



United Way
Peterborough & District
Change starts here.
uwpeterborough.ca



Dear Neighbour,

Here in Peterborough, every life matters. The best of communities help and nurture people when they need it and the United Way of Peterborough and District believes that in helping someone we are building a better and healthier community for all.

Now more than ever, we are reaching out during this campaign time to ask you personally to donate, and be a partner in the work of helping someone and building our community of Peterborough.

Rob is one success story. At this year's Campaign launch he shared his story of strife, struggle, and ultimate success. With a progressive history of drug use, starting with marijuana and ending in a vicious cycle of heroin and cocaine addiction, he ended up in jail. Alone, broken, and ashamed he found the courage to ask for help.

“That was my rock bottom.”

United Way partners were there for Rob when he needed help during his darkest of days. He is three years clean and sober and the full-time father to his young daughter that everyone knew he could be.

“Life is good now.”

Today, we are asking you to donate to ensure that help is there for any and all who ask for it in our community.

Local Giving for Local Results

Your donation is an investment in supporting people to have mental health, food security, life skills for youth, safe accessible housing, and healthy relationships.

60,000 lives are impacted within the City and County of Peterborough.

20%
of children
under 6
live in
poverty.



Yes, I will invest in changing a life forever.

Here is my tax deductible gift of:

\$50 \$100 \$250 \$500 Other: \$ _____

Name _____

Address _____

City _____

Postal Code _____

Enclosed is a cheque payable to: United Way Peterborough and District

Place my donation on my credit card:

Card No: _____

Expiry: _____

Email: _____

Signature: _____

Use the enclosed envelope or mail to:

United Way Peterborough and District
277 Stewart St., Peterborough, ON K9J 3M8
705-742-8839

To make your donation online please go to
www.uwpeterborough.ca



6,310

nights of shelter were provided for people needing a safe place to stay.

Your donation provides tangible practical help and hope, when it is needed. Your donation supports the service of a network of Partner Agencies and programs in our community. **We are able to ensure an open door and a helping hand when anyone asks for help.** From a homeless youth, to a woman leaving an abusive relationship, to a senior recently finding themselves alone after the death of a long time spouse, help is there!

Ensuring Help is There When Help is Needed

A Way Home Peterborough
Backpacks for Kids
Big Brothers & Big Sisters
CMHA
Coats for Kids & Adults Too
Community Care Peterborough
Community Counselling & Resource Centre
Community Living Peterborough
Elizabeth Fry Society
FourCAST
John Howard Society
Kawartha Sexual Assault Centre
New Canadians Centre
PARN
Peterborough Community Chaplaincy
PPH - Food For Kids
Peterborough Family Resource Centre
Peterborough Youth Services
TRACKS
United Way Training & Consulting Services
Trent Valley Literacy Association
YES Shelter for Youth and Families
YWCA

5,571
seniors were supported so they could stay in their own homes.

This is your chance to change a life for the better

We personally **thank you** for your generosity and support.



Jim Russell B.S.W., M.S.W.
CEO



Neil Morton
2017 Campaign Chair

PS We are celebrating plaid this year in recognition of the industrious and hardworking nature of the people of Peterborough.

PPS Should you receive an additional appeal from us we ask that you pass it on to a friend.



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Charitable #: 10545 4482 RR0001

You are important to us.

Help us to keep in touch by providing your contact information on the other side of this paper.

Your community thanks you
for your support!