

**2024 - 2025
COMMUNITY
CAMPAIGN**



United.
Building Community



United Way
Peterborough & District

Welcome to your United Way “Campaign in a Box”!

Thank you so much for, once again, supporting the 2024 Community Campaign for United Way in your workplace. Because of you, last year, each of our 20 United Way Peterborough & District Partner Agencies received a 5% increase in their annual funding to help continue to deliver the vital services and supports that our most vulnerable neighbours rely on.



58,302

**PEOPLE WERE HELPED
THROUGH UWP FUNDED
PROGRAMS AND INITIATIVES**



\$2,801,332

**WAS INVESTED INTO VITAL
COMMUNITY SUPPORTS
AND SERVICES LOCALLY**



225

**LOCAL PROGRAMS AND
INITIATIVES WERE SUPPORTED
IN OUR COMMUNITY**

Bringing in a local impact speaker is a great way to inspire your team to support your United Way Campaign! Please let us know at least one week in advance that you would like to book a speaker for one of your Campaign events or, just to share the impact of your team’s gifts in our community.

Inside your “Campaign in a Box” you will find everything you need for your campaign! We have included a few hard copies of our most recent reports as well as pledge forms. You can find all these materials online in our virtual campaign toolkit. Scan the QR Code below to access these tools on our website!



Inside your box you will find:

- **Your 2024 Campaign Handbook**
- **A customisable letter template to share when onboarding new employees**
- **A Set Up Form For Your On-line Campaign**- To receive a customized virtual pledge page to share with your team, simply fill out and submit the included @Work Light Set Up Form. We require 2-week notice, prior to your campaign launch to set up your customized virtual UWP Campaign.
- **Paper Pledge Forms**
- **Campaign Envelope** - Use this to sum up your campaign- paper pledge forms, special events revenue and corporate donations and return it to the UWP Administrative Office located at 277 Stewart Street.
- **2 Events Envelopes (small envelopes)** - doing in person events? Use this to store any funds collected!
- **Your Customized Impact Poster**-a snapshot of what your team's Campaign last year looks like in our community.
- **Your Community Campaign for United Way Peterborough & District's 2024 Campaign Poster**
- **2024 Community Impact Report**
- **2024 Community Impact Brochures**
- **2024 Annual Report**
- **A copy of our latest Community Reports**
- **Upcoming UWP Events, Initiatives and Engagement Opportunities**

Should you have questions, or want more information please do not hesitate to reach out to your UWP contact, listed at the bottom of this letter. We are excited to help you get everything you need for a successful campaign!

Workplace Name:

UWP Volunteer/Staff Contact:

- **Name:**
- **Email:**
- **Phone:**

Workplace Contact:

- **Name:**
- **Email:**
- **Phone:**