



FOR IMMEDIATE RELEASE

United Way of Thunder Bay Unveils RECOVER 2020: “The fundraising campaign of our lives”

Thunder Bay, ON, September 17th, 2020- The year 2020 is presenting the biggest challenge in United Way of Thunder Bay’s history. The reality of the COVID-19 pandemic will have a lasting effect on people, the economy and the not-for-profit sector for years to come. With more individuals on the edge of poverty, the need for support is greater than ever before.

Today, United Way of Thunder Bay is announcing **RECOVER 2020** – a direct response to the COVID-19 pandemic, with efforts going directly toward the recovery and rebuilding of the community. “For this year, our annual United Way appeal has pivoted to a campaign to help address pandemic recovery. COVID-19 has profoundly impacted our friends and neighbours who, in some cases, were already vulnerable. For all of us, life and work may never be the same again. For many, access to basic needs have now worsened to levels they never imagined possible;” says Albert Brulé, Chief Executive Officer of United Way of Thunder Bay. “The pandemic has pushed the community to a new breaking point, with more and more people living with uncertainty, and it’s taking a huge toll on well-being, mental health and financial security.”

Prior to COVID-19, Thunder Bay was already struggling to tackle #UNIGNORABLE issues of poverty including homelessness, hunger, domestic violence, social isolation, mental health challenges and unemployment & education inequality. The United Way of Thunder Bay **RECOVER 2020** campaign is focused on supporting local people and families who are most in need as a result of this year’s global health crisis. The recovery from COVID-19 will require unprecedented levels of community programming, services, resources, coordination and collaboration.

“Local service providers need extra help to deliver essential programs and services to even more people this year. Thunder Bay cannot recover without you; we have to recover together as a community. This is the fundraising campaign of our lives,” continues Brulé.

To officially kick off fundraising efforts, United Way of Thunder Bay is hosting the ‘**Recover 2020 No-Show Gala**’, and asking community members to support United Way of Thunder Bay by NOT



▶ RECOVER 2020

attending. The non-event concept replaces the organization's popular annual Community Impact Breakfast that is typically attended by hundreds every fall. Today community members can donate to the No-Show Gala initiative, by visiting uwaytbay.ca

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