



**FOR IMMEDIATE RELEASE:**

**AS MANY FALL WORKPLACE CAMPAIGNS COME TO A CLOSE, UNITED WAY OF K-W AND AREA ENCOURAGES COMMUNITY TO STAY FOCUSED ON BIGGER 3-YEAR \$21 MILLION PICTURE**

**(WATERLOO - Wednesday December 2, 2009)** – As its annual fall workplace campaign comes to a close at the end of December, United Way of Kitchener-Waterloo and Area is asking local residents to consider giving back to their community by supporting United Way's 3-year \$21 million goal aimed at fueling long-term commitment and targeting our community's key social issues.

As of today, current workplace campaign fundraising pledges to United Way of Kitchener-Waterloo and Area total \$3.9 million.

"Now, more than ever, United Way needs the community to come together in support of local social issues," said Victor Zamin from RBC Royal Bank, United Way's 2009 Campaign Chair. "We appreciate the generous support that workplaces across our community have shown United Way in the last three months, but we still have a ways to go."

"We're seeing a significant increase in local demand for social services," says Jan Varner, CEO, United Way of Kitchener-Waterloo and Area. "We're asking the community to consider what they can do to help. We're committed to supporting this community, and we're asking the public to consider pledging their personal commitment as well. It's not too late to donate through workplaces or online at [www.donateuway.com](http://www.donateuway.com)."

In September, United Way of Kitchener-Waterloo and Area introduced a new 3-year, \$21 million fundraising strategy aimed at garnering long term commitment while aligning fundraising efforts with United Way's commitment to the bigger picture in Waterloo Region.

"Working and planning on a longer term basis makes good business sense for United Way and for the programs and services we support," says Varner.

While public awareness of United Way tends to lie almost exclusively with the annual fall workplace campaign, United Way also mobilizes other funds, as well as people and research, in its efforts to target the root of community issues and bring about lasting social change.

All efforts are part of a collaborative, informed and integrated approach to achieve the best collective results possible in each of our community's five priority areas – children and youth, families, neighbourhoods, newcomers and economic security.