



United Way of Kitchener Waterloo and Area  
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## **FOR IMMEDIATE RELEASE**

### **Text to *Make Change* in KW**

**Waterloo (December 15, 2010)** – United Way of KW and Area is one of the first Canadian United Way's to launch a Mobile Giving initiative sponsored by Libro Financial. This text to give campaign comes at a good time as United Way KW is about to wrap up their fall workplace campaign.

Jan Varner, CEO of United Way KW says "It just made sense to introduce mobile giving as a means to donate. We have seen the difference a text can make. United Way America ran a 10-second PSA during the 2008 super bowl and raised \$10,000 in a mere 10 seconds with \$5 donations. Every dollar counts toward making a difference in this community and now we've just made that easier."

The text to give campaign comes at a time where dollars are especially needed as United Way KW is about to wrap up their 2010 workplace campaign. \$4.2 million has been pledged to date and 36 percent of the workplaces are still to come in. "We have done well so far. However, I presented a \$6 million challenge back in September. I am still optimistic we will make it. All we need is more people in this community to come forward and donate," says Lisa Drew, Campaign Chair.

There is still time for United Way to meet the \$6 million dollar challenge. You can make a difference and text "UCHANGE" or "UWAY" to 45678 to donate \$5.00. You can also donate by calling the United Way office at 519-888-6100 or donate online at [www.uwaykw.org](http://www.uwaykw.org).

*The United Way of 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.*

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