



United Way
Peterborough & District

Community Impact Report 2023-2024

opening the door to possibility

Mission

Empower everyone to improve lives and build strong communities.

Vision

Everyone in every community has the opportunity to reach their full potential.

Values

- Demonstrate trust, integrity, respect, inclusivity and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
- Embrace diversity

Land Acknowledgement

Before this area was named Peterborough by settlers, this Anishinaabeg territory was known as Nogojiwanong, which is Ojibwa for “place at the end of the rapids.” Nearly one hundred years ago, settlers of Canada and seven Michi Saagiig and Chippewa First Nations signed agreements that became known as the Williams Treaties.

Peterborough is located on the Treaty 20 Michi Saagiig territory, which also includes Curve Lake, Hiawatha, Alderville, Scugog Island, Rama, Beausoleil, and Georgina Island First Nations.

We respectfully acknowledge that the Williams Treaties First Nations are the stewards and caretakers of these lands and waters in perpetuity, and that they continue to maintain this responsibility to ensure their health and integrity for generations to come.

A message from our CEO...

A fundamental need for all of us is to have connection, community, a pack, as well as a place, a tethering to, which leaves us in the warm embrace of belonging.

It's a powerful force to know one belongs. Belonging allows for us to experience dignity and love. It allows us to be who we are in any given moment, in all our gifts and quirkiness, in all our hopes and anxieties, in all our flawed natures and aspirations. True belonging doesn't drive us to a desire to be homogeneous, but rather to live comfortably in our own uniqueness, and value what is different in others.

What does any of this have to do with United Way and its work?

Our goals are to *Build Strong & Healthy Communities*, and to move people from *Poverty to Possibility*. The annual Community Impact Report highlights the work we do with partners, donors, volunteers, and people with lived experience in the work of advancing belonging and sharing a sense of home. That's why this year, we have told our community's stories through the lens of these two overarching goals.

Ultimately, this is our journey together with you, to encourage and engender, to bolster and beckon, to celebrate and sustain belonging in and to our Peterborough, to stand proudly and say, "This is us, and we all belong."

\$2,801,332

**Invested
Locally**

225

**Services
Provided**

58,302

**Individuals
Served**

308,242

**Service
Interactions**



Jim Russell, B.A.A.S.W., M.S.W.
CEO, United Way
Peterborough & District



Partner Agency Investment



This United Way Peterborough & District investment stream is used to stabilize agencies that align to the priorities and outcomes identified by the community. Agencies receive funding for up to 5 years and are expected to meet the highest standards in organizational accountability. Close to 75% of our community fund is used to support long-term investment.

Partner agency funding allows agencies the flexibility to use the financial support where it is needed most. For some agencies, this means it funds a single program, while others use the funding across many of their services.

PARTNER AGENCY INVESTMENT	
Partner Agency	Community Funding
211 Ontario	\$5,000
Big Brothers, Big Sisters of Peterborough	\$80,124
Canadian Mental Health Association, Haliburton, Kawartha, Pine Ridge	\$40,062
Community Care Peterborough	\$57,868
Community Counselling & Resource Centre	\$80,124
Community Living Trent Highlands	\$42,733
Elizabeth Fry Society of Peterborough	\$53,417
Food For Kids (Peterborough Public Health)	\$12,600
John Howard Society of Peterborough	\$53,417
Kawartha Sexual Assault Centre	\$38,282
New Canadians Centre Peterborough	\$57,868
Peterborough AIDS Resource Network	\$34,720
One City Peterborough	\$48,965
Ontario Living Wage Network	\$2,500
Peterborough Child & Family Centres	\$53,417
Peterborough Youth Services	\$46,295
TRACKS Youth Program (Kawartha World Issues Centre)	\$10,500
Trent Valley Literacy Association	\$26,708
YES Shelter for Youth and Families	\$62,319
YWCA Peterborough Haliburton	\$13,354
Total Investment:	\$820,273



Neighbourhood Fund

Our Neighbourhood Fund provides small, one-time grants to support informal groups of individuals that are working together to improve their community within the City and County of Peterborough. The aim of this fund, which provided \$30,171 this year, is to enhance citizen engagement and leadership while offering valuable opportunities for residents to get to know their neighbours and participate in their community. We are continually impressed by how much residents achieve with Neighbourhood Fund dollars!



Plant a Plant, Get a Plant - \$610

The Ennismore Garden Club invited community members to help plant pollinator-attracting plants in the Secret Garden at Ennismore Waterfront Park. 34 people participated, including 12 youth, 17 adults, and 5 seniors. Young and old learned more about pollinator plants and their importance to our environment, and had fun gardening together. Participants received a plant to take home for their own garden.



All Saints' Pilot Mobile Community Nurse Project - \$1,143*

This pilot project empowered a parish nurse to engage in health promotion activities for the neighbourhood surrounding All Saints' Anglican Church. 50 participants attended the "Thrive" education day for faith leaders and staff, who learned to make critical community referrals for the seniors in their congregations. American Sign Language interpreters were also made available at events to ensure inclusion of Deaf faith leaders and congregants.



Student Art Contest, Park Clean-Ups, and Bat-Walk - \$1,525

The Ashburnham Memorial Stewardship Group (AMSG) worked with Kaawaate East City Public School to offer outdoor art education for twenty-five grade 7 & 8 students. The project, called "Open Your Eyes," encouraged students to learn more about the natural habitat, history and cultural importance of Ashburnham Memorial Park through direct involvement and creating artwork. AMSG also organized a "Before the Snow Flies" park clean-up, with 30 volunteers over 3 hours, and a professionally-guided bat-walk to observe bats in the park.



Peterborough Community Orchard Stewards - \$2,100

In collaboration with Nourish and the City of Peterborough, GreenUP has supported several emerging community leaders in developing the skills needed to maintain community orchards and care for 65 fruit trees and a variety of berry bushes on 13 different sites. Volunteers work together to water, compost, mulch, prune, and harvest in the orchards, and also hosted 17 events, attracting 73 community members.



Resident Engagement Through VR Experiences - \$2,400

The Virtual Reality program is an exciting sensory opportunity for the residents living at St. Joseph's at Fleming. Residents can explore a variety of destinations, picturesque landscapes, and fun activities, all from the comfort of their chair. During times of stress or agitation, residents have been offered the Virtual Reality system to take them to a calm, peaceful environment. For the residents who enjoyed traveling in the past, but are now unable to, it provides an opportunity for them to travel to familiar or unfamiliar places.



Medicine in Our Backyards, City Streets, and Parks - \$2,410

Medicine in Our Backyards consisted of a series of 5 medicine walks in the City's parks and 6 workshops at Hutchison House. 170 participants were able to learn how to identify, process, and preserve locally grown medicines and teas, with the support of 10 volunteers. The project offered participants multiple opportunities to learn about herbal medicine in their neighbourhood and the many ways they could use and sustain them. The "Black History & Herbalism as a Form of Resistance" event offered at the Seasoned Spoon Café was attended by 30 community members, and illustrated both the importance of plant medicine as a form of resistance to the violence of slavery, and the ongoing social contexts that make herbal wisdom vital to our current and future well-being.





Peterborough Folk Festival Children's Village - \$2,500

The Children's Village is a central part of the Peterborough Folk Festival with its own stage, ongoing arts and crafts, and endless opportunities for children to play, learn, and explore. The Children's Village had 40 volunteers to organize activities including face painting, crafts, bubbles, and more. 4 local performers ran drop-in programs at the Children's Village including children's yoga, story time, a local stilt walker and juggler, and an Indigenous performance.



Peterborough Short Film Festival - \$2,500

This one-day festival of short films highlighted local and regional filmmakers. Audience members, many of them friends and family of the filmmakers, were delighted to share in an afternoon of movies that they would never have seen otherwise. About 100 people attended the showcase, and over \$600 in prize money was distributed to those filmmakers who placed in first, second, and third.



Peterborough/Nogojwanong Urban Farm - \$2,500

The 2023 growing season at Peterborough/Nogojwanong Urban Farm was truly exhilarating, marked by their relocation to Highland Public School. They expanded their operations by adding three new raised beds, a project made possible through extensive community engagement and support. 26 people participated in events, supported by 41 volunteers, and produce was donated to Food Not Bombs every week from May to September.



Afrocentric Socio Educational Activities - \$3,626

The Afrocentric Awareness Network of Peterborough's programming involved heritage-affirming, empowering, Afrocentric get-togethers where people learned about Black history and culture, and enjoyed culturally-appropriate foods. They offered African drumming workshops, along with a brief history of African drumming, an African dance workshop, and a talk from a professor on Black history and culture, with groups of 45-65 people.



Spoon Carving Guild - \$5,000

The Spoon Carving Guild creates opportunities to spread the love of woodlore and invite people in to try this craft. They ran 15 carving gatherings and 3 workshops attended by 236 participants. Countless spoons were carved with the help of 5-7 core volunteers supporting those attending and doing the behind-the-scenes administration and communications work to make it happen!

Women United Fund

WOMEN UNITED™ is an inclusive and vibrant global community of changemakers bound together by a powerful sense of belonging — to one another, to our community, and to the mission of transforming lives by tackling the most critical issues impacting their communities.

The Women United Fund prioritizes initiatives that support women, girls, and gender-diverse people in our community by providing equitable opportunities for personal growth, economic security, and leadership, while also working within our focus areas: *Poverty to Possibility*, and *Building Strong & Healthy Communities*.



Leading Ladies - \$4,750

This program, led by the Kawartha Sexual Assault Centre, brings people together to create a community of future women leaders in the non-profit sector. Participants have the opportunity to develop their leadership skills and knowledge, which supports their future growth, and expands their access to further career advancement.

Women's representation in the non-profit sector drops as seniority levels rise.*

Empowering Two Generations - \$11,050

The goal of this project, offered by Peterborough Child and Family Centres, is to enhance supports to young, parenting women through life skills programming, including parenting, health and well-being, educational support, financial literacy, personal development, and accessing resources.

Between 2016 and 2020, up to 8600 births per year in Canada and 3000 births per year in Ontario were from teen mothers.**

*Charity Village: "Climbing Broken Ladders: Women Aspiring to Nonprofit Leadership" (January 2020)

**Statistics Canada: "Live Births, by Age of Mother" (September 2023)

Innovation Fund

Thanks to over 80 years of donor support, United Way Peterborough & District has a proud history of collaborating with local social service agencies to transform our community. United Way works to change social conditions and create opportunities for a better life for individuals and families by making our community a better place to live for everyone.

Through United Way's Innovation Fund, we support non-profit innovators, whether small or large, in designing and delivering new initiatives that align with our funding priorities: *Poverty to Possibility*, and *Building Strong and Healthy Communities*.



2023 Innovation Fund Recipient:

Elizabeth Fry Society of Peterborough was the 2023 recipient of \$75,000 in funding through the Innovation Fund for their "Morning Drop-In Program".

The Morning Drop-In Program is a place where community members can gather, share a light breakfast, enjoy a cup of coffee, access a community clothing cupboard, and washrooms and showers, connect with housing outreach workers, access harm reduction supplies, participate in community programs, and have the occasional dance party. This program supports community members from all walks of life. All are welcome, and everyone belongs.



Program Highlights:

- 428 days of Morning Drop-In service
- Served an average of 46 guests per day
- 19,688 meals served
- Housing Outreach accessed approximately 260 times
- Service Navigation provided to approximately 9 individuals per day
- Harm reduction accessed 5 times a day
- Over 50 people trained in the use of Naloxone



"As the needs and capacity of the community and agencies within evolve, so does our program. We are grateful for the opportunity to innovate in ways that allow us to meet people where they are at, providing essential and often life-saving support for some of our most vulnerable neighbours."

- Kristal Jones-Craighead, Social Services Worker
Elizabeth Fry Society of Peterborough



"The morning drop-in program provided by Elizabeth Fry highlights how a collaborative approach can effectively address service gaps, and help meet the needs of those we support. Through strategic partnerships, open communication, and adaptability, the program has significantly broadened access to vital resources, and increased staff capacity to build meaningful connections with those accessing service, supporting their overall safety and wellbeing."



- Auden Palmer, Director of Outreach Service
One City Peterborough

Community Services Recovery Fund

The Community Services Recovery Fund was a one-time investment by the Government of Canada to help community service organizations adapt, modernize, and be better equipped to improve the efficacy, accessibility and sustainability of the community services that they provide through the pandemic recovery and beyond.

United Way Peterborough & District invested \$423,295 in 8 different projects. Applications were submitted from agencies throughout the City and County that represented the social service, arts and culture, education, environment, and health sectors.

COMMUNITY SERVICES RECOVERY FUND		
Organization	Project	CSRF Funding
Nourish (YWCA Peterborough Haliburton)	Reimagining Our Food Box Program	\$13,533
The Theatre on King	Performance Incubator Program	\$18,844
Trent Valley Literacy Association	Technology to Support Learning and Training Development	\$21,103
ReFrame Film Festival	Reimagining ReFrame: Hybrid 2024 and Beyond	\$35,813
Camp Kawartha	Expanding the Reach - Modernizing Camp Kawartha	\$37,571
Community Care Peterborough	Enhancing Agency Capacity to Sustain Current Services	\$74,243
Nogojiwanong Friendship Centre	Strengthening Mino Bimaadiziwin	\$75,094
Kawartha Sexual Assault Centre	Survivors First: Together We Are Stronger	\$147,094
	Total CSRF Investment:	\$423,295

Other Funding

With the support of our community, United Way Peterborough & District is able to fund special initiatives from organizations that we share common priorities with. Last year, we maintained partnerships with two organizations that we have worked with for many years:

Age-friendly Peterborough



Since 2018, United Way Peterborough & District has supported Age-friendly Peterborough by providing \$231,678 in funding to support 7 different projects.

Over the past two years, Age-friendly Peterborough received \$14,000 to carry out a project called *Be Prepared*. After a fire broke out in a local apartment where most residents were older adults, it was apparent that there was a strong need for older adults to be supported in emergency preparedness. The *Be Prepared* project resulted in 500 emergency preparedness workbooks being printed and distributed to older adults in our community. In addition, Age-friendly Peterborough facilitated workshops to support older adults to plan ahead for life changes and emergencies.

Peterborough and District Labour Council



United Way Centraide Canada and the Canadian Labour Congress have been partners since 1988 – working together to strengthen communities across Canada. The partnership developed around a common interest: ensuring that workers and working families have the support they need to succeed.

In Peterborough, our long-standing partnership has resulted in unions and their members deeply supporting our campaign. Beyond their support of our campaign, Peterborough and District Labour Council have been strong advocates for change in the same areas as United Way Peterborough & District, striving for a healthier, stronger, and more inclusive Peterborough.

Reaching Home

Canada's Homelessness Strategy

Reaching Home: Canada's Homelessness Strategy is a community-based program aimed at preventing and reducing homelessness across Canada. This program provides funding to communities to help them address their local homelessness needs.

As the Community Entity, which is the local organizing committee responsible for setting direction in addressing homelessness in our community, United Way Peterborough & District administers the Government of Canada's Reaching Home funding stream locally, with the intention of providing housing and supports for those experiencing homelessness or living rough.

REACHING HOME: CANADA'S HOMELESSNESS STRATEGY		
Organization	Project	Reaching Home Funding
Peterborough Drug Strategy	Community Symposium on Housing & Homelessness	\$12,950
Elizabeth Fry Society	Wings of Change	\$39,600
Nogojiwanong Friendship Centre	Reaching Home Support	\$45,675
Fourcast	Stabilization Fund	\$56,028
John Howard Society & One City	Actualizing Community	\$140,591
Elizabeth Fry Society	Peer Housing Program	\$146,468
YES & Fourcast	Reaching Home Peterborough	\$179,651
One City	Trinity Community Centre	\$200,000
CMHA, One City, and CCRC	Finding Home	\$271,272
	Total Reaching Home Investment:	\$1,092,235

According to the most recent available data, approximately 300 people are experiencing homelessness in Peterborough.*

Our investment of Reaching Home funding creates strong partnerships that result in lasting change. United Way Peterborough & District knows that working together as a community results in the best outcomes – limited resources are shared, duplication is reduced, and a wide range of expertise is brought together to work towards shared goals. We prioritize funding collaborative projects, particularly through our Reaching Home funding stream.

One example of a flourishing partnership is a collaborative project between Canadian Mental Health Association, Haliburton, Kawartha, Pine Ridge (CMHA HKPR), Community Counselling Resource Centre (CCRC), and One City Peterborough. “Finding Home” grew out of a pilot project that CMHA HKPR first implemented in 2020. With the support of Reaching Home funding, CMHA HKPR has designed, tested, evaluated, and refined this program to respond to Housing Unit Takeovers (HUTs). HUTs are situations when vulnerable community members are forced out of their units by people who are looking to use the space for activities like drug dealing or trafficking. This often results in the vulnerable community members becoming homeless while still paying rent on the unit and being responsible for damages. These situations require comprehensive interventions that include law enforcement, landlord tenant mediation, cleaning and repairing units, and mental health supports.

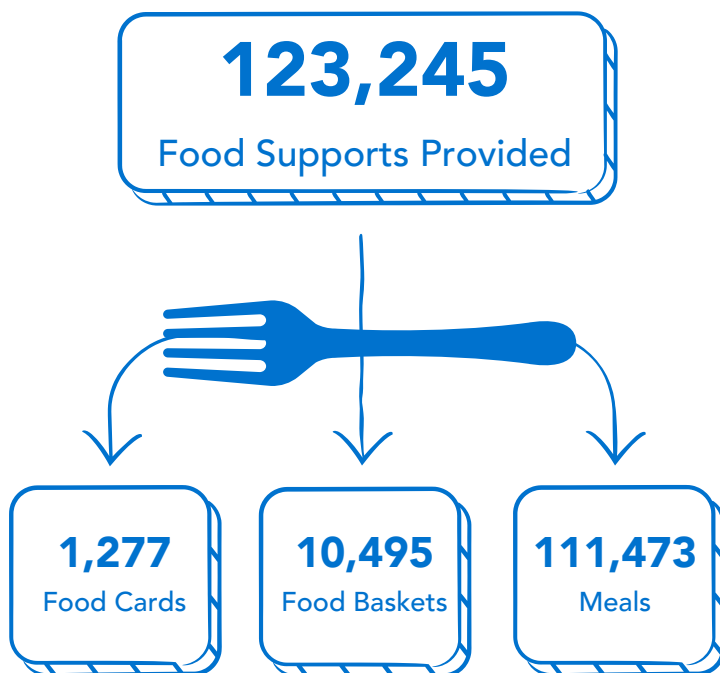
REACHING HOME: WINTER RESPONSE	
Organization	Reaching Home: Winter Response
John Howard Society	\$3,000
United Way Peterborough & District	\$3,851
Nogojwanong Friendship Centre	\$16,000
Elizabeth Fry Society	\$57,081
YES	\$67,008
One City	\$182,900
Total Winter Response Investment:	\$329,840

Our ongoing support of this program has allowed CMHA HKPR to grow the program year over year. After the initial pilot, CMHA HKPR learned that the individuals who take over units are also in precarious situations themselves, turning to dangerous activities like drug dealing as a means of survival. CMHA HKPR collaborated with CCRC and One City Peterborough to develop comprehensive supports to holistically address Housing Unit Takeovers. “Finding Home” is now regarded as the premier case study for this type of work, with the Finding Home team delivering training to organizations locally and across the country.



Poverty to Possibility

Your Impact on Basic Needs



Food

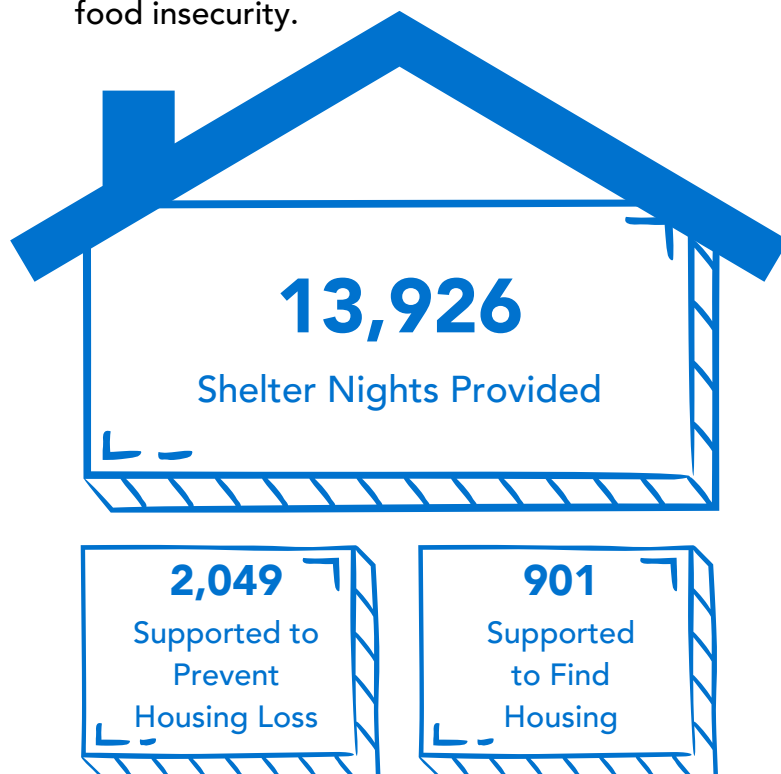
Many of our partner agencies are all too aware of the severity of food insecurity in our community. According to research conducted by Peterborough Public Health, nearly 1 in 5 households faced food insecurity between 2020 and 2022. This is the highest rate of food insecurity ever recorded in Peterborough.

At Peterborough AIDS Resource Network (PARN), snacks are provided during their drop-in program for their Rainbow Youth Program participants, some of whom arrive hungry after school, and may not have the opportunity for a meal for the rest of the day. PARN also offers full meals during in-person peer leadership or advisory meetings, which provides a significant source of nutrition for participants facing food insecurity.

Housing

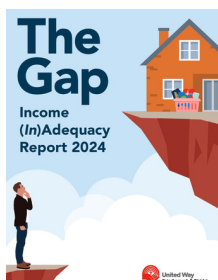
Partner agencies like the YES Shelter for Youth and Families are working hard at homelessness prevention with funding from United Way Peterborough & District.

The YES Prevention and Diversion program supported a young person in moving out of an unheated trailer on a family member's property into supportive transitional housing, where he has been able to continue his education and stabilize his life in his own place of residence.



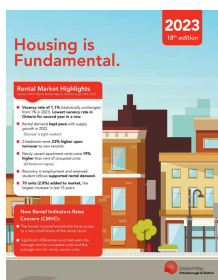
Our Research

United Way Peterborough & District conducts community research to build awareness and to stay informed regarding our local context, which in turn guides our investment decisions.



The Gap: Income (In)Adequacy Report 2024

This document builds on past Living Wage reports, but with a focus on the history of income adequacy in Ontario over the past 34 years, as well as the impact income has on public health.



Housing is Fundamental 2023

The 2023 edition of Housing is Fundamental offers a deep dive into the state of our local housing crisis. It clearly articulates how imperative government leadership and funding are to the supply of rental housing, in our community, and across the country.



Our Initiatives

In addition to fundraising, we collect essential items for distribution to community members living on low incomes, including backpacks, winter clothing, and menstrual hygiene products.

Backpacks for Success

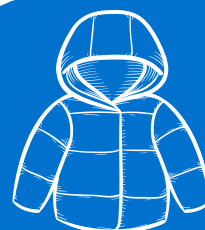
Community donors and volunteers once again made a tangible difference by ensuring that local students were provided with the tools they needed to be successful in school.



496
BACKPACKS

Coats for our Community

Coats, jackets, snow pants, and winter wear were distributed locally to 527 people, along with 1,272 handknit accessories generously provided by the Mitts for Kids volunteer knitters.



1,844
COATS

Tampon Tuesday

Our 8th annual drive collected pads, tampons, menstrual cups, liners, and period underwear, which were then distributed through Kawartha Food Share to people who menstruate.



20,000+
MENSTRUAL
HYGIENE PRODUCTS

Poverty to Possibility

Your Impact on Life Skills

Employment & Education

990

Employment
Support Sessions

One client at Trent Valley Literacy Association (TVLA) shared that they had struggled to find work until they were referred to the organization. The staff at TVLA did an assessment of his skills, and suggested he take a certification course in Customer Service and Point of Sale Operations.

"The instructor was very knowledgeable, patient and understanding, making sure we understood everything that was said in class while boosting student self-confidence and morale."



The client was hired within a few days of completing the course!

As a learner-centered service, TVLA works with each client to assist them in gaining the skills related to their goals. All programs are tailored to individual needs. With the support of United Way Peterborough & District, TVLA has been able to maintain these services to the community.

Another TVLA client who received financial literacy training said, *"This is a fantastic opportunity to learn how to take charge of your personal finances."*



This course will help you learn how to make your own budget and how to communicate to your bank and creditors to make the best outcome possible. I would definitely recommend anyone wanting to take control of their finances to take this course."

TVLA is one of many of our partner agencies that offer these types of educational opportunities in our community!

27

Financial Literacy
Group Sessions

173

People Supported
in Financial
Literacy



Systems Navigation

The Elizabeth Fry Society of Peterborough (EFRY PTBO) provides wraparound supports to their clients, which means that a client may first go to EFRY PTBO for one type of service but then enroll in additional programs to support other issues as well. This holistic approach often has better results for the client, as they are supported to work through compounding personal issues that often exacerbate one another. EFRY PTBO shared a story about this in action:

A client was told during a court appearance that they were required to have completed substance use counselling and written an apology prior to his court appearance. The client was unaware of these requirements, which could have resulted in the client being sentenced. Since the client was being accompanied by a staff member, EFRY PTBO was able to support the client by asking the judge if the client could first complete their counselling and then return for sentencing at a later date. The judge granted this and the client began counselling with EFRY PTBO.



After completing counselling with EFRY PTBO, the client wrote a beautiful and genuine apology letter. EFRY PTBO was also able to submit a letter to the judge, advocating on behalf of the client and sharing the progress they witnessed while supporting him as he worked through his personal history of trauma and substance use.

The client was empowered by EFRY PTBO to represent himself at his rescheduled court date, and with EFRY PTBO's support he received a conditional discharge. Without the ability of EFRY PTBO's court program to assist, it is unlikely that he would've resolved his court matters with a conditional discharge. EFRY PTBO staff was proud to support him in getting a much more desirable outcome, and to address those underlying concerns that brought him before the justice system.



Another part of systems navigation for our partner agencies is assisting clients in finding appropriate services. For instance, Community Care does what they call "care navigation" through central intake, case management, information, and referral. They recently had a client who they supported through housing challenges by referring them to CCRC's Housing Resource Centre. The client was able to avoid eviction and connect to legal supports and information. They were beyond grateful for the assistance in navigating a challenging system.

Similarly, clients of the New Canadians Centre are provided with services information and referrals for a wide range of life-in-Canada issues, including health care, employment, housing, recreation and social opportunities, legal services, immigration, and other government services.

We love to see agencies working together to improve the lives of community members!

Building Strong & Healthy Communities

Your Impact on Wellness Supports

United Way Peterborough & District is invested in building strong communities and improving the health of residents, including newcomers. In 2023, the New Canadians Centre established a partnership with the Peterborough Family Health Team and the Greater Peterborough Health Services Foundation to support the creation of the Peterborough Newcomer Health Clinic.

Recently arrived immigrant and refugee families are provided with short-term medical care for up to six months by local family physician, Dr. Sundareswaran. This initial service prepares them for sustained care through regular healthcare channels, offering an orientation to the Canadian healthcare system, as well as immunizations, preventative care, referrals to specialists, prescriptions, and stabilization of chronic medical conditions. The New Canadians Centre helps coordinate this service with referrals, some administrative work, and the provision of interpreters.

In addition to the New Canadians Centre, many of our other partner agencies do the important work of offering wellness supports within our community, including the Kawartha Sexual Assault Centre (KSAC). KSAC provides healing, safety, and support to those affected by sexual violence and harm, and aims to end sexual violence through prevention education within our communities.

One client shared their experience at KSAC:



"I started counselling with KSAC about a year ago after a very long journey of being abused for many years. I have always been greeted with smiling faces when coming to my appointments. When thinking of counselling and having to discuss what has happened in my past - it was very daunting, something I really didn't want to relive."

"After my first session I knew that I was in the right place. Over the year, they have listened without judgement, consoled me while I cried, and have been my biggest supporters. I don't know where I would be if it wasn't for the amazing team at KSAC. I will always be grateful for them and the supports they offer. I look forward to continuing my healing journey with these amazing, supportive and kind people and I will be endlessly grateful for the services they offer."



Sometimes wellness comes from knowing someone cares. For instance, Community Care has been providing a 96-year-old resident with transportation to and from the Diners' Club in Apsley. She has expressed how thankful she is for the service as she really enjoys the social activity, which has kept her from feeling isolated.

Another client living in long-term care regularly receives telephone calls from the staff at Community Care. She says it's the highlight of her week! It has become difficult for her to stay connected with her friends, who live elsewhere. Community Care's calls provide a tangible link to her past, and significantly reduce her feelings of loneliness.



One Community Care client said:



"I had the pleasure to experience the assistance provided by the Home at Last program. This program relieved all the anxieties I was feeling while planning my discharge from the hospital. You see, I am a single woman who had errands to do before I entered my house: banking, grocery shopping, needing prescriptions filled. Home at Last offered all the help I needed as I returned home. My house was even inspected to make sure my surroundings were safe for me to enter my home. This service is so important for those in need."

Building Strong & Healthy Communities

Your Impact on Belonging

A sense of belonging is crucial at any age, but is perhaps especially important for youth as they develop. Adverse Childhood Experiences (ACEs) are potentially traumatic events that occur in childhood and can lead to lasting negative health and social outcomes. ACEs can include abuse, neglect, instability due to parental separation, or exposure to substance use in the home. Supportive caring relationships are essential to reducing the long-term consequences of ACEs.

Over 90% of the children in Big Brothers Big Sisters (BBBS) programs disclose having three or more ACEs. The mentorship provided through BBBS is recognized as having a positive impact on mental health, wellbeing, and educational outcomes. Time spent with nurturing mentors can quite literally change the course of a child's life for the better.



According to one Little Sister, "My Big Sister is my safe zone. I know I can talk to her about anything, and she will just listen. She goes above and beyond for me. She just makes me feel special."



A Big Sister shared, "Mentoring has provided me with an opportunity to contribute to the development of a young person who is at a time in their life when they need support and guidance. I believe that I have learned as much from my Little Sister as she has from me. Mentorship flows in both directions when done properly and I believe that my involvement with my little has taught me a great deal about myself and the community that I live in."

Similarly, at John Howard Society of Peterborough, clients have shared that having a volunteer care about them, their goals, and their wellbeing has allowed them to gain a sense of importance within the community and begin to believe in their own value and potential.

And when asked what has been most helpful to clients participating in Peterborough Youth Services programs, they said:

Talking about stuff and getting an understanding about my emotions.

Being able to just be more myself without having to feel judgement.

The coping mechanisms I learned and the overall support team.

Having a safe space to talk about what's bugging me.



239

Community
Events Held

24,279

Social Inclusion
Check-Ins

15,044

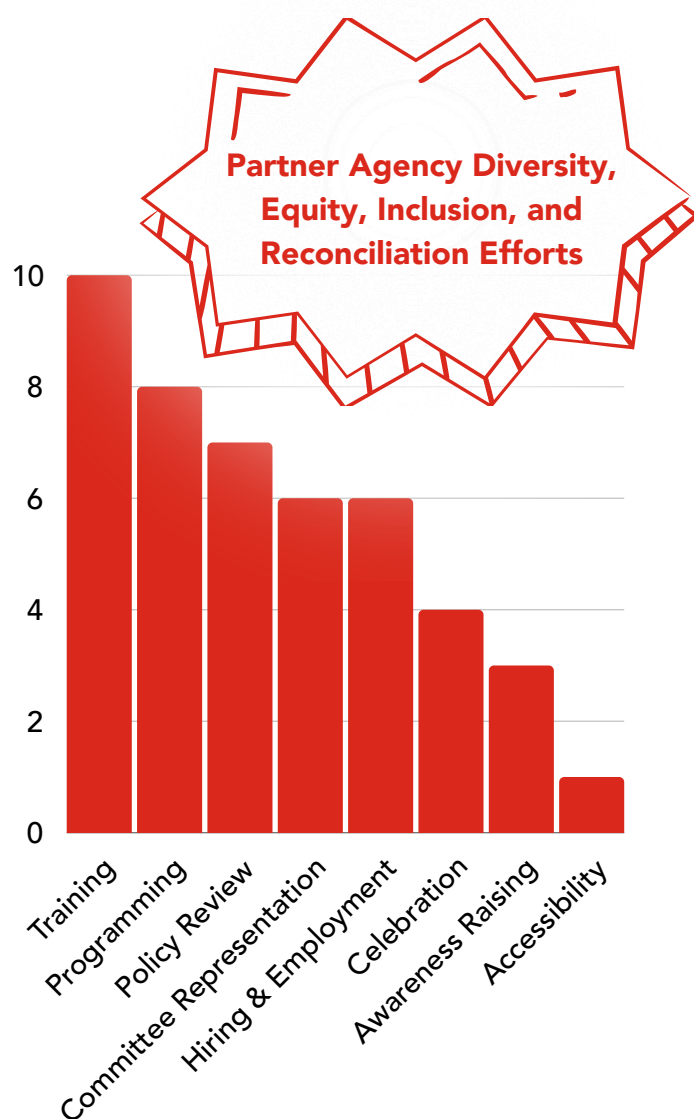
People
Participated in
Community
Events

272

People Received
Social Inclusion
Check-Ins

Diversity, Equity, Inclusion, and Reconciliation

Belonging lies at the heart of what we do and why we do it. In order to ensure our actions and investments contribute to opportunities for everyone to belong in Peterborough, we are prioritizing principles of Diversity, Equity, and Inclusion (DEI) so that they are strategically integrated into all facets of our work. DEI progress is sometimes measurable like the number of training sessions completed, but other times it cannot be measured, such as the ways that our team integrates new understandings into their work.



At Community Living Trent Highlands, their Diversity, Inclusion, Culture, and Equity (DICE) committee is in its second year. The past twelve months have been focused on awareness and education, and they have also been recruiting new members to gain wider representation.

Staff and volunteers at John Howard Society of Peterborough received training in creating welcoming spaces for 2SLGBTQIA+ folks, and collaborated with Nogojiwanong Friendship Centre to ensure Indigenous youth participating in youth diversion and restorative justice programs have culturally informed support through the process.

As you can see on the left, at least 10 of our partner agencies have engaged in DEI-R trainings in the past year, 8 have developed programming, and 7 have reviewed their policies through a DEI-R lens. We know these measurable outcomes are just scratching the surface of the many efforts our community is making towards greater inclusion.

Highlighting DEI in Action

Often, people who are impacted by the very issues we are looking to solve – homelessness, mental health, poverty, etc. – are left out of conversations and decisions when developing solutions. When decisions are made about these issues without integrating the perspectives of people who face these issues, we may be offering solutions that are not as beneficial as they could be. We recognize that we have more work to do to integrate the voices of lived experience throughout our work, building on progress that started this past year.



Conference Participation Training for People with Lived Experience

In preparation for the Community Symposium on Housing and Homelessness hosted at Trent University in spring of 2024, United Way Peterborough & District facilitated a 2-day long training for the Peterborough Drug Strategy Lived Experience Advisory Panel - a group of people with lived experience of substance use - who were invited to both attend the Symposium, and present on their work as a panel. This training was an opportunity to learn about the expectations associated with a conference setting, which was new to many in the group, but also for them to share their needs with organizers so that the Symposium could be more accommodating to people with lived experience. Accommodations included the provision of a quiet space to retreat to if the Symposium became overwhelming, as well as fidget toys for participants to use during their presentation while they were sharing their stories and making themselves vulnerable in front of the audience. These simple changes improved their comfort level, and allowed them to shine during their panel discussion.

Peer Support Group for Non-Profit Sector Employees with Lived Experience

Earlier this year, United Way Peterborough & District began the process of inviting non-profit sector employees with lived experiences of neurodivergence, trauma, or oppression to a peer support group that participants have since been co-creating. Working in the non-profit sector can be hard for anyone, and often leads to burn-out, but navigating additional barriers related to your lived experiences can make this work even more complex. This new employment support offers a safe space for peers to discuss the challenges they experience in their professional roles, and work through those challenges together.

Community Support

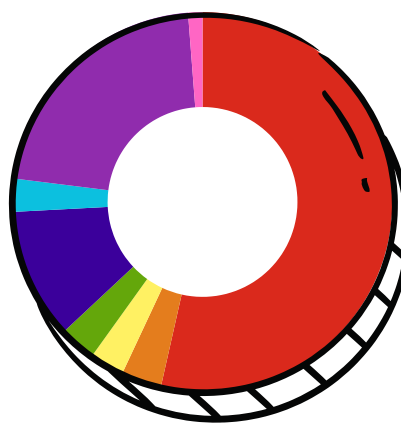
Spotlight on Volunteerism



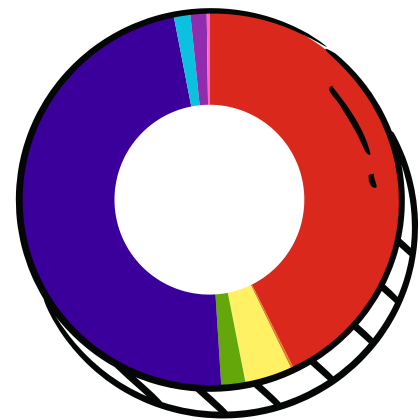
Even with support from United Way Peterborough & District and other funding sources, most non-profit agencies could not operate without dedicated volunteers.

For example, YWCA Peterborough Haliburton relies on volunteers to pack and deliver Nourish food boxes, as does Community Care, both for Meals on Wheels delivery, and a variety of in-home supports.

One Nourish food box participant said, "I'm very grateful and excited when I get the box, and for me it's an emotional thing too. The people that I see twice a month, they're very nice people that we've got at our building, the folks that deliver. They're so nice and kind, I get emotional."



2,210
Volunteers



105,543
Volunteer Hours

Over **157,523 volunteer hours** supported United Way-funded programs and agencies in their vital work over the past year. That's the equivalent of over **90 full-time jobs**. If that work were compensated with a living wage, it would be valued at **\$3,244,500**.



2023 Day of Caring

More than 50 volunteers came together on June 16, 2023, for a day filled with volunteer work and community building. Our 2023 Day of Caring was a wonderful opportunity to give back to our community and make a real difference in the lives of those around us.

Local not-for-profit organizations were invited to share a wish list project that they just could not complete without help and, United Way Peterborough & District put out a call to find volunteers who were passionate about helping everyone in our community to thrive. The seven projects ranged from gardening and landscaping to minor building projects and repairs, and even included the opportunity to prepare and serve one of our Partner Agency's volunteers at a thank you lunch!

We would like to send a huge thank you to the UWP Board of Directors and Campaign Cabinet, as well as the corporate teams who, not only run Community Campaigns for United Way, but also are the first to volunteer to roll up their sleeves and get their hands dirty to help our neighbours in the City and County of Peterborough. Thank you to RBC, Scotiabank, BMO, and CIBC!



Peterborough Performs

March 7, 2024 marked the fourth annual Peterborough Performs Fundraiser at Showplace Performance Centre in downtown Peterborough. We want to thank Peterborough Performs founder David Goyette for his generous support of the fourth Peterborough Performs event!

Tiffany Arcari emceed while local music acts performed across two stages, including: The Weber Brothers Band, Michaela Hetherington, Emily Burgess, Irish Millie, Jacques Graveline, Tom Eastland, The Austin Carson Band, Tim Burnie, Rick & Gallie's Peterborough All-Star Band, Dan Hick, Phil Stephenson/Ron Vervin/Glen Caradus, Bread & Soul, The Hippy Chicks, Sarah-Jayne Riley, The Cheryl Casselman Trio, and Chris Collins.

Longtime United Way volunteer Paul Rellinger lent his event-planning expertise and connections to the local music community to support us in hosting a successful event. The fourth Peterborough Performs saw record ticket sales, with proceeds going directly to local services for our community. Funds were also raised through a virtual auction which was presented by LLF Lawyers LLP, energizing the event as patrons eagerly awaited the results of the auction.



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Your little white house



that does big things!

2.8 MILLION

Invested locally
last year

58,302

People helped through
UWP-funded programs

308,242

UWP-funded service
interactions