



United Way
Kitchener Waterloo & Area

News Release

FOR IMMEDIATE RELEASE

UNITED WAY KW WORRIES ABOUT THE COMMUNITY

(WATERLOO – Tuesday November 8, 2011) – Feeling the effects of a volatile economy, United Way Kitchener Waterloo & Area currently forecasts that only \$4.9 million will be raised during this year’s fall workplace campaign towards the \$6 million overall revenue challenge issued back in September. This announcement comes at a time when the demand for social services is on the rise in our community.

“We’re seeing a trend in local companies kicking off their workplace campaigns much later, which means we may not know this campaign’s results until well into the new year,” explains Jan Varner CEO, United Way KW. “That’s only half the story, though. We’re seeing some significant increases among workplaces that have completed their campaigns, but mostly we’ve seen an overall downward trend in the funds pledged.”

“In the two months since challenging our community to raise 13 percent more this year, we’ve seen and felt many changes in the economy,” Varner explains. “The number of individuals and families needing shelter and emergency services has increased significantly, and wait lists are getting longer. It’s not a matter of simply *wanting* to raise \$6 million, we *need* to raise \$6 million for this community.”

Individuals and workplaces can still get involved by running a campaign, supporting an event or making a donation. Visit www.uwaykw.org to see the many ways you can donate or call United Way KW at 519-888-6100.

United Way Kitchener Waterloo and Area is committed to improving the quality of life for all who live here by building on community resources. Working with the five priorities identified by our community as areas of focus, we will continue to ensure funds and resources are intentionally targeted to the places where they are needed most and where they can have the greatest impact.

For more information please contact:

Meg Lagrotta

Communications Officer

United Way Kitchener Waterloo & Area

(519) 888-6100 ext. 232

mlagrotta@uwaykw.org

www.uwaykw.org