



**United Way**  
**Kitchener Waterloo & Area**

**For immediate Release:**

## **United Way KW "Text to Give" Campaign for Goderich a Success**

**{Waterloo, Thursday September 1, 2011}** – United Way Kitchener Waterloo & Area is pleased to announce that \$2855.00 has been raised through their Text to Give campaign in support of the disaster-stricken town of Goderich.

United Way KW began their mobile giving campaign for Goderich on August 23 and ended it at 11:59PM on August 31. The dollars raised will be given to United Way Perth-Huron to assist those affected by the tornado.

"I am so pleased to see the support from the community, media partners and social media outlets," says Jan Varner, CEO, United Way KW. "We've never seen so many retweets! Our community put caring into action by texting their financial support and sharing it with their networks." United Way KW also accepted donations from donors without texting capability and will add these funds to the text donations to be sent to Goderich.

Although United Way KW is no longer accepting text donations for Goderich, their Mobile Giving Campaign will continue to run throughout the fall campaign season to help support those in need in Kitchener Waterloo and Area. To donate through the Text to Give program, text "UWAY" to 45678 to donate \$5. Up to six text donations per month can be made.

In 2010, United Way KW became one of the first Canadian United Ways to launch a mobile giving initiative, making it easier than ever for people to pledge their support. The program is made available thanks to the generous sponsorship of Libro Financial Group.

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*United Way Kitchener Waterloo & 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.*