



**United Way**  
Peterborough & District

# Community Impact Report

2021-22

# Land acknowledgement

Before this area was named Peterborough by settlers, this Anishinaabeg territory was known as Nogojiwanong which is Ojibwa for “place at the end of the rapids”. Nearly 100 years ago, settlers of Canada and seven Michi Saagiig (Mississauga) and Chippewa First Nations signed agreements that became known as the Williams Treaties. Peterborough is located on the Treaty 20 Michi Saagiig (Mississauga) territory, which also includes Curve Lake, Hiawatha, Alderville, Scugog Island, Rama, Beausoleil, and Georgina Island First Nations. We respectfully acknowledge that the Williams Treaties First Nations are the stewards and caretakers of these lands and waters in perpetuity, and that they continue to maintain this responsibility to ensure their health and integrity for generations to come.

The Williams Treaties agreements were intended to be the foundation upon which sovereign peoples would build a common relationship but have led to long-standing disputes on crucial issues such as compensation, settlement, and harvesting. We acknowledge the role of colonialism and responsibilities of settlers in these ongoing conflicts that have resulted in intergenerational traumas and inequities for Indigenous Peoples. As we empower everyone to improve lives and build strong communities in Peterborough, may we learn from local Indigenous people, incorporate cultural sensitivity, and take action towards reconciliation.

# Message from our CEO

What does community mean? What does it feel like to be part of a community? How does it feel to be excluded or not able to enjoy the benefits of community? We at United Way Peterborough and District are proud to call ourselves community builders. We value inclusiveness, opportunity for all, and above all the elimination of barriers that keep people from being able to prosper and contribute.

Community is a place where we can all grow, heal, experience love, and participate with all of our gifts. Building a better community is not easy work. It requires a dedicated commitment to look clearly at issues that currently exist, in the case of Peterborough issues of homelessness, issues of enough income to support the basic needs of ones families, issues of trauma and gender-based violence, issues of seniors living in isolation, to name a few.

At times these issues may seem overwhelming, particularly for individuals experiencing them, however we are emboldened by the generosity of our donors, our volunteers, our partner agencies. These last two years have been difficult for all of us, this time of COVID has challenged, but also reminded us of our collective resilience. There is much talk of an equitable recovery from COVID and, we are proud to support the work of our partner agencies as they pivot to meet the needs of their clients- our neighbors, our friends, our family.

We will also continue to conduct research that shines light on current and emerging trends, be it the gap between a living wage and a minimum wage, or the growing number of households that are spending more than the recommended 30% of household income on rent, or the disproportionate number of homeless people who are Indigenous. The birds eye view that we at the United Way have helps us to inform the various planning tables and those with whom we partner.

Two years ago we set a bold 3-year goal of raising 5 million dollars, as we look ahead to the finish of that campaign we are filled with hope. A hope that we can house more people, that we can welcome more people to our community, that we can talk more freely about mental health, that we can begin to destigmatize how poor and homeless people are viewed.

Fundamentally it is a hope that we believe is share by most; that in Peterborough no one is left behind and all people have a chance to strive and dream.



**Jim Russell**  
B.A.A.S.W., M.S.W.

CEO, United Way  
Peterborough & District



## Your donations stay here, helping to build a stronger, healthier community for us all.

United Way Peterborough & District raises funds locally to invest directly into the vital services and supports that serve thousands of people in our region, ensuring that everyone can access help, **when and where they need it most.**

Contributions in 2021-22\* helped to strengthen our community social support network, providing a foundation to allow people to live with hope, dignity and a sense of belonging

\*Includes both community donations and Federal funding



**\$1,819,022**  
Invested locally



**230**  
Programs and initiatives supported



**48,914**  
People were helped through United Way Peterborough & District funded programs and initiatives



## Leadership Challenge Grant

### Your leadership changed lives

Leadership donors are instruments of change. Giving more than \$1,200 annually, they inspire others and create opportunities for tomorrow. Thanks to a donation from a generous supporter, in 2021 new United Way Leadership donors saw the impact of their donations doubled. Current leadership donors who increased their gift amount saw that matched as well.



**\$121,663**

raised through the Leadership Challenge Grant to meet the needs of today and to break down systemic barriers in the way of a more equitable tomorrow.



# Moving People from Poverty to Possibility

People who lack necessities like food and shelter can't get ahead in life. Those who struggle to find work, manage their finances or are experiencing housing insecurity aren't able to reach their full potential.

Our focus includes meeting the basic needs of the most vulnerable people in our communities and building the capacity of individuals to engage in employment, education and skills training opportunities to prepare for a better future - to move from **poverty to possibility**.

## The Issues

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**1 in 6**

children live in households that struggle to put food on the table

**280**

individuals experienced homelessness in Peterborough City and County on average each month in 2021

**9.5%**

of people in the Peterborough County were unemployed in December 2021

**\$1,191**

is the average cost to rent a two-bedroom apartment in the Peterborough CMA

## Your Investment Impact

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**5,179**

Nights of safe shelter were provided to families, youth and individuals experiencing housing insecurity



**91,318**

Nutritious meals, healthy snacks and food boxes were served through UWP funded programs



**5,356**

Accessed financial literacy workshops, job, education and life skill training



# 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.

United Way works to build strong communities and promote health and well-being for everyone. Through surveying local needs and focusing our efforts on vulnerable populations, United Way invests your donations to help individuals and families build the assets they need to handle life's challenges and achieve their goals.

## The Issues

**1 in 5**

Canadians experience a mental illness or addiction problem

**54%**

of those currently living with mental health issues say they haven't sought support

**2 in 5**

young men and women are experiencing considerable isolation and loneliness in Canada

**30%**

of Canadian seniors are at risk of becoming socially isolated.

## Your Investment Impact



**42,822**

mental health and wellness checks were completed for isolated or vulnerable clients



**26,159**

people provided with referrals and information navigation support



**41,871**

home care visits and in-home supports provided for isolated individuals including deliveries, errands and transports



Being a UW partner agency allows JHS to **dedicate more of our resources to front-line services** including staffing, and supporting clients... The 5-year funding partnership provides us with stability and thus ability to be directive yet flexible in our planning to meet the changing needs of our clients and community...

– **John Howard** Society of Peterborough



## Partner Agency Investment 2021-22

<b>\$5,000</b> 211 Ontario	<b>\$12,000</b> Food for Kids - Peterborough Public Health	<b>\$50,873</b> Peterborough Child and Family Centres
<b>\$76,309</b> Big Brothers Big Sisters of Peterborough	<b>\$50,873</b> JHS Peterborough	<b>\$44,090</b> Peterborough Youth Services
<b>\$38,154</b> CMHA HKPR	<b>\$36,459</b> Kawartha Sexual Assault Centre	<b>\$10,000</b> TRACKS Youth Program
<b>\$76,309</b> CCRC	<b>\$2,500</b> Living Wage Ontario	<b>\$25,436</b> TVLA
<b>\$55,112</b> Community Care	<b>\$55,112</b> New Canadians Centre	<b>\$59,351</b> YES Shelter for Youth and Families
<b>\$40,698</b> Community Living Trent Highlands	<b>\$46,633</b> One City Peterborough	<b>\$76,309</b> YWCA Peterborough Haliburton
<b>\$50,873</b> Elizabeth Fry Society of Peterborough	<b>\$33,067</b> PARN	

## Our Partner Agencies

Through research, consultation, and experience, we know where the community need is the greatest in each community - and we invest our efforts, and your donations, where they will have the greatest results. During the fiscal year 2021-2022 ending March 31, 2022, United Way Peterborough & District invested **\$845,158** of your donor gifts into our community through our **20** partner agencies. These local organizations deliver on our mission to improve lives and build community, fulfilling our promise to create opportunities for a better life for all. Recognizing the critical role in community building our partner agencies play, our funding cycle for each of them extends over a **5-year period**. United Way Peterborough & District is unique in this approach, recognizing that change takes time, this funding model allows for greater organizational stability.

# Our Research

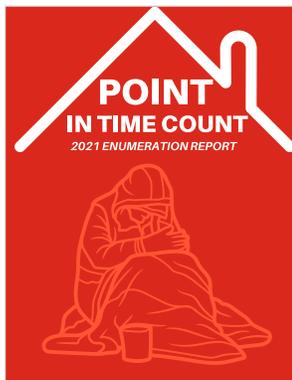
Our work consists of extensive research, used to identify the social issues in our community that need attention to make a better life for all. Through this research, we can better understand the issues that impact life in our region. By improving our understanding, we can then develop sound, long-term strategies for tackling persistent social problems. Research is what allows us to deliver results that make a real impact in our communities—and in the lives of all who live here. We lead and facilitate conversations on these issues, and we have powerful partnerships with businesses, government, and donors. Through this process, we're able to invest community donations where they will have the most impact to build a stronger and healthier community for us all.



## 2021 Housing is Fundamental

On October 6th, UWP released the 16th annual **"Housing is Fundamental"** report. This report to the community focuses on the reality of housing affordability and the relationship over time to household income. Author of the report, Paul Armstrong stated, "Throughout Canada we are losing affordable housing much faster than we are replacing it. In the context of Peterborough, rental markets continue to outpace both inflation and wage increases." As an example, he cited the **1-year increase** in average rent for a 2-bedroom apartment had **gone up 7.9%** and stood at \$1191.00.

To read the full report, scan the QR Code

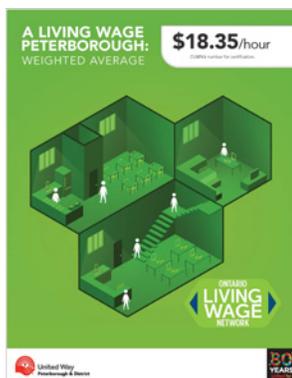


## 2021 Point in Time Count

On December 9th, the United Way of Peterborough and District in association with the City of Peterborough Social Services, Local Emergency Shelters and Outreach Teams participated in the third nationally coordinated Point-in-Time (PiT) Homeless Count in Canada. Now, more than ever it is critical to understand the needs and circumstances of those experiencing homelessness in our community and how, in Peterborough, COVID-19, the drug-poisoning crisis and housing costs and availability have affected individuals and families.

To read the full report, scan the QR Code

\*Representation of report cover, final copy not available at time of print



## 2021 Living Wage Report

On November 1st, the most recent **"Living Wage Report"** was released by UWP. The Living Wage is a calculation of what a worker needs to earn per hour to make ends meet and participate in civic and cultural life. The calculation is based on major expenses such as food, rent, childcare, transportation, as well as other expenses such as internet and post-secondary education. The weighted living wage for Peterborough this year is calculated at **\$18.35** per hour.

To read the full report, scan the QR Code



# Investment Impact - CMHA

The Canadian Mental Health Association of Haliburton, Kawartha, and Pine Ridge works to emphasize the importance of maintaining and improving our mental health. In 2021, through primary prevention programs like **Health Promotion & Education**, more than 4000 learners from the public and community groups including high schools, Trent University, Fleming College, churches, and non-profits, participated in seminars designed to increase knowledge, hope, and belonging while reducing stigma about mental health. Through your UWP investment, CMHA HKPR was able to provide the opportunity for community members age 14+ to learn about the many issues that impact mental wellness free of charge.

**134** public education programs delivered      **4,389** people educated on mental health



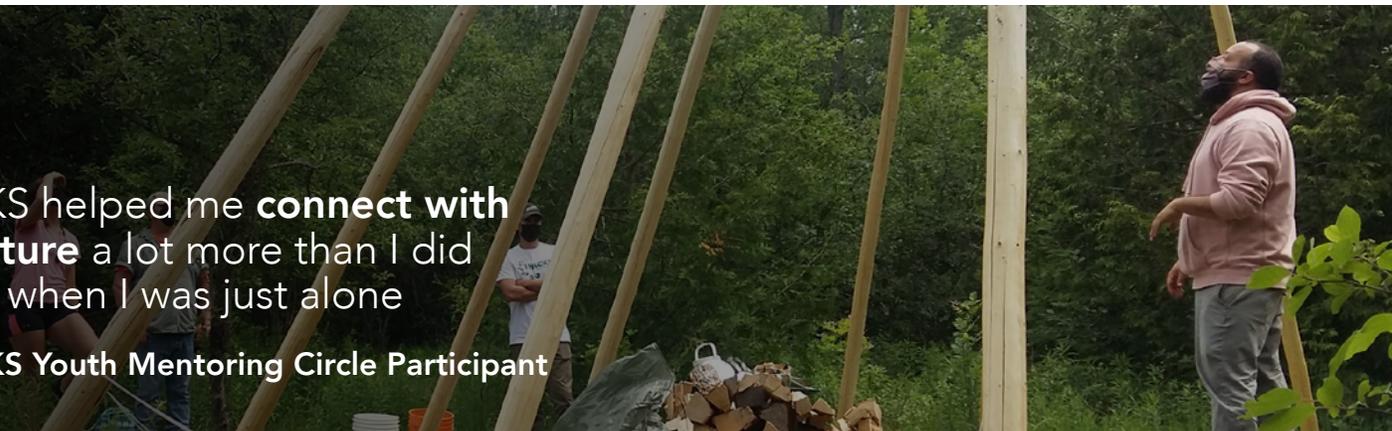
Primary prevention education is one of the best ways to get well and stay well. It's how we can get someone from illness to wellness. It's how we bring someone from getting by, to excelling. The more people who are trained to help, the more likely there is a chance to create a healthier community. With the support of the United Way of Peterborough, we're able to have this education reach even more in our community.

- CMHA HKPR



TRACKS helped me **connect with my culture** a lot more than I did before when I was just alone

- TRACKS Youth Mentoring Circle Participant



## TRACKS Youth Program

Trent Aboriginal Cultural Knowledge and Science

**139** workshops delivered      **7,156** youth engaged



Scan the QR Code to watch youth share their experiences with TRACKS Oshkwazin Ambassador Program

This proved to be an exciting year of growth and transition for TRACKS, generating the opportunity to connect with more youth through three week-long virtual summer camps. TRACKS was also able to employ six Indigenous youth for eight weeks through the **Oshkwazin Summer Youth Ambassador Program**. Building on the success of remote offerings last year, TRACKS continued facilitating virtual workshops with schools and community groups on InSTEAM topics including plant cycles, turtles, wetlands, biodiversity and Indigenous knowledge. **200** Seasonal Activity Book sets were also distributed, allowing the opportunity to connect with Indigenous science on the land despite COVID-19 restrictions. In March, 2021 TRACKS facilitated in-person camps for the first time since the pandemic. With support from the United Way youth explored the changing season outdoors and participated in a variety of Indigenous Science, Engineering, Technology Art and Math games, craft and activities.



## Our Partnerships

Our long-standing partnership with the Peterborough & District Labour Council reflects both organizations' commitment to social justice and community. Together we provide union members with the opportunity to stand in solidarity with workers in our Partner agencies and to invest directly in a kinder, fairer future for us all.



The Community Advisory Board, chaired by UWP and City of Peterborough, provides guidance on issues of homelessness in the community. CAB drives the investment of Reaching Home funding and supports oversight of implementing and monitoring local priorities related to homelessness. Members bring perspectives from social service agencies, the housing market, research, and community advocacy.



The Partner Agency Committee is a network of agencies funded by our long-term priority funding. By bringing together agencies that align with UWP priorities, executive directors have the opportunity to share updates and discuss sector challenges. By discussing gaps in current service offerings as a group, members are able to identify opportunities for partnership and collaboration.



## Investment Impact – 211 Ontario

Available 24/7, 365 days a year in over 150 languages, 211 simplifies the process of navigating health and social service networks. Trained Navigators listened to the unique circumstance of more than 1800 local callers last year, and were able to make appropriate referrals for 97% of the needs identified. The service provides specialized support for diverse communities, including newcomers, Indigenous Peoples and 2SLGBTQ+ individuals.



# TAMPON TUESDAY

EST 2009



11,736

MENSTRUAL  
HYGIENE  
PRODUCTS  
COLLECTED!

## Tampon Tuesday

Periods are a fact of life.

Menstruation products are a basic necessity. But if you're living in poverty – or vulnerable in other ways – access to tampons, pads, cups or menstrual underwear, can be challenging. **Periods don't stop for pandemics.** The pandemic has worsened period poverty for vulnerable populations with more people having to choose between menstrual hygiene products and other essentials, like food. Lack of access to public washrooms, school closures and other pandemic-related barriers make it even more difficult for people who menstruate to access the products they need.

The Tampon Tuesday initiative, in its sixth year locally is a collaboration between United Way, the Peterborough & District Labour Council, Bell Media's Pure Country 105 and Move 99.7 that mobilizes local citizens to be a part of the solution.



YES truly appreciates the generosity and spirit of the Tampon Tuesday campaign, and the dignity that it affords our clients. In the midst of a global pandemic, and a food crisis, personal hygiene products are usually overlooked as a necessity that food banks provide. Items such as tampons are not affordably priced and are often an item that is unattainable for our clients. This campaign helps re-empower young people to take care of their personal hygiene needs and their body's wellness.

- **Aimeé Le Lagadec**, Executive Director of the YES Shelter for Youth and Families

# Backpacks for Success

Providing the basic tools for educational success...and fostering a sense of inclusivity

1 in every 6 households in the City and County of Peterborough have an annual income that falls under 20k. These families, and many others are making impossible choices every day...choosing between paying rent, paying bills or buying groceries. Finding the extra resources to provide basic school supplies come September is almost impossible. Our vision is that everyone in every community has the opportunity to reach their full potential and our Backpacks for Success initiative serves to ensure that all students have the educational tools they need to succeed.



**320**

grade-appropriate backpacks filled with the necessary tools for academic success distributed to local students

# Day of Caring

Our 2021 Annual Day of Caring provided an opportunity for our community to both volunteer safely and actively contribute to meet the needs of our financially insecure neighbours. More than 120 local residents supported the community collection drive, dropping off 135 kits that contained personal

care and hygiene products or backpacks filled with school supplies and 139 additional kits were purchased with donations received online to meet the immediate needs of those in our community who are financially insecure, precariously housed or homeless.

One young girl heard the call to action on the news and spent her allowance to create a kit, sharing that when she first came to Peterborough, she received a backpack through her school and will never forget how proud and lucky that made her feel and how excited she was for the chance to pay it forward.

The personal care and hygiene kits collected were distributed through local shelters YES, Cameron House, Brock Mission and One City with local school boards, KPR and PVNCC distributing school supply kits through our Backpacks for Success program.



**275**

kits donated



## Shelter Welcome Kits

There are many different reasons individuals are in shelters; not every person who steps into a shelter will be there forever, nor does it mean they do not have a home. You never know the journey of another or who may be impacted.

This year, the team at RBC Dominion Securities came together to create beautiful welcome kits for youth entering a local shelter. Each kit included all of the basic necessities along with a heartfelt message of support from the team at Hunter Street East!



There is a story behind every individual and every individual's situation matters. Providing support, especially to our youth is so important. Hygiene kits are a valuable addition to the feeling of care. Getting a little gift and a note from a friend who cares about them may just bring a little smile and provide a little light in what can be a very isolating experience. Simple actions matter and make a difference and this is why we wanted to take action.

- **RBC Dominion Securities Inc.**  
team member



## Coats and Mitts for Families

The need for warm, weather appropriate gear is great – not just for local youth, but for economically vulnerable adults as well. As winter approached this year, families in need of a hand-up were provided with the opportunity to select the jackets and snow pants they would need to get through the cold months thanks to the generosity of our community.

More than 40 volunteers, along with United Way staff, helped to collect, set up and distribute the community donations. Volunteers from Vinnies Thrift Store completed the sorting process and GPL Self Storage donated logistics support. Murray Street Baptist Church donated the use of their beautiful space, in an ideal, easily accessible location to deliver this important program.



**1,580**  
winter coats and  
snowpants distributed



**773**  
hand knit accessories  
distributed



## COVID Initiatives

As we continued to navigate the global pandemic, United Way was selected to facilitate the local distribution of PPE and Rapid Antigen Testing kits through our established community networks. Canadian Red Cross distributed rapid antigen tests to communities on behalf of Health Canada and the Government of Canada through a program called Stop the Spread and Stay Safe!

By collaborating with Peterborough Public Health, we were able to establish what other sources of tests were already available to agencies, identify testing gaps and needs in the sector, then develop an allocation framework to ensure our distributions were equitable. A total of 27 different agencies received tests throughout the program. Because of these tests, agencies had the capacity to test staff/volunteers/clients in regular intervals to detect covid early and reduce the spread.



Before receiving rapid tests from the United Way, we reserved our limited test supply for staff with symptoms. After receiving a large batch from you, I was able to give them out to staff who wanted to test as a precaution. One staff tested positive even though they had no symptoms, so then we tested the whole office and 3 more people tested positive! So, it is with great thanks that I am sending this email as these tests are invaluable to us! And wow no symptoms but goes to show you the importance of periodic testing!

- **Debbie Carriere**, Executive Director,  
The Elizabeth Fry Society of Peterborough



**5,760**

KN95 masks distributed  
to 21 agencies



**17,250**

rapid tests distributed  
between December and April

# Reaching Home: Canada's Homelessness Strategy

Reaching Home: Canada's Homelessness Strategy is a community-based program aimed at preventing and reducing homelessness across Canada. This program provides federal funding to communities to help them address their local homelessness needs. Reaching Home supports the goals of the National Housing Strategy, in particular, to support the most vulnerable Canadians in maintaining safe, stable and affordable housing and to reduce chronic homelessness nationally by 50% by 2028.

**\$973,864**

invested in work towards  
reducing chronic homelessness.

**Canada**  
Funded by the Government of Canada

## Agency Investment

**\$79,258**

The Urban Clinic  
– Brock Mission

**\$61,855**

Homelessness  
Prevention Flex  
Funds - CCRC

**\$41,130**

Transitional Housing  
Start Up - CMHA

**\$50,000**

Hostile Unit  
Takeovers - CMHA

**\$99,988**

Peer Support  
Outreach Program –  
Elizabeth Fry Society  
of Peterborough

**\$156,492**

A New Beginning –  
John Howard Society  
of Peterborough

**\$49,258**

Reaching Home  
Housing Support  
Program -  
Nogojiwanong  
Friendship Centre

**\$122,708**

Community  
Outreach Response  
Initiative – One City

**\$86,613**

Overnight Winter  
Drop In – One City

**\$58,683**

Care at the  
Core -PARN

**\$167,879**

Transition Home  
- One City



**794**

outreach services  
provided



**282**

support sessions  
accessed



**350+**

people provided  
with survival gear



**9,146**

harm reduction  
supplies distributed



# Emergency Winter Response to Homelessness Initiative

## Investment Impact

As the Community Entity for the Government of Canada's Reaching Home program, United Way Peterborough & District was able to invest **\$973,864** as an emergency response to homelessness during the winter. The four critical areas identified as a priority for funding through community conversations with agencies, city officials, and advocates who deal directly with the issue of homelessness included:



### Outreach

particularly outside of 9-5



- 1,018** PARN staff hours dedicated mobile outreach
- 30** individuals received safety checks
- 40** relationships built and supported with particularly vulnerable individuals
- 16** supportive interactions with police and/or businesses

### Support

space for people banned or choosing not to enter shelter system



- 32** service accompaniments
- 7** Women in Action drop-in sessions, 55 participants
- 144** individuals received crisis counselling
- 320+** individuals supported in navigating system

### Staying Housed

emergency funding and eviction prevention



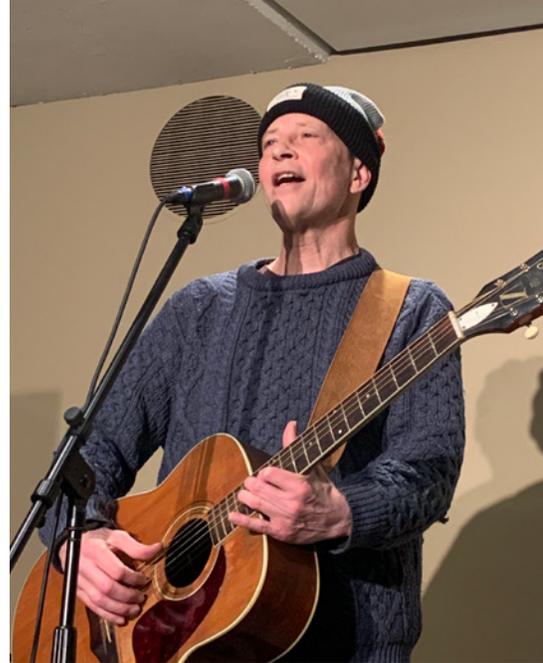
- 38** individuals received housing set up support
- 83** individuals received short term financial assistance
- 35** individuals at risk of eviction supported
- 20** household assisted to prevent housing loss due to utility arrears

### Healthcare

outreach and COVID testing for homeless individuals



- 728** individuals received harm reduction at satellite site
- 4,389** wound care and basic need kits were distributed
- 217** rapid tests administered
- 92** individuals accessed wound care



## Peterborough Performs – Musicians United to End Homelessness

### Investment Impact

Presented by RBC, this incredible afternoon featured an all-star lineup of 17 artists and musical groups who came together to raise awareness to homelessness issues and funding for the vital supports and services offered locally.

The return of Peterborough Performs took place on Sunday, March 20, 2022 at Showplace Performance Centre. Donating their time, talented musicians generously showcased their talent performing for four hours across 2 stages, for the more than 200 VIP's, guests and volunteers in attendance.

Peterborough Performs 2.0 – Musicians United to End Homelessness again raised the visibility of the challenges our community is facing due to limited housing and shelter spaces available for those living at or below the poverty level.

Musicians have faced serious challenges because of COVID-19 restrictions and, for many of the artists, Peterborough Performs was their first opportunity to perform in two years. At the event, several musicians shared personal stories about homelessness or living precariously “underhoused,” and, thanks to generous sponsors RBC and LLF Lawyers LLP, they were grateful to receive an honorarium from the event proceeds in return for their donation of time and talent.



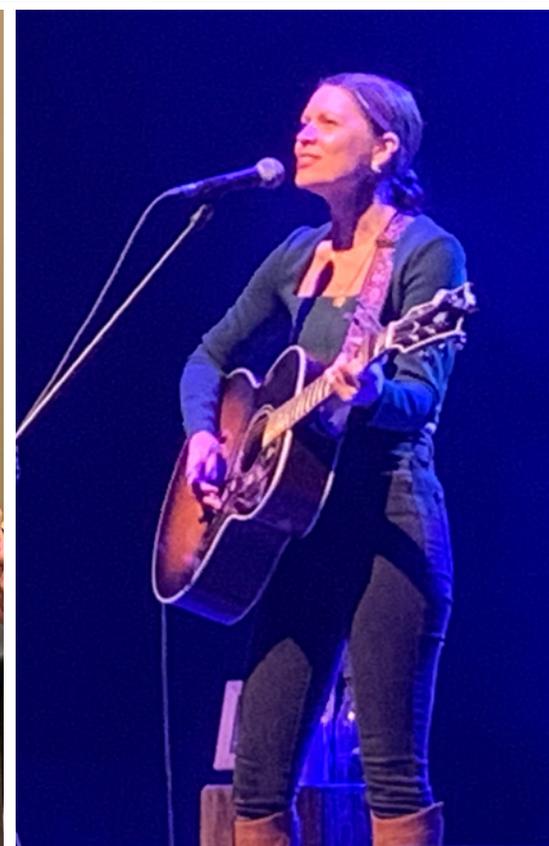
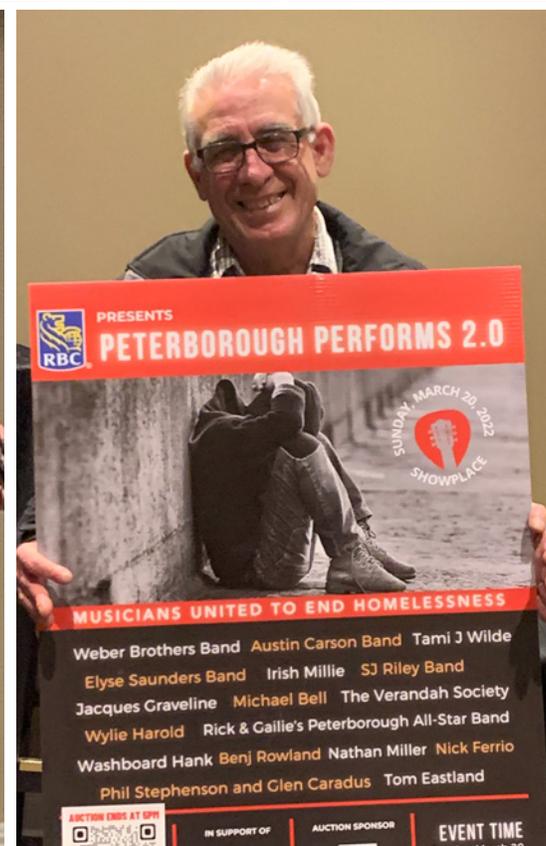
# \$24,811

**in net proceeds raised to  
support much needed local  
housing and shelter initiatives**



Peterborough Performs was just yet another example of Peterborough rising to the occasion as it always seems to do. Showplace is a great sounding room. I remember there being a great buzz. This place is truly remarkable. If someone is in need or there's some kind of a cause, everybody here comes together.

**-Ryan Weber,**  
The Weber Brothers Band



**PRESENTED BY**

**AUCTION SPONSORED BY**



**EVENT SPONSORS**





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