



**BACKPACKS FOR
SUCCESS**



FOR IMMEDIATE RELEASE – August 28, 2024

United Way Partners with Cogeco to provide more than 450 “Backpacks for Success” locally

PETERBOROUGH, ON (August 28, 2024) – The end of August signals us all to think about the impending back to school season and preparing our school age students to return to the classroom. This year it was no small feat for the staff and volunteers at United Way Peterborough & District who were busy yesterday preparing a few more students than the average household.

United Way Peterborough & District volunteers prepared more than 450 backpacks filled with school supplies as part of their **Backpacks for Success Program**. The program was created to help ensure that **every** local student has the basic items they need to have a healthy start to the academic year.

Since their Backpacks for Success program launched locally in 2003, United Way Peterborough & District has provided more than 13,000 backpacks containing grade-appropriate school supplies to local students attending Kindergarten through Grade 12, as well as adult learners and newcomers who are financially insecure.

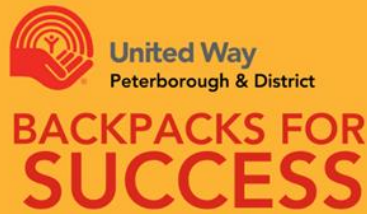
Each year United Way Peterborough & District relies on the generosity of our community to fulfill the local need and are thrilled to announce **Cogeco Peterborough** as the Program Sponsor for the 2024-25 school year.

Signing on as the Program Sponsor was an easy decision for David Feeley, Manager, Programming and Community Relations at Cogeco.

“We’re proud to continue our partnership with United Way Peterborough & District for the Backpacks for Success Program. said David. “This initiative is vital for our community, helping families and the next generation by providing the essential school supplies every student needs to kick off the school year ready to succeed.”

This new partnership could not have come at a better time. With more than 450 backpacks requested by educators in our two local school boards, Kawartha Pine Ridge and PVNCC as well as local service agencies, the cost to deliver the program for the 2024-25 academic year is almost \$14,000. Cogeco Peterborough’s investment of \$5,000 provides a huge boost to UWP’s fundraising initiative.

“This program fills such an important gap in service locally and we are proud to have been able to provide it for the past 21 years” said Sara Mountenay, Development & Communications Officer at UWP. **“We rely solely on the generous support of our community to prepare our students for academic success as this fundraising initiative falls outside of the United Way Community Campaign that is used to support our 20 Partner Agencies.”**



Cogeco has a long history of working to build a strong, vibrant, and inclusive community and this investment in our local students is just one more example of their commitment to strengthening the places where they live, work and play. **Cogeco, Swish Maintenance Limited and IG Wealth Management** have all not only sponsored this year's program, but also sent a team of volunteers to help stuff the backpacks for each school.

Fundraising for this Program is ongoing, and community members are encouraged to donate safely online at: <https://www.uwpeterborough.ca/in-the-news/backpacks-for-success/> or by scanning the QR code:



There are sponsorship options available for those who would like to have a broader impact this fall. With a gift of \$500 you can choose donate all of the artistic tools typically provided in a backpack, crayons, markers, paper and pencil crayons for 75 local students OR instrumental Science, Technology, Engineering, and Math (STEM) tools for 30 local students.

By continuing to work together to lift up our most vulnerable, we will build a stronger, more inclusive community for everyone.

About Backpacks for Success:

The United Way Peterborough & District Backpacks for Success initiative sees school supplies for K to 12 students and adult learners delivered to local schools for the beginning of the academic year. Each school distributes the supplies to children who they have identified as needing a hand up, giving them the tools to be successful and the feeling of self-confidence that **every** child deserves to kick off a new school year. One in every six households in the County of Peterborough have an annual income that falls under 20k. For these families and many others, finding the extra resources to provide school supplies is almost impossible. Learn more at <https://www.uwpeterborough.ca/in-the-news/backpacks-for-success/>

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United Way
Peterborough & District

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