



United Way
Peterborough & District

FOR IMMEDIATE RELEASE – July 25, 2023

United Way Announces its 2022-2023 Community Impact Report

PETERBOROUGH, ON (July 25, 2023) – Today at their Stewart Street office, **United Way Peterborough & District** announced its **Community Impact Report**. The Community Impact Report, titled “**UNITED. Together We Can...**” highlights the accomplishments of the United Way, funded agencies, and community partners throughout the prior year.

Jim Russell, CEO of United Way Peterborough & District, opened by describing how the title of the report is a harbinger of the possibility for community. When reflecting on the prior year, Russell shared:

“**Our work as a community relies on personal connection**, which was undeniably impacted by the social distancing throughout the pandemic. Agencies pivoted and adapted to continue to support our community despite the added pressures resulting from the pandemic. **This past year marked the beginning of coming together again**, and we are so proud of how our donors, agencies, volunteers and community have embraced the opportunity to come back stronger than before.”

“In fact, **we have witnessed collaboration between agencies that is stronger than ever**. The pandemic brought social and economical inequities to the forefront of communities around the world. This was a stark reminder that the issues we all work to address are bigger than each of us as individual agencies, but that **change is possible when we work together**,” added Russell.

Betsy Farrar, Manager of Community Impact then shared highlights from the report. She described how the report showcases the outcomes that are made possible through United Way’s investment in **275 different programs and initiatives**. “The Community Impact Report is a celebration of the achievements of our funded agencies as well as our United Way initiatives. The statistics captured in this report demonstrate the **power of strategically investing** in work to collectively have the strongest outcomes possible. Beyond each of the statistics listed in this report are **meaningful, deep, life-changing impacts experienced by the 46,263 people** that are helped through the work of United Way and its funded agencies.”

United Way investments supported agencies to provide a range of different services, including:

- 164,936 nutritious meals, snacks, and food boxes
- 7,142 nights of safe shelter
- 35,148 mental health and social wellness activities and check ins
- 27,113 in-home supports and care visits for isolated individuals



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Representatives from some of the United Way's **20 partner agencies** then described the value that partnering with the United Way brings to their own work. Partner agencies are currently in the middle of a five-year funding cycle that provides a stable source of operating funds to support a wide range of programs and services. The 20 partner agencies were selected for their individual yet interconnected mandates that support the mission of the United Way.

Jim Russell closed by expressing deep gratitude towards everyone that has made this work possible. "The United Way would not exist if it were not for the **generous support of our community members**. Together, over the years **our donors have contributed millions of dollars** that we invest directly into the programs and initiatives like those captured in this report. In addition, the work of the United Way is driven by **over 50 volunteers** that make investment decisions, coordinate events, and enhance us as an organization as we strive towards our mission. We cannot thank our supporters enough for sharing their financial resources, time, insights, and trust in us that makes this work possible."

United Way Peterborough & District will continue to build on the momentum of this impact as they launch their 2023 campaign. **The community is invited to attend a lunch time celebration at the Healthy Planet Arena on Wednesday, September 6th to kick-off the 2023 Campaign.** Details will be shared at uwpeterborough.ca, on social media, and with local media partners.



United Way Peterborough & District's 2022-2023 Community Impact Report, titled *UNITED. Together we can...* is available online by scanning the QR code or using this link:

https://www.uwpeterborough.ca/wp-content/uploads/2023/06/CI_Report_FINAL.pdf

For further information, please contact:

Betsy Farrar
Manager of Community Impact
United Way Peterborough & District
T: 705-742-8839 ext. 28
E: bfarrar@uwpeterborough.ca