



## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

Friday, June 19, 2020

#### **100 Women Peterborough's First Virtual Meeting Raises Funds for Community Care Peterborough**

**June 19, 2020 - Peterborough, Ontario** - On June 16, 2020, the 100 Women Peterborough group came together for their first ever virtual meeting to raise funds for an organization in need. Community Care Peterborough was chosen by majority vote to receive the funds and 100 Women Peterborough is anticipating the total donation to be upwards of \$5,000 to \$6,000 based on feedback from the membership.

Over forty women joined the call to hear from three organizations which were selected during a special call for nominations.

"The 100 Women Peterborough organizers decided to call out for new nominations from members to specifically support organizations that were in need during this difficult time," says Rose Terry, one of the founding members of the group. "We knew that a special meeting was needed to support not-for-profits that had been severely impacted by the pandemic."

Charities and not-for-profits in Canada have faced billions in lost revenue. Since many rely on donations and events in order to raise the funds necessary to do their work, COVID-19 has impacted their fundraising in an unprecedented way.

"Community Care was deemed an essential service and remained open throughout the pandemic as we serve seniors and adults with disabilities in the City and County of Peterborough," said Alicia Vandine – Donor Relations and Communications Lead for Community Care. "We saw a surge in the need for our supports during the COVID crisis, particularly in our Meals on Wheels program. We also grew this program to include grocery and pharmacy delivery for our clients so that we could keep them home and out of harm's way."

Through a network of community offices throughout the City and County of Peterborough, Community Care Peterborough provides a variety of essential services to seniors (60+) and adults with physical challenges (18+) empowering them to live at home.

“One of the largest misconceptions about Community Care is that we are 100% funded by the Ontario government, this is simply not the case. With many of our fundraising events cancelled in the spring and summer, we are grateful to 100 Women Peterborough for choosing us for their June 2020 funds,” added Vandine. “These dollars will support our Meals on Wheels program throughout the City and County of Peterborough.”

Also presenting to the group on the call were Alternatives Community Support Services and Kawartha Food Share.

“I look forward to reconnecting with the 100 Women in September to give them an update on how we used their donation and to give them more information about the Meals on Wheels program,” said Vandine. “On behalf of our clients, thank you for your support.”

Members of 100 Women Peterborough commit to donate one hundred dollars at each of the four events hosted throughout the year. However, this meeting was optional since COVID-19 has impacted everyone in different ways.

One hundred percent of the funds raised by the membership are donated to four non-profit organizations determined by the membership throughout the year.

Women that are interested in joining the group are encouraged to reach out via the website: [www.100womenptbo.ca](http://www.100womenptbo.ca)

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