

For Immediate Release – November 26, 2020

KW Counselling Services Raising Funds for Mental Health in Waterloo Region on GivingTuesday, December 1, 2020

KW Counselling Services is raising funds for mental health in Waterloo Region for GivingTuesday, a global giving movement that has been driven by individuals, charities, businesses and communities across Canada and in countries around the world. Just as Black Friday kicks off the holiday shopping season, GivingTuesday is the opening day of the giving season.

GivingTuesday, the global day of generosity, continues to gain traction across the country in its eighth year, with thousands of partner organizations and millions of Canadians expected to take part. Since 2013, GivingTuesday has united millions of Canadians to support and champion the causes they believe in and the communities in which they live.

“Social isolation, and grief related to COVID-19 are causing an unprecedented demand for counselling,” says Rebecca Webb, Executive Director of KW Counselling Services. “Isolation and loneliness are factors to deteriorating mental health, and we need to support the individuals who are reaching out to us by providing intervention as quickly as possible. Like so many organizations, we have changed the how of what we do, moving to mostly virtual counselling by video and phone, but we are still very much here serving the community.”

KW Counselling Services aims to raise \$130,000 during this giving season.

Approximately 35% of KW Counselling Services’ funding comes from government sources each year. The rest comes from donations from individuals, foundations, and businesses, special fundraising events which have not been able to run in 2020, and various time limited grants. Webb continues, “we provide counselling services on a sliding scale based on income and no one is turned away based on an inability to pay. This year, more than ever before, we really need the community’s support to help ensure we can meet the need.”

Donations can be made online at kwcounselling.com or by mailing cheques to KW Counselling Services at 480 Charles Street East Kitchener, ON N2G 4K5

The impact of GivingTuesday can be seen from coast to coast to coast, where people are embracing this day as an opportunity to raise money for local charities and non-profits, run food and clothing drives, give blood, encourage kindness, help a neighbour and celebrate generosity. At a time when we are all experiencing the pandemic, GivingTuesday is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.

So far more than 7,500 Canadian charities, businesses and community groups have used GivingTuesday to rally generosity and help make the world a better place in countless ways. Around the globe there are official GivingTuesday movements in over 70 countries, including Australia, Brazil, Kenya, Slovenia, Tanzania, the UK and more.

About KW Counselling Services

KW Counselling Services is celebrating 70 years as a multi-service agency offering counselling supports to individuals, couples, and families in Waterloo Region. In addition to our accessible mental health services, we offer parenting education and supports through our Parenting with Passion and Parenting Now programs; specialized services including counselling, and recreation and leadership youth groups for LGBTQ2+ youth through our OK2BME program; community development and training opportunities for members of multicultural communities; as well as training and placement opportunities for graduate students in social work and related fields.

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