



United Way
Peterborough & District
uwpeterborough.ca

FOR IMMEDIATE RELEASE – September 22, 2022

United Way Peterborough and District Launches 2022 Campaign with Live, In Person Breakfast

PETERBOROUGH, ON (September 22, 2022) - Yesterday morning, the Healthy Planet Arena was buzzing at 7:00 a.m. as almost 200 people gathered, in-person, for breakfast to launch United Way Peterborough & District's 81st Community Campaign. The energy was palatable for this first live gathering since 2019, said CEO Jim Russell, **"People have been craving connection, longing to reconnect. We are so happy to see the support of the community reflected in the people here this morning."**

Emceed by the incomparable Jordan Mercier and Graham Elliott of Extra 90.5 FM, the morning event brought a spirit of fun and camaraderie to attendees. Festivities were enhanced by 25 animated local youth from Revolutions Dance Studio, who both performed dance routines and, led the crowd through cheer routines to start the celebration off right.

The 2022 United Way Campaign Peterborough & District is now in the final stretch of their 3-year Campaign to raise 5-million-dollars. Mayor Diane Therrien encouraged the room during her greetings to become actively involved and, donate to this important campaign that funds the vital supports and services our community relies upon.

Marcus Harvey, current Board Chair and previous Campaign Chair, shared his perspective on the incredible efforts put forth during the first 2 COVID years of the 5-million-dollar goal. Marcus thanked his previous cabinet before introducing this year's campaign Chair Jim Hendry who introduced the 2022 Campaign Cabinet and shared the scope of work that United Way undertakes in the community, in particular **"their ability to raise money, understand issues, and advocate for people who are in need."**

Former MP and current Campaign Cabinet member Maryam Monsef shared a preview of the upcoming **Women United** initiative she will be leading locally and extended an invitation to women in the community to join her in helping to make a powerful change. "What if here in our community we tapped into the power of women? What if we lifted women up, not just with fundraising, but through mentorship, through connections, and through sharing those relationships? That is what Women United is about."

Kristal Jones, a Peer Support Worker at The Elizabeth Fry Society of Peterborough shared her story of growing up in poverty, how the hidden psychological damages impacted her moving forward in life and, how receiving support allowed her to use her lived experience to lead her to the work she is now doing around issues of social justice, poverty, and homelessness. **"I'm very, very lucky that I have walked the path that I've walked and experienced the people I've experienced and had access to services I've had access to because of United Way funding. Now I've gone from somebody who's in the poster to standing next to the poster asking you to invest in people."**

To close out the morning, CEO Jim Russell highlighted the collective impact of all Partner Agencies, namely:

- **91,318 nutritious meals, healthy snacks and food boxes were served through UWP funded programs**
- **41,871 home care visits and in-home supports were provided for isolated individuals including deliveries, errands, and transports**
- **5,356 people accessed literacy workshops, job, education, and life skill training**

As a finale and, a twist on the traditional campaign goal reveal, partner agencies together with UWP Campaign Cabinet members flipped over their placards to reveal the number **48,914**. Said Russell, **"This represents our goal, not a dollar amount to fundraise for, this is the number of people we want to be able to support through our partner Agencies. This is the impact that all the dollars have, this is the change we are driving towards. Our goal is to ensure help and supports are there, when and where our neighbours need them the most."**

To find out how you can contribute to this year's campaign, visit the United Way Peterborough & District website uwpeterborough.ca by scanning the QR Code:



Upcoming Events

- **Wednesday, October 5**
Mayoral Candidates Debate on Homelessness
7:00PM - 9:00PM
All Saints' Anglican Church
Community members attend in person or online (livestream details to be announced on our social media)
There will be opportunity for community members to ask questions both in person and online.
- **Week of October 10**
Housing is Fundamental 2022 release
- **Weekend of October 15-16**
Coats for Kids and Community Collection
Saturday, October 15th - Peterborough
Sunday, October 16th - Lakefield
- **Thursday, November 3**
Screening of local documentary 'Pushback'
Evening event (time TBD)
Market Hall
A panel discussion about homelessness will follow the documentary
- **November 14-20**
Living Wage Week
Report release date TBD

Upcoming Workplace Campaign

- GM Financial - Sept 6th to Oct 6th
- Ontario Public Service - October 1st to December 16th
- LCBO - Sept 22nd to Oct 16th
- Peterborough, Victoria, Northumberland, and Clarington Catholic School Board - Begins Sept 28th
- Trent University - September 27th
- OPP - Begins October 5th

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