

# 2023- 2024 CAMPAIGN NEWSLETTER

*United Way for the City of Kawartha Lakes  
What's happening at your United Way.*



## NEW BOARD CHAIR AND CO- EXECUTIVE DIRECTORS

*This past year has been one of major change as Emily Beall and Shantal Ingram took over as the new Co- Executive Directors and Paul Murphy was voted in as the new Chair of the United Way CKL Board of Directors. All three bring new perspectives and energy that will be valuable in the years ahead.*

## UNITED WAY CKL CAMPAIGN CHAIR

*We are pleased to announce that our Campaign Chair again this year is Jeff Tompkins. He was born and raised in Lindsay and is a small business owner of two businesses, RJT Solutions and Wall It Wall Art. He is excited to help United Way with their campaign as Chair for a second year.*



## GOLF TOURNAMENT

*In June we hosted the 2nd annual Giving is Believing Golf Tournament at Wolf Run Golf Course in Janetville. It was once again a great success thanks to all the golfers who came out and the sponsors who supported the tournament and those who donated prizes. See you on the course next June!*

# LCBO AT THE TILL

## CHEERS TO TOMORROW

SUPPORT THE UNITED WAY AND ITS MISSION TO CREATE A BETTER ONTARIO

DONATE TODAY



United Way

LCBO SPIRIT OF SUSTAINABILITY

*This year's LCBO At the Till Campaign runs from September 20th to October 8th. Stop by one of the LCBOs in CKL or Haliburton County and support your United Way! Find your nearest store: Minden, Gooderham, Haliburton, Wilberforce, Omemee, Kinmount, Coboconk, Pontypool, Kirkfield, Fenelon Falls, Bobcaygeon, and Lindsay.*

# EDUCATION AT THE FARM

*Over 700 students and local kids and youth have visited the farm in the last year for educational programming on sustainable agriculture, ecology, biodiversity, etc. Camps, schools, and youth groups take part in lessons and activities while also picking fresh produce to take away as a snack. Spring, summer and fall are great seasons for learning at the farm!*



# ADOPT A CROP

*We launched our Adopt a Crop fundraising initiative for the 2023 growing season at Edwin Binney's Community Farm & Education Centre. We will continue running this annually so individuals and businesses can sponsor a crop and ensure the maintenance and productivity of it all season long. Sponsorships range from \$250 - \$5,000 and help us to donate more fresh food.*



United Way  
City of Kawartha Lakes

## Adopt a Crop at Edwin Binney's Community Garden

All sponsorships are based on the yield and value of each crop varietal.

### Harvest Sponsor \$5,000

Opportunity #1: Sponsorship of the CABBAGE patch  
Opportunity #2: Sponsorship of the ORCHARD

### Cultivator Sponsor \$2,500

Opportunity #1: Sponsorship of the BEET rows  
Opportunity #2: Sponsorship of the TOMATO vines

### Planter Sponsor \$1,000

Opportunity #1: Sponsorship of the BEAN rows  
Opportunity #2: Sponsorship of the CAULIFLOWER patch

### Seedling Sponsor \$500

Available Sponsorship Opportunities:

