



A MESSAGE FROM THE  
2011 CAMPAIGN CHAIR  
**David Wills**

It is an honour to represent the City and County of Peterborough as Chair of the 2011 United Way Campaign. As a long-time supporter of the United Way, I am proud to play a role in helping build a stronger, healthier community.

Like many of you, I volunteer with the United Way because I believe we can do much more by working as a team. Over the years I have experienced first hand the energy and emotion the United Way spirit generates while advancing the common good and changing the lives of those in need.

The generosity and compassion of the City and County of Peterborough is unparalleled and provides the fuel to strengthen individuals, families and the community as a whole. That strong ongoing commitment enables United Way to work with its member agencies to enhance the lives of many people including isolated seniors, people with special needs and families and children living in poverty.

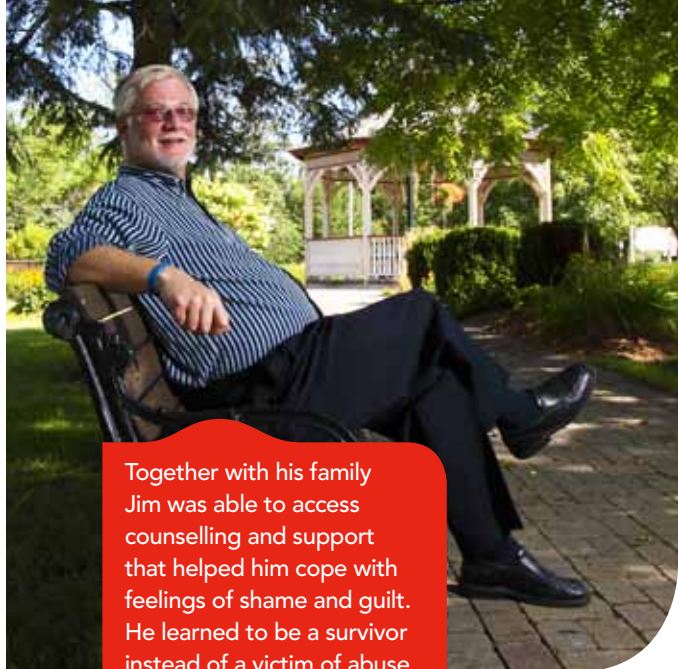
In recognition of United Way's 70th year of dedicated service, I respectfully ask you to help us change lives for the better with a financial donation to this year's campaign.

It is only through your support that the United Way is able to provide stability to community agencies, strengthening their capacity to serve — both today and into the future.

As change happens, new things are possible.

Change starts here.

David Wills, P. Eng.  
Chair, 2011 United Way Campaign



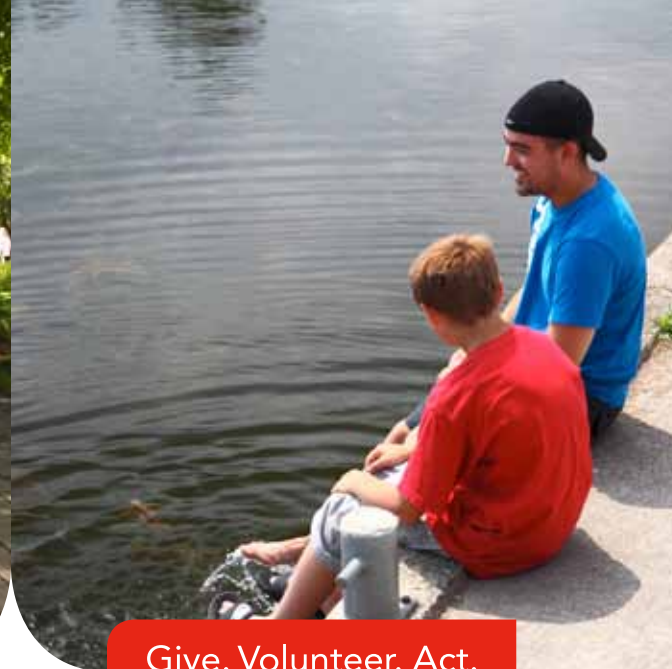
Together with his family Jim was able to access counselling and support that helped him cope with feelings of shame and guilt. He learned to be a survivor instead of a victim of abuse.

**United Way of Peterborough & District supports a vital network of critical services**

When you give to United Way's Community Fund, you support a network of 32 member agencies providing vital social services to over 43,000 people annually — single parents, abused women, young children and teenagers, the elderly, the physically challenged, the homeless, and the many new immigrants who need help to realize their dreams of a better life in Canada.

These people aren't always faceless strangers — they are our co-workers, neighbours, friends and family. Quite often we don't realize that the services they rely on are funded through United Way.

United Way of Peterborough & District is the only major funding organization that delivers significant core operating support to social service agencies. This base support of funding provides stability and allows agencies the flexibility to develop and respond to the emerging needs of the community.



**Give. Volunteer. Act.**

**Together, we make a difference every single day**

Your donation to United Way of Peterborough & District supports the social fabric of our region. Each day, across the city and county, we are working with frontline agencies, community partners, the private sector, and all levels of government to ensure people have access to help when they need it most.



**United Way**  
**Peterborough & District**  
Change starts here.

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The United Way is proud to thank and recognize its generous media sponsors: The Peterborough Examiner, Country 105/Energy 99.7 Radio, CHEX TV, WOLF 101.5/KRUZ 100.5 FM Radio, TV Cogeco, Peterborough This Week, Magic 96.7/STAR 93.3/The BREEZE 107.9 Radio, Parrington Video Production, WE Design Studio, kawarthanow.com



**My life. Changed.**



**United Way**  
**Peterborough & District**  
Change starts here.



Through increased participation in community and daily life United Way helps to build a caring and inclusive community where all residents have a voice and can become leaders.

## Change starts here.

At United Way of Peterborough & District, we're working to create opportunities for a better life for everyone. By supporting over 32 member agencies through 152 programs, we focus our efforts on three main areas essential to creating opportunities for a good quality of life. These include helping people move from poverty to possibility, building healthy people and strong communities, and helping kids be all they can be.

### From poverty to possibility

- Moving people out of poverty
- Meeting basic human needs (Eg: food, shelter, and jobs)

### Healthy people, strong communities

- Improving access to social and health-related services
- Supporting resident and community engagement
- Supporting community integration and settlement

### All that kids can be

- Improving access to early childhood learning and development programs
- Helping kids do well at school and complete high school
- Making the healthy transition into adulthood and post-secondary education

**NEED HELP?** If you are in need of assistance with a health or social service issue, contact 211 by dialling 211 on any phone in the 705 area, or visit [211ontario.ca](http://211ontario.ca).

14%

Administrative and Fundraising Costs

86%

Member Agencies, Programs and Designations

2010 Community Investment

## High Level of Accountability

Our member agencies receive long-term, ongoing financial support, so they can plan ahead. In order to become and remain a United Way member, agencies must meet strict standards and performance criteria as well as undergo a mandatory review process.

- Big Brothers & Big Sisters Association of Peterborough Incorporated
- Canadian Mental Health Association, Peterborough Branch
- Canadian Red Cross, Peterborough, Haliburton & District
- COIN – Community Opportunity & Innovation Network
- Community Care Peterborough
- Community Counselling and Resource Centre
- Community Living Peterborough
- Down Syndrome Association of Peterborough
- Elizabeth Fry Society of Peterborough
- John Howard Society
- KAIROS Non Profit Housing of Peterborough Inc.
- Kawartha Child Care Services
- Kawartha Food Share
- Kawartha Sexual Assault Centre
- Kinark Child & Family Services
- Learning Disabilities Association of Peterborough
- Multiple Sclerosis Society of Canada, Peterborough
- New Canadians Centre – Peterborough
- Nursery Two Inc.
- PARN – Your Community AIDS Resource Network
- Peterborough Community Chaplaincy
- Peterborough Family Resource Centre
- Peterborough Social Planning Council
- Peterborough Youth Services
- Schizophrenia Society of Ontario, Peterborough Chapter
- St. John Ambulance – Peterborough Branch
- Trent Child Care Inc.
- Trent Valley Literacy Association
- VON Peterborough, Victoria, and Haliburton Site
- YMCA of Peterborough
- Youth Emergency Shelter of Peterborough Inc.
- YWCA of Peterborough, Victoria & Haliburton

## Ways to Give

For 70 years, United Way of Peterborough & District has relied on the financial support of individual supporters like you. Your support makes a difference! Please join us by choosing from these giving options:

- Payroll Deduction
- Monthly Giving
- VISA/MasterCard
- Gifts of Securities
- Leave a Legacy and Bequest
- Online at [uwpeterborough.ca](http://uwpeterborough.ca)
- Cash or Cheque including Pre-Authorized Chequing

You may prefer to donate by phone at 705-742-8839, or send an email to [office@uwpeterborough.ca](mailto:office@uwpeterborough.ca) if you have any questions. Thank you!