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FCA Canada: Employees and Retirees Pledge Largest Donation for United Way/Centraide Windsor-Essex County 2020-2021 Campaign

- FCA Canada, employee and retiree combined contribution to the 2020-2021 United Way/Centraide Windsor-Essex County campaign totals \$943,149
- Largest single United Way donation in Windsor-Essex helps those less fortunate in challenging year across all sectors due to COVID-19 pandemic
- Funds generated will go directly into the community, supporting youth living in low income and mental health assistance programs
- Without FCA donation, many of United Way/Centraide Windsor-Essex programs for assisting local individuals and families would not be possible

April 21, 2021, Windsor, Ontario - FCA Canada announced today a [donation](#) of \$943,149 to the United Way/Centraide Windsor-Essex County 2020-2021 campaign. This marks the largest donation for United Way in the Windsor-Essex community this past year and once again highlights the autoworkers' commitment, generosity and established history of helping the less fortunate in their community – in particular during a year in which many programs and fundraising activities have been significantly impacted by the COVID-19 pandemic.

"In this challenging past year, FCA Canada employees have demonstrated even further resolve in their unwavering support to help give back to those facing mental, social and financial struggles in our community through their generous donation to United Way/Centraide Windsor-Essex County," said Dave Buckingham, President and CEO, FCA Canada. "I want to sincerely thank our FCA Canada workforce for delivering the largest donation in our community and continuing to serve as positive role models during these unprecedented times."

"We are so grateful for the overwhelmingly generous contribution from FCA Canada and its employees in Windsor-Essex for this year's donation toward our annual giving campaign," said Lorraine Goddard, CEO - United Way/Centraide Windsor-Essex County. "Without their generosity, we simply would not have been able to maintain our support for community programs. COVID-19 has challenged many non-profits, and FCA Canada's giving helps with our focus on assisting local children and youth and supporting mental health in the surrounding neighbourhoods in a safe and secure manner."

United Way-funded programs for 2021 calendar year

With the onset of the COVID-19 pandemic, all facets of daily life were affected throughout the world. United Way/Centraide Windsor-Essex states that the needs of vulnerable youth have exacerbated and will persist even as COVID-19 diminishes. Its programs have reflected this new reality with an increased focus on mental health and targeting youth for future success throughout the community; in particular, mental health counselling programs, food and nutrition support, educational support, youth mentoring and transportation support.

Funds donated on behalf of FCA Canada and its employees and retirees will help propel a number of assistance programs throughout 2021.

Lunch Pilot Program

As the COVID-19 pandemic has created limitations within food banks and existing school snack/breakfast programs, many children are without proper basic nutrition. With 12 schools partnering throughout Windsor and Essex County, a full lunch is provided to children from low-income households who otherwise would have no lunch or one with limited nutrition value. Lunch provided consists of fresh fruit, vegetables and a main course.

Virtual Learning Pilot

Through the donation of 150 laptop computers, this program and its partners provide comprehensive out-of-school support to ensure youth from low-income neighbourhoods, who are lacking in math and literacy skills, are actively engaged and learning with the goal of increased school attendance, academic achievement and improved mental health and social inclusion.

On Track to Success

Another area of focus for the donation is the On Track to Success program, which helps to support vulnerable youth living in low-income households who are at-risk of not graduating high school. To help reach the goal of graduation and attendance in post-secondary education, the On Track to Success program has provided more than 200 students in the past five years with academic support and tutoring, social and career mentoring, as well as financial support/scholarships. With the success of this program, United Way plans to expand this program in downtown Windsor in 2021.

Donate

Windsor-Essex residents can take part and donate to United Way/Centraide Windsor-Essex County. Residents can call 519-259-6147 or pledge online at www.weareunited.com/donate

United Way

United Way/Centraide Windsor-Essex County mobilizes the caring power of the local community to improve lives in measurable and lasting ways. They ignite the desire in everyone to improve lives and build strong communities. United Way's vision is that a generation from now, Windsor-Essex County is a more prosperous community where all children have the ability to achieve their dreams and reach their potential. Additional information is available at www.weareunited.com.

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