

# THE WAY FORWARD

## STRONGER TOGETHER



**FOR IMMEDIATE RELEASE**  
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### **United Way Waterloo Region Communities unveils mandate to affect change** *A new organization to improve people's lives across every corner of the region*

With the belief that you stand to make the greatest impact by working together, United Way Cambridge and North Dumfries and United Way Kitchener Waterloo & Area today announced the organizations are joining forces as United Way Waterloo Region Communities.

This new organization will allow United Way to help even more individuals and families live better lives in all seven communities across the Region of Waterloo. With a population that is growing, aging, and welcoming newcomers like never before, United Way Waterloo Region Communities will be better equipped to address increasingly complex challenges.

"Our United Ways have had the privilege of being leaders within the Region of Waterloo for 75 years, and we remain a significant part of these communities because we have continued to evolve along with them," said Frank Voss, Board Chair at United Way Cambridge and North Dumfries. "What excites us most about this change is that it will give us an opportunity to continue growing our presence in every single community in our region, from the busiest neighbourhood in Kitchener to the most rural part of North Dumfries."

These sentiments were echoed by Dr. Jacline Nyman, President & CEO, United Way Centraide Canada: "United Ways share a strong commitment to improving lives locally, and are always looking for new ways of working together to grow our impact. This dedication to collaboration will make United Way Waterloo Region Communities a true leader within its communities."

An existing Joint Board Steering Committee will be leading a selection process in the very near future to bring on a new CEO to lead the organization. Joining forces will give the new organization's team the opportunity to expand its focus to key areas that will provide tangible benefits to the community, including addressing needs at a hyper-local level, conducting research to drive decision-making, and engaging United Way supporters in new ways.

"We can't do our work without generous donors and volunteers, and this new organization will give them a better experience while also bringing more people into the United Way family," said Ingrid Pregel, Board Chair at United Way Kitchener Waterloo & Area. "This is a natural coming

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together of two organizations that share the same priorities and already work with many of the same supporters. Without a doubt, we will be stronger together.”

### Quick Facts:

- The new organization will officially launch on April 1, 2017.
- United Way Cambridge and North Dumfries and United Way Kitchener Waterloo & Area’s combined revenue in 2015-2016 was over \$7 million.
- Funded agencies will continue to receive United Way support based on their current agreements.
- Voting members of United Way Kitchener Waterloo & Area and United Way Cambridge and North Dumfries made unanimous decisions to integrate on November 30 and December 8, 2016.

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### About United Way:

United Way works to identify the root causes of key local issues, develops strategies to address them, brings together the appropriate resources to get the job done, and measures the results. By connecting community needs to community resources, United Way positively impacts thousands of lives every year.

### For more information, visit:

<http://www.uwcambridge.on.ca/> | <http://www.uwaykw.org/>

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