



## **You Did It Peterborough! United Way Peterborough & District's 2024 community campaign a resounding success**

**PETERBOROUGH, ON (April 25, 2025)** – Last night, at the McDonnel Street Community Centre, United Way Peterborough & District supporters gathered as the organization revealed its 2024 Campaign achievement.

United Way Peterborough & District set an **ambitious goal of \$1.5 million** for their 2024 Campaign, which ran from April 1, 2024 until March 31, 2025. During this time, volunteers and staff of the organization worked 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 campaign this year.

The campaign was also successful as a result of new strategies implemented by the United Way Peterborough & District team. One of the new initiatives this year was **Peterborough Pajama Day**, where the community was encouraged to donate \$5 and wear their pajamas to work. Over 100 people employed at dozens of local businesses participated. Another successful strategy was the **Double Your Difference** initiative – an anonymous donor matched all new donations in full, as well as all increases from existing donors of at least 10% over their 2023 gift.

United Way Peterborough & District achieved **\$1,506,198**, surpassing the goal that the organization set earlier in 2024. This achievement marks the first time that United Way Peterborough & District has met their campaign goal in over ten years.

“Reaching this goal is a powerful testament to what we can accomplish when we work together,” said **CEO Jim Russell**. “I’m incredibly proud of our team and deeply grateful to everyone who contributed; whether through time, donations, or spreading the word. This campaign has shown the true heart of our community, and it’s an achievement we can all celebrate.”

**Campaign Cabinet Chair Shirley Turner** reflected on her time as Chair. “Reaching our fundraising goal is an incredible achievement, and I couldn’t be more thrilled,” said Campaign Cabinet Chair Shirley Turner. “The energy, enthusiasm, and generosity we've seen from every corner of our community – friends, families, businesses, even complete strangers – has been nothing short of amazing. We set out to make this campaign not just meaningful, but fun, and it’s been such a rewarding journey to see that vision come to life.”

Any further donations made to United Way Peterborough & District will contribute towards the 2025 Campaign. The community is encouraged to stay tuned for details about the official 2025 Campaign Launch that will take place this September.

***For media inquiries, please contact:***

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