

United Way Peterborough & District Announces Your 2023 Community Campaign is at 63% of Fundraising Goal!

On Thursday, December 14th, 2023, United Way Peterborough & District leadership, staff, volunteers provided an update to the community alongside Peterborough's Medical Officer of Health, Dr. Thomas Piggott and members of the Peterborough Public Health team on the progress of the 2023 Community Campaign.

United Way Peterborough & District CEO, Jim Russell welcomed everyone with a reminder of why this year's Campaign is so important, "For 82 years United Way has facilitated a community campaign to meet the current and emerging needs in Peterborough. This years campaign builds on that tradition of giving and public goodwill."

The 2023 Community Campaign goal of **\$1.45M** represents a **10%** increase over the success of our community fundraising effort last year and Russell shared "we are happy to update today on the success so far and the need to meet our goal, a goal which is 10% higher than last years achievement, and a goal that is based on the need in the community. We are well on our way to meeting that goal but there is still time to give so that we can invest in building a strong, healthy and inclusive community for us all."

United Way Peterborough & District's 2023 Campaign Cabinet Chair, Jim Hendry spoke to the incredible initiative shown through the more than 80 Workplace Campaigns that happen in our community each year. Hendry shared "This year's campaign theme **Together we can...** , is a reminder that there are no limits to what this community can do when it comes together to help lift up and support people who, for whatever reason, are in need ." Jim went on to share that "...So far we are **63% or, \$914,500** towards our 2023 Campaign Goal of **\$1.45 million!**"

Hendry went on to introduce the event hosts, Peterborough Public Health as they had just wrapped their workplace campaign for United Way. Peterborough's Medical Officer of Health, Dr. Thomas Piggott spoke on behalf of the team at Peterborough Public Health, who just wrapped their 2023 Workplace Campaign. As one of UWP's 20 Partner Agencies through their Food for Kids program, they understand the local role workplaces hold in supporting our community.


"The diverse projects served by United Way Peterborough address critical issues affecting the health and wellness of members of our community. It was an honour to support this year's tremendously successful campaign and my congratulations to all those who participated for the important funds that have been raised for our community!" said Piggott.

Director of Philanthropy at United Way Peterborough & District, Anne Ondercin reinforced that local workplace campaigns are successful because of the people that they bring together, united in a collective goal. Said Ondercin, "The increased need we are seeing in Peterborough City and County is real and being echoed across the country. Every donation this holiday season is needed and critical to ensure that our 20 funded partners will have what they need to support the more than 46,000 people through the coming months and year ahead. As you consider your year end giving, please consider supporting your community through a gift to United Way."

Donate easily online by visiting 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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2023 Community Campaign

United.
together we can

