



United Way
Peterborough & District

FOR IMMEDIATE RELEASE – February 10, 2025

United Way Peterborough & District is in the final stretch of their campaign

PETERBOROUGH, ON – United Way Peterborough & District has announced that they are in the final stretch of their community campaign as they approach their goal of \$1.5 million.

United Way Peterborough & District's campaign runs from September until March each year. During this time, volunteers and staff of the organization work to raise community support for the United Way's 20 Partner Agencies and other initiatives. Generosity from local workplaces and community members has resulted in a successful fundraising campaign to date, signaling a return to pre-pandemic levels of community support.

The work of the campaign is not done yet though; with an ambitious goal of \$1.5 million, United Way needs to raise a final \$117,000 before March 31st in order to achieve the goal. "The campaign goal is so much more than just a number," said Jim Russell, CEO of United Way Peterborough & District. "It serves as both a sign of the level of need in our community, but also as a beacon of hope. Achieving the campaign goal means that our community came together, recognized the need, and responded."

Campaign Cabinet Chair Shirley Turner reflected on her time as Chair so far. "Being a part of this effort has been truly inspiring," said Turner. "Seeing our community come together—neighbours, businesses, and even strangers—united by a shared purpose and working hard towards a shared goal is amazing. We set a priority of having fun this campaign and it has paid off."

There are several ways to still participate in the United Way Campaign. The federal government has extended the charitable giving period, so all eligible donations made by February 28th can be claimed on your 2024 taxes.

In addition, the Double Your Difference campaign is still in effect. Donations made by individuals who did not give in 2023 will be matched entirely. Individuals who gave in 2023 can participate by increasing their gift by 10% or more, and the increased amount will be matched.

Donate by March 31st through one or more of the following methods:

- Donate in person at 277 Stewart Street on weekdays between 9AM and 5PM
- Donate over the phone by calling 705-742-8839 ext. 3
- Donate online at <https://give.unitedway.ca/donate/WPETER>
- Purchase tickets to United Way's upcoming events such as Peterborough Performs and its associated online auction (more details to come!)

For media inquiries, please contact:

Betsy MacDonald

Director of Community Impact, United Way Peterborough & District

705-742-8839 ext. 28

bmacdonald@uwpeterborough.ca