



United Way of Kitchener Waterloo and Surrounding Area
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MEDIA ALERT

FOR IMMEDIATE RELEASE

United Way of Kitchener Waterloo and Area see an increase in Leadership campaigns

Waterloo (November 3, 2010) – United Way KW and Area’s campaign is taking off with over 100 local companies raising dollars and awareness in our community. This spirit of giving has led to a 50 percent increase in Leadership campaigns.

Leadership donors are individuals who donate \$1000 or more annually. They represent 35 percent of the fundraising dollars raised by United Way. That’s over \$1.8 million dollars. “They understand that their gift will help make a difference – and have committed their ongoing support to United Way and the community.” says Danielle Havelka, Campaign Director.

United Way will recognize their 2009 leaders on November 11, 2010 with their Leadership Reception, sponsored by Manulife Financial. The event will welcome keynote speaker Clara Hughes to the stage and is being hosted in partnership with KW Counselling Services in celebration of their 60th Anniversary.

The United Way 2010 fall workplace campaign has currently raised \$1.7 million in pledges which is 28 percent of the \$6 million challenge set by Campaign Chair Lisa Drew.

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 5 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:

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