

Media Kit
April 17, 2020

United Way

Waterloo Region Communities

*Changing lives &
Building Communities*

Philanthropy Advisors, Fundraisers & Consultants.

**SUPPORT OUR
UNITED WAY
CAMPAIGN!**




United Way
Waterloo Region
Communities

ARE YOU THE ONE TO HELP?

A donation to United Way makes a difference locally by supporting vulnerable children and youth, fighting poverty, and empowering our neighbourhoods.

You can be the one to change a life today.

**ARE YOU
THE ONE?**

 @UnitedWayWRC



#iamtheone

Learn more: www.iamtheone.ca

Who are we?

United Way Waterloo Communities (UWWRC) helps third party agencies to raise funds and advises them in the areas of finance, management and smooth functioning of the organization. This results in helping the community in three major areas:

- Supporting Vulnerable Children & Youth
- Fighting Poverty
- Building Neighborhoods

It is the second largest fundraiser after government and helps building local communities. They invest in emergency food and shelter services, counselling and harm reduction programs. Also, in after-school and mentorship activities for young generation.

Leadership Board

Joan Fisk, Chief Executive Officer



Joan has 30 years of senior level executive experience with versatile leadership roles and excellent academic background. After she joined United Way, Fisk made the pathway to serve seven communities and more than 40 partner agencies.

Samson Ling, Chair, Board of Directors

Rebecca Tascona, Chair of Campaign Cabinet

News Release

Local community fundraises \$2 million

Vulnerable Youth Education Fund received more than its targeted amount

Waterloo, Ontario - Friday, January 25, 2019 – United Way Waterloo Region Community, held an event to reach its target of fundraising \$1.5 million for serving better education and career opportunities for the local youth of seven communities. To the organizers surprise, they raised \$2 million and broke their own record.

The money raised during the event would go into Vulnerable Youth Education Fund which helps youth and children from age 12 to 25 in form of higher education, mentorship and career guidance. This fund will help more than 150 young minds to develop their future in the right direction.

Joan Fisk, Chief Executive Officer of United Way hosted the event at University of Waterloo at 10 a.m. on January 24, World Education Day.

“My son, Robert will be the first in the family to attend university,” says Martha, one of the persons benefited due to this program.

-30-

ABOUT: United Way Waterloo Region Communities
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FACT SHEET

Mission

To build a community that uplifts, empowers and spreads awareness amongst the neighborhoods for better future of the current and next generation.

Seven Communities

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

Partner Agencies

- Argus Residence
- Big Brothers Big Sisters
- Child Witness Centre
- Community Justice Initiatives
- John Howard Society
- Langs
- oneROOF
- SHORE Centre
- YMCA Cambridge

Collaborative Community Initiatives



Members

- Carizon Family and Community Services
- Extend-A-Family
- Fiddlesticks Community Centre
- Greenway Chaplin Community Centre
- House of Friendship
- Kinbridge Community Association
- Preston Heights Community Group
- KW Counselling
- Kitchener-Waterloo Multicultural Centre

Contact Us:

50 Sportsworld Crossing Rd (East Building), Suite 220
Kitchener, ON
N2P 0A4

Phone: [519-888-6100](tel:519-888-6100)

Regular Office Hours

Monday to Friday: 8:30 am to 4:30 pm

Summer Office Hours

Monday to Thursday: 8:30 am – 4:30 pm

Friday: 8:30 am – 1:00 pm

Website: <http://www.uwaywrc.ca/>

Twitter: @UnitedWayWRC

Facebook: @unitedwaywrc

LinkedIn: United Way Waterloo Region Communities

Instagram: unitedwaywrc