

United Way for the City of Kawartha Lakes

2019 Winter Newsletter

EDWIN BINNEY'S community garden LINDSAY

United Way CKL and Crayola Canada have been working together for 30 years since the inception of the famous Crayola Sale. The two teams have a shared goal of helping every person in the community to enjoy a quality and colourful life. Crayola explained their involvement: "We are very fortunate that the annual Crayola Sale can assist children, youth and adults in the City of Kawartha Lakes. The sale started simply as a yard sale with a few Crayola products added in. It was the beginning of a long-term relationship and, thanks to the efforts of countless volunteers from Crayola, the UWCKL, and the community, it has grown to its current form."

The two teams are armed with a passion for food security. Crayola Canada has the property and many employees who are excited to make the project happen, while United Way for the City of Kawartha Lakes has the practical experience with raising funds to build community gardens, and working together with community partners on food security initiatives in multi-pronged approaches.

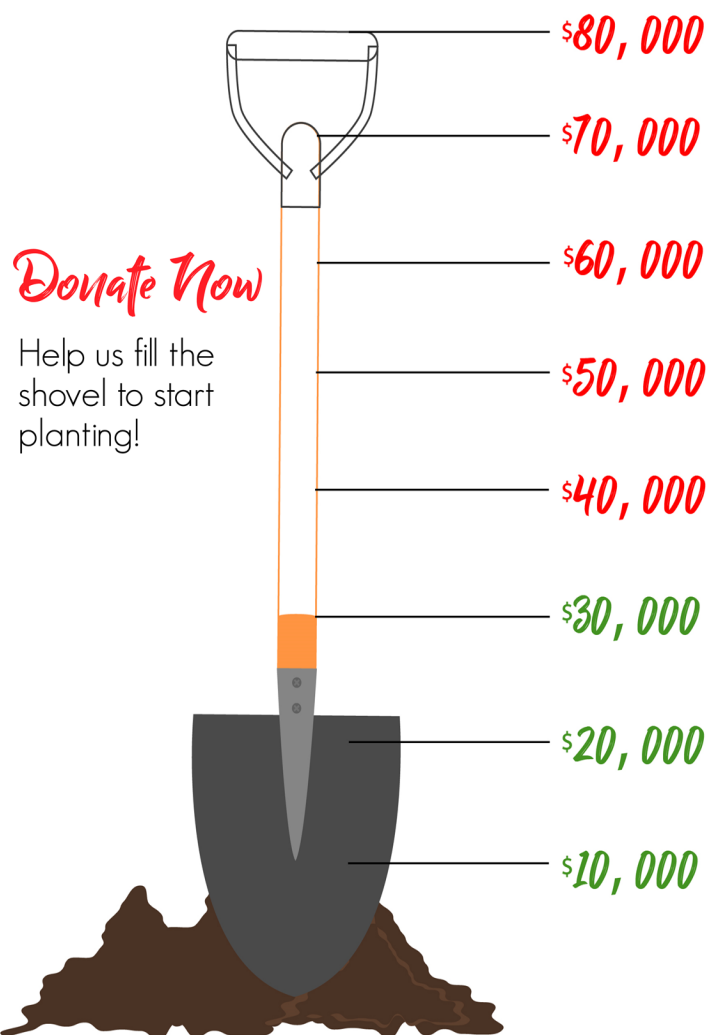
So, in October of 2018, the two teams entered into a land use agreement to turn the 30,000 sq. ft. of unused land at Crayola Canada into United Way CKL's largest ever Community Garden. With the help of a vast network of community agencies and partners, several committees were struck to ensure that each detail of this giant project will come together.

Early partners in this project:

- [Fleming College](#) will provide expertise while also offering students unique learning opportunities through school projects and volunteering.
- [Bob Mark New Holland](#) will provide equipment and expertise as they volunteered their time and equipment for the first ground breaking in October of 2018.
- [Hill's Florist and Greenhouses](#) will provide expertise on all things garden-related.
- [Community Care Health & Care Network](#) will provide expertise in food security issues, and will aid in distribution of produce.

Produce from these gardens will be distributed to our community through programs such as the Good Food Box, Meals on Wheels, school nutrition programs, food banks, food cupboards, and cooking classes.

Since 2011, Crayola employees in Easton, Pennsylvania have been tending a community garden with 18 different 100 sq. ft. garden beds, and are able to **donate 1 ton of produce** to charitable organizations in the Lehigh Valley region each year!



United Way CKL has been working in food security for over half a decade, sitting on the round table to create the [Poverty Reduction Strategy](#) for CKL and Haliburton County, working with partners to create [Community Hubs](#) to feed children and adults through the summer months, and erecting over 120 community garden plots throughout CKL and Haliburton through programs such as [Veggies for Vets](#).

October 2018	November 2018	Nov - March 2018 - 2019	April 2019	Mid-May to Early June 2019	June 8th 2019	September 2019
• First Ground Breaking	• First Production Mandate Meeting	• Fundraising • Grant Writing • Promoting • Planning • Creation of Documentary and Mural Competitions	• Capital purchasing of equipment for gardens • Building on site • Voting for Mural competition • Documenting begins	• Planting Furrows • Planting Raised Plots • Winning Mural painted and mounted on-site	• Garden Party Fund-raiser	• Planting first cold Crop • Online voting for Documentaries

Artwork Created by:
Parker Ozembloski Designs

Did you hear? United Way CKL has a newly renovated website!!
Check it out: www.ckl-unitedway.ca

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Youth Creativity Competitions

Along with the incredible food security benefits that Edwin Binney's Community Garden will offer our community, it also provides fun, hands-on learning opportunities. United Way CKL is running two competitions geared towards local youth: A Mural Competition, and a Documentary Competition.

Mural Competition

Anyone between the ages of 15-24 with a connection to the City of Kawartha Lakes, Haliburton or Peterborough are invited to enter a design for a 12'w X 8'h billboard for the front of Edwin Binney's Community Garden!

Have a chance for your artwork to be reviewed by a jury of Crayola Executives, local Artists, the Lindsay Art Gallery, and the United Way CKL Communications Coordinator!

The top 3 finalists will refine their work with help from Crayola Executives and the Kawartha Art Gallery, then promote their refined work in an online voting system. The jury will take the results of the voting system into account, and make their final decision.



The winner will recreate their artwork on a billboard at the front of the gardens!

The billboard will be unveiled at the Grand Opening Garden Party on June 8th, and will be featured in the final documentary created through the Documentary Competition.

Full contest details including a list of exciting prizes will be available on the Mural Page of United Way CKL's newly renovated website by February 1st 2019.

Documentary Competition

Anyone between the ages of 15-24 with a connection to the City of Kawartha Lakes, Haliburton or Peterborough are invited to enter a 30 second video describing *What a Community Garden Means to a Community!*



Have a chance for your submission to be reviewed by a jury of Crayola Executives, Cogeco Media Consultants, and the United Way CKL Communications Coordinator!



The top 3 finalists will get to follow and document the entire first summer of production of the Gardens on Crayola property, with **mentorship from Cogeco Media Consultants!**

At the end of the summer, finalists will each have produced a professional quality 30 second video and 5-10 minute documentary!

Finalists will promote their documentaries in an online voting system, and the winner will have their video promoted by partnering corporations.

Full contest details including a list of exciting prizes will be available on the Documentary Page of United Way CKL's newly renovated website by February 1st 2019.

Women United: Small Projects, Big Change

Women United is a small but mighty group that meets four times a year. At each meeting they make a donation to one of United Way's funded agencies to help fund a project that might not otherwise receive funding.

In September, Community Living received a donation to replace the chairs in their Community Participation room. The new chairs will allow clients to continue to use this space to learn, enjoy art, and connect with others.

In November, Big Brothers Big Sisters received a donation to continue replacing the flooring in their office. The original flooring was used carpeting when it was installed 20 years ago. This small contribution from Women United had a huge impact on how they present to the community, as well as how employees feel about their workplace.

Interested in more information, or want to join? Contact:

Shantal Ingram, Community Investment Coordinator

t: 705-878-5081 e: communityinvestment@ckl.unitedway.ca

Please join us in supporting our community by giving generously to the United Way.

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