



# NEWS RELEASE

## IMMEDIATE RELEASE

### **Gift of Gratitude at the heart of Giving Tuesday for Local Not for Profits**

**(Peterborough, ON – November 29, 2021)** An opportunity to express gratitude, heighten donor engagement and raise funds for specific programs are just some of the reasons not for profits in Peterborough and the surrounding area are participating in Giving Tuesday, taking place November 30<sup>th</sup>, 2021.

“It’s one of the tools we’re using to highlight the need to raise funds for our Building Abilities for Life Campaign,” says Five Counties Children’s Centre’s Director of Development, Lyn Giles. With a campaign goal of \$250,000, monies raised will help to support Five Counties highest priority needs of speech and language therapy for children.

“We’re excited to share that we have a matching gift program to help us reach our campaign goal,” says Giles who has been in her role as the Director of Fund Development for more than three years. “Giving Tuesday provides us a great opportunity to heighten awareness and create some buzz about the campaign, which is critical to supporting our highest priority needs of speech and language programs for children. It also offers us a chance to say a heartfelt thank you to the donors and community leaders who have supported us while we navigated the many challenges associated with COVID. We really see Giving Tuesday as a win-win.”

Developed in 2012 as a day to encourage people to do good, give, collaborate, and celebrate generosity, Public Energy Performing Arts is using this Giving Tuesday as an opportunity to raise funds for a specific project, Erring at King George.

“Erring is an eight-day multi-arts festival taking place on the premises of King George Public School, a decommissioned elementary school in the Peterborough neighbourhood of Ashburnham (East City),” explains Public Energy Executive Director, Bill Kimball. “We’re going to do a special push this Giving Tuesday to raise funds for this project because it is particularly ambitious.”

The festival will feature site-specific visual art; sound and multimedia installations; dance, theatre, and interdisciplinary performance; workshops, and community engagement activities.

Participating in Giving Tuesday for the last five years, Kimball says the end of November is typically the time when the majority of donations start coming in.

“People have been very generous to Public Energy. We’ve been able to continue to build momentum, keep our staff and while we had to do smaller shows more frequently to comply with COVID restrictions, we’ve kept going.”

In addition to both being local charities, Five Counties Children’s Centre and Public Energy Performing Arts are members of the Peterborough Area Fundraisers Network. The network was founded in 1997 and has grown into a robust network of over 40 local non-profit organizations and individuals working together to share ideas and strengthen our local communities across Peterborough and the Kawarthas.

A local fundraising expert and mentor, Neil Hannam is a regular guest speaker at PAFN. Renowned for his candor and humour, Hannam is currently the CEO of V Formation, experts in fundraising, communications, social enterprise and the private sector.

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“Giving Tuesday is the right time to tell your existing donors why they are making a difference in the world and ask them to give online today. In fact, right now! Because it can do so much more to change the world,” says Hannam. “The essential gift of Giving Tuesday is to send a thank you email back to all the donors within 48 hours to improve your relationship with them. Give donors your gift of gratitude this Giving Tuesday.”

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### **About the Peterborough Area Fundraisers Network**

Peterborough and Area Fundraisers’ Network (PAFN) was formally created in 1997 to strengthen professionalism within our local charitable sector including our members, interested individuals and organizations.

Over the years, PAFN has grown into a robust network of individuals and organizations who work collaboratively to share ideas and strengthen our local community. Our members are all from non-profit organizations across Peterborough and the Kawarthas. PAFN offers numerous networking opportunities as well as an exceptional speaker series for our members (as well as their boards), to continue their professional development.

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