

## United Way Peterborough Announces Your 2023 Community Campaign has Achieved 45% of Fundraising Goal!

On Wednesday, November 1st, 2023, United Way Peterborough & District Leadership, staff and volunteers provided an update to the community on the progress of their 2023 Community Campaign at the launch of Kawartha Pine Ridge District School Board's workplace Campaign.

The 2023 Community Campaign goal is **\$1.45M** representing a **10%** increase over the success of our community fundraising effort last year. CEO Jim Russell was excited to report on the progress as we work toward that ambitious goal together, as a community.

**"Together we can...**the theme of this year's campaign is illustrated through the numbers in this update to the community- it has been a fun and busy fall - **73%** of our workplace campaigns are in full swing, have been completed or are scheduled to begin in the next week or so!" said Russell. "The excitement generated since the 2023 Community Campaign launch on September 6th has been on full display through fun team building activities, such as a Fear Factor Competition, a mini bicycle "fondo" race, skating party, Seeing is believing Tour, Wellness Fair and barbecues!" Russell shared enthusiastically. "With approximately **40%** of Community Campaign revenue coming directly from workplace campaigns we are grateful for the many dedicated employees who go above and beyond to organize and execute them, bringing their teams together having fun and raising much needed funds for our community." Russell went on to share that "Based on workplace campaign projections and individual gifts received, so far we are **45% or \$652,500** towards our 2023 Campaign Goal of **\$1.45 million!**"

The 2023 Campaign Cabinet Chair Jim Hendry was excited by the participation seen in the first 8 weeks of the campaign and said "Our 2023 Campaign Cabinet is a dedicated group of 23 people who have been working tirelessly as ambassadors and leaders in our community. Some represent workplace campaigns, and some are individuals who help connect us with other like minded people who want to support their community. Together, they are a positive force for local change!"

Our Cabinet members are volunteers, and they also support the campaign financially. This year the cabinet decided to elevate their commitment and promised 100% participation. I am thrilled to announce today that our 2023 Campaign Cabinet has achieved their promise of 100% participation and as of today, the cabinet has collectively donated more than **\$40,000** to the campaign!"


With UWP's annual appeal letters arriving in our communities mailboxes in the coming weeks, the community fundraising goal will become that much closer. Jim Hendry added "When you are asked to support your community, please renew your support and consider adding a 10% increase to help United Way reach the 2023 Community Campaign goal - the reflection of thousands of generous people, friends and neighbors, who believe that Together we can...do anything!"

The renewed Leadership Challenge Grant, a special gift matching opportunity made possible by a generous donor, allows any new Leadership donor (those who make a pledge of \$1200 or more) to see 100% of their gift matched...effectively doubling their impact in our community - a true representation of the theme of your 2023 Community Campaign, **Together we can...**

Donate easily online by visiting [uwpeterborough.ca](http://uwpeterborough.ca) or by scanning the QR Code below. Individual gifts are welcomed at the UWP office, located at 277 Stewart Street or by calling **705-742-8839**.

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**United.**  
Together We Can...



2023 COMMUNITY CAMPAIGN

Your donation supports 46,263 people in our community.