerr
Managing Director,
Kerr+Milton Consulting



Zac Isfjord
Senior Commercial Sales
Manager, Western
Financial Group

Women United

Women United is an inclusive, vibrant community of change-makers bound together by a powerful sense of belonging – to one another, to the community, and to the mission of serving those experiencing vulnerability, working to create an equitable future for all. Funds raised by our events and initiatives support non-profits in Waterloo Region serving women and children.



Jennifer Ward
Women United Chair
District Vice President,
Kitchener Waterloo (Ontario
South West Region), TD Bank



Krista McDougall
Associate Advisor at
RBC Dominion
Securities



Tanya Lutkin
Sales Administrator
at P&H Milling
Group



Sara Cook
Investment
Advisor, BMO
Nesbitt Burns



Farishta Wahab
Assistant Branch Manager,
Sales & Recruiting, RBC



Sandra Oliveira
Branch Manager at
TD



Fadhilah Balogun
Executive Director at
African Women's Alliance
of Waterloo Region



Sandi Young
Retired Executive



Rita Westbrooke
(Retired) Superintendent
Waterloo Regional Police
Service



Andrea Hadziavdic
Branch Manager at TD



Leanne Nullmeyer
AVP, Marketing and
Brand Experience at IG
Wealth Management



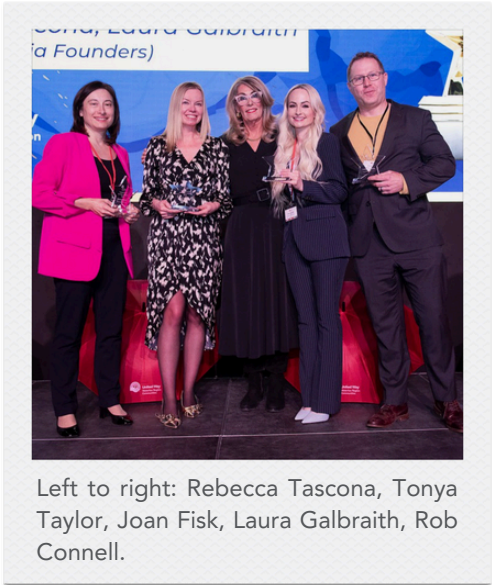
Arbresha Shala
Assistant Branch
Manager at TD

Volunteer of the Year

The Volunteer of the Year Award honours an individual or group for outstanding volunteer service, celebrating the selfless dedication that defines their efforts. Congratulations and thank you to our Corporate Trivia Founders: Laura Galbraith, Rebecca Tascona, Tonya Taylor, and Rob Connell, our 2025 Volunteers of the Year recipients.



Left to right: Rebecca Tascona, Joan Fisk, Kate Flanagan, Laura Galbraith, Tonya Taylor, Rob Connell, Jennifer Flaherty.



Left to right: Rebecca Tascona, Tonya Taylor, Joan Fisk, Laura Galbraith, Rob Connell.

Robert Connell
Partner, KPMG Canada

Laura Galbraith
Director of Community Impact, Vidyad

Rebecca Tascona
Head, North American Treasury & Payments Solutions , Product Management, BMO

Tonya Taylor
Investment Advisor & Financial Planner, BMO



Labour Partnership

United Way Waterloo Region is proud of its long-standing relationship with the Waterloo Regional Labour Council (WRLC) and the Canadian Labour Congress (CLC). This partnership is grounded in shared values of solidarity, fairness, and community care.

Together, we recognize that real change happens when we unite. The WRLC and CLC actively encourage and support workplace fundraising in unionized workplaces across our region through campaigns and payroll donations, strengthening the collective impact of their members.

In turn, United Way Waterloo Region acknowledges and celebrates the vital role that organized labour plays in our outreach efforts and community engagement. We are proud to support CLC training programs that help build capacity, leadership, and advocacy skills locally.

At the heart of this partnership is a shared belief: strong, safe, and inclusive communities are built on humane, responsive social services. By working together, we help ensure that more people have access to the supports they need — fostering healthier, more resilient communities for all.



2024/2025

Your Impact in Waterloo Region



Affordable Housing & Homelessness

\$420,000

10,094 People served



Children & Youth

\$419,000

12,568 People served



Community & Social Supports

\$705,985

87,316 People served



Mental Health & Addictions

\$349,576

18,418 People served



Food Insecurity

\$298,234

92,710 People served



Through an investment of

\$2,584,245

into **79** local non-profit
programs & initiatives, we
helped **299,807**
individuals & families in
our region.



Hate, Gender-Based & Family Violence

\$213,000

1,498 People served



Leadership, Volunteerism & Capacity Building

\$108,450

75,408 People served



Literacy, Employment Skills & Assistive Devices

\$70,000

1,795 People served

*Service numbers are based on estimates provided by our funded partners

Affordable Housing & Homelessness

A safe, stable home is the foundation for a healthy, fulfilling life. United is the Way we can invest in emergency shelters, eviction prevention, and long-term and transitional housing solutions that break the cycle of homelessness.

\$420,000

was invested into housing & homelessness supports.



“

During fiscal 2024/25, you supported 36 individuals to achieve independent, safe housing and transition out of ShelterCare. These 36 men have dedicated time and energy into their personal development and healing as they work towards their housing goals. ShelterCare relies on the stability of United Way's continued support to deliver client-centered, interdisciplinary programming that reinvents the traditional shelter model.

- House of Friendship

”

United Way focuses on:

- **Prevention**
 - Shelter diversion, housing retention, eviction prevention, research/advocacy
- **Crisis Support**
 - Emergency shelter, addressing social determinants of health-related to homelessness
- **Systemic Change/Supportive Housing**
 - Transitional housing
 - Finding & securing housing

Funded Partners





What we know



In 2024, **2,371 people** in Waterloo Region were experiencing chronic homelessness — more than **double the number from 2021**.



The average emergency shelter occupancy was **83% in 2023**, with a **33% increase** in refugees using shelters.

Outcomes



Together we provide safe shelter and permanent housing with intensive supports for over 750 women and children each year.



During fiscal 2024/25, you supported 36 individuals to achieve independent, safe housing and transition out of ShelterCare.

Children & Youth

Empowering children & youth with the support they need to break the cycle of poverty is essential for their long-term success. This includes opportunities for healthy social, emotional, and physical development, to reduce the risk of challenges later in life.

\$419,000

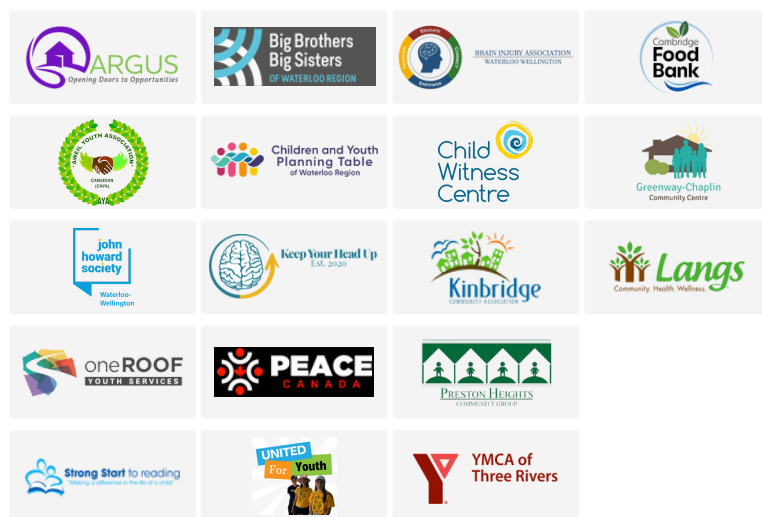
was invested into children & youth supports.



United Way focuses on:

- Social & emotional development
- Mentorship
- Counselling and mental health support
- Child & youth homelessness
- Recreation programs
- School & weekend food programs
- Education programs
- Youth empowerment
- Leadership & volunteer opportunities
- Tutoring or academic support

Funded Partners



“

With the support of the United Way, we were able to use a part time staff to book just under 96 classrooms reaching 2368 students for the fall. Without this funding, we would have relied on volunteers and would have reached far fewer classes.

- Brain Injury Association
Waterloo Wellington

”



What we know



15% of youth aged 9–18 are facing food insecurity.



13% of children & youth are experiencing homelessness or hidden homelessness in Waterloo Region.

Outcomes



- Provided services to more than **200 unique individuals** between the ages of 16-25 experiencing homelessness
- Provided **6227** emergency shelter bed stays
- Provided over **4000 meals and 774 food hampers**
- Found permanent housing for **57** individuals



With funding that United Way has provided, JHSWW had the capacity to meet one-third of the program referrals via WRDSB Mental Health Lead.

Mental Health & Addictions

Asking for help can be daunting. Accessing mental health and addiction support should be simple, stigma-free, and tailored to individual needs. Your support helps us to break down barriers, expand access, and provide personalized support, helping to build a system where mental health care is a right, not a privilege.

\$349,576

was invested into mental health & addiction supports.



United Way focuses on:

- Crisis support
- Prevention
- Peer support
- One to one or group counselling
- Trauma counselling
 - Culturally relevant or related to disability
- Public education efforts to reduce stigma

“

“A second example of what United Way’s support allows us to do, related to our responsiveness, is our opening of an Overnight Warming Centre in Cambridge early in 2025. Porchlight offered to run this facility and were able to find a space, hire staff, organize equipment and supplies, and open in just three weeks. It was the fact that we had pre-existing internal capacity, which United Way’s funding allows us to sustain, that we were able to get this service into place as quickly as we did.”

- Porchlight Counselling & Addictions Services

”

Funded Partners





What we know



The 2023 Youth Impact Survey shows that **55%** of youth described their mental health as positive, leaving nearly half feeling vulnerable.



70% of the those surveyed in the 2025 PiT count of unhoused individuals in Waterloo Region, reported mental health challenges

Outcomes



"During the period we provided 124 fully funded counselling sessions to clients on Ontario Works or Ontario Disability Support Program. This meant that United Way Waterloo Region helped to provide \$40.32 per session."



"Funding from United Way Waterloo enabled us to provide over 500 one-on-one FREE counselling sessions to clients facing trauma, depression, anxiety, and settlement -related stress—many of whom had never accessed mental health care before."

Food Insecurity

Everyone deserves access to healthy, fresh, and culturally appropriate food, yet food insecurity affects individuals and families in our community every day. Expanding access to nutritious food and building food-related skills are essential steps in breaking the cycle of poverty and creating a stronger, healthier community.

\$298,234

was invested into programs and supports for food insecurity.



United Way focuses on:

- Distribution of food products/hampers
- Access to fresh, culturally appropriate food
 - Including farming/growing food
- Programs that teach food related skills such as cooking

“

Without UW funding, we would not have had the resources to pay for staff to recruit, train and support community volunteers to cook and to engage in other skill and community building activities with and for ABTC residents. This funding ensures that we have staff to work alongside residents and volunteers to ensure that healthy fresh food is prepared and shared daily for ABTC.

- A Better Tent City Waterloo Region

”

Funded Partners





What we know



Food insecurity in Waterloo Region has surged, with **nearly a quarter of households** struggling to afford **adequate nutrition**.



1 in 8 households in Waterloo region struggle to afford to put food on the table in general. That number is **up from 1 in 10 households**.

Outcomes



United Way funding helped A Better Tent City hire staff to recruit, train, and support volunteers in cooking and other skill-building activities with residents. This ensured staff could work alongside residents and volunteers so healthy, fresh food was prepared and shared daily.

Over the past year, 60+ volunteers prepared more than 100,000 meals for the ABTC community and 11,000 additional meals through outreach supports.

Community & Social Supports

A sense of belonging and connection is essential to our well-being. Services or activities that unite people through shared goals or interests, provide systems navigation, and offer wrap-around support, help ensure that everyone can fully participate and feel valued in their community.

\$705,985

was invested into community & social supports.

87,316*

Individuals received assistance through community & social support programs.



United Way focuses on:

- Systems navigation
- Culturally informed services/support
- Settlement services
- Formal/ informal wrap-around services
- Cultural festivals/community gatherings
- Restorative justice
- Community centres
 - Providing space for individuals to connect
- Land based healing/education
- Social enterprise projects
- Provision of social opportunities

Funded Partners



“

Funding from the United Way has been crucial in sustaining two of Camino's most underfunded, but needed, programs: counselling and community neighbourhood work. These services have become increasingly important as many individuals and families continue to face challenges related to stress, housing, and food security, which have a significant impact on mental health and wellbeing.

- Camino Wellbeing + Mental Health

”



What we know



In Waterloo Region, an estimated **142,000 people live with a disability**. A significant number and their families struggle in silence, are overlooked, and underserved.



21% felt isolated from others in the community (down 10% from 31% in 2021). Related findings included higher social isolation linked to digital media use.

Outcomes



"In the last year, more than **2,300 people** received accessible, inclusive, barrier-free services in our clinic."



- Managed 7,794 unique client appointments
- Served 2,368 men, women and children
- Hosted almost 100 refugee hearings from our office.
- Celebrated 233 people receiving a positive decision on their refugee claim and are now living life beyond refuge

Literacy, Employment Skills & Assistive Devices

Support for literacy, life skills, tutoring, and assistive devices empowers individuals to thrive. By developing core skills such as numeracy, digital literacy, and academic confidence, these resources foster independence and enable people to fully engage in daily life, pursue education and employment, and reach their full potential.

\$70,000

was invested into supports related to literacy, numeracy, and computer use.



United Way focuses on:

- Education on literacy, numeracy, and computer use to upgrade skills to attain higher employment
- Academic support
- Tutoring, long term or short term workshops or programs
- Education or practice of employment related skills
- Education or practice of essential life skills such as literacy and financial literacy

“United Way funding helped us to exceed our goal of 200 learners. As a result, we served 249 learners with the help of 103 volunteers.

- United for Literacy

”

Funded Partners





What we know



Approximately **42%** of Ontario adults lack the literacy skills needed for everyday life, work, and managing tasks at home.



Specifically, this includes **1.3 million adults (16%)** who struggle with very basic literacy, plus another **2.1 million (26%)** who can read but not well enough to meet modern society's demands.

Outcomes



"United Way funds have never been so essential. There has been no increase in literacy funding from the provincial government since 2013. In addition to that, essential delivery costs such as Zoom, rent and learning resources have been increased."



"UW funding helped us to exceed our goal of 200 learners. As a result, we served 249 learners with the help of 103 volunteers. "

Hate, Gender-Based & Family Violence

With rising incidents of hate, gender-based, and family violence across Waterloo Region, support for victims of violence, crime, and discrimination is more critical than ever. Through community education, awareness building, and access to essential resources, individuals are empowered to escape dangerous situations and rebuild their lives in safety.

\$213,000

was invested into supports related to hate, gender-based and family violence.



Funded Partners



United Way focuses on:

- Supports and services related to abuse/violence
- Services for women and other diverse gender identities
- Services to address discrimination and hate crimes
- Domestic violence shelter
- Current/historical trauma for people experiencing oppression, including people who identify as Black, Indigenous, Racialized, 2SLGBTQ+, people with disabilities, newcomers and refugees, and intersectional identities

“Without this funding, racialized and 2SLGBTQ+ survivors would have faced significantly longer wait times to access trauma-informed counselling. This delay in support would have further compounded the impacts of sexual trauma, particularly for individuals already navigating intersecting forms of oppression. The funding made it possible for our agency to reduce barriers, provide timely and affirming care, and uphold our commitment to equitable access for those most impacted by systemic oppression.

- Sexual Assault Support Centre of Waterloo Region

”



What we know



In a survey by Advocacy Centre for Tenants Ontario:

- **72%** of research participants shared they moved out because of gender-based violence.



- **70%** of surveyed survivors identified as women; **16%** as transgender



- **59%** of survivors interviewed spent months to years couch surfing after leaving.

Outcomes



"With the generous support of United Way WRC, we completed 181 moves since July 1, 2024, helping 364 survivors and their children begin a new chapter in safety. This also included moving 66 beloved pets, an often over-looked barrier to leaving for survivors. This work was made possible by over 100 trained volunteers donating their time and compassion."

Leadership, Volunteerism & Capacity Building

A healthy, vibrant community depends on building strong leaders. United Way invests in developing inclusive leaders, especially youth and those from marginalized communities, while supporting volunteerism and strengthening the non-profit sector. By equipping people and organizations with the skills, tools, and partnerships they need, we build a more resilient and effective network of community support.

\$108,450

was invested into Leadership, volunteerism and capacity building supports.

United Way focuses on:

- Leadership skill development
- Support for volunteerism
- Organization capacity development
- Collaboration between service providers



“We rely on the United Way not only for funding but also for profile as a supported organization. Small charities, like ours do not have the capacity nor connections to raise the funds for operations on our own

- Volunteer Waterloo Region

”

Funded Partners



Highland Stirling
Community Group





What we know



In 2023, **34%** of local immigrants volunteered with community groups, faith-based groups, or organizations—an **increase of 12 percentage points** since 2021.



Beyond formal volunteering, **56%** assist neighbours and **30%** offer unpaid support to family, fostering a culture of inclusion, mutual aid, and belonging.



Volunteer rates across Canada have declined—from **79% in 2018 to 73% in 2023**, with total volunteer hours **dropping by 18%**, hurting sectors like social services that are already stretched thin

Outcomes



20,000 searches and 6,000 volunteers were matched with meaningful opportunities to give support the non-profit sector.

Local Funded Partners

Organization	Funding Type	Issue Area	Description
211	General Operating Support	Community & Social Supports	211 is a helpline that easily connects people to the social services, programs and community supports they need.
A Better Tent City Waterloo Region	Belonging and Inclusion program	Food Insecurity	A Better Tent City A Better Tent City strives to provide more belonging and inclusion services and activities to further stabilize residents' lives and ultimately support their successful integration into supportive and permanent housing.
Adventure4Change	General Operating Support	Community & Social Supports	A4C follows an upstream approach to community transformation. They enable underserved and marginalized populations most of whom are of refugee or newcomer backgrounds to realize their intrinsic worth despite the challenges they have faced and new realities. They are then positioned to identify their significance and contribute to the community.
All Saints Anglican Church	Sidewalk Centre - Food Distribution Initiative	Food Insecurity	The Sidewalk Centre's food distribution initiative will address food insecurity by supporting local families with access to fresh food, basic personal hygiene items, and essential household goods.
Argus Residence for Young People	General Operating Support	Children & Youth Affordable Housing & Homelessness	Argus provides youth experiencing homelessness in Waterloo Region with 24/7 homelessness prevention, shelter diversion services, and employment training, which include life-skills programs that empower youth to reintegrate into the community and thrive independently.

Organization	Funding Type	Issue Area	Description
Bereaved Families of Ontario - Midwestern Region	Friendship in Grief Program	Mental Health & Addictions	Grief education & support for men and women participating in House of Friendship's residential treatment program and may experience homelessness and/or living in poverty.
Big Brothers Big Sisters of Waterloo Region	Go Girls! Program	Children & Youth	The "Go Girls!" program empowers young female-identifying youth facing challenges such as mental health struggles, bullying, financial stress, parental separation, and loss by fostering resilience, active living, mentorship, healthy habits, and self-esteem in a supportive environment.
Brain Injury Association Waterloo Wellington	General Operating Support BIAWW Lidz on Kidz Education Program	Community & Social Supports Children & Youth	GOS: BIAWW is devoted to providing advocacy, education, connections, and empowerment for individuals with acquired brain injury (ABI) in the Waterloo-Wellington region. Lidz on Kidz Program: With our support, BIAWW will provide brain safety awareness and education programs to elementary school children.
Bring On The Sunshine (BOTS)	General Operating Support	Community & Social Supports	Programs empower & develop leadership in Black people, with focus on youth. They use events and strategic partnerships to promote, develop and leverage positive outcomes and positive storytelling for and about Black and African people. They show the benefits of diversity in action through values of connection and authentic relationships.

Organization	Funding Type	Issue Area	Description
Cambridge Food Bank	General Operating Support Kinship Support Group	Food Insecurity Children & Youth	GOS: Building Health and Belonging Through Food. The Cambridge Food Bank serves the City of Cambridge and the Township of North Dumfries, which together have a population of over 156,000 people. Deeply rooted in the communities we serve, we support people to access healthy food and opportunity. Kinship Support Group Program: A support group for families raising relative's children that offers support, resources, community, and guidance to navigate unique emotional, legal, and financial challenges.
Cambridge Shelter Corporation	General Operating Support	Affordable Housing & Homelessness	Cambridge Shelter Corporation provides emergency shelter, supportive housing, and other programs and services for individuals experiencing homelessness in the Waterloo Region with the ultimate goal to assist them in finding affordable, appropriate, permanent housing.
Camino Wellbeing + Mental Health	General Operating Support	Mental Health & Addictions Community & Social Supports	Camino Wellbeing + Mental Health unites three organizations—Carizon, KW Counselling, and Monica Place—to create a unified system addressing the growing mental health and wellbeing needs of the community, offering comprehensive support across Waterloo Region.

Organization	Funding Type	Issue Area	Description
Canadian Arab Women's Association	General Operating Support Mother to Mother Program	Community & Social Supports	GOS: To provide a safe and supportive network for Arab women by connecting them with resources, providing supporting programs and empowering them to be successful community citizens. Mother to Mother Program: Providing culturally sensitive support in Arabic to new and expecting, often isolated Arab mothers by connecting them to resources, services and each-other.
Canadian Aweil Youth Association	Supporting Youth Justice for Families and Newcomers	Children & Youth	Canadian Aweil Youth Association supports youth involved with the criminal justice system, and their families, by helping them overcome challenges and build essential life skills for future success.
Child Witness Centre of Waterloo Region	Trauma- informed Support Services For Child and Youth Victims, and their Families	Children & Youth	Critical trauma-informed support to young victims and their families as they journey through the criminal justice process, building resiliency and strengthening mental health and wellbeing.
Children and Youth Planning Table of Waterloo Region	General Operating Support	Children & Youth	The Children and Youth Planning Table (CYPT) is a community-wide partnership that includes over 800 service providers, researchers, planning bodies, and funders serving children, youth, and families in Waterloo Region.
Community Care Concepts of Woolwich, Wellesley, and Wilmot Townships	General Operating Support	Food Insecurity	Community Care Concepts provides essential home support services to seniors and individuals with special needs across Woolwich, Wellesley, and Wilmot, enabling them to maintain independence and enhance their quality of life while remaining in their own homes.

Organization	Funding Type	Issue Area	Description
Community Justice Initiatives of Waterloo Region	General Operating Support	Community & Social Supports	Community Justice Initiatives, a pioneer in modern restorative justice, offers conflict resolution services that engage those harmed, those responsible, and the community in Waterloo Region. Their global impact is evident in their innovative approaches to justice and reconciliation.
Community Support Connections	General Operating Support	Food Insecurity	Community Support Connections provides customized, life- changing services for caregivers and older adults, enabling them to live independently at home, while using an innovative business model and sliding scale fees to ensure affordability and quality care.
COMPASS Refugee Centre	General Operating Support	• Affordable Housing & Homelessness • Innovation & Systems Change • Community & Social Supports • Leadership, Volunteerism, & Capacity	COMPASS Refugee Centre offers comprehensive support for refugee claimants, helping them navigate legal, housing, and educational challenges while fostering a welcoming environment for those seeking asylum.
COPE Kids	General Operating Support	Mental Health & Addictions	COPE Kids provides free, accessible mental health services tailored to the needs of children, offering support to ensure positive mental wellbeing and development from a young age.
Crow Shield Lodge	General Operating Support	Community & Social Supports	Crow Shield Lodge offers healing through Indigenous land- based practices, promoting environmental stewardship and fostering reconciliation between Indigenous and non- Indigenous communities as they work together toward healing.

Organization	Funding Type	Issue Area	Description
DeafBlind Ontario Foundation	Intervenor Services in Waterloo Region	Community & Social Supports	Professional, specially trained, intervenors empower people with deaf blindness to gain independence, build life skills, and actively participate in all areas of their lives.
Epilepsy South Central Ontario	UPLIFT	Mental Health & Addictions	UPLIFT is a mindfulness-based cognitive behavioural therapy program for people with epilepsy that improves depression, anxiety, and overall psychological quality of life.
Food4Kids Waterloo Region	General Operating Support	Food Insecurity	Food4Kids Waterloo Region provides healthy food packages directly to at-risk vulnerable children ages 1-14 living with chronic hunger from severely food insecure homes, when they are not in school, which is 40 weekends of the school year and 90 days school breaks (170 days).
Grand River Pride	Cambridge Pride Street Festival 2024	Community & Social Supports	Grand River Pride fosters a sense of belonging for 2SLGBTQIA+ individuals through accessible programming that showcases the stories, experiences, and talent of queer people. Grand River Pride will throw a day long street party alongside local businesses, performers, and organizations to celebrate Pride in June 2024 in Downtown Cambridge.
Greenway-Chaplin Community Centre	General Operating Support	Children & Youth	Greenway-Chaplin Community Centre connects community residents by offering neighbours and friends the opportunity to thrive by providing recreational, educational, supportive programs and volunteer opportunities. Empowering strong community is our mandate through community events, training opportunities.

Organization	Funding Type	Issue Area	Description
Heartwood Place	General Operating Support	Affordable Housing & Homelessness	Heartwood Place's mission and mandate is to provide and maintain safe, affordable adequate housing for individuals and families. They believe that having a place to call home is the foundation for better health, personal improvement and positive lifestyle changes. This contributes to a vibrant, healthy, diverse and engaged community.
Highland Stirling Community Group	General Operating Support	Innovation & Systems Change	Highland Stirling Community Group focuses on addressing and providing accessible and affordable social, educational and recreational services and programs that strive to meet the changing and diverse needs identified by the Highland Stirling community.
House of Friendship	ShelterCare (Men's Shelter)	Affordable Housing & Homelessness	Providing men experiencing homelessness with on-site, integrated housing and health supports to become healthier, housed and exit the cycle of homelessness for good.
Interfaith Counselling Centre	General Operating Support	Mental Health & Addictions	Interfaith Counselling Centre strengthens the fabric of our community by equipping individuals, couples and families to realize their emotional wellness and triumph over life's challenges, ensuring that clinical services are available to all in Wilmot and surround community irrespective of ability to pay.
John Howard Society of Waterloo-Wellington	General Operating Support	Children & Youth	John Howard Society of Waterloo-Wellington is a community-based, non-profit, charitable organization that aims to address the root causes of crime and to support the creation and maintenance of healthy communities.

Organization	Funding Type	Issue Area	Description
Keep Your Head Up Foundation	Support traumatic brain injury (TBI) recovery, including concussion, through education, empowerment, and social connection.	Children & Youth Community & Social Supports	Capacity-building initiative aimed to enhance youth program accessibility and dismantle barriers for concussion- affected youth through proactive outreach, focus groups, and evaluation strategy development.
Kinbridge Community Association	General Operating Support	Children & Youth Community & Social Supports	Kinbridge Community Association strengthens social and economic well-being by providing sustainable support programs that empower individuals and families, fostering a connected and diverse community in Cambridge.
Kind Minds Family Wellness	General Operating Support	Community & Social Supports	Kind Minds Family Wellness (KMFW) is a group of Black professionals with over 15 years of trauma-informed experience, offering culturally grounded programs such as counselling, cultural groups, outreach support, and DEI education, all designed to address systemic discrimination and intergenerational trauma, while fostering trust, respect, and positive relationships within Black communities, ensuring that services are tailored, inclusive, and shaped by the voices of clients through ongoing feedback and evaluation.
Kitchener-Waterloo Multicultural Centre	General Operating Support	Community & Social Supports	Their goal is to see an inclusive and safe community, where every individual, regardless of immigration status, has equitable access to opportunities and resources to prosper and thrive. They advocate, welcome, are accountable, believe in community and are responsive.

Organization	Funding Type	Issue Area	Description
KW AccessAbility	General Operating Support	Community & Social Supports	A non-profit information and resource centre that supports self-determination for adults with physical/developmental disabilities based upon the principles of choice, equality, co-operation and mutual respect. We provide a continuum of safe and enjoyable programmes and services that educate, foster personal growth, and build confidence, self- esteem, and good mental health.
KW Working Centre for the Unemployed	Shelter for Refugees	Affordable Housing & Homelessness	The Working Centre The Working Centre Supporting individuals experiencing financial hardship, unemployment, and housing insecurity. From affordable workspace and employment support to drop-in services, meals, advocacy, and pathways to secure housing.
Langs	Youth Wellness and Mental Health Services - Cambridge and North Dumfries	Children & Youth Mental Health & Addictions	Youth Services at Langs, based in North Dumfries, provide recreational, social, and leadership programs for youth in supportive environments. To improve access, a commercial van transports youth from Ayr to activities in Cambridge. These programs foster peer connections, trusted relationships with staff, and open discussions about well- being and mental health in informal settings.
Marillac Place	General Operating Support	Affordable Housing & Homelessness	Marillac Place supports homeless mothers and mothers-to- be by providing transitional shelter, teaching parenting and life skills, fostering supportive relationships, and working toward a future where every mother and child in Waterloo Region can recover and rebuild successfully.

Organization	Funding Type	Issue Area	Description
Martin Luther University College	Free Weekly Distro	Food Insecurity	23% of Laurier students are severely food insecure - Distro combats this by providing free groceries and other essentials to those who need them
Muslim Social Services Waterloo Region	General Operating Support	Mental Health & Addictions	Muslim Social Services Kitchener-Waterloo is a charitable organization that offers culturally and spiritually sensitive humanitarian and social services, aiming to foster an inclusive community where all members, especially children and youth, can thrive through resilience-building, outreach, counselling, and capacity-building initiatives.
Nutrition for Learning	General Operating Support	Food Insecurity	In partnership with youth and educators, Nutrition for Learning continually strives to elevate the experience of universal food access at schools in ways that promote optimal wellbeing, healthy relationships, and food literacy.
Peace For All Canada	East African Community Educational Support Program RiseAbove Community Education Program	Children & Youth	The project(s) aspires to delicately bridge gaps in knowledge and skills, fostering confidence and inspiration among children and youth within the minority population.
Porchlight Counselling and Addiction Services	General Operating Support	Mental Health & Addictions	Porchlight offers professional counselling and addiction services, supporting individuals and families with stress, anxiety, grief, anger management, trauma, self-esteem, communication challenges, and domestic violence issues on their journey toward mental health recovery, fostering resilience and community connection in Southern Ontario.

Organization	Funding Type	Issue Area	Description
Preston Heights Community Group	Youth Leadership: Leaders of Tomorrow Kids in the Kitchen: Youth Cooking Program	Children & Youth Food Insecurity	Youth Leadership: Leaders of Tomorrow: This program is designed to offer youth in grades 6-10 the hands on experience to strengthen their knowledge about their community, and leadership skills. Kids in the Kitchen: Youth Cooking Program: Guided by a trained chef, children and youth in grades 4-8 will develop and strengthen their knowledge and skills surrounding cooking and nutrition.
Rare Charitable Research Reserve	Springbank Farm Food Security Steward	Food Insecurity	The Food Security Steward improves local food systems by growing organic produce for donation to the food bank while leading community volunteers and educational programs.
oneROOF Youth Services	General Operating Support	Children & Youth	oneRoof Youth Services is committed to providing for the safety, support and overall well-being of youth who are experiencing homelessness, and youth who are at-risk of homelessness, aged 12-25, in Waterloo Region.
Rhythm & Blues Cambridge	General Operating Support	Community & Social Supports	Rhythm & Blues Cambridge provides a safe, engaging space to empower, inform and inspire the Black community in Cambridge through promoting and appreciating the Black experience by building partnerships, sharing, and developing vital resources for our community.
Rohingya Centre	Rohingya Youth Leadership program	Literacy, Employment Skills & Assistive Devices	Rohingya Centre's Youth Leadership program empowers Rohingya youth with livelihoods, fostering community bonds and support while nurturing a Rohingya-Canadian identity crucial for integration.

Organization	Funding Type	Issue Area	Description
Sanguen Health Centre	General Operating Support	Mental Health & Addictions	Sanguen is a not-for-profit, community-based health care agency where we believe to our core that people living in at-risk communities deserve compassionate support and accurate information about their health in order to make informed choices towards better health outcomes.
Sexual Assault Support Centre of Waterloo Region	Supports for survivors of sexual violence from equity- deserving communities	Hate, Gender-based and Family Violence	Sexual Assault Support Centre of Waterloo Region Sexual Assault Support Centre of Waterloo Region Supports for survivors of sexual violence from equity-deserving communities.
Shalom Counselling Services	General Operating Support	Mental Health & Addictions	Shalom provides inclusive accessible counselling services supporting people to grow towards peace and wholeness. Committed to serving the local community, Shalom values Spirituality Integrated Psychotherapy and welcomes spirituality discussions initiated during counselling sessions.
Shelter Movers Southwestern	General Operating Support	Hate, Gender-based and Family Violence	Shelter Movers helps survivors of gender-based violence transition to a better, safer life by removing barriers to leaving by providing moving and storage services at no cost.
SHORE Centre	General Operating Support	Community & Social Supports	Sexual Health Options, Resources & Education – SHORE Centre offers comprehensive sexual and reproductive health services. United Way WRC investment addresses tailored sexual health education programs for individuals of all ages, including newcomers, people with developmental disabilities, and 2SLGBTQ+ youth.

Organization	Funding Type	Issue Area	Description
Social Development Centre Waterloo Region	General Operating Support	Affordable Housing & Homelessness	SDCWR is a learning organization that supports all voices in the creation of community wide solutions, ensuring that lived experience is the basis for collective action towards change in policies and service delivery.
Somali Canadian Association of Waterloo Region	General Operating Support	Community & Social Supports	Somali Canadian Association of Waterloo Region's goal is to motivate and empower the East African community through active participation, modelling meaningful engagement, and collaborating and advocating with mainstream organizations.
Spectrum Waterloo Region's Rainbow Community Space	General Operating Support	Community & Social Supports	Spectrum is an organization that serves, affirms, and supports the well-being of 2SLGBTQIA+ individuals in Waterloo Region and the broader community through peer support, community partnerships, education and training, resources, and events.
Strong Start Charitable Organization	Get Ready for School Letters, Sounds and Words™	Children & Youth	Get Ready for School Program: Get Ready for School is an in-class intervention program that reduces the gap in literacy and school readiness for children vulnerable at school entry. Letters, Sounds and Words Program: An evidence-based, high-impact, early literacy intervention program for children, delivered by trained volunteers, in partnership with schools & school boards.
Supportive Housing of Waterloo	Nourish and Thrive: Transforming Lives with Local Food Access	Food Insecurity	Nourish and Thrive provides SHOW residents with consistent access to locally sourced food, fostering well-being and reducing food insecurity through a dedicated on- site food bank.

Organization	Funding Type	Issue Area	Description
Thrive HIV Prevention & Support (formerly ACCKWA)	General Operating Support	Mental Health & Addictions	THRIVE works towards reduction of HIV, hepatitis C, sexually transmitted blood-borne infections and opioid substance use, addresses the social determinants of health creating stigma, discrimination and vulnerability for our service users, provides excellent harm reduction, overdose response, PrEP, primary care, HIV/STI testing, clinical care partnership supports to most-affected communities.
The Healing of The Seven Generations	General Operating Support	Community & Social Supports	To provide the supports and tools to heal from the past atrocities caused by the residential school system, and to provide a path of healing for those of the FNMI community. To support FNMI peoples threw the Justice system, child protection, education and the health care system.
The Literacy Group of Waterloo Region	General Operating Support	Literacy, Employment Skills & Assistive Devices	The Literacy Group empowers adults in Waterloo Region with essential literacy and numeracy skills, helping them reach their full potential through personalized education and training programs, regardless of their background or ability.
United for Literacy	Free Literacy Programming for Kitchener- Waterloo Children and Youth	Literacy, Employment Skills & Assistive Devices	We offer academic support programs for students (grades 1-12) from low-income and newcomer communities to improve literacy and learning skills and achieve academic goals.
"United for Youth" via Children & Youth Planning Table; and Smart Waterloo Region Innovation Lab	General Operating Support	Children & Youth	United for Youth aspires to empower and support the youth of our region as leaders and change-makers. Children and youth, equipped with a unique perspective, perceive community issues through distinct lens, fostering innovative and diverse solutions to community issues.

Organization	Funding Type	Issue Area	Description
Volunteer Waterloo Region	General Operating Support	Leadership, Volunteerism, & Capacity Building	Since 1984, Volunteer Waterloo Region has connected volunteers with over 160 charities, serving as a hub for volunteerism and providing resources to build resilient, inclusive, and vibrant communities across the Waterloo Region.
Waterloo Region Immigration Partnership	General Operating Support	Leadership, Volunteerism, & Capacity Building	The Immigration Partnership is a collective initiative in Waterloo Region that brings together community partners to collaboratively plan and implement strategies supporting immigrants through research on immigrant contributions and experiences, helps partners develop evidence-based action plans, fosters relationships among organizations, engages the community to create inclusivity, advocates for policy changes to enhance immigrant potential, and raises awareness about immigration, equity, and inclusion through public education campaigns.
Wilmot Family Resource Centre Inc.	Client-Centred Food Insecurity Program	Food Insecurity	Strategically plan to increase resources, supports, services, education for residents in rural communities experiencing food insecurity in ways that better align with socio- economic, ethnic-cultural, identity, wellbeing needs.
Women's Crisis Services of Waterloo Region	General Operating Support	Hate, Gender-based and Family Violence	Women's Crisis Services of Waterloo Region empowers women and children affected by violence through safe shelters, outreach programs, and comprehensive support services, including risk assessment, safety planning, legal navigation, and emotional support, accessible via 24/7 support lines and online chat.

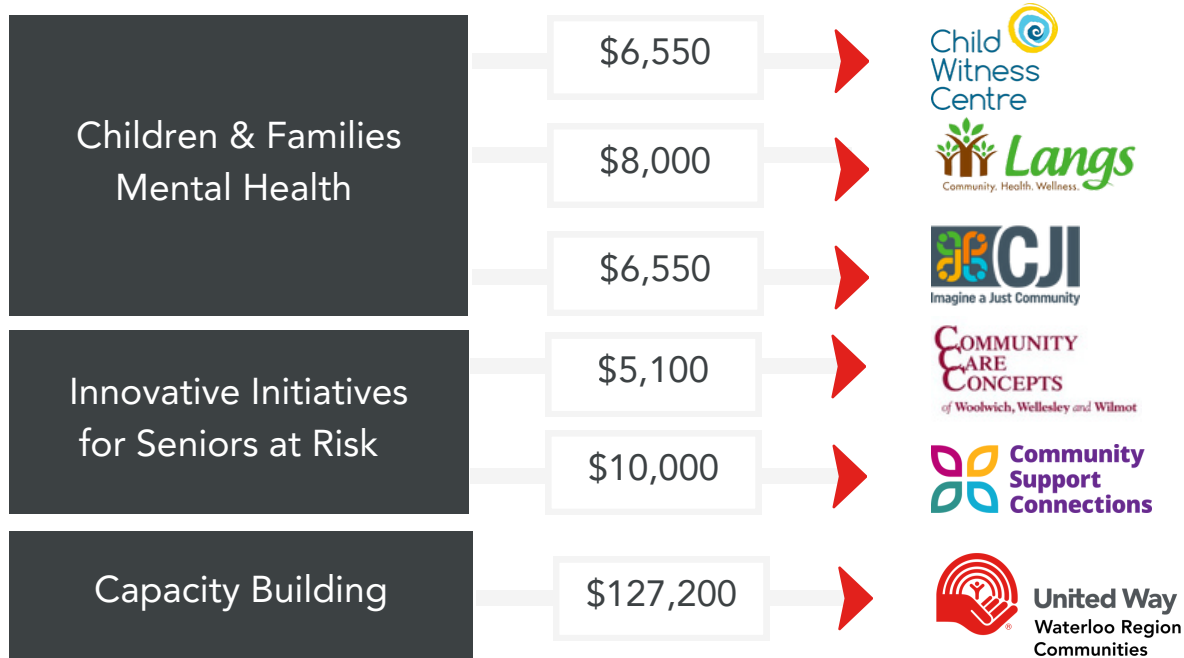
Organization	Funding Type	Issue Area	Description
Woolwich Counselling Centre	General Operating Support	Mental Health & Addictions	Since 1984, Volunteer Waterloo Region has connected volunteers with over 160 charities, serving as a hub for volunteerism and providing resources to build resilient, inclusive, and vibrant communities across the Waterloo Region.
YMCA of Three Rivers (Midwestern Ontario)	Community Meals Program Newcomer Youth Summer Leadership Development Program and Newcomer Children's Summer Camp (Led by Newcomer Youth)	Food Insecurity Children & Youth	Community Meals: Weekly meals for youth aged 13-24 at our Teen Zones, youth learn to cook on a budget, share meals, access programs, resources, recreation and community. Newcomer Youth Summer Leadership Development Program and Newcomer Children's Summer Camp: Led by Newcomer Youth: Helping newcomer children and youth settle in Waterloo Region, through learning opportunities, social connections and gain work experience - led by those with lived experience.
YW Kitchener-Waterloo	General Operating Support	Affordable Housing & Homelessness	YWKW is dedicated to improving the lives of women and girls through services and programs that support physical, mental wellbeing and economic choice and independence.
YWCA Cambridge	General Operating Support	Community & Social Supports	Through leadership, advocacy and program and service delivery, YWCA Cambridge will influence communities to ensure all cis and trans women and girls, non-binary and two-spirit individuals are respected, valued and equal.

Endowment Funds

United Way Waterloo Region has established endowment funds with the Waterloo Region Community Foundation. These funds provide a consistent revenue source because the original gift is never spent - it remains intact as a legacy forever.

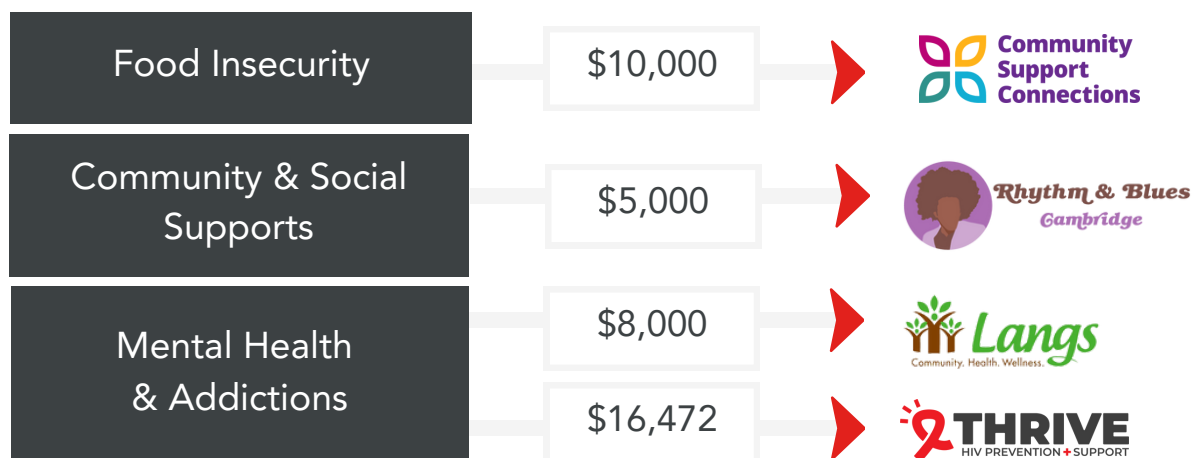
The Forever Fund

Forever Fund grants, generated by an endowment fund, are used to support programs and initiatives within Waterloo Region. In **2024/2025, \$163,400** was allocated as follows:



The Tomorrow Fund

The Tomorrow Fund was established to support the needs of the Cambridge and North Dumfries communities. The fund addresses challenges through new or innovative programs and initiatives. In **2024/2025, \$39,472** was allocated as follows:



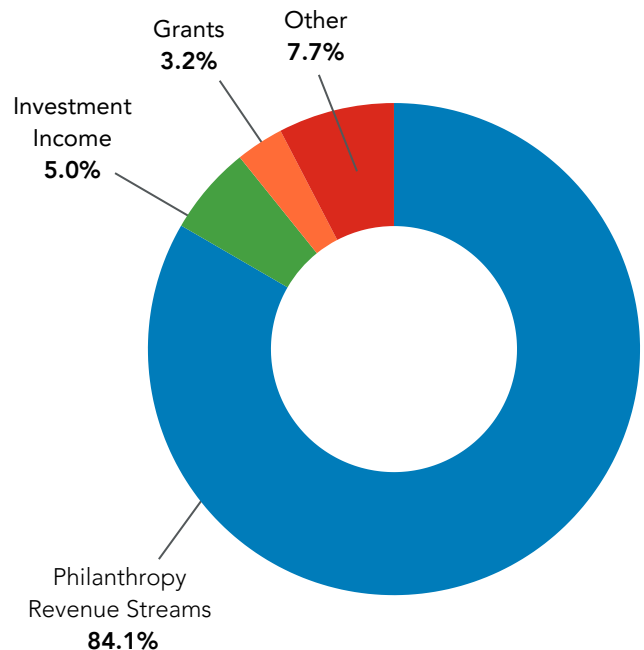
FINANCIAL OVERVIEW

Sources of Revenue

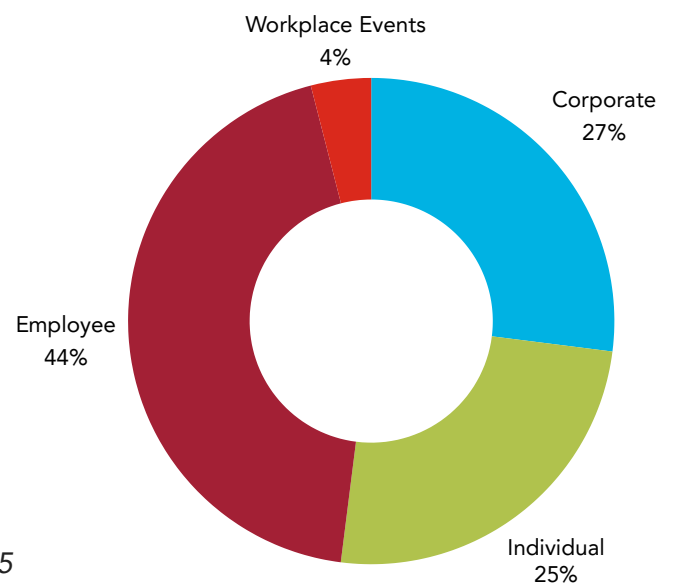
Total Revenue

Philanthropy Revenue Streams	\$4,323,195
Investment Income	\$255,845
Grants	\$163,400
Other	\$395,573
Total Revenue	\$5,138,013

Total Revenue by Percentage



Philanthropy Revenue Streams



[View United Way Waterloo Region's 2024-2025 Audited Financial Statements](#)

www.uwaywrc.ca/about-us/operations/finances/

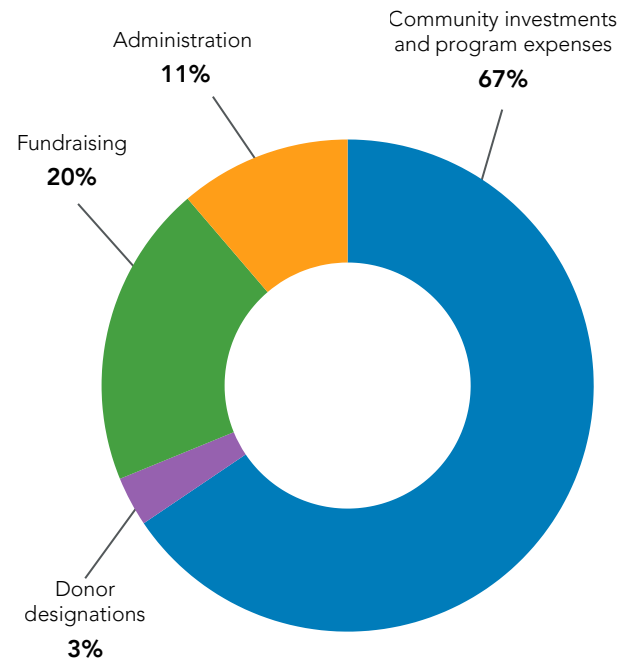
Reporting based on fiscal year ending March 31, 2025

FINANCIAL OVERVIEW

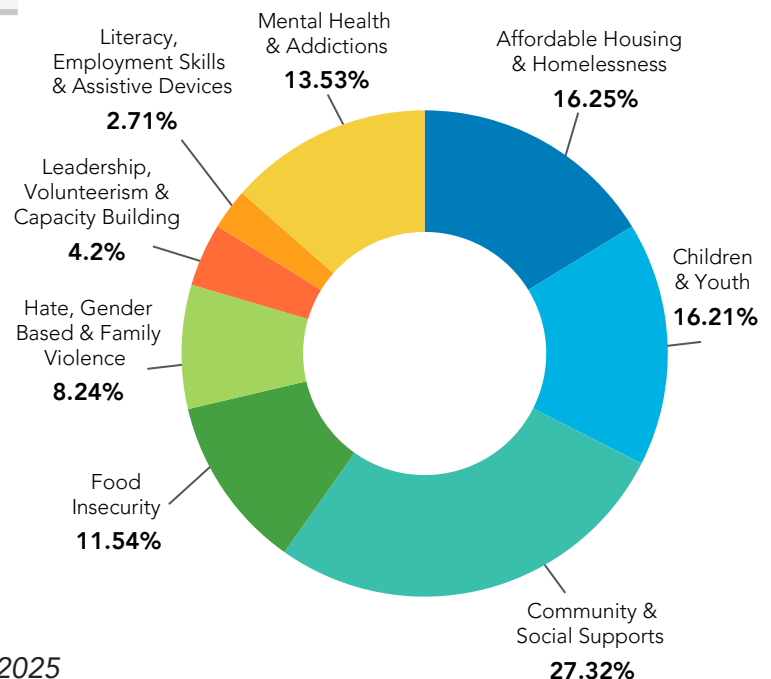
Your Dollars at Work

Expenditures

Community investments and program expenses	\$3,429,746
Donor designations	\$171,089
Fundraising	\$1,042,016
Administration	\$589,799
Surplus/Deficiency	(94,637)
Total funds at work	\$5,138,013



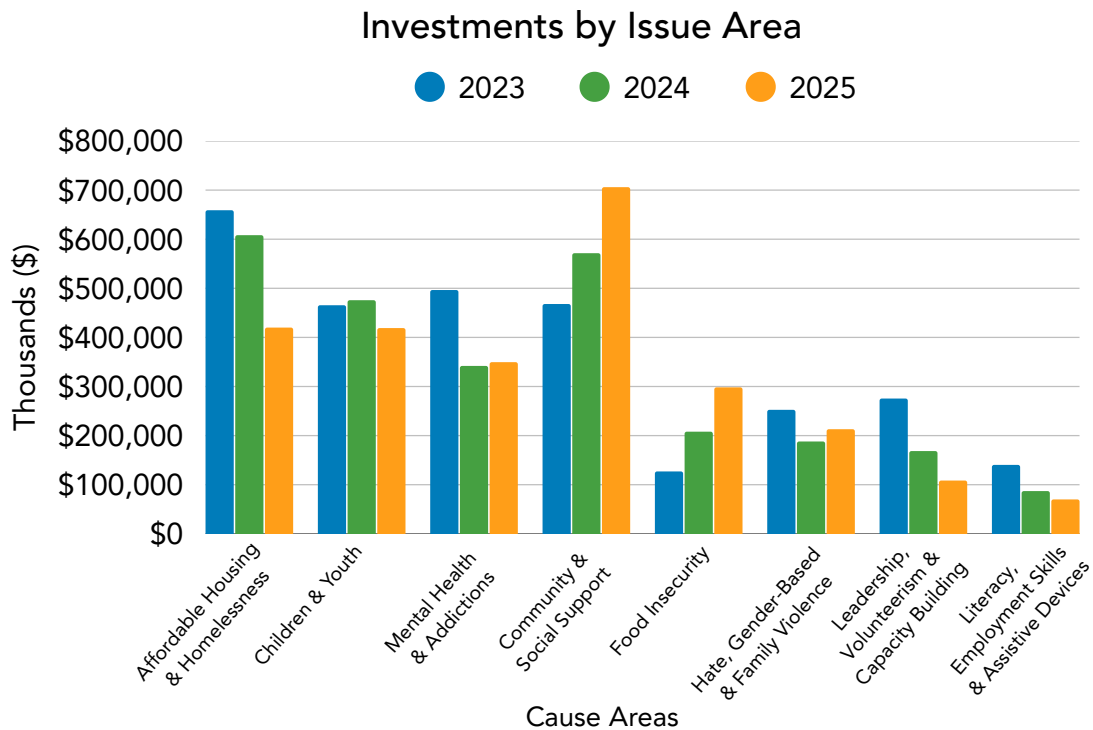
The Impact of Your Support



Reporting based on fiscal year ending March 31, 2025

Community Investments: Year-to-Year Insights

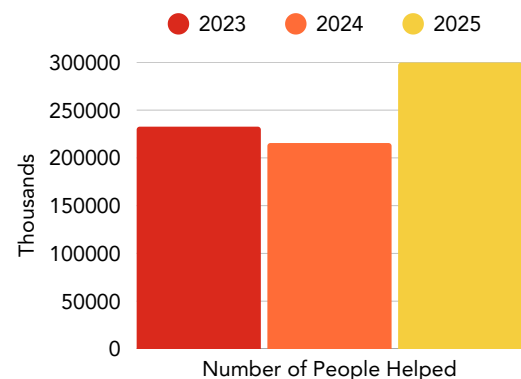
In 2025, United Way Waterloo Region prioritized broad, multi-issue community supports as the single largest investment area, recognizing the interconnected nature of food insecurity, mental health, belonging, and social connection. While housing and youth services remain critical, the shift underscores a strategy of funding integrated community responses to address multiple challenges at once.



More People Helped!

By shifting investment allocation and focusing on integrated supports, United Way Waterloo Region has been able to increase the number of individuals and families reached year over year, even in the face of declining donations.

- **2023:** 232,690 people helped
- **2024:** 215,558 people helped
- **2025:** 299,807 people helped



This growth reflects a deliberate strategy: Investing in programs that address multiple needs at once, such as food, housing, mental health, and belonging. By strengthening community organizations that provide wraparound supports, we've been able to reach more people with fewer dollars, with elevated support to vulnerable and equity deserving demographics.

2025 Key Highlights & Shifts

Affordable Housing & Homelessness

- Despite the reduction, housing remains one of our largest funded areas, underscoring its continued importance amid a growing homelessness crisis.
- United Way Waterloo Region is engaged in the region wide Plan to End Chronic Homelessness, reflecting the critical role of a network approach to addressing the affordable housing & homelessness crisis, that includes government, funders, service providers and those with lived experience.

Children & Youth

- Remained relatively stable across three years: \$465,500 (2023) → \$475,755 (2024) → \$419,000 (2025).
- Continues to be a consistent pillar of United Way investment

Mental Health & Addictions

- Decrease in 2025 investment reflective of the intersectionality with community and social supports.

Community & Social Support

- 2025 investment: \$705,985 (largest single allocation across all cause areas).
- Two thirds of investments in this Issue Area were in organizations exclusively serving equity deserving communities, including Black, Indigenous, & Racialized communities, 2SLGBTQ+, and people with disabilities. Services provided reflect wrap-around supports – including counselling, advocacy & basic needs.

Food Insecurity

- 2025 investment: \$298,234, more than double 2023 levels.
- Inflation has impacted costs across a wide range of basic needs – like housing – leaving little for food.
- This rebound highlights recognition of rising food costs, and demand for emergency food programs

Hate, Gender-Based & Family Violence

- Fluctuated but held steady around \$200,000 annually, reflective of our ongoing commitment to equity and safety.

Leadership, Volunteerism & Capacity Building

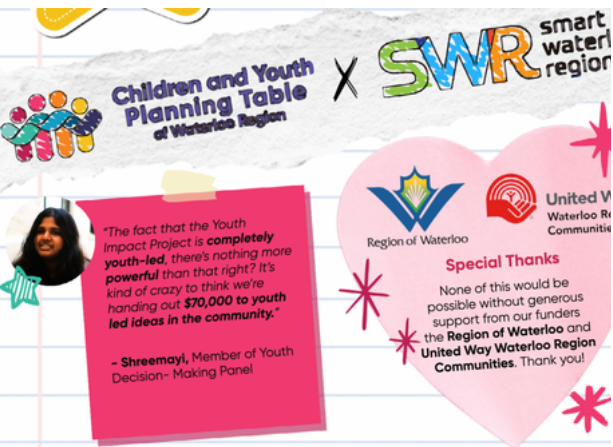
- 2025 investment: \$108,450, a significant decline from \$275,485 in 2023.
- Strategic shift to wrap capacity-building into other cause areas

Literacy, Employment Skills & Assistive Devices

- 2025 investment: \$70,000, the smallest funded area.
- Considerably reduced from 2023 levels, reflecting a focus on core urgent needs

Strategic Partnerships

United Way Waterloo Region maintains strategic partnerships with three key organizations that provide vital infrastructure and coordination across the non-profit sector. These long-term partnerships have been formalized through annual agreements and are supported with quarterly funding, reflecting our shared commitment to building a stronger, more connected community.



Children & Youth Planning Table

As a member and strategic partner of the Children & Youth Planning Table, United Way Waterloo Region supports youth well-being through the **Youth Impact Project**, which funds training and youth-led initiatives and general operating funds. Together, we advance shared goals to support children and families through coordinated services, research, and community action, ensuring every young person can thrive.

Immigration Partnership

United Way Waterloo Region is a proud supporter of the Immigration Partnership, a community-wide initiative that works to create a welcoming, inclusive environment for immigrants and refugees. Our collaboration helps ensure newcomers can access supports, build connections, and contribute to the social and economic vibrancy of our community.



Volunteer Waterloo Region

Through our partnership with Volunteer Waterloo Region, United Way helps strengthen volunteerism as a vital part of building a connected, caring community. Together, we encourage individuals, families, and workplaces to give their time and talents where they're needed most — helping local organizations expand their reach and increase their impact.

Events

Bringing people together to raise awareness and funds has always been at the heart of United Way. Our annual events inspire volunteerism, spark community investment, and support a network of local non-profits helping people across Waterloo Region.



March of 1,000 Umbrellas

September 19, 2024

The March of 1,000 Umbrellas is United Way Waterloo Region's signature campaign launch, bringing together residents, businesses, and non-profits for a symbolic walk from Waterloo to Kitchener City Hall. This vibrant event highlights the vital role umbrella organizations play in supporting networks that serve our community's most vulnerable.

Women United Launch

October 29, 2024

United Way Waterloo Region hosted its sold-out inaugural Women United event, uniting over 100 community members to champion female leadership and advocacy. The event featured three local female leaders who shared powerful stories of resilience, support, and community impact. Event proceeds raised a total of **\$20,000** which was donated to the Women's Crisis Services of Waterloo Region.



Corporate Trivia Challenge

May 9, 2024 & February 27th, 2025

With a shift from Spring to Winter, this event happened twice in our fiscal year, and both events brought out enthusiastic groups dedicated to our community. The two events combined raised **\$55,000** proving that trivia can make a real impact, and United is the Answer.



Spirit Awards

April 25, 2024

United Way Waterloo Region hosted their 6th Annual Spirit Awards on April 25, 2024, at Tapestry Hall in Cambridge. The event gathered over 350 community leaders, supporters, and change-makers to celebrate the individuals, organizations, and workplaces making an extraordinary impact in Waterloo Region.

Golf for a Cause

June 25, 2024

The 2nd annual United Way Golf for a Cause brought together 140 golfers, local businesses, community leaders, and non-profits at Whistle Bear Golf Club for a day of golf, networking, and giving back. With support from sponsors, contests, and activities, the event raised nearly **\$85,000** to support local charities across Waterloo Region.



Community Engagement & Initiatives

All Star Partnership - KW Titans

The United Way and KW Titans All-Star Partnership kicked off an exciting and impactful first year of collaboration, united by a shared commitment to strengthening our community. Together, we energized Waterloo Region through courtside booths, showcasing local non-profits, donated game tickets to community members, and joined forces at key events like Novemburger, Corporate Trivia, and Golf for a Cause.





Novemburger

Throughout the month of November, 13 local restaurants and hundreds of local food lovers united to celebrate burgers for a cause, with \$2 from each burger sold being invested into our community through the United Way Waterloo Region network. The first annual Novemburger campaign sold **2,643** burgers across Waterloo Region, raising a total of **\$11,500** for local charities.

“

When I first heard about the idea from our counterparts in Thunder Bay, I knew our community would love it, but the scale of engagement has blown me away! Having the support of the KW Titans, 91.5 The Beat, and 107.5 Dave FM really helped us amplify the message and impact.

Jillian Lawrie,

Senior Manager, Communications & Advocacy



”

Captain Canuck

United Way Waterloo Region partnered with Lev Gleason Publications and COMIC HOUSE to produce a limited-edition Captain Canuck t-shirt that celebrated the power of heroes to unite us, with all net proceeds going to local charities.



“

United Way Waterloo Region and Captain Canuck both celebrate and represent the power that Canadians from all backgrounds and walks of life have, when we come together and collaborate to address social challenges and overcome adversity. This t-shirt sends a message that, in challenging times, heroes unite us. We can all be heroes when we work together to help others.

Scott Hamilton

Senior Director, Philanthropy

”

Corporate Sponsors

Thank you to all of our sponsors. Your generosity and collaboration have allowed us to continue with the important work that helps make a difference in so many lives, in so many ways.



Honour Roll

United Way sincerely thanks every donor, no matter what the size of the gift. We use this report as an opportunity to extend a special thank you to the donors that give at a major level and to encourage others who are able to give as generously.

Philanthropists' Circle - \$25,000+

- Bob & Judy Astley
- Belsher Family
- Bryan Dare & Malkin Howes-Dare
- Tom & Kathy Hallman
- Mary Law
- Dr. William Rickert & Mrs. Karen Dotzenroth-Rickert
- Karen Wilkinson
- Anonymous (4)

Platinum \$10,000 - \$24,999

- John & Dian Bell
- Sardool Bhogal
- The Griffin Family
- Werner Hohn
- Fabien Jeudy
- Hartman & Brenda Krug
- McMurtry Family Fund (Waterloo Region Community Foundation)
- Ray & Wendy Miske Neighbourhood Association Fund (Waterloo Region Community Foundation)
- Gary & Sue Parker
- Joan & David Petras
- Patrick Priestner
- Rebecca Tascona
- Rita Westbrook
- Mike Williams & Emily Layng
- Anonymous (2)

*Honour Roll reporting based upon calendar year 2024

Donations made through third-party processors do not always provide us with donor information.

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Gold \$5,000 - \$9,999

- Christy Baker
- The Bertrand Family
- Robert & Gale Blackburn Charitable Fund
- Doug & Cindy Brooks
- Robert & Susan Connell
- Blair Fingland
- Joan & Bryan Fisk
- Dr. Stephen & Mrs. Nancy Garrett
- Neena Gupta & Brad Svorkdal
- The Jim & Sue Hallman Family Fund (Waterloo Region Community Foundation)
- Geoffrey William Johnson Gift Fund
- Mary Kelly
- Dr. Gary Keyes
- Melanie Kliska
- Dr. Heather MacDougall
- Gordon MacKay
- Dr. Jonathan Newman & Dr. Georgia Mason
- Michael & Sharon O'Neill
- Douglas & Sandra Peers
- Pollock Family Fund (Waterloo Region Community Foundation)
- Ian & Jo Ann Richardson
- Dan Rogozynski
- Tim & Leanne Rollins
- Vanessa Skelton
- Ruth Songhurst
- Anonymous (9)

Silver \$2,500 - \$4,999

- Ameer & Shelley Abdulla
- Jon Arsenault
- Allan Asmussen
- Ken Salem & Jo Atlee
- Gary & Patricia Attack
- Dan Bauer
- Karen & Gregory Bell
- Robert & Judith Blowes
- Donna Carbell
- Brian Chenier
- Stuart Clark
- Anthony & Lee Anne Clarke
- Cameron Conn-Grant
- Tara Conway
- Janice & Robert Deganis
- David DeVidi & Jane Forgay
- John & Leslie Doherty
- Rachael Donovan
- Sheryl Doyon
- Paul & Kim Duxbury
- Rami El-Cheikh
- David Farhood
- Michelle & Pat Fisher
- Mr. Keith Francis

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Silver \$2,500 - \$4,999 (Continued)

- Keith Freeland
- Brian & Lily Freiburger
- Carol Glass & Martyn Harvey
- Judith Gough
- Melissa Graham
- Sandra & Arthur Groff
- Scott & Katie Hamilton
- Sarah Urquhart
- Blaine Hertzberger
- Jason Higgins
- Richard Johnson
- Dr. & Mrs. James M. Kavanagh
- Brennan Kennedy
- Derek Kidnie
- Steven Kiss
- Barry & Rosa Lehmann & the
Lehmann's Charitable Account
- Sarah Lichti
- Steve & Pat Manske
- Carolyn Melkert
- Thomas D. Mitchell
- Sally Murdock
- Tom Norton
- Laurie & Donald Paddock
- Pfeifer Family
- Ingrid Pregel
- Abdul Rehman & Aysha Hassan
- Ric Hewson & Dorothee Retterath
- Tim & Carrie Rickert
- Brian Ruby
- Jonathan Scott
- Alison Scott
- Kathryn & Ken Seiling
- James M. Skidmore
- Tim & Teresa Sothern
- Al Taylor
- Chris Van Kooten
- Frank Voss
- John A. Walker
- James & Trish Weber
- Greg & Cindy Weiler
- Marilyn Wilkinson
- William Wilson
- Ronald & Jan Woynarski
- Anonymous (16)

Bronze \$1,200 - \$2,499

- James Abbott
- G. Adamo
- Frank Michael Aiken
- Tim & Karen Anderson
- Giacomo Angelini
- Mario Angeloni
- Jennifer & Trevor Annett
- Kelly Anthony & Joel Dubin
- Suman & Derek Armitage
- Gates / Armstrong Gates Family
- Nicole Auty
- Marc Avaria

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Bronze \$1,200 - \$2,499 (Continued)

- Naideen & Neil Bailey
- Brice & Karen Balmer
- Rachel Banham
- Victor Barg
- Bill & Eileen Bartels
- Robert Bartman
- Douglas Bates
- Wilfred & Joan Baxter
- Richard Beatty
- Kira Bell
- Dr. Prabhu Benjamin
- Mrs. Barbara Berg
- Angie Bernier
- Titiksha Bhelkey
- Todd Bissett
- Marianne Blasman
- Stephen & Sandra Bleizeffer
- Mike Borkovich
- Alan Bowler
- Kenneth Brace
- Natalie Brady
- Bonnie & Peter Bremner
- Nicole Brophy-Martin
- Sharon Brown
- Eric Buller
- Dean Bulloch
- Susan Cadell & Didier Thevenard
- Joel Campagna & Tina Kovacs
- Allison Cann
- Mick Chaney
- Jordan Charbonneau
- Rita & Ron Cherkewski
- Tanius Cidade
- Jennifer Clapp
- John Cleminson
- Kim & Bill Conway
- Robert Correll
- Joan Coutu
- Trisha Crawley
- Mark Crowell
- Katelyn Culliton
- Pat & Bill Cunningham
- Jason Daly
- Norm & Pat Damaren
- Richard A. Daugherty
- Kyle Daun
- Doug & Louise Dawdy
- Ken Denholm
- Shaun Devine
- Conceta C. Dixon
- Ken Dodge
- Sherry Donegan
- Leontin Drasovean
- Glen & Joan Dyrda
- John Earl
- Marianne & Jim Erb
- Mark & Sandra Ewald
- Judith Falbo
- Eugene & Lesley Fenton
- Paul Fieguth & Betty Pries
- Jerry & Marg Finnen
- The Brian & Pauline Fisher Fund
(Waterloo Region Community Foundation)

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Bronze \$1,200 - \$2,499 (Continued)

- Deborah Fitz Randolph
- Bette & Gary Flaxbard
- Jim & Linda Foley
- Shirley Forde
- Julia Forward
- Jeff & Jill Fray
- Lorie & Brad Freund
- Paul & Liz Fryer
- Tom Galloway
- Fred Gaskin
- Gates / Armstrong Gates Family
- Genevieve Gauthier-Chalifour
- Elizabeth & Don Gayman
- Keith & Debbie Geddes
- Mrs. Carmela Gentile Faure
- Catharine Gilbertson & Norman Scott
- Brian Gill
- Danielle Glendinning
- Vivek Goel
- Janet Greenwood
- Jordan Grensewich
- Karen Grogan
- David Grothen
- Jennifer Hall
- Gordon Harris
- Lucia Harrison
- Eric Helleiner
- Angela Hinchberger
- Alison Hitchens
- Betty Hooper
- Brent & Andrea Horst
- Derek Houle
- Bob & Janice Howison
- GE Huddleston
- Sarah Hughes
- Cheryl Hugill & Harry Kozak
- Carol Hulls
- Thomas Hunter & Dr. Laura Shoemaker
- Lisa & Mark Hutfloetz
- Dr. Roderick & Mrs. Alberta Jack
- Rev. Dr. Marc & Marnie Jerry
- Kathryn & David John
- Carla Johnson
- Lara Johnston
- Barbara Jonas
- Lisa Keeping
- Melissa Kelly
- Sandra & John Kendall
- Dan Keon
- Ms. Katherine Kipper
- Michael James Konopka
- Kate Konopka
- Cameron Kozlowski
- Bryce & Kelly Kraeker
- Eric Kraemer
- Corrine Krauss
- Stephanie Krug
- Sabrina Kwan
- Tony La Mantia
- Sofie Lachapelle
- Jennifer LaJoie
- Kevin Lambert & Dr. Lynda Benedet
- Steve Lambert
- Sharon & Stuart Lamont

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Bronze \$1,200 - \$2,499 (Continued)

- James Landon
- William Langdown
- Brian Laube
- Jillian Lawrie
- Robert Lawton
- Alanna Lee
- Rev. Robert & Mrs. Emily Leland
- Mat Lempriere
- Choui Lim
- W.K. Liu
- Fred Loach
- Paul & Tina Lorentz
- Barb Loveys
- Laura Lucchetti
- Dale Lukas
- Connie MacDonald
- Deborah MacLatchy & Bill Campbell
- Karen & Dave Maidment
- Catherine Malone
- Robert & Nancy Mann
- Don & Lucy Marskell
- Kurt Marte
- Manuel A. Martins Professional Corp.
- Dr. Jeffrey G. Matyas
- Nicole Mayer
- Suzanne McClelland
- Ron & Mary McDermid
- Nathan Ewing & Norma McDonald Ewing
- Scott & Dianne McGaire
- Carrie McGinnis
- Randy & Marianne McGlynn
- Patti McKague
- Anders & Anjanette McKenzie
- Dr. Norah McRae
- Tom & Jocelyn Mennill
- John Meredith
- Wilfred & Ruth Meston
- Angela Miller
- Ian Milligan
- Meredith Millman
- Sandra Miskovsky
- Walter Mittelstaedt & Patricia Hrynychak
- Bruno Montminy
- Ann Moore
- Kim Moore
- Pat Morabito
- Paul Morris
- Suzanne Moyer
- Kevin & Elaine Mullan
- Wanda & David Murison
- Laura Nagy
- John Neil
- John & Yvonne Newbery
- Ron & Janet Nicholson
- Darrin Noble
- Hilary Oakman
- John Oudyk
- Steve & Trina Parker
- Nicola Parker-Smith
- Richard Pascoe
- Allan Pasquini

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Bronze \$1,200 - \$2,499 (Continued)

- Abhish Patel
- Jeff Pelich
- Thomas Pellegrini
- Michael Pengelly
- Leighe Pequegnat
- Robert & Gail Pettitt
- Doug & Erika Pond Clements
- Marilyn Powers
- Nancy Priest
- Caron Prosser
- Diane Provencher
- Mark & Darlene Rea
- Elaine & Kevin Read
- Scott Reaume
- The Jack & Mary Reynolds Fund at the United Church of Canada
- Chad Rich
- Dr. Jean Richardson & Bob Davie
- Amy Robertson
- Fiona Robertson-Clark
- Mat Robson
- Greg & Angela Romanick
- Bryan & Konstantina Rowe
- Vince Ryan
- Hanif Samji
- Christopher & Jennifer Schaefer
- Jon & Lynn Schmehl
- Lisa Schneider
- David J. Schwindt
- Walt & Joanne Scott
- Dr. Adel Sedra
- Marie-Josée Sheppard
- Warren & Colleen Sinclair
- Steven & Myrna Singer
- Pat Skinner & Mike Cocker
- Diana Skrzydlo
- Jeffrey Small
- Amanda Smerek
- Linval Smith
- Linda Snyder
- Dietmar & Mary Ellen Sommerfeld
- Tanya Sood
- John & Gaetanne Sorrentino
- Kyle Sparkman
- Chris Sponder
- Dr. J. Kelly Stapleton
- Kay Steckle
- Laura Stoutenburg
- Peter Stuart
- Karen Suk-Patrick & Duncan Patrick
- Mohamed & Tazim Suleman
- David & Karen Tang
- Ray Tanguay
- Brian & Jill Taylor
- Tim Taylor
- Perian Tebbutt
- Kathryn Tellian
- Susan Cadell & Didier Thevenard
- Dr. Marilyn Thompson
- David Thrasher
- Chris Timbury
- Katie Timmerman
- Peter & Jocelyn Tostick
- Mr Peter Van Beek

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Bronze \$1,200 - \$2,499 (Continued)

- Frank Van Dam
- Eric Van Halteren
- Sheila Vaughan
- Ernie Vidovic
- Alannah Virtanen
- Todd Vitali
- Victor Vitorino
- Jennie Wallace
- Jennifer Ward
- Mark Warywoda
- David & Beth Weckman
- Maury Weigel
- Jennifer Weir
- Ross Wells & Judy Stephens-Wells
- Mary Wells
- Shelley Wickenheiser & Dean Varley
- Scott & Sandy Willcox
- Vicki Williams
- Leanne Winter
- Michael Wolf
- Pam Wolf
- John & Michelle Wolfe
- Philip & Mary Woodford
- Marilyn & Dave Wylie
- Robert Young
- Sarah & Victor Zamin
- Deborah Zettel-Schmitt
- Lynn Zimmer
- Anonymous (113)

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Organizational Honour Roll

United Way sincerely thanks every workplace and organization that contributes to our community. We use this report as an opportunity to extend a special acknowledgment and thank you to those that give at a major level and to encourage others who are able, to give as generously.

\$100,000+

- Equitable Life Insurance
- Sun Life Financial
- Toyota Motor Manufacturing Canada Inc.
- Toyota Tsusho Canada Inc.
- University of Waterloo



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\$25,000 - \$100,000

- Astley Family Foundation
- BMO Financial Group
- BWXT Canada Ltd.
- Conestoga College
- Costco Wholesale
- Dare Foods Limited
- EY
- Gore Mutual Insurance
- Government of Canada
- Government of Ontario
- Gowling WLG
- GrandBridge Energy
- KPMG
- LCBO
- Manulife
- RBC
- Regional Municipality of Waterloo
- Reliance Home Comfort
- Rockwell Automation Canada Inc.
- Scotiabank
- TD Bank Group
- United Way Waterloo Region Employee Giving Campaign
- Waterloo Region Community Foundation
- Wawanesa Mutual Insurance Co.
- Wilfrid Laurier University
- Anonymous (1)

\$10,000 - \$25,000

- Allianz Global Assistance
- CIBC
- Clarion Medical Technologies
- Corporation of the City of Cambridge
- Crich Holdings & Buildings Limited
- Enbridge Gas Inc.
- Elementary Teachers Federation of Ontario Waterloo Region
- Forbes Motors GM
- GHD Limited
- Gift Funds Canada
- Intact Insurance - BrokerLink
- Maple Automotive Corporation
- MNP LLP
- P&H Milling Group
- PricewaterhouseCoopers LLP
- Strite Industries Ltd.
- The Canada Life Assurance Company
- UNIFOR 1107
- Virtek Vision International
- Waterloo Regional Police Service
- Wawanesa Mutual Insurance Co.

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United Way Waterloo Region

2024 / 2025 Funded Partners

