



November 21, 2017

For immediate release

United Way Hastings & Prince Edward Looks to Rally the Community to Step Up to Improve Lives Locally on GivingTuesday

Hastings & Prince Edward Counties, ON: In the spirit of GivingTuesday, United Way Hastings & Prince Edward is looking to rally residents in our local counties of Hastings and Prince Edward, to step in to help support their family, friends, and neighbours by donating their week's coffee money or a minimum of **\$10 on GivingTuesday, November 28th**

This year we are looking to individual community members to help us make up a gap in our campaign, to give back to the community they live in and love. Our shortfall this year is due to various extenuating circumstances,

- Company closures and downsizing across many sectors, experienced both locally and nationally.
- A universal trend towards an increase in part-time, contract, and other more transient employment situations.
- Product that is unavailable for community sales, a strike at Loyalist college, etc.

These will have an adverse affect in our campaign reaching its goal. Therefore, we are reaching out to all citizens in our community to make just a small contribution on GivingTuesday. In doing so, we will make up our short fall and reach campaign goal, which will support the 1 in 3 people in the Hastings and Prince Edward counties who utilize the services provided by United Way HPE funded agencies.

Why GivingTuesday?

"Most people know about Black Friday and Cyber Monday...now GivingTuesday is coming to Canada on November 28, 2017. It is a new Canadian movement for giving and volunteering, taking place each year after Cyber Monday. The 'Opening day of the giving season,' it is a day where charities, companies and individuals join together to share commitments, rally for favourite causes and think about others." (from GivingTuesday.ca)

If 10% of our community's population gives just \$10 or more, on our website through the "Donate Now" button (unitedwayhpe.ca) on GivingTuesday, then we will make up our projected gap.

It's amazing what this money can do in the lives of those living in our communities:

- 10 people donating \$10 each, or one donation of \$100, would cover the application fee for a young adult to apply to college (with the Prince Edward Learning Centre, a United Way HPE funded agency).
- 26 people donating \$10 each, or one donation of \$260, provides funding for a Health Literacy workshop for 16 people needing support to understand and manage their physical and mental healthcare needs (with Community Learning Alternatives, a United Way HPE funded agency).
- 104 people donating \$10 each, or one donation of \$1040, provides 8 families wholesome dinners made together at a monthly community kitchen (with Abigail's Learning Centre, a United Way HPE funded agency).

"Without the program, what would the average parent do? Where would they turn? Fortunately for me, I did not have to find out" said Melissa, a participant in the Good Baby Box program (with the Community Development Council of Quinte, a United Way funded agency).



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Media Release

United Way Hastings & Prince Edward GivingTuesday

“A small gift on GivingTuesday, can make a significant impact in our community, if we have strength in numbers”, said Kathy Murphy, Executive Director, United Way Hastings & Prince Edward. “Just the cost of a cup of coffee or a meal at your favourite fast food chain will make a huge difference in this campaign for our community. Please remember – it’s YOUR United Way, your neighbors, family, co-workers, friends and citizens of our area that are in need. With the cold weather coming it’s important to remember that many individuals in our community struggle to keep their heat going through the winter months, the agencies that we fund provide assistance to these individuals. On GivingTuesday donate to United Way HPE and ensure that everyone stays warm this winter.”

About United Way Hastings & Prince Edward

United Way Hastings & Prince Edward provides leadership in a collaborative manner with our Funded Agencies and others to increase the capacity of our community to respond to human services needs. Supporting 1 in 3 people in our local community through the 37 agencies and over 75 programs we help fund. We believe our community is a great place to work, live and play because all citizens, through the caring and generosity of its members, have equal opportunities and access to human services and development.

For more information on United Way Hastings & Prince Edward or to donate, visit unitedwayhpe.ca or search United Way Hastings & Prince Edward on Facebook or Twitter.

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