



United Way
Peterborough & District

FOR IMMEDIATE RELEASE – October 1, 2024

United Way Peterborough & District announces ‘Double Your Difference’ donation match challenge

PETERBOROUGH, ON (October 1, 2024): Building on the positive energy of their Campaign Launch event on September 11th, United Way Peterborough & District announces an exciting update that will continue to build momentum towards the success of the 2024-25 Campaign.

United Way Peterborough & District is offering our community the opportunity to **‘Double Your Difference’** through donations made to your 2024-25 Community Campaign for United Way. The donation match challenge has been made possible by an anonymous donor to help your gifts reach farther in the community.

All local donations made by individuals as of October 1st, 2024 are eligible. The parameters around this donation match challenge are determined based on whether you gave to United Way Peterborough & District’s 2023-24 Campaign (donations placed between April 1st, 2023 and March 31st, 2024).

If you did not donate to United Way Peterborough & District in 2023-24:

Donations of any amount made by community members who did not donate to United Way Peterborough & District in 2023-24 will be 100% matched.

“We are inviting community members who have not previously donated to United Way Peterborough & District to give back to their community in a big way,” said Shirley Turner, United Way Peterborough & District’s 2024-25 Campaign Chair. “New donors can ‘Double Your Difference’ by giving any amount that is within their means. No donation is too small, and through this matching challenge your support will be twice as impactful.”

If you did donate to United Way Peterborough & District in 2023-24:

Community members who donated to United Way Peterborough & District in 2023-24 are able to participate in the donation matching challenge as well. Anyone who increases their donation by at least 10% from last year will have the increased amount matched. For example, if someone gave \$1,200 last year and increases their gift to \$1,320, the additional \$120 will be matched.

“Inflation has been hitting us all over the last few years. Rising costs have especially impacted the agencies that we fund and the vulnerable clients that they serve,” said Jim Russell, CEO, United Way Peterborough & District. “Our campaign goal was set at 10% higher than last year, so we are asking our current supporters to increase their donation by at least 10% to help us achieve our \$1.5M goal and continue to meet the need for services in our community.”



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United Way Peterborough & District's 2024-25 Campaign is currently underway with several large workplace campaigns such as Trent University and GM Financial having launched during late September. In addition to workplace launches, community initiatives such as LCBO's give-at-the-till program are also underway for a limited time. United Way will provide an update on campaign progress to the community later this month.

You can donate today by visiting www.uwpeterborough.ca or the United Way Peterborough & District office at 277 Stewart Street (Monday – Friday 9AM-5PM).

For more information, please contact:

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