

Media Release

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United Way
London & Middlesex
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The Tricar Group Owner Steps Up for United Way and the Community

London, ON –When Joe Carapella, Owner of The Tricar Group heard that for the first time in 16 years, the United Way of London & Middlesex failed to reach its fundraising goal; he knew he had to help.

“United Way does such important work, helping people right here in London and Middlesex County,” explains Carapella. “ We have been a London-based business for over 30 years and have a strong sense of responsibility when it comes to helping those in our community that find themselves in need or at a vulnerable time in their lives. Hearing they came up short was concerning because I know in the end that means it will have an impact on people's lives. I stepped up to make an investment that will not only change lives but will also help United Way position itself for long-term future growth.”

The Tricar Group’s gift of \$70,000 will be used to generate more than \$200,000 in new donor dollars that will go directly to those in need right here in our community. The GenNext Step Up matching grant, made possible through this investment, is a strategic approach to connecting with our community’s next generation of donors.

Launched in 2008, GenNext connects young professionals with opportunities to make a difference in our community through United Way. Maly Bun-Lebert, a United Way Board Member and GenNext Chair, is excited to launch Step Up later this spring. “We know there’s a shift in how younger people want to partner with charities; they want something meaningful with a tangible impact they can see. With Step Up, my generation will be able to take our giving to new heights, and build a community where everyone has the opportunity for a better life.”

“Joe’s commitment to our community and our organization is truly remarkable,” adds United Way CEO Kelly Ziegner. “This gift is very strategic as it will help us address the issue of attracting younger donors, but more importantly will provide three years of stable funding for programs and services that help more than 85,000 people each year.”

Ziegner credits enthusiasm from business leaders like Joe Carapella as essential to motivating young professionals to invest in United Way beyond a one-time gift. “Every donation is deeply valued, and we’re grateful for the generosity shown to United Way during the annual campaign. Long-term, strategic investments like Tricar’s will be an important part of United Way’s future growth and in turn, deepening our collective impact.”

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