

United in Response, Recovery and Resilience



United Way
Peterborough & District

2020/2021

ANNUAL REPORT

Our Mission

Improve lives and build community by engaging individuals and mobilizing collective action

United Way Peterborough & District respectfully acknowledges that we are situated on Michi Saagiig lands and the traditional territory covered by the Williams Treaties.

We offer our gratitude to First Peoples for their care for, and teachings about, our earth and our relations.

May we honour those teachings.

Scan to learn more:



United Way Peterborough & District's total community investment was

\$2,778,199

through the pandemic in 2020-2021,
providing support to **51** local agencies
and **103** programs.

Message From Our CEO

Dear Friends of the United Way,

As you read this, there are intimations of our community getting back to a new post-COVID normal. With our high rate of compliance around vaccination, the leadership of our Public Health Department, and the neighbor-to-neighbor support and acts of kindness that have sustained us over these last 18 months, we faced the COVID challenge, and collectively, met and weathered it.

Here at United Way we were proud to partner with the Federal Government as trusted community knowledge brokers, first in identifying the needs of vulnerable seniors in our community and then assessing vetting applications, and investing \$58,000 to support rural isolated seniors during the height of COVID.

Secondly, we coordinated and led the investment of \$545,000 of ECSF (Emergency Community Support Fund) distributing to over 50 charities to help them adapt and respond to the realities of COVID.

Finally, we oversaw the investment of \$1.4 million through Reaching Home funding to address challenges faced by homeless people and the organizations serving those individuals.

There were outreach programs, wage subsidies, Indigenous support, funding for housing support workers linking homeless individuals to permanent housing, and \$800,000 invested in the purchase and retrofit of properties to provide 10 supportive units for individuals currently on the City's Homeless By-Name-Priority List.

Response Recovery Resilience -- in a time of crisis, these are critical elements. This is what we demonstrated, and will flourish because it is a bedrock of our community.

80 years ago the United Way started as the Community Chest, a response to the war effort, borne out of crisis, and reflecting the **Response Recovery and Resilience** of that time.

We look back with gratitude over 80 years of building community with you. We look forward to the coming 80 years, confident in this community's resilience, and certain of our ability together to respond and recover from any challenge.

To all of our donors, workplaces, partner agencies, volunteers -- a humble and hearty thank you!

Kind regards,



Jim Russell, B.A.A.S.W., M.S.W.
CEO, United Way
Peterborough & District



2020 Board of Directors

United Way Peterborough & District is governed by its Board of Directors, a dedicated group of community leaders and key decision makers who provide vision, strategic leadership, accountability and stewardship.



Board Chair
Jim Hendry



Chair, CIC
Michael Andrews



Treasurer
Ashley Collins



Director
Robbie Brooks



Director
David Martin



Director
Stephen Kylie



Director
Amanda Mellegers



Director
Jill Ritchie



Director
Nancy Fischer



Labour Council
Charlene Avon



Labour Council
Dr. Marcus Harvey



Ex-Officio
Jim Russell



2020 Board Chair Report

My first year as Board Chair at United Way Peterborough has made me more aware than ever how rooted this organization is in the community we serve.

For most, the first thought when the role and purpose of the United Way comes up is the 20 public agencies we support through our annual fundraising campaign. Each of those agencies is run by a network of staff and volunteers, hundreds of them helping thousands of people who live, work and raise families in the city, county and First Nations. As a board member my direct contact tends to be with senior staff of the agencies and they are uniformly hard-working, dedicated and resourceful.

Of course, that's also true of our staff. It is a given that the work outlined in other areas of this report could not be done as well or as completely without the dedication of CEO Jim Russell, Rhonda Gilchrist, Director of Finance and Administration, philanthropy Director Anne Ondercin and all the staff. The challenges of working through COVID might not have been as great for them as for front-line health and service workers but they were very real. Their collective response has been impressive and much appreciated.

In addition to running an entirely new kind of fundraising campaign under pandemic restrictions and carrying out our community impact work under trying conditions, UWP has been pretty substantially reinventing itself over the past 12 months. We have moved more fully into year-round fundraising and away from annual goals with their inevitable feel of success being tied completely to hitting the goal: UWP is not defined by whether we "win" or "lose" the race to an annual dollar target.

Fundraising remains one of the two organizational pillars. By creating the Director of Philanthropy position and establishing a long-view, three-year cycle based around modern fundraising techniques we are confident more money will be generated to sustain and expand the second pillar, support for programs that have tremendous positive impact on this community.

That work is also expanding into a broader leadership role. UWP has taken on responsibility for production of the annual Housing is Fundamental review of local housing needs and the Living Wage report. As Jim outlined in his CEO's report, we channeled \$1.4 million in federal homelessness funding to agencies that put it to use helping some of the community's most vulnerable residents.

While these positive changes are carried out by staff with the support of the Board and our committees, they are primarily the vision of Jim Russell. Jim is the sometimes larger-than-life public persona at UWP but also its strategic driver. I know I speak for every Director when I thank him for his leadership.

More change is coming, change that will ensure we can carry out our traditional role of supporting this community and the people who live here. I am confident you will continue to support us as we move forward.

Thanks in advance.



Jim Hendry
2020 Board Chair

We see a future where
people are self-sufficient in
a community where
individuals live with hope,
dignity and a sense of
belonging.

United in Response



Emergency Community Support Funds

54 programs totaling

\$499,256

Reaching Home COVID-19 Funds

11 programs totaling

\$1,182,571

COVID-19 Seniors Response Funding

1 program totaling

\$58,054

Your United Way, a trusted Government ally during times of crisis

In response to the COVID-19 Pandemic, the Government of Canada recognized the need to support vulnerable individuals in communities across the country.

The government created and expanded programs to help communities and funds were allocated and then distributed with the help of United Ways across the country. Learn more about these programs and the funds distributed locally.

New Horizons for Seniors Program

On March 29, 2020, Prime Minister Justin Trudeau announced a \$9 million investment in United Ways across Canada to support vulnerable seniors. United Way Peterborough & District received and invested over \$58,000 as allocated by Employment Social Development Canada through United Way Centraide Canada providing funding for projects that make a difference in the lives of seniors and in their communities.

The program objectives include:

- Promoting volunteerism among seniors and other generations
- Engaging seniors in the community through the mentoring of others
- Expanding awareness of elder abuse, including financial abuse
- Supporting the social participation and inclusion of seniors
- Providing capital assistance for new and existing community projects and programs for seniors



\$1,739,881

COVID-19 support and response dollars invested locally

Reaching Home: Canada's COVID-19 Economic Response Plan

Funded by the Department of Employment and Social Development, Reaching Home is a unique community-based program aimed at preventing and reducing homelessness. It provides direct funding to communities across Canada to support their efforts in addressing local needs and specific homelessness priorities.

In 2020, in response to the pandemic, Reaching Home funds were directed to UWP for investment in addressing local homelessness issues. Over \$1.1 million was designated to the UWP community aimed specifically at preventing and reducing homelessness during the COVID-19 pandemic.

Emergency Community Support Fund

The Government of Canada's Emergency Community Support Fund was created to help charities and non-profit organizations adapt and increase front line services for vulnerable populations during COVID-19.

The \$350 million ECSF was announced by the Government of Canada on April 21, 2020 and was administered in collaboration with United Way Centraide Canada, Community Foundations of Canada and the Canadian Red Cross. This was part of a broad series of emergency response measures by the Government of Canada. Locally, more than \$499,000 was invested to support charity's front line services.

Canada

Funded by the Government of Canada

*\$452,122 Reaching Home Project Funding deferred until fiscal year 2021-2022

*\$49,028 Emergency Community Support Project Funding deferred until fiscal year 2021-2022

Impact of COVID-19



\$499,256 Emergency Community Support Funds
Invested in Local Community Organizations



Food Security:

increased need for healthy fresh food and need for delivery and takeout options.



Addictions, Mental Health, Homelessness, Counseling:

increased need for supports in these areas due to isolation, particular increased needs for children and youth.



Seniors:

increased need for food access among low-income seniors as well as outreach and support for isolated seniors.



Support Services:

increased demand for counseling services, as well as supports for sexual assault and domestic violence.

Since the beginning of the pandemic, United Way Peterborough & District has continued to find ways to develop collaborative approaches to the situation, working with agencies to ensure essential community programs can continue to serve all residents, especially the most vulnerable. Funding was focused on the above identified local needs.

Canada

Funded by the Government of Canada

Recipients of Emergency Community Support Funding

Alternatives Community Program Services
Big Brothers Big Sisters of Peterborough
Canadian Cancer Society
Community Care Peterborough
Community Counselling & Resource Centre
Down Syndrome Association of Peterborough
Elizabeth Fry Society of Peterborough
Five Counties Children's Centre
Food for Kids Peterborough
Friends Reaching Individuals in Every Nation
Doing Service (FRIENDS)
Good Neighbours Care Centre
Greater Peterborough Health Services
Foundation
Greenwood United Church/Bedford House
John Howard Society of Peterborough Junior
Achievement of Peterborough Lakeland
Muskoka
Kawartha Child Care Services (Compass Early
Learning & Care)
Kawartha Participation Projects Foundation
Kawartha Youth Orchestra
Kawartha-Haliburton Children's Foundation

Kawartha Sexual Assault Centre
New Canadian Centre
Nijkiwendidaa Anishnaabekwewag Services Circle
Nogojiwanong Friendship Centre
Ontario Society for Crippled Children (Easter Seals
Ontario)
Peterborough Aids Resource Network
Peterborough Green Up Association
Peterborough Youth Services
Saint Vincent de Paul Food Pantry
Sensity
Special Olympics Ontario - Peterborough & Area
St. John's Anglican Church - One Roof
Telecare Distress Centre of Peterborough Inc.
The Canadian Canoe Museum
The Council of Persons with Disabilities
Township of Selwyn Public Library
Trent Valley Literacy Association
Victim Services of Peterborough &
Northumberland VON Peterborough Victoria
Haliburton
Y.M.C.A. of Central East Ontario
Youth Emergency Shelter of Peterborough

Investment Impact -

Down Syndrome Association of Peterborough

United Way's ECS Funding was used to develop an on-line outreach program to assist all ages of youth and adults living with Down syndrome as well as their parents/caregivers. The program hired a project lead and involved local community businesses in providing social practice virtual opportunities. The outreach provided much needed social connection and learning opportunities with participants working in small groups or individually with trained staff who facilitated the on-line social and life skill development. Participants enjoyed the opportunity to practice those skills directly through supported social opportunities on a regular basis.



35 participants
engaged



Throughout the pandemic, many community members living with Down syndrome have felt depressed, experiencing increased anxiety and had little to no understanding of what was going on. Through this initiative, support was provided to families in creative ways; virtual programs that included crafts kits and science activities, photo scavenger hunts, interactive movies with friends, and celebratory dance parties. These events helped the members of the DSP family feel connected to one another, provided much needed respite to parents, and lifted the spirits of those who felt alone.

“ Had it not been for the aid we received, none of this would have been a possibility. We are thankful for this grant, since it allowed us to carry on being there for those who needed us. ”

-The Down Syndrome
Association of Peterborough

Investment Impact - Nogojiwanong Friendship Centre

Nogojiwanong Friendship Centre provides Indigenous People in the Nogojiwanong/Peterborough area with resources to enhance quality of life through community-based services and programs. The organization strives to promote healthy, self-sufficient and culturally strong families to move toward meaningful reconciliation for Peterborough and area.



As a funding recipient, Nogojiwanong Friendship Centre was able to provide meals for their vulnerable populations through the purchase of kitchen equipment needed for large-scale meal preparation as part of their Wiisniin: Let Us Eat program.



2610

meals were provided
through the Wiisniin:
Let Us Eat program



6 children given
the opportunity
to attend
TimberNook



228

vulnerable individuals engaged through the
Transformative Responses to COVID program.



“ This is the best part
of our summer! ”
-Timbernook participant

Investment Impact - COMPASS Early Learning Centre

COMPASS Early Learning Centre provides excellence in early learning and care through enriching curriculum and unique learning environments. As an organization, COMPASS is lead by their vision of fostering healthy relationships with children, families and the community, guided by principles of democracy.

With the funding provided, COMPASS was able to sustain 3 programs to assist in breaking down barriers to opportunities throughout the pandemic.

The TimberNook Outdoor Camp Experience offered children living with barriers the chance to learn and play outdoors while inspiring, restoring, and strengthening their minds and bodies. Transformative Responses to COVID provided vulnerable community members opportunities to engage in shared projects that benefited the environment. Finally, Safe Outdoor Spaces project offered children an opportunity to access a safe, monitored outdoor community playground during the pandemic.



100

accessed safe, monitored
outdoor playgrounds
through the Safe Outdoor
Spaces program

\$58,054 invested in COVID-19 Seniors Response Funding



Funding provided to Community Care through the New Horizons for Seniors Program has allowed for the launch a food voucher program with six local offices throughout the County of Peterborough, including Curve Lake First Nation.

The program included the following options:

- Food / grocery access
- Hygiene / cleaning supplies
- Grocery delivery / Transportation

This initiative was set up to support vulnerable seniors impacted by COVID-19. Community Care focused on identifying and reaching out to the most vulnerable seniors in their six local offices throughout the County of Peterborough, including Curve Lake First Nations, partnering with local grocery stores and pharmacies, and recruiting volunteers to deliver the food.

The funding allowed expansion on the successful food voucher program first launched in Trent Lakes. The objective was to assist between 25-50 individuals in each community.

Community Care responded very quickly to the immediate needs of rural, isolated seniors affected by COVID-19. The clients were all very appreciative as they have been challenged during this time, many financially, some due to isolation, fear or changing health issues.

“ My mom’s medication is over \$1,000 a month, with the new medication and illness she does not remember when she ate and is always hungry. The donations of frozen Meals on Wheels will help me with this and her food preparation. ”

-grateful recipient of
Community Care service

United to end homelessness

One City Peterborough Outreach Initiative

Through Reaching Home: Canada's Economic Response Funding, UWP invested in One City's pilot program to provide outreach for individuals experiencing homelessness and living outside. The program focused on providing outreach during periods of greatest need, the connection with shelter services and housing programs for those on the By-Name-Priority List, distribution of "survival equipment and conducting regular check-ins with individuals who are not in shelters or housed. Additionally, two individuals with lived experience of homelessness were trained and employed as part of the outreach team.

“With outreach, there were so many times we began to fill roles we did not anticipate. We became advocates for individuals seeking housing whilst living in their vehicles, shelters or on the street. We became support systems for people navigating domestic violence feeling like they had no one else to turn to...from handing out protein shakes and soup to helping folks reestablish themselves and their independence the last 4 months have been a whirlwind.”

-Hannah
One City Outreach Staff



PARN's Harm Reduction Services

Reaching Home: Canada's Economic Response Funding supported the Peterborough Aids Research Network's delivery of harm reduction services for the period of December 1, 2020 to March 31, 2021. The project's objective was to ensure adequate staffing during the global COVID-19 outbreak with support including funding wages of the trained on-call relief staff and maintenance of the outreach vehicle to ensure the continued operation of critical services.



Elizabeth Fry Society of Peterborough 'Wings of Change' Program

UWP invested Reaching Home: Canada's Homelessness Strategy funding into The Elizabeth Fry Society's pilot program 'Wings of Change' that serves to support a transition to stability for criminalized women who are chronically or episodically homeless. Through relationships forged with supportive landlords and EFRY's experienced staff, three criminalized women acquired and maintained stable housing. United Way funding of this program provided these clients with 12 months of support, including 8 months in a unit secured by EFRY and 4 months of aftercare.



\$1,423,658

Invested in Local Homelessness Initiatives

Recipients of Reaching Home: Canada's Homelessness Strategy Funding

Brock Mission
Canadian Mental Health Association
City of Peterborough
Community Counselling Resource Centre
Elizabeth Fry Society of Peterborough

John Howard Society Peterborough
Nogojiwanong Friendship Centre
One City Peterborough
Peterborough Aids Resource Network
Youth Emergency Shelter / Fourcast

United in Response



John Howard Society Peterborough

As part of Canada's COVID-19 Economic Response Plan to support people experiencing, and at risk of homelessness within Peterborough and Peterborough County, UWP invested in the renovation of John Howard Society's property located at 305 Stewart Street. This helped to establish a facility which provides transitional and supportive housing for JHSP clients with dedicated space for people experiencing, or at risk of homelessness identified on the By-Name-Priority List (BNPL).

The project included renovating the property into a 10-bedroom facility which consists of a commercial kitchen, 3 two piece washrooms and 2 full washrooms, administration offices and client program space. Upgrades included in the project created a main floor barrier free residence room with ensuite to be used for COVID isolation and 2 barrier free entrances.

The funding for this project ensures that the property will align with the 24/7 staffed residential model and that the rental rate for units on the property reserved for those on the BNPL will be targeted at shelter rates for people receiving Ontario Works and Ontario Disability Support.



The rental rates for units reserved for those on the By-Name-Priority List will be targeted at shelter rates for people receiving Ontario Works and Ontario Disability Support for both of these projects

Canadian Mental Health Association Haliburton, Kawartha, Pine Ridge

UWP invested in the Canadian Mental Health Association's establishment of a new facility which will provide transitional and supportive housing for highly vulnerable individuals from CMHA HKPR's Justice Supportive housing program and individuals experiencing, or at risk of homelessness as identified on the By-Name-Priority List as part of Canada's COVID 19 Economic Response Plan.

The project's goal is to reduce the current need for Emergency and Overflow Shelter spaces by developing a minimum of 8 single bed occupancies in a congregate living home. The property will provide a supported independent living environment for individuals who have high mental health needs. Clients including a minimum of 4 people selected from the City of Peterborough's By-Name-Priority-List, will be supported with a range of evidence-based mental health and addictions treatment modalities and in the activities of daily living.



Community Advisory Board

Thank you to our committee volunteers for their work and guidance in allocating Reaching Home Funding.

Dorothy Olver, Co Chair
Jim Russell, Co Chair
Paul Armstrong
Jocelyn Blazey

Julie Brandsma
Shirley Brown
Lori Flynn
Erin Forrest

Dion Gemmiti
Rhonda Gilchrist
Annie Hedden
Jim Hendry

Meagan Hennekam
Kerri Kightley
Dawn Berry Merriam
Brad Peters

Early COVID-19 Response!



COVID-19 Community Response Fund



In March 2020, The Community Foundation of Greater Peterborough and United Way Peterborough & District partnered together to create the first COVID-19 Community Response Fund in Peterborough.

More than **150** generous donors contributed **\$310,500** and funded 32 grants to 18 local charities towards housing, food and mental health supports for local vulnerable residents being impacted by the pandemic.— **thank you, donors!**

Our Research - Housing is Fundamental

In March 2020, in recognition of World Homeless Day on October 10, the United Way of Peterborough & District released its annual Housing is Fundamental report from its Stewart Street office. Jim Russell CEO was joined by report author Paul Armstrong who highlighted key findings in this 15th anniversary edition. The 24-page report highlighted the following statistics:



- Average market rent from 2005-2015 has increased 21.7%
- Average household incomes for the same period have increased 1.7%
- Average bachelor rent \$785
- Average 2 bedroom rent \$1104
- Vacancy rate 2.6%
- 8490 households with an annual income of \$30,000.00
- To afford a two-bedroom apartment an annual salary of \$44,160 is needed

COVID-19 Initiatives

In addition to other initiatives, United Way Peterborough & District responded with a number of community initiatives during 2020 as a result of COVID-19. A number of large donations were distributed in the community, stewarded through United Way Peterborough's network of agencies.

Siemens Laptop & Smart board Donation

Siemens Canada in Peterborough, with the help of employee volunteers, refurbished over 75 laptops which we then distributed to 16 non-profit agencies in our community as part of a national initiative between United Way Centraide and Siemens Canada. Smart boards were also donated by Siemens in Peterborough and distributed to 6 local non-profit agencies.



81 devices distributed



Canadian Tire Hand Sanitizer Donation

1420 litres of hand sanitizer were generously donated by Canadian Tire in August 2020 to be used by local agencies to protect clients and staff throughout the pandemic.

14

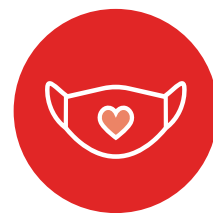
local agencies provided with sanitizer



Nanoleaf Canada Mask Donation

Mandatory masking was put in place in June 2020. In response, Nanoleaf Canada donated 600,000 masks to be distributed through United Ways to communities in the Central East region, including Peterborough. United Way Peterborough & District then distributed the masks to 27 non-profit agencies in our area.

100,000 masks distributed



Miskin Law

The United Way of Peterborough & District launched the "Local Love in a Global Crisis" COVID-19 Response and Recovery Fund. In April of 2020 Miskin Law, based in Peterborough with offices in Lindsay and Whitby, generously offered to match the first \$10,000 donated to the fund.



30

donors had their impact doubled by Miskin Law

\$20,000 was added to the Local Love in a Global Crisis fund.



United in Recovery



Community Impact

United Way Peterborough & District funds programs locally.
The money raised here, stays here.

United Way funding supports a network of agencies that provide vital programs to thousands of people in the region – single parents, victims of domestic violence, families, vulnerable youth, the elderly, those with disabilities and those experiencing homelessness. These programs support local residents, helping them when they need it the most.



Moving People From Poverty to Possibility

United Way focuses on:

- Housing access & stability
- Food security
- Financial literacy & income growth



Building Strong and Healthy Communities

United Way focuses on:

- Mental health & addictions recovery
- Inclusive Community
- Violence or trauma resilience

\$2,778,199

total community investment through
United Way Peterborough & District
funded programs last year.

Moving People from Poverty to Possibility

The goal is to help people connect to supports they need, have positive mental health, and increase personal safety. We reduce poverty by creating opportunities people need to build resiliency and shift from poverty to possibility.

During this period, because of your generous community donations 11 of our 20 Partner Agencies together provided:



13,398 referrals to
accesses needed services



2,880 food baskets to
hungry people



5,246 nights of shelter
to youth and young families



1,156,894
meals to kids
and adults

Building Strong and Healthy Communities

Supporting the overall well-being of individuals and families is vital to building a healthy & strong community. Eliminating barriers and improving access to services allows people to contribute to community and develop a sense of belonging.

During this period, because of your generous community donations 11 of our 20 Partner Agencies together provided:



12,738 Home Care
Visits



466,596 Mental Health
Checks (Emails/Calls/Texts)



2,085 people transported
to appointments

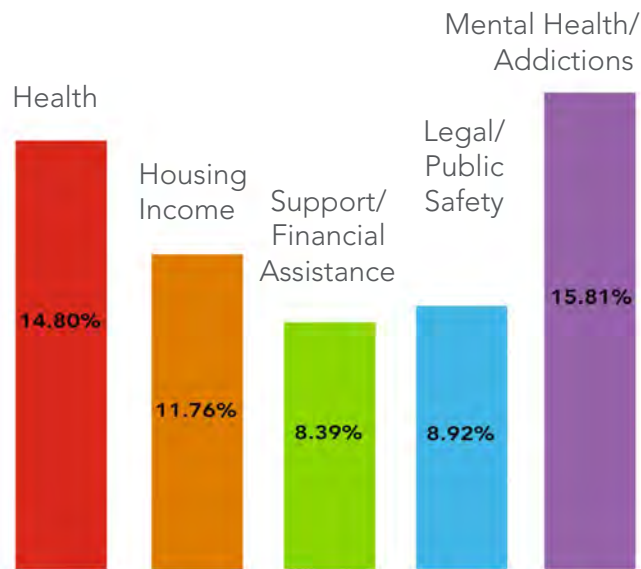


23,210
errands ran for
isolated individuals

211 Ontario

United Way Peterborough & District is proud to support 211 Ontario.

211 is a free, confidential phone referral service and online database of community resources. When a person dials 2-1-1, a highly-trained Navigator listens to the unique circumstance of the caller and refers them to local organizations and community resources to best support their needs.



The top 5 needs identified by trained Navigators in our region

211 is available 7 days a week, 24 hours a day, 365 days a year and is available in over 150 languages, making it a reliable and accessible resource for community members.



2000+

referrals were made to community resources locally in 2020.



United in Recovery

Investment Impact - TRACKS Youth Program



Throughout the spring and summer, Trent Aboriginal Cultural Knowledge and Science is a hub for community resources and locally-sourced activities that are relevant to Indigenous science.

Due to COVID-19 new virtual workshops were developed that were based in Indigenous STEM, but could be delivered online. With the funding provided, activity books and boxes were made accessible to all families to encourage kids to get outside and explore the land in a safe way.

3142 youth engaged through this program

“ This was such an engaging activity during a time of isolation and closures. My girls enjoyed everything we did around our beautiful neighborhood in Curve Lake! Miigwetch. ”



The activities included in the books and boxes were easily done while physically-distanced, did not require extra materials, and allowed kids and parents to meaningfully connect to the natural world around them which has been proven to improve mental health.

A Message from our Campaign Chair

Many reports written this year will likely start with something along the lines of "2020 was a year unlike any other . . ." In our case, however, that isn't exactly true.

Sure, COVID-19 made everything more difficult -- like running in sand or swimming in molasses -- but the United Way's Partner Agencies did not spring into existence because COVID-19 created new problems. Rather, those agencies pressed on with their campaigns against old foes: poverty, violence, illiteracy, discrimination and stigma, food insecurity, and homelessness. As before, they greeted the new, protected the young, and supported those in crisis. In short, they persevered at the crucial task of community building that really lies at the heart of all United Way activities.

Our Cabinet was similarly undeterred by the pandemic and I am enormously grateful to the volunteers who worked with me this past year to complete a campaign drive that experienced only a very minor dip from pre-pandemic results. Instead, the pandemic brought us exaggerated continuity.

Workplace campaigns that had been struggling before COVID-19 continued to struggle. Campaigns that had been surging, maintained or grew. It was hard to find new donors, but people who had given in previous years, tended to increase the size of their gifts rather than pull back. In fact, we did realize an overall gain in the number of leadership donors (those giving \$1,200 or more per year). 2020 didn't show us anything new, but it did help us realize exactly where we had been. And that is useful information to have. By stress-testing our fundraising activities, COVID-19 has helped us see what we need to do in future to achieve our multi-year \$5 million goal by 2023. And that is useful information to have.

Perhaps most importantly, the United Way has come through the pandemic, not just intact, but with our identity burnished by our hard work over the past year. Huge thanks are owed to our CEO, Board, and senior staff for their success in attracting and injecting much needed government funds into the local community. The impact of all these efforts has been profound and is something on which we can build in the coming year.



Dr. Marcus Harvey
2020 - 2021 Campaign Chair



Anne Ondercin
Director of Philanthropy



2020 Campaign Cabinet

The United Way campaign is led by community volunteers. Thanks to their efforts, hard work and dedication, funds are raised to support our families, friends and neighbours right here in Peterborough and District.

United in Recovery



Dr. Marcus Harvey,
Cabinet Chair,
Trent University
Faculty Association



Tim Farquharson,
Peterborough
Police Service



Margaret A. Glenn
Glenn Isle Farms,
Keene



Maria Gomez, West
Northumberland
Physician Recruitment
Committee



Darcy Bonner,
Catholic Cross-
Cultural Services



Tracy
Keough,
RBC



Ron Kronstein,
Global
Peterborough
CHEX-TV



Doug McDonald,
Unifor
Local 685



Michael Nasello,
PVN&C Catholic
D.S.B.



Paul Rellinger,
Chair,
Peterborough
Performs Event



Michelle Saunders,
Ministry of Northern
Development, Mines, Natural
Resources & Forestry

Community Impact Committee

Thank you to our committee volunteers for their work in leading the organization's investment decisions regarding agencies, programs and initiatives that best align with our Community Impact Agenda.

Michael Andrews, Chair
Robbie Brooks, Vice-Chair
Kirsten Armbrust
Danielle Belair
Nancy Fischer

Christie Nash
Bill McNabb
Sheila Olan-MacLean
Jim Russell
Karen Wilson

Special Recognition

We celebrate all of the community citizens who volunteer with UWP. Their efforts make the City and County of Peterborough a better place to live, work and play.



Leadership Workplaces

We are so grateful for every employee donation and each corporate gift and event. Special thank you to the campaign coordinators for planning and cheerleading.

Transformational \$100,000 +

Trent University

Platinum \$25,000 - \$99,999

City of Peterborough
Government of Canada Workplace
Charitable Campaign (GCWCC)
GM Financial
LCBO
Ontario Public Service (OPS)
PVNC Catholic District School Board
Royal Bank
TD Bank
The Co-Operators

Gold \$10,000 - \$24,999

Bank of Montreal
Fleming College
Miskin Law Professional Corporation
Peterborough Public Health
Scotiabank
Siemens Canada Limited
Swish Maintenance Limited Wawanesa
Mutual Insurance Company

Silver \$5000 - \$9999

Canadian Imperial Bank of Commerce
Canadian Tire
Costco Wholesale Canada Ltd.
Elizabeth Fry Society of Peterborough
General Electric Retirees
Genpak Processor Packaging
Grant Thornton LLP
Great-West Life Assurance Company
Intact Financial Corporation
Investors Group Financial Services
Irwin, Sargent & Lowes Limited
KPR District School Board
Merit Precision Moulding Ltd.
Peterborough Utilities Services Inc.
Quickmill Inc.
Sisters of St. Joseph Peterborough
Trent University Faculty Association
United Way Peterborough & District

Bronze \$1200 - \$4999

3M Canada Co. Industrial Mineral Div
Andritz Hydro Canada Ltd.
Brant Office Supply Ltd.
Can. Union of Public Employees
-Local 126
Canada Brokerlink Inc.
Certas Home and Auto Insurance Co.
Charlotte Products Limited
Community Care Peterborough
Community Counselling and Resource
Centre
Community Living Trent Highlands
County of Peterborough
CUPE Local 3908 - Units 1 & 2

D. M. Wills Associates Ltd.
Employment Planning & Counselling
Enbridge Gas Distribution
Enterprise Rent-A-Car
ESRI Canada
Four Unions at PRHC
General Electric Canada
Global Point Logistics
Hydro One Inc.
John Howard Society
Keene Truck Inc.
Kinark Child & Family Services
LLF Lawyers LLP
Lucky Strike Bait Works Ltd.
Metro Supermarkets
Monkman, Gracie & Johnston
Insurance Brokers
National Bank of Canada
New Canadians Centre
Nordia
Ontario Power Generation
Pepsico Employee Giving Campaign
Peterborough & District Labour
Council
Peterborough Child and Family
Centres
Peterborough Housing Corporation
Peterborough Regional Health Centre
Peterborough Youth Services
St. Joseph's at Fleming
Township of Douro-Dummer
Township of Selwyn
Trent Metals Limited

Leadership Donors

Our donors show their Local Love and we thank them!

Pathfinder \$5000 +

Glen Colborne Fund
Wilma J. Doughty
Brian and Judy Doughty
Michael Evans & Heather Gardiner Foundation
Leo Groarke
Marcus G. Harvey
Dr. James P. & Isabel Henniger
William T. and Dorothy Hunter
Robert Lapum
David Martin & Yvonne Foster
Robert & Nancy Martin Family Trust
David and Patricia Morton
Jim Russell & Tammy Williams
Linda and Alan Slavin Fund
5 Anonymous Donors

Patrons \$2500 - \$4999

Michael Andrews
Aqueduct Foundation
Peri J. Ballantyne
Deborah P. and Michael Berrill
Stephen Bocking
Kim and Curtis Bryan
John W. and Barbara Burbidge
Ian Cox
Gordon A. and Julie Deck
Blair and Laurie Fulcher
Ruth Gill Foundation
Steve and Maureen Henderson
Suzanne K. Hooke
Gord and Olivia James
Maine Community Foundation Eileen M. and Edward McCormick Janice Millard
David Newhouse
Harry and Sylvia Pearson
Remembering Otto & Marie Pick Charitable Foundation
Dr. Stephan C. Ragaz
Dr. John Reesor
John A. and Nancy Ross
George and Margaret Tough
Susan E. Wurtele
7 Anonymous Donors

Builders \$1500 - \$2499

Bill Backlund
Tim and Shelley L. Barrie
Robert W. Beninger & Julie Hinton
Tom and Grace Bennett
BG Family Fund
William Blair

Don Bocking & Anne Morawetz
Rebecca J. Brady
John and Ruth Brandow
Dr. Nadine Changfoot
John Collinson
James and Wilma Dick
David Fell
Dr. Chris Fleming
Dr. Bruce Gibson
Jon Grant
Dr. George Hamilton
Donald J. and Gwen Harterre
Goodith F. Heeney
Jim and Judi Hendry
Stephen D. Hill
John Holmes
Dr. Jennine Hurl-Eamon
Michael Illes
Garry E. James
George A. Kovacs
Yves and Janet Lafortune
Kyle LaJoie
Jane and Jeff Landriault
Jean Luyben
Debbie E. Maki
Scott Mancini
Keith and Joyce M. Manser
Mel A. McLeod
Dr. Frederick C. & Dr. Judith A. Meade
Rev. Josephine Mewett
Ronald J. Moloney
Eric D. and Elaine Monkman
Jacqueline Muldoon
Opal Murphy
Dr. Erica Nol
Colleen O'Manique
Edgar Peek
Dr. Elizabeth A. Popham
Matthew Reesor
Joanne Richmond
Dr. Nona Robinson
Mark Skinner
Aaron Slepko
Dale and Bernice Standen
Christine Stewart
Dr. Arthur & Mrs. Margaret Jane Turner
Gregg D. White
Bruce and Shirley Whitney
David and Norma Wills
Dr. Kaetlen Wilson
Rachel Wortis
Marguerite Xenopoulos
17 Anonymous Donors

Leaders \$1200 - \$1499

Richard Aitken
Dan K. and Ingrid Bailey
Alan Barber
Ann Barrett

Darcy J. Bonner
Sherry A. Booth
Jonathan Bordo & Doreen Small
Marion B. Burton
Katherine L. Cogley
Michelle Colley
Wendy Crowley
Dr. Christine Dallaire
Dr. Ray Dart
Julie Davis
Lynne Davis
Cameron B. Douglas
Marc Duquette
Dr. Paul Elliott
Timothy Farquharson
John Fekete
Nancy E. Fischer
Lisa Foucalt
William and Anne Fox
Margaret Franklin
Jerri-Lee Gardner
Scott Gilbert
Rhonda L. Gilchrist & Rich Malenfant
James D. and Margaret Glenn
Merritt E. Gordon
Erik Hanson
Scott Henderson
Anna Mirdza Hottinger
Jacqueline Jameson
Dr. Susan M. Jamieson
Michael Khan
Hardy R. Kraft
Charlyne E. MacDonald
Peter and Marilyn MacLoghlin
Luisa Magalhaes
Dr. Barbara E. Mann
John D. and Andrea Mazziotti
Stephen C. Merchant
Claire Mooney
Jaime A. and Debbie Morales
The Morgan Quin Family
Sherri Munro
Adele Murray
Geoff Navara
Kathy A. Neill
Dr. Brian J. Noble & Dr. Nora Fortune
Fergal O'Hagan
Steven J. and Louise Pillar
Thomas R. Rickard
Guy Ridgway
Peter and Kelly Robinson
Sheldon Rokin
Stephanie L. Rutherford
Alex Smith
Ian Smith
Kathleen Staves
Adam and Nicola Lyle Stibbards
Dawn E. Straka
Mark Strickland
Dr. Susan Sudbury
J. Matthew Temple
Lynda A. Thomas
Eric B. Warden
James Watson
Dr. Nancy White
Karen Wilson
Brian A. Worrall

Our Initiatives

United Way Peterborough & District spearheads a number of community initiatives throughout the year, including donation drives and ongoing programs aimed at specific needs within our community.



David Goyette and Victoria Pearce Arts Fund Grants

Past Campaign Chair David Goyette and his partner Victoria Pearce donated 44-thousand dollars to establish an investment stream called the 'David Goyette and Victoria Pearce Arts and Wellness Initiative.'

6 inaugural recipients received funding totaling
\$44,000

- Community Living Trent Highlands to create virtual arts programs.
- Elizabeth Fry Society to develop an arts program.
- New Canadians Centre to support the Newcomer Children's Book Project.
- One City Peterborough to expand their growing arts programming.
- Peterborough Youth Services to re-plenish art supplies and re-vamp their art display.
- Trent Valley Literacy Association to create a Virtual arts program.

Backpacks For Kids Campaign

Instead of backpacks, which involve many volunteers coming together to pack the required school supplies into backpacks, we distributed Staples' gift cards for the 2020-2021 school year. The gift card format allowed staff and volunteers to respect COVID protocols.

This year the Kiwanis Club of Peterborough donated a portion of the proceeds received from Staples patrons who gave at point of sale.



For more information on our Backpack Campaign visit:

www.uwpeterborough.ca/in-the-news/backpacks-for-kids/



For more information on local initiatives:
www.uwpeterborough.ca/how-we-help/

Coats for Kids (and Adults too!)

It was not easy, but with assistance from the **City of Peterborough**, **Peterborough Public Health**, **Vinnies**, and **GPS Self Storage** we were able to pull off another successful Coats For Kids and Adults too!, distributing almost 1,000 coats throughout the city and county despite the pandemic.



more than **950** coats were collected during the two-week donation drive.

We could not have pulled this off without the pandemic protocol guidance from staff at **PPH**, the use of the **Morrow building** for the distribution of the coats, assistance with sorting the coats from **Sue Mazziotti-Armitage's amazing team of volunteers** from **Vinnie's** and the staff at **GPS Self Storage** and our own wonderful United Way volunteers helped with the collection and the distribution of gently used and brand new winter coats.

A huge thank you to our volunteers; **Kaelen Abrams**, **Karen Barnfather** **Monique Beneteau**, **Stacey Brown**, **Cathy Brunger** **Judy Bryan**, **Andy Butler**, **Marion Burton**, **Mary Carlow**, **Linda Chopping**, **Lynda Cross**, **Sandra Dunn**, **Alyssa Dunn-McDonald**, **Edwina Dusome** **Matt Faris**, **Laurie Gibson**, **Rhonda Gilchrist**, **Wendy Goodes**, **The Sean Hazeldine family**, **Chris Kawalec**, **Duane Lemaire**, **Erin Leonard**, **Wesley Letsholo**, **Rich Malenfant**, **Zoe Malenfant**, **David Martin**, **Yvonne Martin**, **Doug McDonald** and family, **Kelly McNeely**, **Ethan McPhail**, **Betty O'Brien**, **Wendy Thomas & family** and **Jaymes Wynch**.

Mitts For Kids

This amazing group of women throughout Peterborough County spend the entire year knitting mitts for our invaluable Mitts For Kids program. **Carey Hogan**, **Paulette Packenham**, **Jean Cameron**, **Barbara Lister**, **Jill Smallwood**, **Trudy Kitchen**, **Lyn Creech** and the **Ennismore Knitters**, **Laurie Gibson**, **Karen Drinkwater**, **Elaine Thomson** and **Kawartha Hooks & Needles Guild**, **Carole Berry**, **Brenda Eckert** **Marlene Fee**, **Sandra Skinner**, **Betty Glendon**, **Elva Webb** and **Debbie East**.

more than **1000** pairs of mittens were knit and donated



Tampon Tuesday

United Way Peterborough & District collected almost 700 packages of menstrual products this year for our annual Tampon Tuesday drive.

Instead of an in-person social event we hosted a virtual event. Special thanks to **Lisa Clarke** and **Tyler Burns** for their work on producing the video which was featured live on both the United Way, and the Peterborough & District Labour Council's social media platforms. We are grateful to our media sponsor **Bell Media** for their PSAs on Pure Country 105 and Move 99.7. So much gratitude to the co-ordinating committee which includes **Marion Burton**, **Lisa Clarke**, **Michelle LaVallee**, and **Katelyn Login** along with the many workplaces, unions, and individuals who donated products to this project, Thank you!

Tampon Tuesday is a joint project between United Way Peterborough & District and the Peterborough & District Labour Council.





United in Resilience

Your Local United Way Team



Jim Russell
CEO



Rhonda Gilchrist
Director, Administration
& Finance



Anne Ondercin
Director,
Philanthropy



Rebecca Weiss
Data Officer
-left July 2021



Sarah Deveaux
Finance Officer
-Left January 2021



Jessica Easton
Data / Finance
Officer



Stephanie Levesque
Labour Programs &
Services Development
Officer



Shelby Munro
Development &
Communication Officer
-Maternity Leave



Sara Mountenay
Development &
Communication Officer
-Contract

“ Having dependable, 5-year funding allows us at One City Peterborough to be able to worry less about where our funding is going to come from and focus instead on meeting our mission. ”

-Christian Harvey,
Executive Director, One City Peterborough

Our Partner Agencies

Our partner agencies deliver on our mission to improve lives and build community, fulfilling our promise to create opportunities for a better life for all. Recognizing their critical role in community building, our funding cycle for our partner agencies extends over a 5 year period. This allows for greater stability. The United Way of Peterborough is unique in this approach and this funding model recognizes that change takes time. Donor investments create a stable safety net of support.

Funding Streams: **Core Funding** **COVID Relief Funding**

Big Brothers, Big Sisters of Peterborough	\$ 76,308	\$ 10,000
Canadian Mental Health Assoc. Peterborough	\$ 38,160	
Community Care Peterborough	\$ 55,116	\$ 68,054
Community Counselling & Resource Centre	\$ 76,308	\$ 20,545
Community Living Trent Highlands	\$ 40,704	\$ 5,000
Elizabeth Fry Society Peterborough	\$ 50,868	\$ 19,600
Food For Kids – Peterborough Public Health	\$ 12,000	\$ 11,690
John Howard Society of Peterborough	\$ 50,868	\$ 7,553
Kawartha Sexual Assault Centre	\$ 36,456	\$ 10,000
TRACKS Youth Program	\$ 10,000	
New Canadians Centre	\$ 55,116	\$ 15,500
211 Ontario	\$ 5,000	
Living Wage Ontario (Mennonite Central Ont.)	\$ 2,500	
Peterborough Aids Research Network	\$ 33,072	\$ 7,273
One City Peterborough	\$ 46,632	\$ 10,000
Peterborough Child & Family Centres	\$ 50,868	
Peterborough Youth Services	\$ 44,088	\$ 20,000
Trent Valley Literacy Association	\$ 25,440	\$ 24,627
Youth Emergency Shelter	\$ 59,352	\$ 11,354
YWCA of Peterborough, Victoria & Haliburton	\$ 76,308	

Financial Highlights

We provide financial statements in alignment with Canadian Accounting Standards for not-for-profits and with United Way Centraide Canada's Transparency, Accountability and Financial Reporting guidelines.

Revenue by Source

Total operating revenue for 2020 was \$3,297,016

41%

Campaign
Revenue

35%

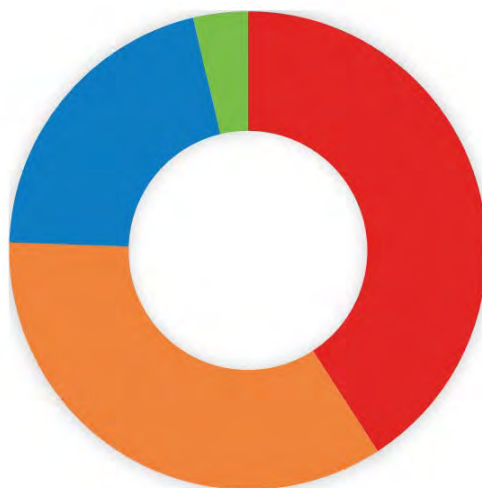
Reaching
Home Grant

21%

Special Federal
Covid-19 Funding

3%

Investment Income
and Other Revenue



“We appreciate that the funds raised are distributed to a number of charitable organizations fulfilling a number of needs in our community.”

-Sue Sharpe,
Brant Basics.

Where the Money was Spent

27.4%

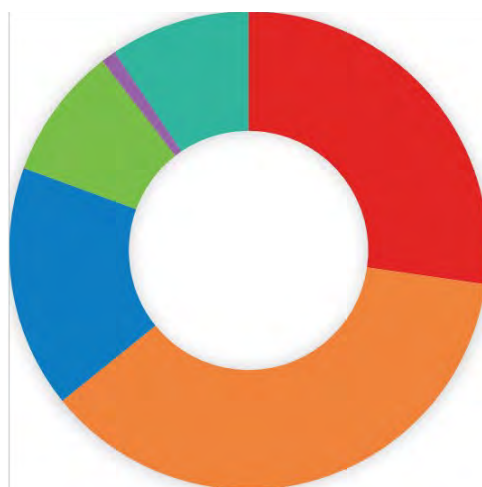
Partner Agency
Funding

16.5%

COVID Relief Grants

9.1%

Community Impact
Initiatives



37.1%

Homelessness
Initiatives

9.6%

Administrative &
Fundraising Costs

1%

Donor Designations
to other Charities



“ I give to the United Way
because they impact
the lives of so many
positively, supporting
much needed programs ”
-Donor

A message from our finance team

First and foremost, we want to express our gratitude to all of our donors and volunteers for continuing to contribute to the work of the United Way so that collectively, we can continue to strengthen our community. During fiscal 2021 we received almost \$1.5 million in campaign related funds (including other donations and Nevada income) and have a three-year fundraising goal of \$5 million by 2023 so that we can support our community in recovering from the COVID-19 pandemic and help the most vulnerable. During the year, we also received \$1.8 million in grants, allowing us to increase the funds distributed to partner and community agencies to almost \$1.4 million, up from \$842,658 last year. Of note were grants totalling \$1.1 million for Reaching Home (a community-based program aimed at preventing and reducing homelessness across Canada), \$489,379 in Emergency Community Support funding (a program to support community organizations that deliver essential services during the COVID-19 crisis) and \$58,054 for COVID-19 Seniors Response funding (a federal program that aims to make a difference in the lives of seniors). As a result of these grants, other federal supports such as the Canada Emergency Wage Subsidy (CEWS) and careful budgeting of our expense lines, we were able to end the year with an excess of \$541,335 in revenue over expenditures (\$215,863 of which is in relation to the operating fund, while the remaining \$325,472 is in relation to the endowment fund).

The Board of Directors was thoughtful and intentional with the surplus and established a capital reserve fund to plan for capital re-investment without impacting the operating budget moving forward. They also transitioned the hardship fund into a strategic reserve fund to enable the organization to fund strategic directions that may arise without impacting the operating budget and to support partner agencies in times of temporary cash flow constraints caused by unforeseen circumstances. Furthermore, an Operating Reserve Fund is also maintained with a target amount between three to six months of annual partner agency allocations and operating expenditures to enable the organization to sustain operations through any short-term fluctuations in donations or funding payments. These reserves along with frequent internal monitoring and analysis of financial results, serves as a mitigation strategy for the inherent risk associated with the COVID-19 pandemic as we want to ensure we are well positioned to continue supporting the community through the recovery phase of the pandemic and for years to come.

We would like to conclude by thanking the Finance Committee, Board of Directors, and the entire staff team at the United Way for their contributions towards the financial stewardship of the organization. We know it's become cliché, but we're better together something that seems to have become even more apparent during these unprecedented times.



Ashley Collins
Treasurer



Rhonda Gilchrist
Director of Administration
& Finance

Finance Committee

Ashley Collins, Chair
Mike Baxter
Robbie Brooks
Rhonda Gilchrist
Heather Holland

David Martin
Murray Miskin
Clint Nihill
Hannah Preston
Meghan Valentine

Auditor's Report | 2020 - 2021

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS



Report of the Independent Auditor on the Summary Financial Statements

To the Board of Directors of United Way of Peterborough and District

Opinion

The summary financial statements, which comprise the statement of financial position as at March 31, 2021 and the statement of operations and changes in fund balances, are derived from the audited financial statements of United Way of Peterborough and District (the "Organization") for the year ended March 31, 2021.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by the Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the Organization's audited financial statements and the auditor's report thereon.

The Audited Financial Statements and Our Report Thereon

We expressed a qualified audit opinion on the audited financial statements in our report dated June 28, 2021.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

BDO Canada LLP

Chartered Professional Accountants, Licensed Public Accountants

Peterborough, Ontario
August 19, 2021

Financial Report | 2020 - 2021

STATEMENT OF FINANCIAL POSITION

United Way of Peterborough and District Statement of Financial Position

	Operating Fund	Endowment Fund	March 31 2021	March 31 2020
Assets				
Current				
Cash and bank (Note 3)	\$ 2,416,545	\$ 584	\$ 2,417,129	\$ 1,329,652
Short term investments (Note 4)	-	51,138	51,138	130,549
Pledges receivable	11,720	-	11,720	11,584
Interest and other receivables	30,746	9,406	40,152	32,423
Prepaid expenses	128,926	-	128,926	32,664
Due from (to) other funds	13,724	(13,724)	-	-
	2,601,661	47,404	2,649,065	1,536,872
Investments (Note 4)	10,056	1,764,576	1,774,632	1,405,635
Capital assets (Note 5)	35,549	-	35,549	33,684
	\$ 2,647,266	\$ 1,811,980	\$ 4,459,246	\$ 2,976,191
Liabilities and Funds Balances				
Current Liabilities				
Accounts payable and accruals	\$ 532,572	\$ -	\$ 532,572	\$ 189,089
Deferred revenue	606,582	-	606,582	8,345
	1,139,154	-	1,139,154	197,434
Contributed equity in capital assets (Note 6)	25,000	-	25,000	25,000
	1,164,154	-	1,164,154	222,434
Fund Balances				
Unrestricted	449,772	-	449,772	506,194
Internally restricted (Note 7a)	875,148	393,647	1,268,795	686,192
Externally restricted (Note 7b)	158,192	1,418,333	1,576,525	1,561,371
	1,483,112	1,811,980	3,295,092	2,753,757
	\$ 2,647,266	\$ 1,811,980	\$ 4,459,246	\$ 2,976,191

On behalf of the Board:



Director



Director

Financial Report | 2020 - 2021

STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES

United Way of Peterborough and District Statement of Operations and Changes in Fund Balances

For the year ended March 31	Operating Fund	Endowment Fund	2021	2020
Revenue				
Campaign contributions	\$1,103,155	\$ -	\$1,103,155	\$ 1,356,553
Funds received from other United Ways	243,862	-	243,862	240,189
Total campaign income	1,347,017	-	1,347,017	1,596,742
Investment income (loss) (Note 8)	5,450	323,297	328,747	(46,244)
Program income	-	-	-	2,300
Grants (Note 9)	1,827,785	-	1,827,785	301,743
Nevada income	31,079	-	31,079	40,543
Other donations	85,685	15,155	100,840	29,616
Total revenue	3,297,016	338,452	3,635,468	1,924,700
Expenditures				
Community & Program Funding				
Allocations/Designations to Community and Partner Agencies - (Schedule A)	1,397,446	-	1,397,446	842,658
Designations to other charities	8,928	-	8,928	20,449
Age friendly initiative	10,000	-	10,000	75,273
Organizational & community development - (Schedule B)	183,764	-	183,764	253,339
Labour program - (Schedule B)	42,310	-	42,310	54,102
Reaching Home project - (Schedule B)	1,142,984	-	1,142,984	297,837
United Way of Canada membership fees	17,104	-	17,104	17,207
Fundraising				
Investment management fees	-	12,980	12,980	13,132
Campaign expenses - (Schedule B)	278,617	-	278,617	297,314
Total expenditures	3,081,153	12,980	3,094,133	1,871,311
Excess of revenue over expenditures (expenditures over revenue)	215,863	325,472	541,335	53,389
Fund Balances, Beginning of Year	1,232,614	1,521,143	2,753,757	2,700,368
Interfund Transfers (Note 10)	34,635	(34,635)	-	-
Fund Balances, End of Year	\$1,483,112	\$1,811,980	\$3,295,092	\$ 2,753,757

Labour Report

This year marks the 25th anniversary of our partnership with Peterborough & District Labour Council (PDLC). Peterborough's workers have, of course, been central to the United Way's outreach from the beginning and, though economic forces have changed the composition of the local workforce, Labour remains the backbone on which we build our fundraising campaigns.

The COVID-19 pandemic created enormous challenges. Many workers were laid off or faced reductions in their earnings. Everyone adjusted to radically new ways of doing old things. This was certainly true for the United Way which had to retool campaigns to the reality of remote work, social distancing, and other such disruptions.

Notwithstanding these hurdles, we saw workplace campaign coordinators and other campaign supporters redouble their efforts and -- despite a drop in the total number of workplaces and employees participating in the campaign -- the average size of employee gifts actually increased during the pandemic. And union locals also stepped up and more than doubled their contributions from the previous year.

With Labour Council support, and the praiseworthy efforts of our shared staff member, we also succeeded in running our Coats For Kids, Day of Caring, and Tampon Tuesday campaigns which generate extra resources for those in need and create additional opportunities for collaboration between United Way and the PDLC. While the course of the pandemic is difficult to predict, we can be certain that it leaves behind a strengthened relationship between United Way and Labour and renewed commitment to our shared vision for a healthy and compassionate community.

Yours in solidarity,



Dr. Marcus Harvey

Labour Council Representative



Charlene Avon

Labour Council Representative



Stephanie Levesque

Labour Programs & Services
Development Officer



United Way
Peterborough & District

United Way Peterborough & District

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W: uwpeterborough.ca