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For Immediate Release

The Family Way: A legacy of giving back

Waterloo, ON, October 17, 2019 – Depending on the time of year or the request made, the Way Family is making their mark in both extraordinary and unusual ways at KidsAbility. Whether it is racing around on Plasma Cars, crowd control in a bouncy castle, donating financially, or simply taking the hand of a child who may be struggling, this is the Family Way.

Rob and Michele Way alongside their children, Corey and Colin, and their future daughter-in-law, Melissa, were honoured yesterday at a private donor reception at KidsAbility with the Elaine Ormston Outstanding Supporter Butterfly Award—the highest honour bestowed by KidsAbility Foundation annually. This award honours individuals whose contributions have made a lasting and remarkable impact on the lives of children and youth with special needs.

“We are thrilled to honour the Way Family for their contributions in support of children and youth in our community with special needs,” says Lisa Talbot, KidsAbility Foundation executive director. “When asked to help Rob, Michele and their entire family are always there when we need them. On behalf of the 11,000 children and families who receive services at KidsAbility annually, we thank Rob, Michele, Corey, Colin and Melissa for their heartfelt and dedicated support.”

Rob and Michele have supported the Kids Can’t Wait Radiothon for several years providing a matching gift inspiring other donors to follow their lead. As champions and true leaders in our community, Rob served on the KidsAbility Foundation Board in many leadership capacities over the past eight years including chairing the Foundation Board from 2014-2016 and serving as Treasurer and Chair of the Finance and Audit Committee. Currently, Rob chairs KidsAbility Foundation’s Investment Committee as a strategic and inclusive leader allowing the organization to benefit greatly from his innovative thinking and entrepreneurial mindset.

The Way family leads the way when it comes to giving back. Whether it is by volunteering their time in a leadership capacity, at KidsAbility’s annual free morning of respite for families known as Oh Christmas Free, fundraising events or through their faithful financial support, the Way Family’s donation of time, treasures and talents has made giving back a family affair—a legacy that makes it possible for brighter futures to happen here.

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Media Release

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Background Information:

Across our community, 11,338 children and youth with special needs receive the help that they need to realize goals important to them. It could be overcoming a stutter, strengthening muscles to take that first step or learning the social skills to make a friend—together, we make these firsts possible. With over 60 years of experience, KidsAbility helps children and youth with special needs and their families to achieve goals important to them at home, at school and in the community. Our goal is to get the right support to the right child at the right time and donations help to make that possible.

KidsAbility Foundation inspires and engages community partners, individuals and groups to help make a difference in children's lives. Demand for KidsAbility's services continues to exceed the resources provided by the provincial government. Through the annual Kids Can't Wait campaign, donations raised through our generous community fund new programs, innovation and equipment, and allow KidsAbility to serve an additional 1,000 children and youth with special needs each year. Without this generous support, more children would be waiting even longer to receive the care that they deserve and so desperately need. Presently, there are over 1,482 children waiting for services at KidsAbility.

With your help, we can help more children to live richer and fuller lives. Together, we can ensure that every child and youth has access to the services that they need where they live, learn and play to realize their full potential.

