

**United.**  
*Building Community*



*2024-25*  
**COMMUNITY  
CAMPAIGN**



**United Way**  
Peterborough & District

## **ENGAGEMENT OPPORTUNITIES**

*for your team*

United Way Peterborough & District works closely with the community to ensure that people have the opportunity to reach their full potential and live with hope, dignity and a sense of belonging.

Led by volunteers, driven by a small professional staff team, UWP provides inspiring opportunities for people to get involved and support issues they care about through volunteering, giving and being advocates for people who are in vulnerable situations.

Volunteers are the heart and soul of United Way. When it comes to building community and changing lives in Peterborough City and County, we couldn't do it without volunteer support.

We are always looking for people that want to make an impact in their community. From individuals to employee teams, one-time support to long-term opportunities – volunteers work with us in a diverse range of projects and roles.

### **ENGAGE YOUR TEAM**

- **Day of Caring**
- **Backpacks for Success**
- **Seeing is Believing Tour**
- **Coats for our Community**
- **Agency Impact Speaker**
- **Tampon Tuesday**



*with the new Leadership Challenge Grant*

# ENGAGEMENT OPPORTUNITIES

**2024 - 2025  
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## DAY OF CARING

Day of Caring is an annual event that encourages local businesses and their employees to volunteer their time and skills to support local charities and community organizations. This event can be a great way to build relationships between the United Way and local businesses while also promoting volunteerism and community engagement.

**DETAILS** ➤

*Spring, 2025*

## BACKPACKS FOR SUCCESS

Since the Backpacks for Success program launched locally in 2003, United Way Peterborough & District has provided more than 11,700 backpacks containing grade-appropriate school supplies to local youth in Kindergarten through Grade 12 who are financially vulnerable.

Each year, this program sees community donors and volunteers come together to make a tangible difference by ensuring that local students are provided with the tools they need to be successful.

*Summer, 2025*

◀ **DETAILS**



## SEEING IS BELIEVING TOUR

Seeing is Believing tours are your opportunity to understand other people's realities, by engaging your employees, coworkers, volunteers, family or friends in finding out more about UWP's community-building work.

Expect to be inspired, engaged, surprised, and witness – up close – the impact of your contribution on creating long lasting social change.

**DETAILS** ➤ *available Fall, 2024*



## COATS FOR OUR COMMUNITY

We know the need for warm winter coats in our community is great, not just for local youth but for economically vulnerable adults as well. In 2023, we collected and distributed 1,844 coats to residents of Peterborough City and County who were unable to purchase their own.

Ask how your team can volunteer in this annual collection drive!

**DETAILS** ➤

*Fall, 2024*

## AGENCY IMPACT SPEAKER

Bringing an impact speaker from a charity to a workplace is a powerful way to engage employees. Our Partner Agency speakers are passionate and knowledgeable individuals who have personal experience with the cause they represent, and will inspire your team while illustrating the impact of their workplace campaign. Whether it's raising awareness about a specific issue, encouraging volunteerism, or promoting a culture of social responsibility, an impact speaker can help to create a more engaged and socially conscious workforce.

*2024 - 25 Campaign*

◀ **DETAILS**



## TAMPON TUESDAY

Menstruation products are a basic necessity. But if you're living in poverty – or vulnerable in other ways – access to tampons, pads, cups or menstrual underwear, can be challenging. UWP collects menstrual products during the month of March, around International Women's Day. But you can organize a menstrual product drive any time of the year. It's the number one requested toiletry item at many of our funded community hubs, which makes for a great employee engagement activity that truly makes a difference.

**DETAILS** ➤

*March 11, 2025*