

Beyond Ourselves

2022 HIGHLIGHTS

As a family-owned and values-based organization, peopleCare is committed to giving back; we call it going [Beyond Ourselves](#). Along with fundraising and contributing at the community level, peopleCare's annual campaign supports [MEDA](#), an NGO that uses business solutions to address poverty in developing countries.



\$40K

raised for MEDA



\$280K

total impact*

Funds raised by peopleCare for MEDA currently support the Nigeria WAY, an initiative that **empowers women and youth entrepreneurs** to earn a sustainable living and contribute to the overall welfare of their communities.

"Thank you peopleCare. These women are so grateful for how the support has changed their lives. In their words, if they could, they would extend their arms and give you all a warm hug."

- Grace Fosen, Project Manager, Nigeria WAY

Did you know?

With *donation multiplying x7 by government & foundations, peopleCare and partners have raised close to \$2M over the last five years.



peopleCare Home leaders and special guests from MEDA celebrate the 2022 campaign and look forward to doing even more in 2023!

FUNdraising for



- ✓ KM matching during Walk to Wellness
- ✓ Partner donations matched
- ✓ Fundraising by peopleCare staff
- ✓ Individual donations
- ✓ Heartfelt Thanks from families

Learn more about Heartfelt Thanks:



peopleCare
communities

Going the Extra Mile to Give Back

During our 2022 [Walk to Wellness](#), hundreds of staff, residents, families and partners went the extra mile for a great cause. Our teams hosted fundraisers during the 16-day event and our organization donated funds based on kms walked by staff.

In total the event raised \$14,000 for MEDA. Walk to Wellness launched in 2021 and has evolved into a signature event of peopleCare's annual fundraising campaign.



Conestoga Rec students and residents of peopleCare Hilltop Manor created bracelets to raise money for those impacted by the ongoing war in Ukraine.

Charity Begins at Home

Going *Beyond Ourselves* starts in our Homes, **supporting local charities and causes that are near and dear.** Here's a look at just a few of the many worthy causes and organizations we supported last year:



Heartfelt Thanks to our Partners

Our valued partners help peopleCare change the world of senior living with a positive focus and purpose, and support us in having a meaningful social impact in our communities and around the world.

These generous partners made donations to MEDA on our behalf in 2022:

- ✓ CMLS Financial
- ✓ GSP Group Inc
- ✓ PeaceWorks
- ✓ ProResp Inc
- ✓ Seasons Care
- ✓ SGP Purchasing
- ✓ Stosic & Associates Ltd
- ✓ Tamara Katz



What's Ahead in 2023

Along with events in our Homes, watch for a three-peat of our popular Walk to Wellness, sponsorship of MEDA's Waterloo Network Hub and a partner event hosted by our Leadership Support Office. **Stay tuned to get involved, have fun and help peopleCare make a difference.**

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.



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