



2009 Campaign United Way Fast Facts

Our Funding Priorities...

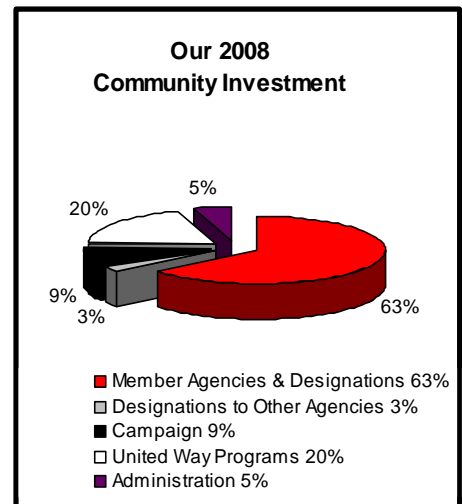
After extensive research, our Board of Directors approved and adopted the following five funding priorities:

- **Access to services** - for rural and disabled citizens.
- **Poverty** - public education, food initiatives, housing, skill development, parental relief programs.
- **Prevention** - programs that promote healthy living and healthy communities.
- **Seniors** - resources for frail, isolated and abused seniors.
- **Voluntarism** - professional development and management.

Our Mission is "to improve lives and build community by engaging individuals and mobilizing collective action".

United Way Aspires to...

- **Energize** and inspire people to make a difference.
- **Provide** meaningful opportunities for individuals to realize their potential by demonstrating volunteer leadership in service to community.
- **Reflect** the diversity of the communities we serve.
- **Craft** human care agendas within and across our communities.
- **Build** coalitions around these agendas.
- **Increase** investments in these agendas by expanding and diversifying our own resource development and fundraising efforts and supporting those of others.
- **Ensure** that these investments have recognizable impact.



United Way is a Community Builder...

- Working together with individuals and organizations to build a stronger community.
- United Way dollars stabilize local agencies and resources, including training, development and strengthening the voluntary sector.

Benefits of giving to United Way...

- Your donation **stays in the Community** serving the City and County of Peterborough.
- A volunteer review process directs funds to where **services are needed most**.
- The donor is assured of the **integrity of all United Way of Peterborough & District supported agencies**.
- **Supports a broad range** of Agencies and services.
- Fundraising is **cost effective**.

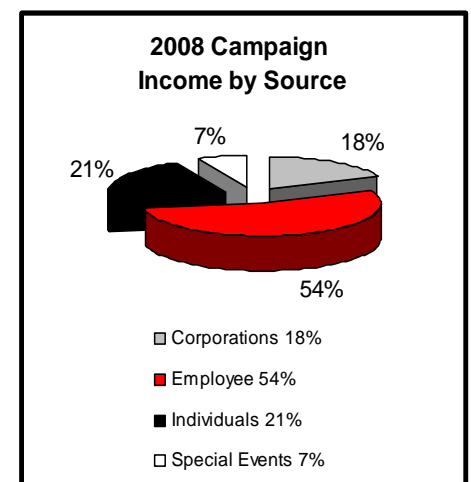
Ease of Giving...

Donors may give through various means - cash, cheque, payroll deduction, credit card, post-dated cheques, pre-authorized payments, or on link through our website. Gifts can be given at any time of the year.

Efficient Fundraising...

One gift that "helps the most"

- Minimizes duplication in fundraising through a united campaign during which Member Agencies agree to work together on a community-wide fundraising effort.
- Fundraising expertise within United Way along with volunteer efforts to fundraise ensure effective, low cost fundraising.



Just a Few of Our 2008 Achievements...

- Raised **\$2.366 Million** for the Community, by the Community.
- Stewarded funds entrusted by over 10,000 donors.
- Provided ongoing support to 91 programs and services through over 30 local Member Agencies.
- Provided effective and relevant organizational development training to 876 non-profit volunteers and staff and 140 organizations.
- More than half a million searches for information on fourinfo.com and over 30,000 searches for local volunteer opportunities.
- In partnership with three United Ways in Central East Ontario, United Way of Peterborough & District embarked on the design and implementation of an extensive training program in Outcome Measurement to assess the impact of United Way Funded programs on the lives of Peterborough City and County residents.
- 1,300 pieces of winter wear including snow pants, jackets, hats and mittens were distributed to children in our City and County
- 890 backpacks filled with essential school supplies were distributed to children in our County and City
- Involved over 2,000 volunteers in building a stronger community.
- In partnership with Fleming College, developed and facilitated an online certificate program in Not-For-Profit Leadership.
- Union/Peer Counsellor Network continued to provide training and connect workers and their families with local health and social service agencies.
- United Way continues to manage the Emergency Volunteer Registry (EVR) intended to assist the City and County to deploy volunteers in the event of a community based emergency.

United Way was there...

During 2008, United Way of Peterborough & District was an active participant or partner with the following committees and organizations:

- Central East Community Care Access Centre
- Central East 211 Planning Committee
- City of Peterborough Youth Commission
- Food for Kids Committee
- Fourinfo.com Users Group
- Health for Life
- Mayor's Action Committee on Poverty Reduction
- Peaceful Communities Steering Committee
- Peterborough & District Labour Council
- Peterborough Community Social Plan
- Peterborough Estate Planning Council
- Peterborough Interagency Pandemic Influenza Planning Team
- Peterborough Oral Health Coalition
- Trent Centre for Community Based Education
- Week Without Violence Committee
- Workforce Development Board
- Youth Resiliency Committee
- Youth Service Providers Community of Practice

Member Agencies

Big Brothers & Big Sisters Association
Canadian Mental Health Association
Canadian Red Cross
Community Care Peterborough
Community Counselling & Resource Centre
Community Living Peterborough
Down Syndrome Association of Peterborough
Elizabeth Fry Society
John Howard Society
Kairos Non-Profit Housing
Kawartha Child Care Services
Kawartha Food Share
Kawartha Sexual Assault Centre
Kinark Child & Family Services
Learning Disabilities Association
Multiple Sclerosis Society

New Canadians Centre
Nursery Two
PARN
Peterborough Community Chaplaincy
Peterborough Family Resource Centre
Peterborough Social Planning Council
Peterborough Youth Services
Schizophrenia Society of Ontario
St. John Ambulance
Telecare Distress Centre
Trent Child Care Centre
Victorian Order of Nurses
YMCA of Peterborough
Youth Emergency Shelter
YWCA of Peterborough, Victoria & Haliburton

**Building Community, Changing Lives...
Right Here.... Right Now!!!!**



United Way of Peterborough & District

277 Stewart Street, Peterborough. ON K9J 3M8

Phone: (705) 742-8839 Fax: (705) 742-9186

Email: office@uwpeterborough.ca

Web site: www.uwpeterborough.ca