



United Way
Kitchener Waterloo & Area

For immediate release:

United Way KW says \$4.9 million campaign is just not enough

Organization encourages commitment from community to give more

{Waterloo, Wednesday February 15, 2012} . With final preparations underway for their February 29th Community Spirit Awards - a celebration of the individuals and organizations that support them in making a lasting difference in our community - United Way Kitchener Waterloo & Area is addressing the shortfall in funds raised in this year's workplace campaign.

Late last fall, United Way KW forecasted that only \$4.9 million would be raised during their annual campaign, and that is where the total lies now.

"Unfortunately, we've had some commitments fall through from a few workplaces, and not just a few hundred dollars here and there. We've literally seen shortfalls in the \$90,000 range," says Jan Varner, CEO, United Way KW. "Although many companies went above and beyond in achieving their campaign goals, it just wasn't enough to fill the void."

In reaffirming his commitment to United Way KW, Campaign Chair James Chmiel reminds citizens that it's not too late to get involved. "Last September, when we talked about a \$6 million overall revenue challenge, I had high hopes of achieving this goal," he said. "We remain committed to finding more dollars. I ask those who can to dig even deeper and rally around our community. Even an increase to \$5 million would make a tangible difference in meeting community needs."

"We're doing our best to keep our commitment to this community and hope to maintain the investments we made last year," said Jan Varner, CEO, United Way KW. "As local demand for social services continues to rise, we are looking to the community for further help."

It's not too late to get involved and make a difference. Donations can be made by calling United Way KW at 519-888-6100 or by visiting uwaykw.org.

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United Way Kitchener Waterloo & Area is committed to improving the quality of life for all who live and work here by building on community resources and ensuring that funds and resources are intentionally targeted to the places where they are needed most and where they can have the greatest impact. Change starts here.

For more information:

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