

# UNITED WAY FOR THE CITY OF KAWARTHA LAKES

## 2021-2022 Campaign Newsletter

### STRATEGIC PLAN

In response to the pandemic, the Ontario Trillium Foundation launched the Resilient Communities Fund. Our United Way applied and was successful in obtaining a grant. With the funds from this grant, we will create a new strategic plan which will help us continue to navigate the ongoing pandemic and plot a path to recovery, with a special focus on the sustainability and success of Edwin Binney's Community Garden. We have hired United Way Hastings Prince Edward to conduct the strategic planning process.

This fund also enabled us to hire Nick LeBlanc, our Garden Assistant in Edwin Binney's Community Garden and Jennifer Bain, our Project Manager Recovery Strategist for the strategic planning process.

### EDWIN BINNEY'S COMMUNITY GARDEN

2021 marks the 3rd season of Edwin Binney's Community Garden. The early start to the growing season and our new hoop house, means we are well on our way to surpassing last year's total of 12,700 pounds of fresh produce donated. We also increased the size of our orchard this year, planted more berry bushes as well as grape vines.

We continue to provide fresh produce to 20 agencies and 10 food banks, including three projects we launched in response to COVID. This year we expanded the time frame of these projects, so that participants receive fresh produce for a longer period of time.

EBCG is also a learning centre. This year we are growing mushrooms and several experimental crops: ground cherries, Mangel Wurtzel, Cane Sorghum, 3 types of beans, turnips, radicchio and 2 types of heirloom tomatoes.

Watch for our  
monthly  
newsletters!

# UNITED WAY CKL

## Ambassadors



**"United Way is so good at identifying needs that they haven't touched on, for example, the vegetable garden. You never walk away without learning something." - Zita Devan**

**Check out our YouTube channel @UnitedWay CKL to learn more about our United Way Ambassadors, including how they have been involved with United Way CKL and why it is important to them.**

- Sarah Quick, Artistic Director of Globus Theatre
- Zita Devan, UWCKL Volunteer
- Teresa Jordan, Executive Director of Community Living Trent Highlands
- Brian Nash, Community Service and Good Food Box for Rotary Club of Haliburton
- Marg Cox, Executive Director of Point in Time Centre for Children, Youth and Parents in Haliburton County
- Paul Murphy, General Manager of Crayola Canada and UWCKL Board Director
- Brenda Roxburgh, Executive Director of VCCS Employment Services
- Catherine Cadigan, 2020 UWCKL Summer Student, TD Scholar Program
- Ryan Goldie, 2020 UWCKL Summer Student
- Eric Smeaton, Teacher, Trillium Lakelands District School Board and UWCKL Volunteer
- Rachel Balkwill, 2020 UWCKL Sustainable Agriculture Program Co-op Student



### LCBO AT THE TILL CAMPAIGN

The 2021 LCBO at the Till campaign will be from September 23 to October 17th. There are 12 LCBO stores in our jurisdiction.

Since 2015, the 4 Haliburton County LCBO Stores have raised \$140,656.45 through the United Way at the Till Campaign. All funds raised at these stores go to programming in Haliburton County, with a special focus on programs for children and youth.

Since 2015, the 8 City of Kawartha Lakes LCBO Stores have raised \$171,958.80 through the United Way at the Till Campaign. All funds raised at these stores go to programming in CKL.

**Giving is Believing!**