



United Way Encouraged by Momentum of Campaign as Milestone is Reached

PETERBOROUGH, ON (March 22, 2024) - The final push is on for the community and its United Way 2023 Campaign. With 3 weeks to go before the final announcement of achievement, momentum is strong. Currently at \$1.37 million this year's campaign has surpassed the success of last year's campaign, marking a critical milestone, bolstered in part by strong workplace campaigns as Trent University who surpassed their goal of 100k by raising more than \$117,000 and the success of Peterborough Performs, an event that raised more than \$30,000 for homelessness initiatives locally.

CEO Jim Russell effuses "It's a privilege to see the focus and hard work of volunteers, workplaces, donors joining in driving to a final goal. Milestones are important, but only serve as signposts for a destination. Often it is the last dollars that are hardest to get and in these final weeks we sense that community momentum in reaching the final destination of 1.45 million."

At 94% of the goal the final stretch is \$80,000.

"I am continuously inspired by the generosity demonstrated by individuals, families, organizations, and businesses in our community. It's through their collective efforts that together we can create a stronger, more resilient community." says **Jim Hendry, United Way Peterborough & District's 2023 Campaign Cabinet Chair**. "We're in the final push to raise the last \$80,000 and make a positive impact on countless local lives."

There is a community celebration of campaign set for April 11th at the Venue where the final success of the campaign will be revealed.

"As the 2023 Community Campaign comes to a close, we invite everyone to join us on Thursday, April 11, 4:30 – 6:30 pm at The Venue for a Campaign Celebration, says **Anne Ondercin, Director Philanthropy, United Way Peterborough & District**. "Everyone is invited to come together to celebrate and honour the caring individuals, engaged organizations, and committed non-profits who worked tirelessly to foster our essential network of local supports in Peterborough City and County."

Tickets and sponsorships for the 2023 Campaign celebration are available now at <https://www.uwpeterborough.ca/event/2023-campaign-celebration-and-awards/>

Every gift matters! Please consider donating to United Way Peterborough & District today online at www.uwpeterborough.ca, by mail at 277 Stewart Street, Peterborough, ON K9J 3M8 or by calling the office at 705-742-8839

New leadership gifts of \$1,200 or more made by March 31, 2024 will be matched 100%. Existing donors giving \$1,200 or more annually who increase their donation by \$300 or more will also have their increase matched.

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