

# Beyond Ourselves

## 2021 HIGHLIGHTS

### Fundraising activities BENEFITING MEDA



peopleCare Hilltop Manor's Executive Director of Nursing Deborah presents MEDA rep Dean with funds raised by staff.

- ✓ Kilometre matching during our employee Walk to Wellness
- ✓ Partner donations
- ✓ FUNdraising by peopleCare staff
- ✓ Individual donations
- ✓ Heartfelt Thanks from residents' appreciative families

Learn about our Heartfelt Thanks program



## A force for POSITIVE CHANGE

Beyond Ourselves is peopleCare's approach to social responsibility and being a force for positive change in our communities and around the globe. In 2021, we were ready to move forward with a renewed purpose. At the same time, in a year with continued need for precautions like physical distancing, our activities had to look a little different.



Our Homes fundraised for MEDA and supported local causes in whatever heartfelt ways made sense for their residents, families and communities this year. peopleCare matched dollars for kilometres walked during our virtual Walk to Wellness. The Gingerich family, third generation owners of peopleCare,

also personally amplified a portion of community partner donations to MEDA.

It all added up to an enriching experience, living our Values and making a difference in the lives of others. **Together with**

**our partners, our long-term care and retirement homes and Leadership Support Office team members raised a total of \$65,000.**

Thanks to donation multiplying from government and institutions, **we collectively raised a hugely impactful \$325,000.**

Click or scan to learn about our partnership with MEDA



## FIRESIDE CHAT

### A warm intro to social impact investing

On Giving Tuesday in November, peopleCare hosted dozens of partners and employees for a cozy virtual Fireside Chat with Brent and Heather Gingerich, and special guests from MEDA's Nigeria Women and Youth (WAY) project.

This up close and personal conversation aimed to raise awareness of how peopleCare invests for

social impact in our communities and, through MEDA, in developing countries, around the world.

**Like peopleCare, MEDA partners at a local level to sustainably meet existing needs and empower women entrepreneurs to build skills, knowledge and resources for the future, so everyone in the community benefits from greater prosperity and wellbeing.**

As an organization with a largely female workforce, and a commitment to using business as a force for good, peopleCare's Values and MEDA's approach are naturally aligned.

Watch the Fireside Chat!



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# Beyond Ourselves 2021 HIGHLIGHTS

CONTINUED

## Kudos to our GENEROUS PARTNERS

Thank you to our individual and organizational partners who responded to peopleCare's invitation to join us in supporting MEDA over the holiday season.

- Age-Wise Solutions
- BDO Canada
- Conestogo Mechanical
- Flanagan Foodservice
- In Initiative
- Medline Canada
- ProResp
- Seasons Care
- SGP Purchasing
- Superior Facility Services
- Van-Del Construction

Your generous contributions quickly climbed to over \$27,000, all in support of a great cause. Outstanding!



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Oakcrossing Retirement's Flavia raised \$1,365 for the Alzheimer Society Southwest Partners through her annual Doughnuts for Dementia fundraiser.

## GIVING BACK in our communities

For peopleCare employees, a huge part of going Beyond Ourselves is contributing in meaningful ways in our communities. From food bank drives and meals for the homeless to delivering treats to local seniors. Supporting families in need to fundraising for favourite charities and more – peopleCare staff supported dozens of local organizations last year including:



Neighbours Helping Neighbours programs



Alzheimer Society



Hospitals & Paramedics



## Planning a safe & engaging 2022 CAMPAIGN

With the world turning a more positive corner, we look forward to engaging our Homes, partners and communities in planning a safe, fun and successful Beyond Ourselves campaign for this year.

Stay tuned for news on our plans and progress, and to learn how you can get involved.



BLOG

Tackling Social Issues  
Through a Shared  
Value Approach



DID YOU KNOW?

You can help peopleCare make a difference by donating to MEDA any time of the year. Contributions are eligible for tax receipts.

Make a donation today!



Changing the World of Senior Living