I. ACKNOWLEDGEMENTS

For their parts in the successful execution and completion of this project, we would like to extend our deep appreciation and sincere gratitude to the following individuals and groups:

- ❖ The United Way of Peterborough and District. Much thanks goes to Len Lifchus and staff (Janice, Yvonne, Alison, Cheryl, Arlene and others) for providing us with resources, assistance, insightful advice, enthusiastic support and good humour from the very beginning till the very end of this project.
- ❖ Our course instructor, Chris Beyers, for his thoughtful guidance and unreserved support every step of the way.
- ❖ The Trent Centre for Community Based Education, in particular, Sylvia Davis and Barbara Woolner, for making such an enriching and meaningful experience possible with their diligent coordination and encouraging support.
- ❖ Brenda Dales from the Peterborough Social Planning Council for her energetic involvement and interest in the project.
- ❖ The Peterborough Examiner and Quid Novis for their assistance in raising community awareness about the project.
- ❖ The management and staff of the Peterborough Farmers' Market, Morello's Independent Grocer, Lakefield IGA, Millbrook IGA and Norwood Foodland, for accommodating our brief data collection visits with much cooperation and hospitality.
- ❖ The participants who have generously volunteered their time and comments for this project, and whose interests are the very reason for this project.

Thank you, thank you, and thank you.

Sincerely,
Pei Chin Teoh and Irene Andayo
April 2006

II. EXECUTIVE SUMMARY

The Assessing Community Awareness Research Project is a collaborative community-based project involving the Trent Centre for Community Based Education (TCCBE), The United Way of Peterborough and District, Trent University Professor Chris Beyers and two Trent University students, who were tasked with designing, implementing monitoring and evaluating the project. The purpose of this research project is to assess the awareness of and attitudes toward the United Way and its role in Peterborough city and county. The key research questions are:

1) *What is the general community awareness regarding what the United Way is and does?*

2) *What is the general community awareness regarding the types of organizations supported by the United Way?*

3) *What/how much does the general community know about the programs and services directly provided by the United Way?*

4) *What is public opinion regarding what the United Way uses as funding criteria?*

5) *What reasons are provided by the community for their support of the United Way?*

6) *What reasons are provided by the community for not supporting the United Way?*

The scope of this research project covered three townships in Peterborough county – Lakefield, Millbrook and Norwood – and Peterborough city itself. The project commenced in November 2005 was successfully concluded in April 2006.

The main method of data collection throughout the entire project was through the use of surveys/questionnaires. Two versions of questionnaires were specifically tailored for the assumed attributes of Donor Respondents and General Respondents. Donor Respondents were

defined as individuals who make or have made fairly regular and consistent monetary contributions to the United Way within a period of three years. We hypothesized that Donor Respondents possessed evident interest in and support for the United Way's mission as well as a higher level of awareness regarding the United Way, its member agencies and its funding criteria. General Respondents were defined as individuals who may or may not have been active donors of the United Way, with the assumption that respondents in the General category would be non-donor members of the community. These non-donors were hypothesized as individuals who do not or have not donated to the United Way for various reasons (e.g. not knowing about the United Way, not knowing how to contribute, opposed to United Way's mission, disagree with United Way's funding criteria etc.).

Donor Respondents were selected from the United Way's donor records and mailed research surveys. General respondents outside of the three targeted townships were also mailed research surveys based upon information garnered from telephone directory listings. An online version of the research survey was also available to allow for the general public's participation in the research project. Visits were made to strategic public locations in each of the four targeted townships in order to distribute research surveys and solicit responses. At the onsite survey locations, spontaneous informal interviews were conducted with individuals approaching the "survey station" – regardless of whether they had filled out a survey form or not – when time and circumstances permitted. A total of 606 copies of research surveys were mailed out to potential respondents. A total of 379 surveys were completed and received from various respondents. 190 surveys were collected from the four onsite locations, 178 surveys were mailed back by respondents and 11 surveys were submitted online.

The final findings from the research project can be summarized as follows. There exists a broad and very general level of awareness amongst respondents regarding what the United Way is, what the United Way does, and the various member agencies, programs and services associated with the United Way. For the most part, the General Respondents who participated in the research project were representative of a numerous age groups from 18-66 years old and above, but 80% of the Donor Respondents comprised individuals who were 66 years old and over. 76% of the respondents had donated to the United Way within the past year. A large majority of respondents showed strong support for the United Way's role and initiatives in the community, with many eager and willing to donate to the United Way as long as their financial circumstances permitted them to do so. The majority of respondents had good faith in the efficacy and relevance of the United Way's funding priorities, although many did not hesitate to provide constructive feedback. Respondents' comments on the United Way's funding priorities most frequently centred upon and drew attention to poverty issues, challenges of homelessness and senior needs in the community. A fair number of respondents expressed ambivalence with regards to the impact of the United Way's initiatives on the community and the United Way's outreach efforts. One of the main issue raised by respondents concerned the "visibility" of the United Way and the impact of its initiatives in the community. Staunch and regular supporters of the United Way expressed a desire for the United Way to better inform the public of its accomplishments and ongoing efforts, while potential donors share the same desire so that they can justify their donations to the United Way. All in all, the United Way's ongoing efforts in the community appear to have successfully been translated into widespread support and appreciation from community members.

However the results of this research project need to be considered in the light of one caveat: Individuals who are supporters of the United Way are more inclined to participate in this research project and provide comments, feedback and accolades. Individuals who do not think too highly of the United Way are more likely to abstain from participation rather than go to the trouble of making what they see as "futile attempts" at having their voices heard. Nevertheless, if the highly positive tone of the research results is tempered by taking into consideration this caveat, the research results can still be effectively utilized for strategic purposes.

Based upon the results of this research project, we find it appropriate to put forth the following suggestions and recommendations:

1. Although the age distribution results for this project's sample population can not be said to be entirely indicative of the actual age distribution of the United Way's donors, the results do appear to display a correlational relationship between older/senior community members and a deeper level of interest in the work of the United Way. Youths and younger community members should be given increasing focus in the United Way's community outreach efforts. The United Way needs to reach out to young people so as to sustain a continuously high level of interest and contribution by community members in the long run.

2. Results indicate that the effective provision of appropriate, relevant and timely information have a strong influence upon community members' initial and continuing decisions to donate as well their perceptions of the United Way's role, purpose and impact on the community. It would thus be extremely beneficial for the United Way to gain a deeper understanding of the information needs of not only their donors, but also the general public.

Suggested areas for further research or inquiry includes the different types of information needed/wanted by different segments of the public and donors, the varying volume or amount of information needed/wanted by various donors and non-donors, donors' and the public's preferred means of accessing and reviewing such information, viable strategies to identity and target different community groups with different information needs and preferences etc.

3. The "visibility" of the United Way's role, initiatives and "achievements" in the community not only boosts general community awareness but also builds community faith and goodwill in the United Way by vindicating the United Way's projected mission to the community. There is a need for links and connections to be more clearly and explicitly drawn between the United Way's funding and the results of such funding in the community, as well as the establishment and implementation of alternate methods for establishing "visibility" apart from a predominant reliance upon member agencies to publicize the United Way's logo and contributions need to be established and implemented.

4. Ambivalence among respondents with regards to several issues concerning the United Way may be a cause for concern or it may be a passive "sign of approval" and support from respondents. Nevertheless, if resources and priorities permit, further analysis of and inquiry into the reasons behind such ambivalence would certainly yield valuable information in the area of community relations. There is perhaps a need to question whether such expressions of ambivalence point to a "distancing" of the respondents (in terms of interest, participation, donations etc.) from the United Way. Understandings of how respondents veer away from initial contribution or commitment to the United Way's cause can be applied to strategies for retaining donors and sustaining donor contribution levels beyond

the short-term.

5. This project can be said to have clearly established that the United Way of Peterborough and District enjoys a healthy level of support and goodwill from its community members. Nevertheless, the United Way must be prepared for the shifting attitudes, concerns and priorities of its community members in order to best cater to community needs and objectives. Comments collected from respondents may potentially indicate that community perceptions of what the United Way's priorities and mission should be is changing, have changed or can be predicted to change in the foreseeable change. Longitudinal research would be helpful in tracking change and developments in the aforementioned community perceptions. Regular or routine evaluations of the compatibility of community sentiments and the United Way's mission/priority areas will help to provide a "barometer" for versatile change and adaptability.

III. RESEARCH PROJECT INFORMATION

A. The Research Project

The Assessing Community Awareness research project is a community-based research project that was conducted as part of a practicum requirement for an International Development Studies course, IDST422 Assessing Development Projects, by course participants at Trent University, Peterborough, Ontario. Under the collaborative supervision and guidance of Trent Centre for Community Based Education (TCCBE), The United Way of Peterborough and District, and the course instructor Professor Chris Beyers, two students designed, implemented, monitored and evaluated the project for Assessing Community Awareness. The purpose of this research project is to assess the awareness of and attitudes toward the United Way and its role in Peterborough city and county. The key research questions are:

1) *What is the general community awareness regarding what the United Way is and does?*

2) *What is the general community awareness regarding the types of organizations supported by the United Way?*

3) *What/how much does the general community know about the programs and services directly provided by the United Way?*

4) *What is public opinion regarding what the United Way uses as funding criteria?*

5) *What reasons are provided by the community for their support of the United Way?*

6) *What reasons are provided by the community for not supporting the United Way?*

It is hoped that findings from the research project will allow the United Way to review its focus and direction in supporting the community. The aim is to provide the United Way with important information for validating their funding criteria and identifying issues/challenges which may need to be addressed to help the United Way to better meet the needs of the community. This research project is intended to assist the United Way in fulfilling its role in meeting the needs of the community while at the same time contributing to ongoing efforts at raising awareness in the community towards the United Way, its mission, its supported organizations, and its funding needs. The scope of this research project covered three townships in Peterborough County – Lakefield, Millbrook and Norwood – and Peterborough city itself. The project commenced in November 2005 was successfully concluded in April 2006.

B. The Organization

The United Way of Peterborough and District is a non-profit community organization first established in the early 1940s as "The Peterborough War Services and Community Fund". The purpose then was to unite several independent fund raising appeals - Red Cross Society, Salvation Army, Y.M.C.A., Y.W.C.A., Canadian Institute for the Blind, Children's Aid Society, Navy League of Canada, St. Vincent's Orphanage, and the Victorian Order of Nurses. Proceeds of the first united fundraising campaign amounted to $129,286.66, well exceeding the original target of $85,000. Today, apart from providing direct community-centred services and programs, it also acts as an umbrella funding organization for its 34 member agencies (see Appendix C) in Peterborough County and District. Six of the original member agencies are still active under the United Way umbrella.

United Way Mission Statement:

To improve lives and build community by engaging individuals and mobilizing collective action.

Vision Statement:

To:
- Energize and inspire people to make a difference
- Provide meaningful opportunities for individuals to realize their potential by demonstrating volunteer leadership in service to community
- Reflect the diversity of the communities we serve
- Craft human care agendas within and across our communities
- Build coalitions around these agendas
- Increase investments in these agendas by expanding and diversifying our own resource development and fundraising efforts and supporting those of others
- Ensure that these investments have recognizable impact

Organization Objectives

In Peterborough City and County, the United Way achieves their mission and vision by:

- Raising funds through a unified campaign that maximizes financial resources available to enable member agencies to improve our community's quality of life

- Allocating funds to meet current changing human care needs in the community

- Promoting co-operating and co-ordination among human care organizations

- Providing responsible stewardship of resources to ensure maximum community benefit from donor dollars

- Taking a leadership role to advocate where appropriate to enhance the community's quality of life

- Providing training and consultative services to enhance the leadership of non-profit voluntary organizations

- Communicating year-round to enhance our image in the community and increase awareness of United Way

Strategic Directions

Take a community leadership role
    United Way will lead and /or participate in collaborations, partnerships, and other joint ventures that address community priorities, resolve community issues, and strengthen human care services. United Way will provide resources through training and consultation to support and strengthen leadership in the voluntary sector.

Maximize community resources
   United Way will engage in fundraising and marketing on a year-round basis with a goal of
   maximizing total funds raised. This will include:
   - providing or supporting the provision of numerous opportunities for donors to invest
     their charitable dollars
   - facilitating customized corporate and workplace campaigns
   - working with corporate leaders and employee groups to achieve their philanthropic
     goals and objectives
   - promoting and facilitating Leadership and Planned Giving
   - promoting in-kind gifts
   - sharing United Way's fundraising expertise to enhance overall charitable giving

   Resources refer to any thing or activity that fuels the work of the voluntary sector,
   including money, gifts in-kind, services, volunteers, and expertise.

Invest community resources to meet identified human care needs
   United Way will ensure that community resources are invested in organizations and
   programs that address current and emerging needs. It will ensure optimal flexibility is
   provided through a variety of granting methods (annual and multi-year funding, one-time
   grants, loans), and through the capacity to respond to funding requests year-round.
   Priorities for allocating resources will be developed through an open process in
   collaboration with the community. Dollars will be invested in a manner that maintains an
   appropriate balance between ensuring continuity of services over the long-term and
   supporting new or expanded services that address new and emerging priorities.

Increase accessibility and inclusiveness
   United Way will strive to be open, flexible, and inclusive in its operations. It will provide
   an opportunity for all residents of Peterborough city and county to invest their charitable
   dollars to meet their own needs to make a difference. There will be a wide representation
   of volunteers involved from all sectors of the city and county. United Way will welcome
   new requests for support and involvement and will seek to represent diversity in the
   community.

Increase community awareness of need and of how to help
   United Way will be information broker, public educator, and advocate to the
   community and community leaders about social and economic issues and trends,
   alternative methods to address issues, and opportunities for people to become
   involved in human care services.

(*Source: United Way Research Proposal Form #637-IC-Assessing Community Awareness*)

IV. METHODOLOGICAL RATIONALE

A. Research Design

(i) General Research Approach

Due to the broad geographical scope and extensive, clearly defined research questions of the project, an important consideration in the initial stages of the project design was to ensure that our data sample populations would be maximally representative of the target community/communities. Hence, keeping in mind time and resource constraints, the design of the project centred upon a quantitative rather qualitative approach in order to a) reach as many/as large a cross-section of respondents as possible within a limited time frame; b) allow for more extensive geographical coverage in data collection; c) enable the effective and efficient collection of large amounts of concrete data that can be easily compared and statistically aggregated; and d) arrive at a broad, generalizable set of findings and analysis that can be presented in a succinct and parsimonious manner (Patton 1990; Stake 2004). However, in order to compensate for the potential over-simplification of various complexities in human experiences, lack of holistic understanding and flawed assumptions of neutrality inherent in a quantitative approach (Patton 1990), qualitative methods and strategies were also incorporated into the overall data collection process, as will be illustrated and discussed in the "Research Implementation/Data Collection" section below.

As the aim of the project was to determine the *general* awareness level of the community at large toward the United Way, a quantitative approach enabled the utilization of standardized measures to collate the many diverse and differing perspectives and experiences of people into limited number of pre-determined response categories (Patton 1990).

Additionally, as the process of determining the general level of community support for the United Way entailed an examination of the effectiveness of the United Way's various initiatives (e.g. fundraising, service provision, publicity etc.), we chose to actively implement Patton's strategic "quantitative-experimental-summary" method in reconciling data from respondents (Patton 1990). According to Patton, such an approach is well-suited for the United Way's various fairly well-established programs and consistent initiatives (Patton 1990).

(ii) Sample Selection

Respondents were sought from two pre-determined data categories: Donor Respondents and General Respondents. Donor respondents were defined as individuals who make or have made fairly regular and consistent monetary contributions to the United within a period of three years. Donor Respondents were hypothesized as possessing evident interest in and support for the United Way's mission as well as a higher level of awareness regarding the United Way, its member agencies and its funding criteria. General Respondents were defined as individuals who may or may not have been active donors of the United Way, with the assumption that respondents in the General category would be non-donor members of the community. These non-donors were assumed to be individuals who do not or have not donated to the United Way for various reasons (e.g. not knowing about the United Way, not knowing how to contribute, opposed to United Way's mission, disagree with United Way's funding criteria etc.). The division of the Donor and General Respondents categories were also premised on the idea that two comparative sets of data from donor and non-donor respondents will provide valuable insight into patterns of awareness levels and attitudes towards the United Way.

Great care was taken to ensure that the targeted sample populations were reasonably representative of the general population at large. This meant ensuring that the aggregate characteristics of the sample would reasonably approximate the same aggregate characteristics of the general population through the method of probability sampling. Through probability sampling, all possible samples selected were those deemed to have a known and an equal chance of being selected. A random sampling method was then employed within the probability samplings to ensure that each individual within the general population had an equal chance of being selected, independent of any variables in the selection process. Donor Respondents were selected through a stratified random sampling technique based on the amount of monetary contributions with information from the United Way's donor information records. Donor Respondents were grouped into mutually exclusive subgroups of monetary contribution ranges. For a list of all these subgroups, please see Appendix D.

General Respondents were selected using two distinct techniques of random sampling. For General respondents outside of the three targeted townships, respondents were randomly selected from a telephone directory. To safeguard against bias in the sampling, the very first respondent was chosen randomly within the telephone directory listings, and then every 10th subsequent person was selected. For General respondents within the targeted townships, individuals were sampled at random through the distribution and solicitation of survey responses at pre-determined "stations".

The overall sample size was intended to reflect the central considerations of reliability and validity in the research project (Silverman 1993). Attempts were therefore made to ensure that the overall sample population would be as large and as inclusive as possible: A total of 506 donors constituted the Donor Respondents category, while the goal for eliciting responses

from General Respondents was a minimum of 180 (100 targeted General Respondents from the telephone book listings and a minimum of 20 solicited responses from each targeted location).

B. Survey Design

The main method of data collection throughout the entire project was through the use of surveys/questionnaires. Two versions of questionnaires were specifically tailored for the assumed attributes of Donor Respondents and General Respondents (Please refer to Appendix E and F for the contents of these questionnaires), which from hence forward will be referred to as Donor Surveys and General Surveys. The range of questions in both versions encompassed a mix of "knowledge", "behavioural" and "opinion" questions (Patton 1982) as well as close-ended (questions that offered a pre-determined selection of answers) and open-ended questions (questions that required respondents to freely express their views, knowledge and opinions). The various close-ended questions in the surveys were designed specifically to extract key information needed from respondents in order to address the project's research questions. The open-ended questions included within the surveys were designed to elicit further elaboration or clarification of respondents' chosen answers from several close-ended questions while at the same time allow respondents to provide additional useful information not sought after within the scope of the surveys. The final version of the surveys were the result of close consultation with the United Way with regards to the types of questions required, appropriate wordings for the questions, sensible ordering of the questions and the desired scope of the surveys.

Much attention was focused on crafting survey questions that would be easily understood by the respondents. Except for formal terms used to describe established programs

or categories (such as United Way's "Donor Choice" and "Community Fund" options for donors), simple vocabulary and accessible language was utilized to ensure that the clarity and focus of the survey questions would not be compromised. The structure and ordering of the questions in the surveys followed a certain "easing in" logic to encourage respondents to complete the surveys in their entirety. The surveys began with questions soliciting "easy" and general knowledge responses, with the questions gradually assuming a more involved and individual-specific nature that required more thought and consideration on the part of the respondent. For example, respondents were greeted with questions in the survey that were aimed at collecting general demographic information. Subsequent questions became increasingly focused and centred upon different aspects of the respondent's relationship with the United Way, with the final question in the survey requesting the respondents to provide an answer that roughly summarized their preceding responses in the survey. Additionally, responses to certain questions required establishing a respondent's prior knowledge or relevance through their answer(s) in an earlier question/questions, thus further necessitating the "smart" ordering of the questions. Even-numbered response scales were provided for questions in the surveys that required one in order to discourage respondents from choosing to adopt convenient "midpoint" or neutral positions on any particular question (Patton 1982). As the major research questions in the project concern gauging community sentiment and attitudes towards the United Way, it was important to ascertain the knowledge, opinions and attitudes of the respondents as clearly as possible. At the end of each survey, a section is provided for respondents to voluntarily provide their name and contact number for the sole purpose of conducting follow-up interviews in the event that the data collected via surveys

proved to be lacking in depth or quantity, or if it would prove particularly insightful to request

a respondent's further elaboration on their answers.

On the week of January 16, 2006, a press release by the United Way was published in

the Peterborough Examiner informing the public of their Community Attitude/Awareness

survey as well as providing further information on the various ways by which the community

can participate in the survey. Please see Appendix G for a copy of the press release. All

distributed surveys were completely anonymous in nature, with no personal information

linking responses to any particular individual.

V. RESEARCH IMPLEMENTATION/DATA COLLECTION

A. Mail-out (Donor and General) Surveys

A total of 606 copies of both survey versions were mailed out to potential respondents

(Please see Appendix D). 506 Donor surveys were mailed to regular United Way donors (who

had donated within the last three years) in and outside of the city of Peterborough, with the

respondents stratified by donation amount. The remaining 100 copies of General Surveys

were mailed to individuals by way of random selection from the telephone directory listings.

For a description of how the sample selection was conducted, please refer back to *(ii) sample*

selection under Methodological Rationale. Mailed-out General Surveys were intended to

provide coverage for respondents in locations outside of the targeted townships of Lakefield,

Millbrook, Norwood and Peterborough city. Surveys were mailed-out along with pre-paid

postage envelopes for mail-back to the United Way in order to encourage responses. Mailed-

back responses were collected up to a period of one and a half months after the initial mail-out date.

B. Onsite/Location Visits

Visits were made to strategic public locations in each of the four targeted townships in order to distribute General Surveys and solicit responses. Location visits were conducted over a period of four weekends when larger crowd numbers were expected to be present in the public locations. The locations selected for each township are as follows in Table 1:

Township	Location
Peterborough	Morella's IGA and Peterborough Farmers' Market
Lakefield	Lakefield IGA
Millbrook	Calhoun IGA
Norwood	Norwood Foodland

Table 1

Grocery stores were chosen as the onsite survey locations based upon the premise that it was a common community destination frequented by a representative cross-section of the community. A small "survey station" was set up in each of these locations and individuals approaching or around the station would be informed about the United Way's research project and politely requested to participate by filling out a survey form. For individuals who indicated that they were too busy at that moment or that they preferred to fill out the survey in the comfort of their own home were provided with the survey form and a pre-paid postage envelope for mailing back their responses to the United Way.

C. Online (General) Surveys

An online version of the General Survey was graciously hosted by Quid Novis.

The decision to provide an online version of the survey was in tandem with efforts to widen our sample population and geographical scope of coverage. This allowed individuals not mailed a survey or encountered during our location visits a chance to fill respond to the questionnaire and participate in the research project.

D. Interviews

When time and circumstances permitted us to do so, spontaneous informal interviews were conducted with individuals approaching the "survey station", regardless of whether they had filled out a survey form or not. Such informal and candid interviews prove to be extremely helpful. There were certain individuals who preferred to provide us with spoken rather than written responses. Some individuals who had already completed a survey form were also happy to elaborate on or clarify their written responses. These informal interviews also allowed us to further add to the qualitative dimension in our research project.

VI. FINDINGS AND ANALYSES

The following sections display the final survey results. Note that there may be

incongruities for the percentage and response totals of the results for certain questions due to

the following reasons:

a) Certain questions only pertained to certain respondents and are not-applicable to others.

b) Certain questions permit respondents to select more than one answer.

c) Certain surveys are not completed in their entirety because some respondents refrain from

or forget to answer certain questions.

Void surveys are also included in the survey totals for each Respondent category (i.e.

General, Donor and Online). Surveys are considered void if the unanswered questions

comprise more than 30% of the entire survey.

A. Distribution of Respondents

A total of 379 surveys were completed and received from various respondents. 190

General Respondent surveys were collected from the four onsite locations, 178 Donor and

General respondent surveys were mailed back by respondents and 11 General Respondent

surveys were submitted online. Figure 1 is a breakdown of the survey responses by
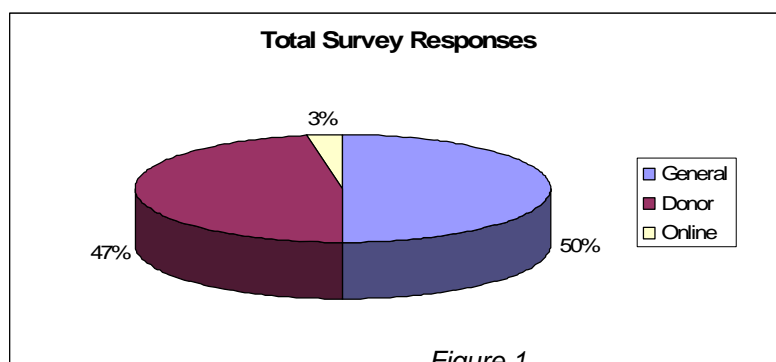
Respondent categories.

Figure 1

Figure 2 below provides a breakdown of the Donor Survey responses:

Donor Survey Responses

- Tan (Donors in town donating over $100 in 2005)
- Green (Donors out of town donating over $100 in 2005)
- Blue (Donors in town donating $50-$99 in 2005)
- Pink (Donors out of town not donating in 2005)
- Gold (Donors out of town donating $50-$99 in 2005)
- Void

47%

24%

18%

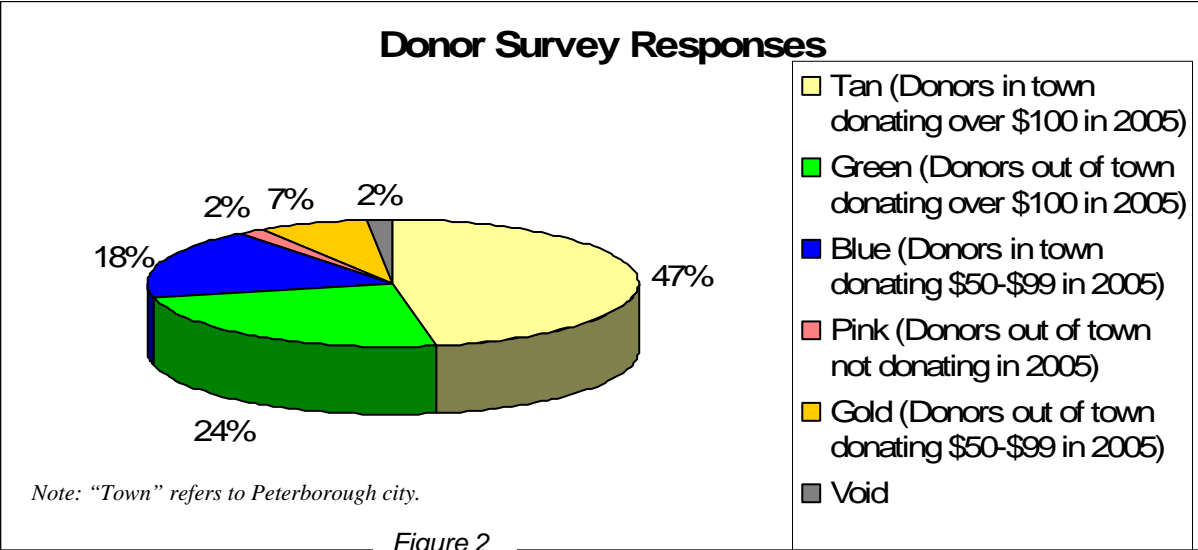2% 7% 2%

Note: "Town" refers to Peterborough city.

Figure 2

A total of 201 responses were collected from General Respondents (General and Online surveys). The minimum target of 20 completed surveys collected from each township was met, as indicated in Table 2 below:

Peterborough City	77
Lakefield	33
Millbrook	48
Norwood	22
Telephone Directory Random Mailings	8
Void	2

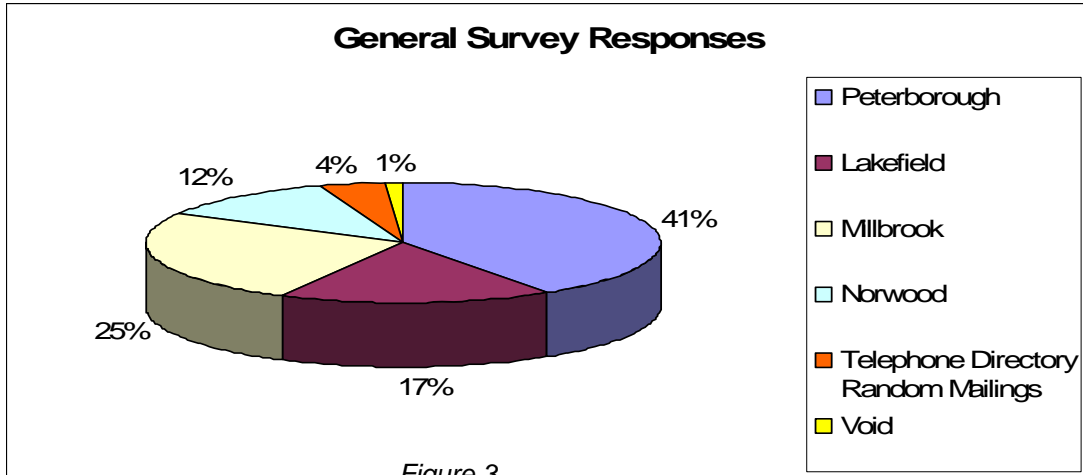*Table 2*

General Survey Responses

Figure 3

As can be seen from Figure 3 above, the number of returned surveys from random mailings according to the telephone directory information was extremely low: Of the 100 mailed-out surveys based on telephone directory listings, only 8 completed surveys were received. 53 of the 100 mailed-out surveys based on telephone directory listings were returned to the United Way as a result of changes in recipients' addresses.

B. General Demographics of Respondents

Respondents were requested to indicate their age and gender on the surveys. In terms of the gender composition of the respondents, a little over half of all the respondents were female, as indicated in Figure 4.
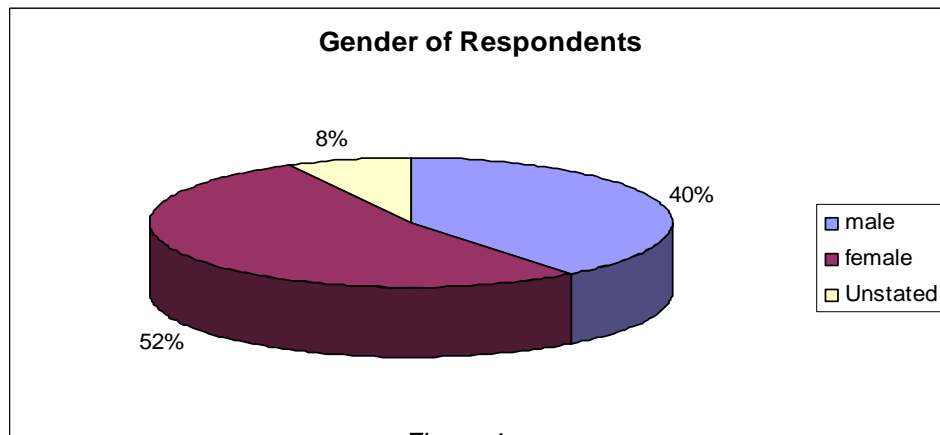
Gender of Respondents

Figure 4

The age distribution of the respondents turned out to be a more interesting picture. Most of the General Respondents surveyed belonged to the age group of 46-55 years. This was in stark contrast to the Donor respondents, of which the vast majority of respondents were in the age group of 66 years and over, as indicated in Figure 5 (also see Figure 7). While it is not possible to put forth any conclusive statements based on this disparity due to limited data, it would seem that a) a substantial number of leading donors of the United Way are individuals in their senior years; and b) younger donors donate less on average, and are less likely to take an active interest in the United Way's use of their donations unless personally approached (as evidenced by the fairly even age distribution for the General surveys conducted at onsite locations – see Figure 5 and 6). Certainly, due to a lack of additional detailed data, other reasons could be posited for the skewed results; for instance, senior members of community may have more time on their hands to fill out surveys and provide feedback.

Figure 5

Age Distribution (General)

Number of Respondents vs Age Category

Legend: Ptbo, Lakefield, Millbrook, Norwood, Mauve, Yellow, Online

Figure 6

Age Distribution (Donor)

Number of Respondents vs Age Category

Legend: Tan, Blue, Green, Gold, Pink

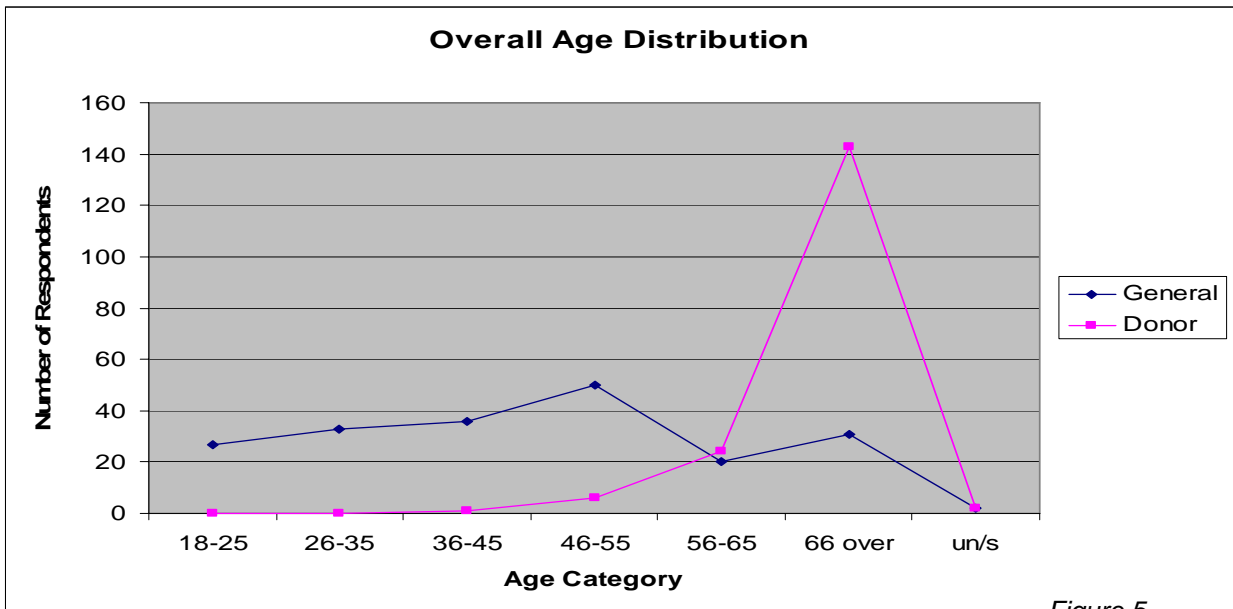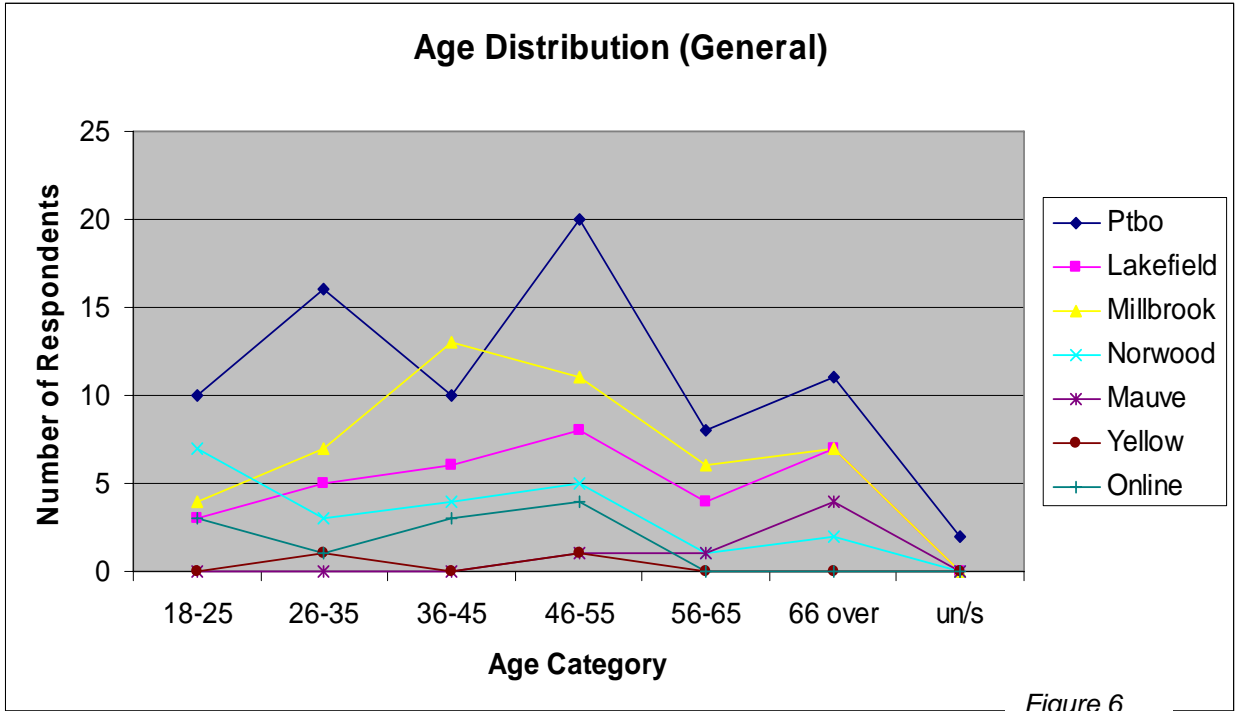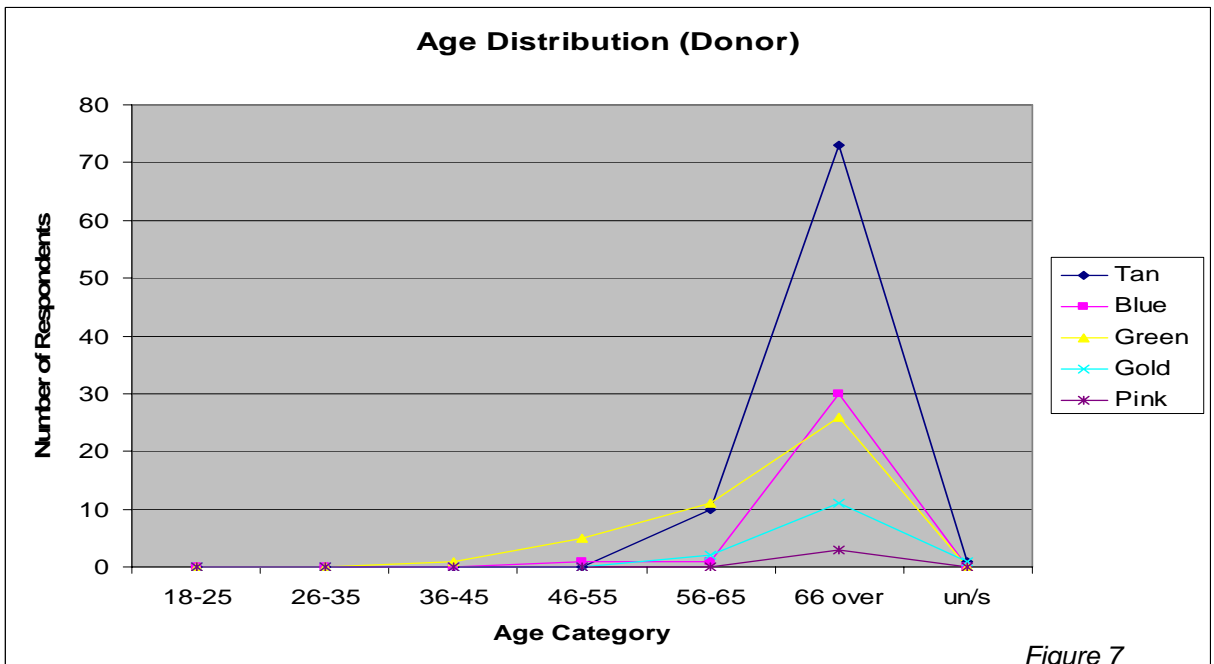*Figure 7*

24

C. Analyses of Results Corresponding to Research Questions

1, 2 & 3. What is the general community awareness regarding what the United Way is and does; What is the general community awareness regarding the types of organizations, supported by the United Way; and 3. What/how much does the general community know about the programs and services directly provided by the United Way?
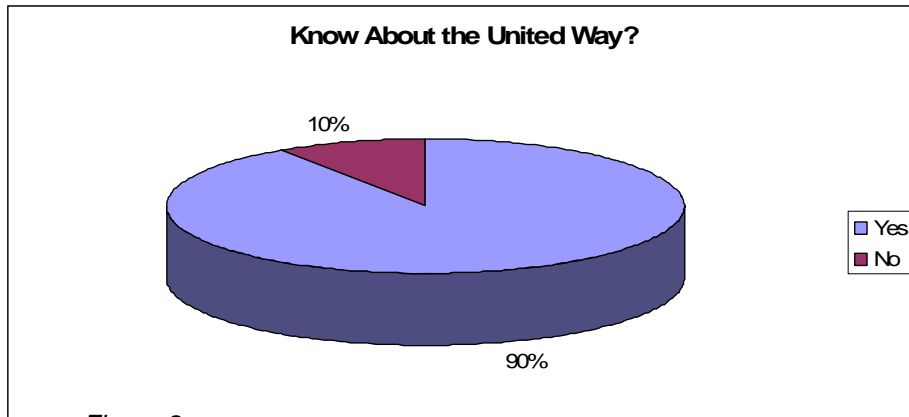
Know About the United Way?

10%

90%

Yes
No

Figure 8

There appears to be a high level of community awareness of the United Way as a community organization that takes on certain roles in the community, as indicated in Figure 8. However, when questioned on the specific organizations as well as the specific programs and services directly funded by the United Way, although many respondents were confident at their knowledge, the majority could not provide accurate and specific examples of these organizations, programs and services (See Figures 9 and 10, 11 and 12 below). Respondents made comments such as "I know the United Way supports many organizations, but I don't know exactly which ones" and "I know the United Way funds a lot of different programs and organizations, but I can't really think of a specific example right now". Among some of the most common examples of organizations supported by the United Way provided by respondents were Big Sisters and Big Brothers, the YWCA, YMCA, Community Living and Community Care (see Appendix H). One individual remarked that the organizations and

initiatives supported by the United Way should be made more "visible". This issue of "visibility" is perhaps worth looking into, for example, by examining the impact of the United Way logo as used/displayed by the United Way's member agencies. Based on the results, it is fair to posit that community awareness of the United Way, its mission, its member agencies and its programs and services exist at a very general level, with most community members not possessing in-depth knowledge.
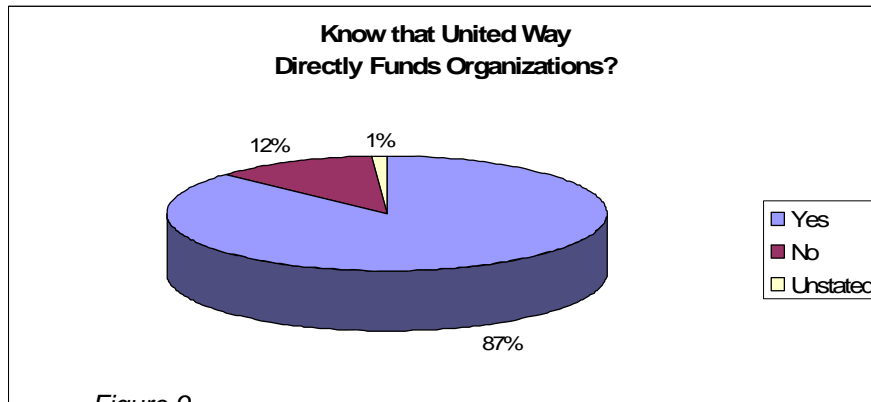
**Know that United Way
Directly Funds Organizations?**

12% 1%

	Yes
	No
	Unstated

87%

Figure 9

Provided Examples?

45%

| | Yes |
| | No |

55%

Figure 10

Know that the United Way Directly Funds Services and Programs?

1%

32%

67%

Yes
No
Unstated

Figure 11

Provided Examples?

17%

83%

Yes
No
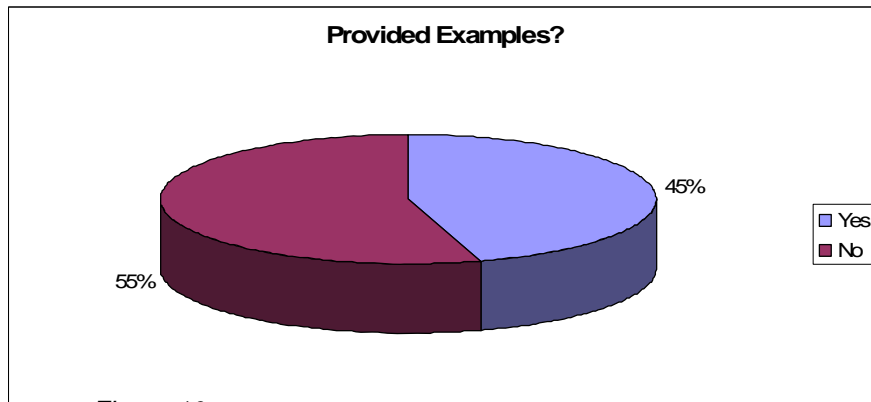
Figure 12
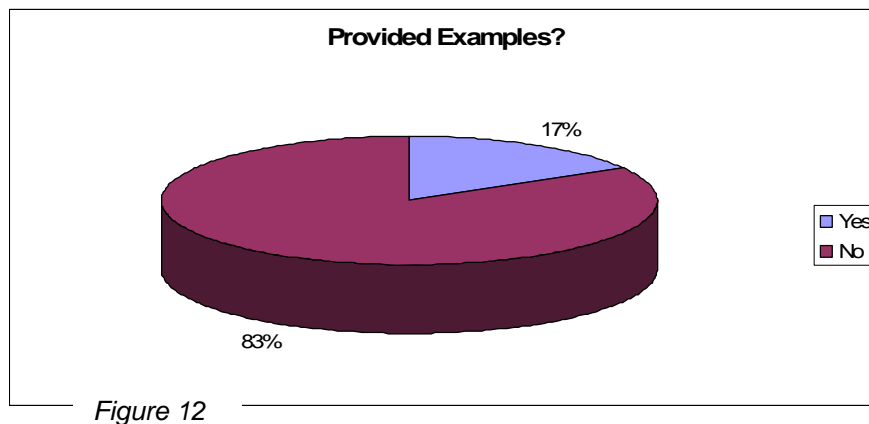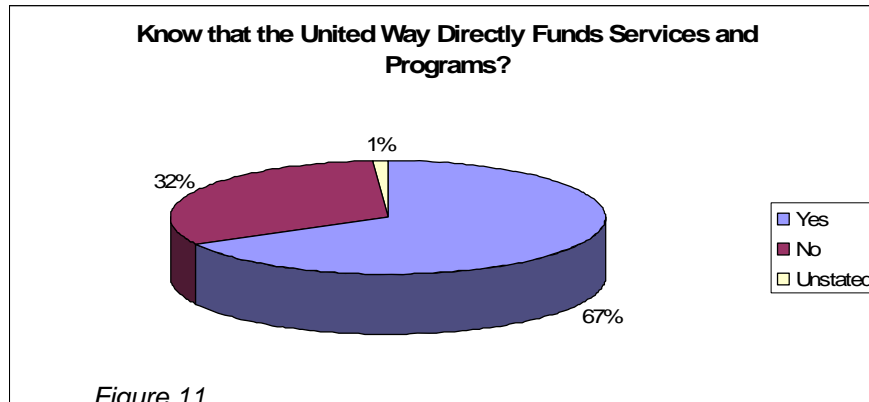
<u>4. What is public opinion regarding what the United Way uses as funding criteria?</u>

Questions that sought to determine respondents' knowledge and opinion regarding United Way's funding criteria /priorities were mainly aimed at Donor respondents, based upon the premise that regular and more generous donors to the United Way would have at least some notion of how their donations were being used by the United Way. Every Donor survey was included with a list of United Way's funding priorities (see Appendix E). The large majority of donors stated that they knew how their donations were being used by the United Way (see Figure 13). When asked whether they knew about United Way's funding priorities, only one-fifth of the respondents responded negatively, as indicated in Figure 14.

Know How Donations are Being Used?

5%

17%

78%

Legend:
- Yes
- No
- Unstated

Figure 13

Know about funding priorities?

4%

29%

67%

Legend:
- Yes
- No
- Unstated

Figure 14
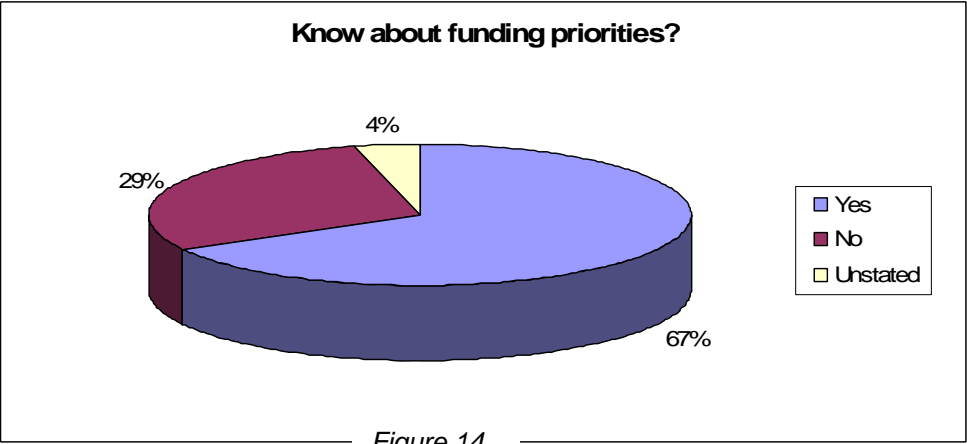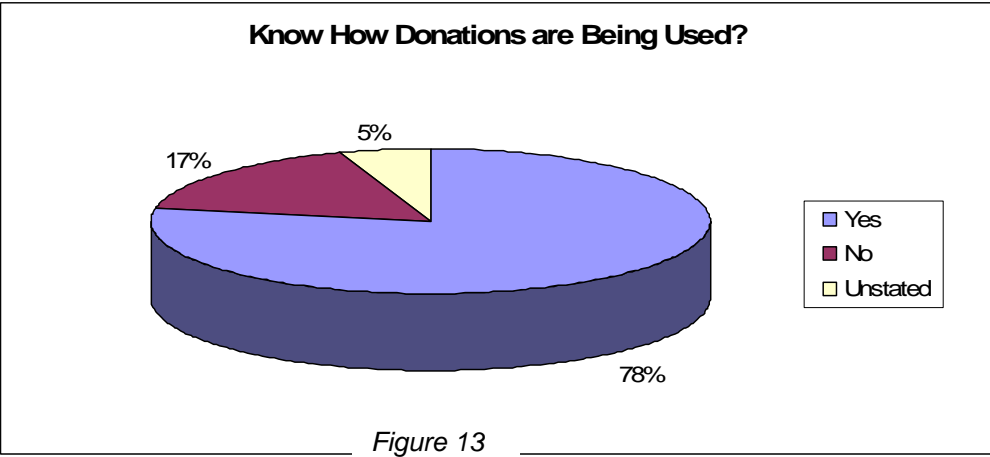
Results also reveal that almost one quarter of Donor respondents choose to utilize "Donor Choice", an option provided by the United Way for donors to designate their donations for specific member agencies of their choice, as indicated in Figure 15 below. Most donors are happy with the "Community Fund" option whereby the United Way makes the decision regarding the dispensation and distribution of their donations.

Community Fund, Donor Choice or a Combination of Both?

6%

17%

7%

70%

Legend:
- Community fund
- Donor choice
- Combination
- Unstated

Figure 15
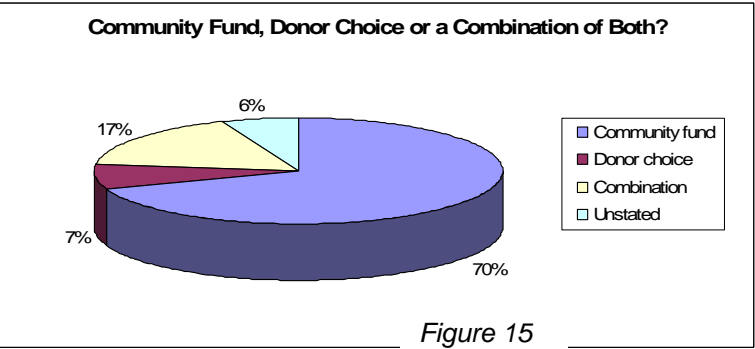
Respondents were then asked about their views on how well they felt about their donations being utilized according to the United Way's funding priorities. Results indicate substantial support for the United Way's funding priorities in Figure 16 below:

Feel that funding priorities:
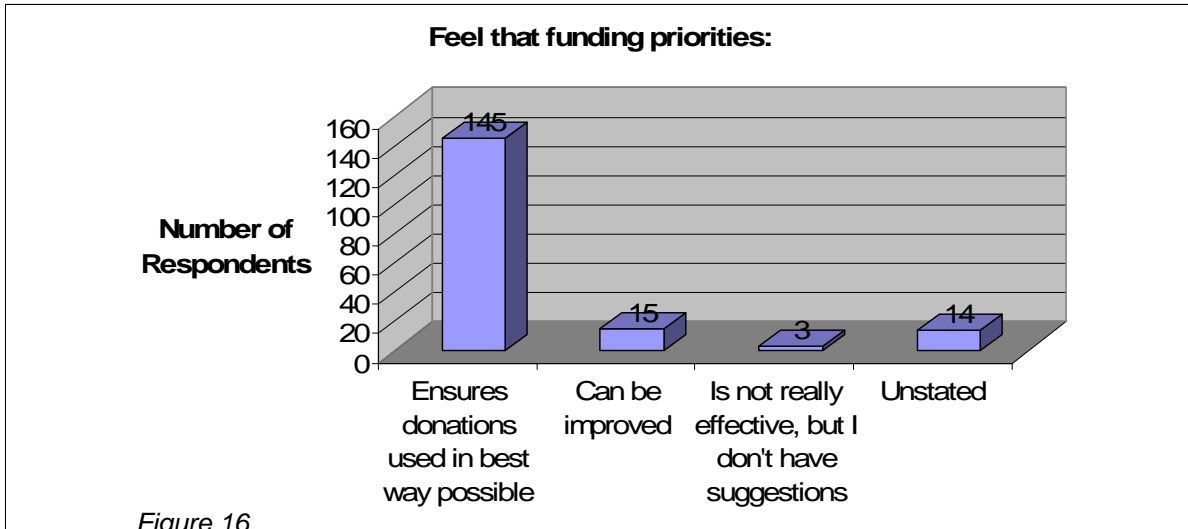
Figure 16

Results on how Donor Respondents felt about the way their donations were being used in general mirrored the positive support displayed in their sentiments towards the United Way's funding priorities (Figure 16), as indicated in Figure 17 below:

Feel That My Donations Are:
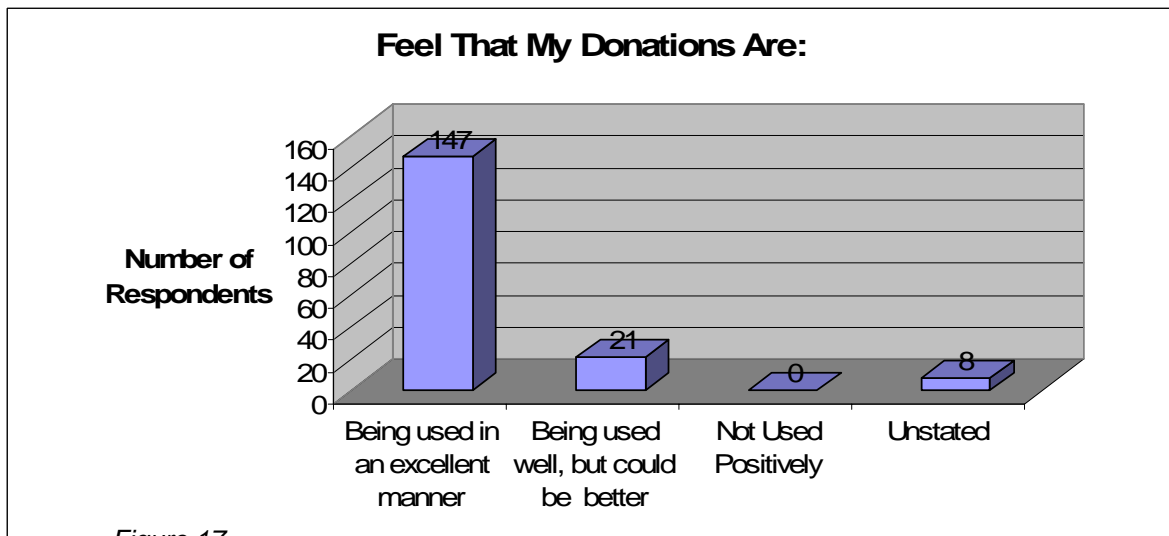
Figure 17

Requests for suggestions on how the United Way's funding priorities could be improved solicited a fair number of comments (See Appendix I for a complete list of all

comments). Quite a few respondents provided input on how these priorities could be "re-ordered" or "rearranged" based on the assumption that the list of priorities as enclosed in the survey forms were arranged in an order of descending priority or importance – this was, in truth, not the case. The priorities were listed randomly in no particular order. Nevertheless, such "rearranging" of existing priorities provide insight into what respondents viewed as important priorities or areas for the United Way to spend their donated dollars on. When such "rearrangements" were taken into consideration with other more explicit comments, poverty issues, homelessness problems and the needs of seniors topped respondents' lists. Suggestions were also made by respondents for the United Way to adopt a "prevention rather than cure approach" in all their priority areas. In general though, there appears to be a high level of good faith entrusted in the United Way by Donors, as evidenced by comments such as "I assume that you people [*sic*] know where best my donation goes."

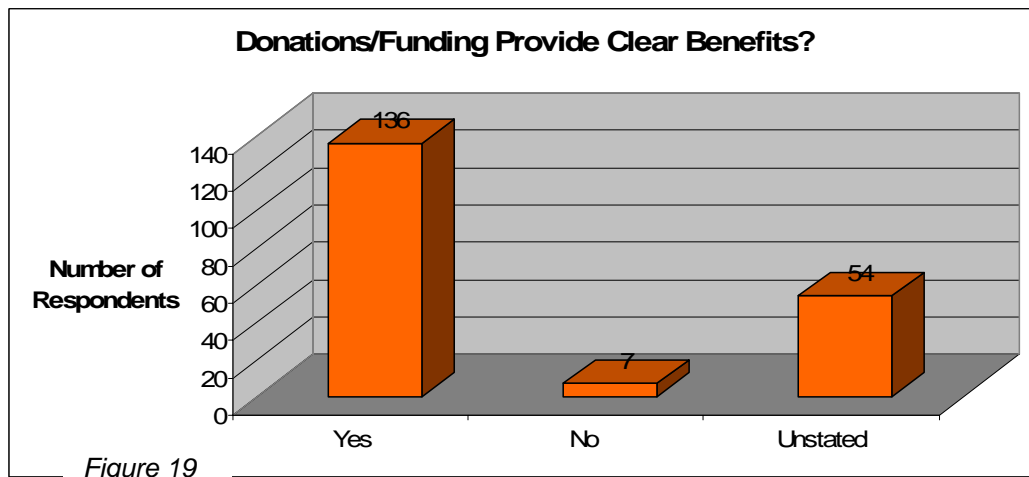On a more general level, similar questions were also directed at General Respondents regarding their opinion of how United Way is utilizing their donations. When asked about whether they agreed with how their donations were being used by the United Way, and whether their donations funded member agencies, programs and services that provided clear benefits to the community, an interesting pattern emerges whereby the majority of responses are positive, yet there are also a substantial number of respondents who choose to maintain an ambivalent position (see Figure 18 and 19 below). However, in the absence of comments explicitly criticizing the United Way's funding priorities (see Appendix J) it can be posited that just like in the case of Donor Respondents, the overwhelming majority of General Respondents have good faith in how the United Way utilizes their donations.

Agree With How Donations Are Used?

Number of Respondents

132 9 56
Yes No Unstated

Figure 18

Donations/Funding Provide Clear Benefits?

Number of Respondents

136 7 54
Yes No Unstated

Figure 19
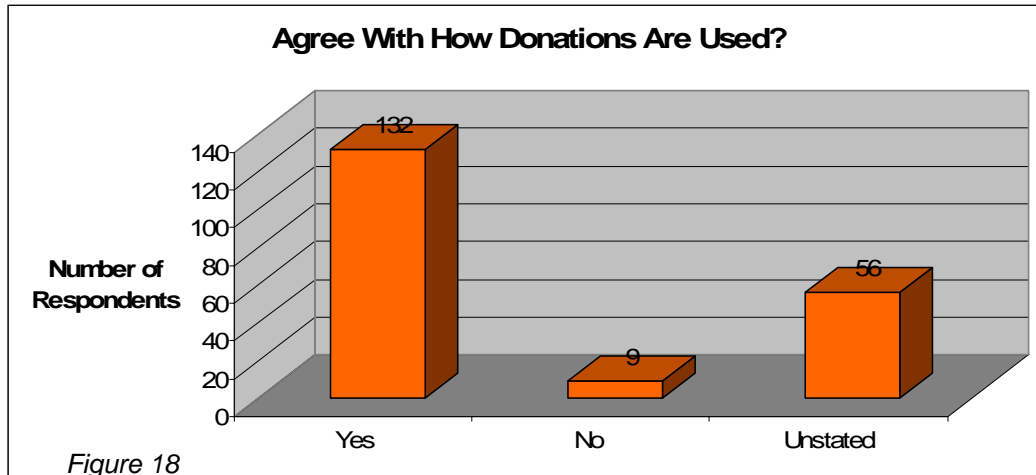
5. What reasons are provided by the community for their support of the United Way?

Thus far, results have established that a great majority of Donor and General Respondents support the United Way in good faith. Additional questions in the surveys functioned to determine the nature of this support and its various underlying reasons. As clarification, "support" in the context of this research project is defined as monetary contributions/donations as funding priorities constitute a focal point in the research questions.

Results reveal that a large majority of General Respondents donated regularly or have previously donated at least once to the United Way, as indicated in Figure 20, suggesting the impressive "reach" of the United Way in the community.

31

Ever donated?

Number of Respondents

200	170
150	
100	
50	28
0	1

Yes   No   Unstated
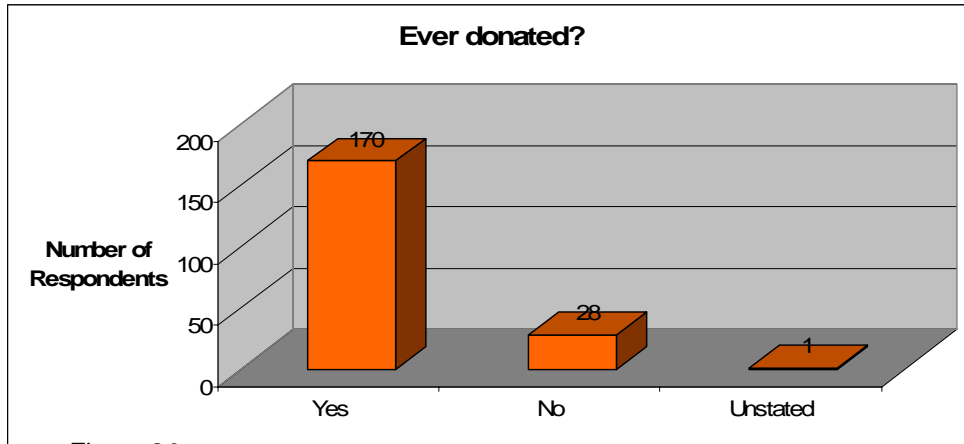
Figure 20

The vast majority of survey respondents had donated to the United Way within the past year. This was especially true for Donor Respondents, with nearly 100% of the donors that participated in the survey having made their donations to the United Way within a year, as indicated in Figure 21 below. These results appear to affirm the earlier hypothesis inferred from Figure 2 that the more recent an individual's contribution or donation, the more likely they would have any or more interest in the use of their donations by the United Way. If such is the case, effort should perhaps be put into determining methods of sustaining donor interest and participation beyond a typical commitment period of one year or less.

Last donation?

Number of Respondents

□ Donor
■ General

	Within 1 year	Within 2 years	Within 3 years of more	n/a
Donor	173	2	0	0
General	116	28	26	28
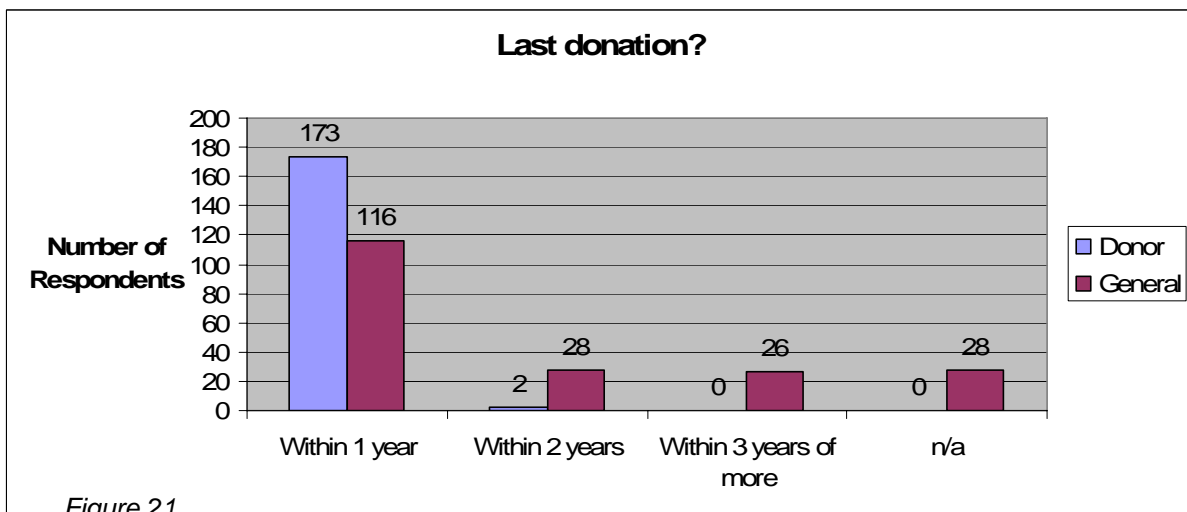
Figure 21

Results on respondents' reasons for donating, as indicated in Figure 22 below, raised several points of interest as well:

Reasons For Donating:
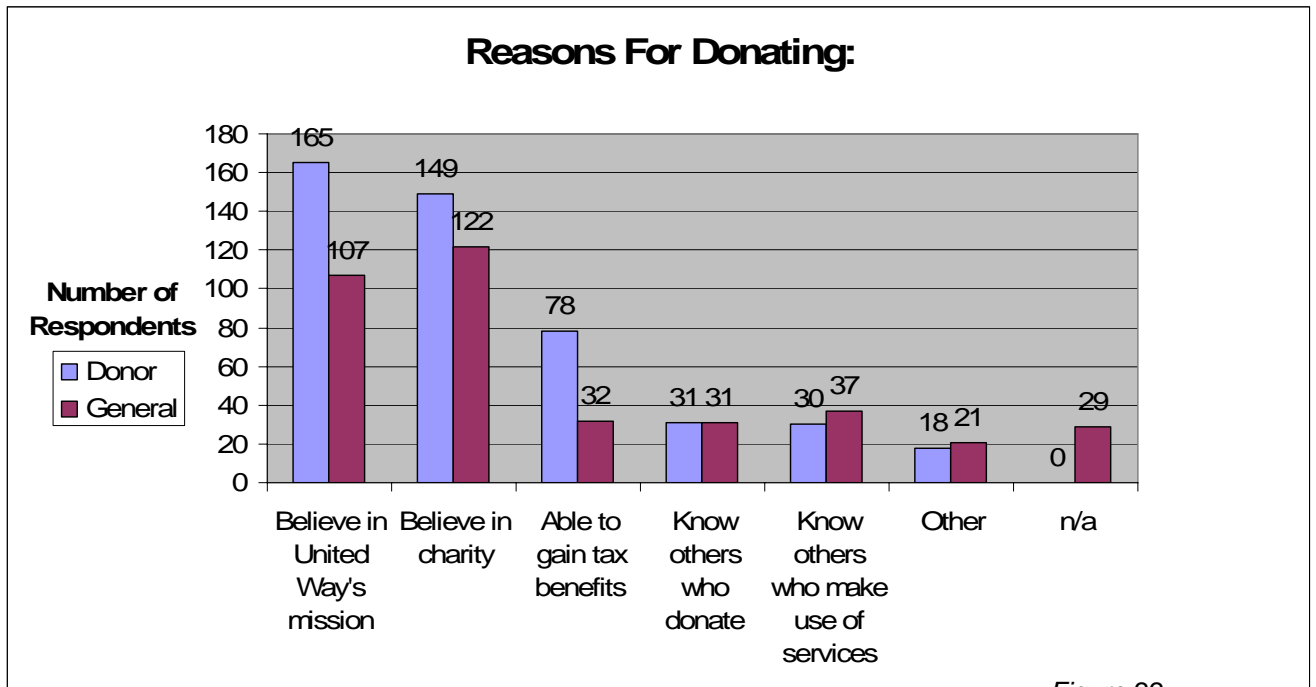
Figure 22

Each respondent was allowed to indicate more than one answer from the six pre-determined answer categories, with the option to freely express their thoughts under the category "Other" as well. Once again, the respondents' good faith and trust in the United Way's community role and initiatives is reflected in the indication of a belief in the United Way's mission and a general belief in giving to charity as prime motivators for their monetary contributions. The data collected indicates that almost every respondent who indicated a belief in the United Way's mission also affirmed a belief in the virtues of donating to charity, but this was not true vice versa. This could perhaps be interpreted as the belief in charity being the foremost motivating factor behind respondents' decision to donate, even though some may not fully support or believe in the United Way's mission. Although not a main incentive for donating, the ability to gain tax benefits from donating was a fairly strong incentive as well (though the

absence of such an option would not necessarily greatly discourage donations). Additionally, the above results in Figure 22 would also seem to indicate that the decision to donate is primarily a personal one, as knowing other individuals who donate (ie. "peer influence") or knowing individuals who make sure of the programs and services provided by the United Way does not seem to be significant motivations for donating. Furthermore, many donors also remarked on the appeal of donating to the United Way as a "one-stop" destination in providing funds for many different community organizations and agencies – that is, being able to provide funds to one organization and have said organization channel their funds to many other organizations/agencies for the benefit of the community.

Comments provided by respondents under the "Other" category proved insightful as well. Many respondents cited their prior participation or experience with charitable organizations/initiatives, community services and United Way member agencies (especially so for Donor Respondents) as a main "other" reason for supporting and donating to the United Way. This was interesting, because a substantial number of respondents or their family members had not worked or volunteered with a United Way member agency before, as indicated below in Figure 23.

Figure 23

34
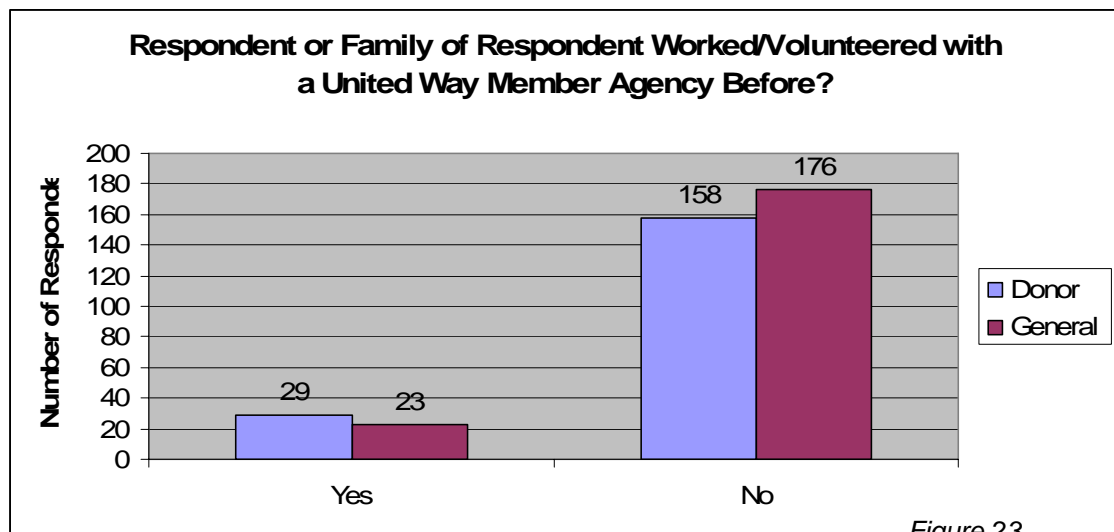
This would suggest – not surprisingly – that hypothetically individuals that are more actively involved with community issues whether through charity or service organizations have a higher level of awareness of community needs, and therefore have a higher likelihood of providing strong and continued support for organizations such as the United Way. This observation can perhaps be useful for United Way's outreach strategizing as well, for example, utilizing participatory programs and activities as an important means of outreach as well besides the provision of information and media coverage. Many respondents quipped in informal interviews that their engagement with charitable or community service organizations led them to a deeper appreciation for the United Way's mission and a higher level of awareness of community needs, thus convincing them of the need to and benefits of donating to organizations like the United Way. On the other hand, it was discovered through several informal interviews with individuals who chose not to participate in the survey that prior engagement with the United Way or its member agencies led to "disillusionment" and "disappointment" that consequently became the basis of withdrawing their contributions and participation from the United Way. These individuals were explicit in expressing their dissatisfaction and disillusionment with the United Way, but refused to provide further specific information on the nature of and reason behind their disgruntlement. This may be because these individuals assumed that we were representatives of the United Way (even though our role in the research project was that of neutral, independent researchers) and feared that we would relay the information they provided us to the United Way in an unfavourable and biased manner. Nevertheless, such comments from these individuals are perhaps another point for reflection on the United Way's part.

With regards to comments of General Respondents under the "Other" category, a very common reason given (on the surveys and through informal interviews) was that their donations were required or simply automatically deducted through workplace deduction schemes. Although there were respondents who commented that they found such a scheme convenient, several respondents were dissatisfied with their lack of autonomy and choice in not being able to "opt-out" of such schemes at their workplace. With such information in hand, it would perhaps be worthwhile for the United Way to look into the implementation of such schemes by their workplace "partners" so as not to inadvertently "create" irate community members with diminished support or a negative impression of the United Way and its operating principles. Nevertheless, comments by both Donor and General Respondents such as "I believe in how United Way contributes to and strengthens the community" and "The types of programs that United Way provides are important and consistent with my values" further reaffirm a sense of goodwill and faith in the United Way.

6. What reasons are provided by the community for not supporting the United Way?

Of the 190 General Respondents, 37 indicated that they have never donated to the United Way before, totalling approximately one-fifth of all General Respondents. The 37 respondents provided various reasons for never donating to the United Way before, as indicated in Figure 24 below:

Reasons For Never Donating Before:
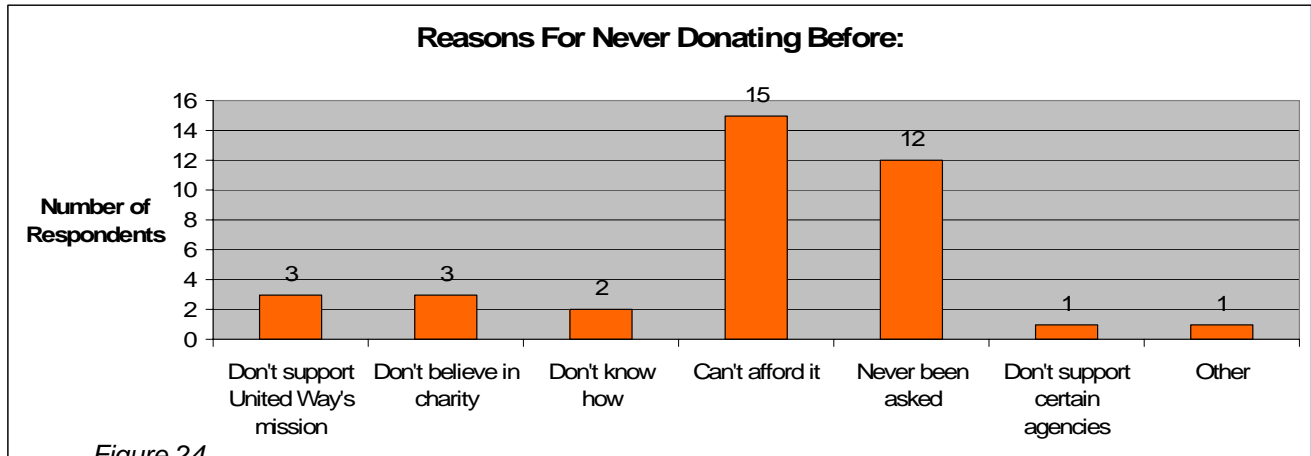
Figure 24

Results indicate that the principal reason for most individuals who have never before donated to the United Way is due to the issue of affordability. It should be noted that many in our informal interviews, many individuals who stated that they could not afford to donate to the United Way nevertheless acknowledged that they support the United Way's initiatives in the community, and would donate when their financial circumstances permitted them to. There were also individuals who informed us that they had stopped donating recently to the United Way due to certain unforeseen events in their life – e.g. losing their job, illness in the family etc. – but that they would definitely resume their contributions once they were in the position to do so. Again, such comments would appear to reflect strong support for the United Way by community members. It should also be noted that according to one third of the 37 individuals, they had not donated to the United Way before because they were never asked to, a possible indication that the United Way may have overlooked potential avenues for reaching out to would-be donors.

Respondents were subsequently asked about what they felt would be factors that would encourage them to donate to the United Way. The questions allowed respondents to select more than one answer. Figure 25 below displays the answers given by respondents:

Factors That Would Encourage Donation?
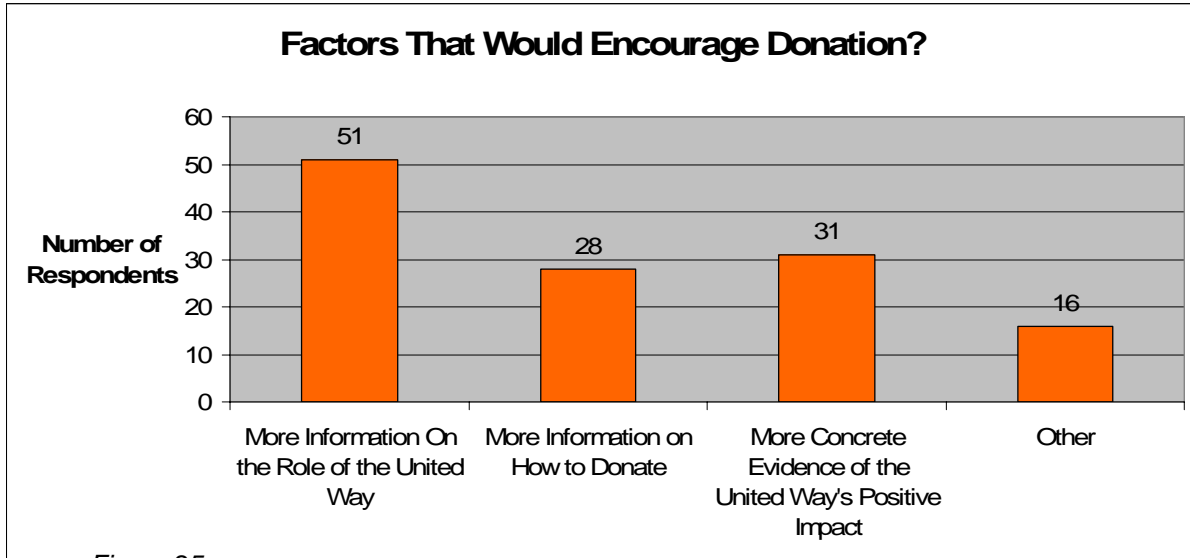
Figure 25

The fact that many respondents felt the need for more information on the role of the United Way and more concrete, visible evidence of the United Way's positive impact in the community returns us to the issue of the very broad, generalized level of awareness possessed by most respondents regarding the United Way as mentioned earlier. Certainly, with more information on hand about the manner in which their donations are being used and visible evidence testifying to their contributions, individuals would feel more confident and at ease to donate to the United Way. As phrased by one particular respondent: "Remind me of the good you do." How can the United Way provide more "concrete" and "visible" evidence of their funding initiatives in the community? It could a matter of ensuring the higher visibility of their organization logo at their numerous member agencies (as mentioned earlier), or there might be greater challenges involved. Accompanying such information needs is the desire of a fair number of respondents to know how they can donate to the United Way. It can be safely assumed that the United Way has this latter information readily at hand – the issue then perhaps concerns the accessibility and not availability of the information. An irony reflected in some respondents' comments is that the vast amount of readily available information may

be creating more confusion and uncertainty than clarity. For example, one respondent remarked that "After reading your priorities, I'm more confused as to what you do and who you help. I think it leads one to wonder why we give, what actually happens to funds given to an agency, say such as big brothers, big sisters or the boy scouts. [*sic*]". Such comments would suggest that strategically targeted information aimed at respondents rather than comprehensive information "packages" may prove more useful for certain respondents.

In general, with regards to the United Way's "track record" at providing their donors and the community members at large regular and adequate information concerning how donations are being utilized, the majority of respondents agree that the United Way is doing a good job, as indicated in Figure 26 below:

The United Way Provides Regular and Adequate Info on the Use of Donations
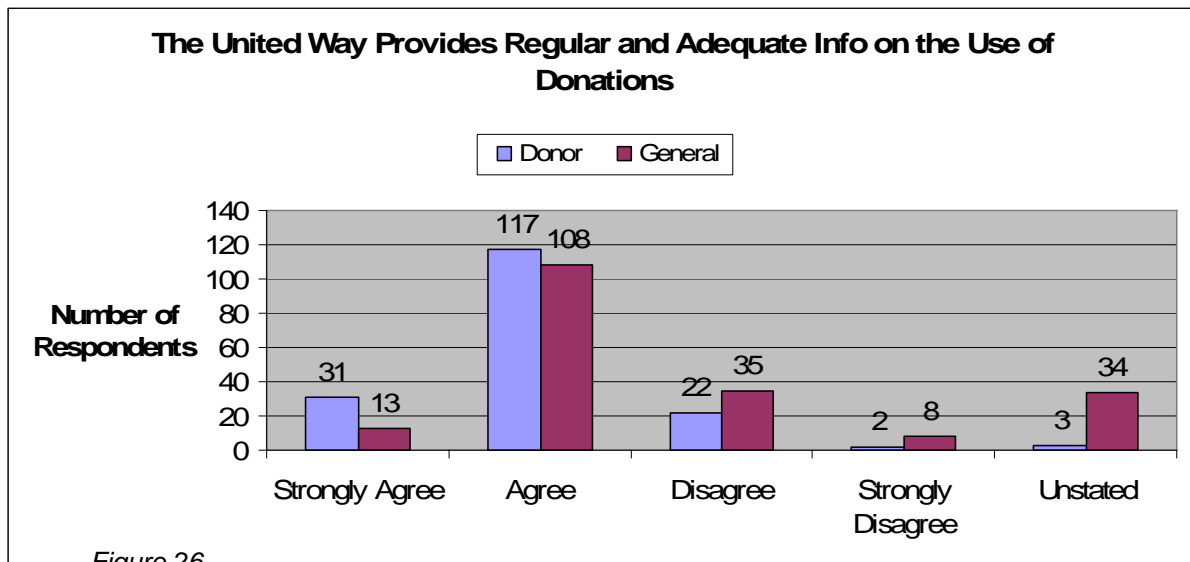
Figure 26

Nevertheless, as one of the respondents put it: "Anything can always be improved". Improvements might elicit future positive feedback from respondents who chose to remain ambivalent about this particular question, and/or change the minds of those who disagreed.

D. Other Community Opinions Regarding the United Way

(i) Does the United Way clearly make known their appreciation to donors?

In general, a sizeable majority of both Donor and General Respondents felt that the

United expresses appreciation for their donations in a clear manner, as indicated in Figure 27

below:

The United Way Makes Known Appreciation to Donors
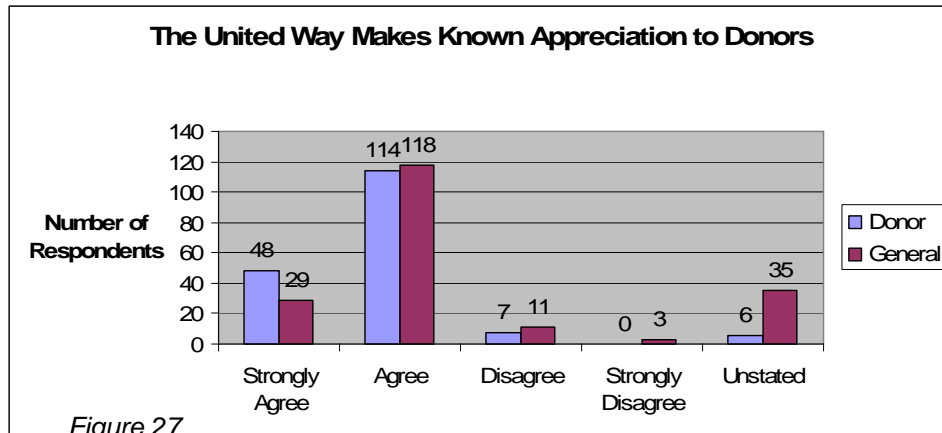
Figure 27

Again, there appears to be a noticeable sentiment of ambivalence among respondents

regarding this question as well. Such ambivalence might indicate that these respondents are

content with the current status quo, uncertainty over what constitutes "appreciation", or it

could be a cause for concern if taken to indicate a "distancing" of the respondents from the

United Way. Any form of improvement in the conveyance of appreciation and gratitude to

donors will only contribute to the community's sense of goodwill towards the United Way,

even though there appears to be no overwhelming sentiments by the respondents of their

donations being taken for granted by the United Way.

(ii) Is the United Way seen to be making a difference in the community in general?

Respondents' answers to this question provide a summative statement about their

views of the United Way. As can be gleaned from Figure 28 below, every Donor Respondent

agrees that the United Way makes a difference in the community, except for three individuals
who did not provide an opinion. There were a few General Respondents who disagreed or
chose not to indicate their opinions, but the results paint a heartening overall picture of
respondents' positive appraisal of the United Way and its initiatives in the community.

In General, the United Way Makes a Difference in the Community

Response	Donor	General
Strongly Agree	77	62
Agree	95	118
Disagree	0	10
Strongly Disagree	0	0
Unstated	3	10

Figure 28

41
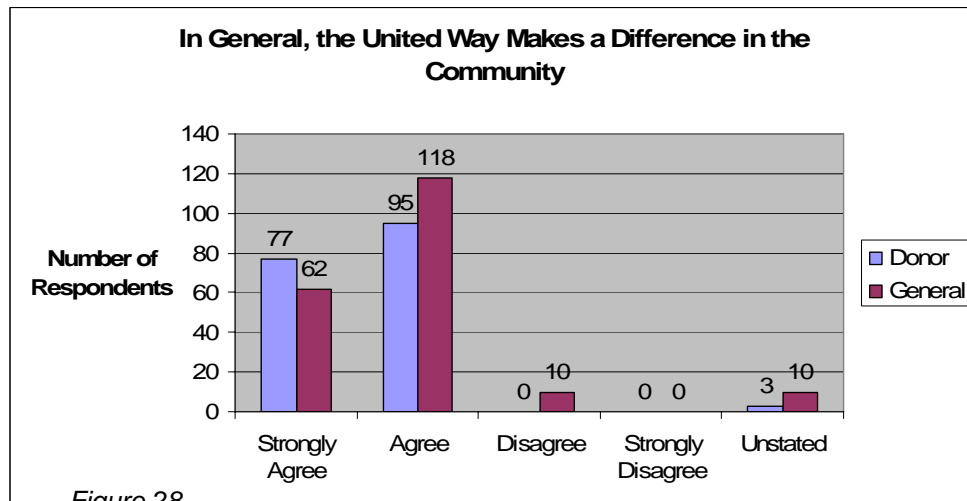
VII CONCLUSIONS AND RECOMMENDATIONS

A. Summary of Analyses

There exists a broad and very general level of awareness amongst respondents regarding what the United Way is, what the United Way does, and the various member agencies, programs and services associated with the United Way. For the most part, the General Respondents who participated in the research project were representative of a numerous age groups from 18-66 years old and above, but 80% of the Donor Respondents comprised individuals who were 66 years old and over. 76% of the respondents had donated to the United Way within a year or less. A large majority of respondents showed strong support for the United Way's role and initiatives in the community, with many eager and willing to donate to the United Way as long as their financial circumstances permitted them to do so. The majority of respondents had good faith in the efficacy and relevance of the United Way's funding priorities, although many were not hesitant to provide constructive feedback. Respondents' comments on the United Way's funding priorities most frequently centred upon and drew attention to poverty issues, challenges of homelessness and the needs of seniors in the community. A fair number of respondents expressed ambivalence with regards to the impact of the United Way's initiatives on the community and the United Way's outreach efforts. One of the main issue raised by respondents concerned the "visibility" of the United Way and the impact of its initiatives in the community. Staunch and regular supporters of the United Way expressed a desire for the United Way to better inform the public of its accomplishments and ongoing efforts, while potential donors share the same desire so that they can justify their donations to the United Way. All in all, the United Way's ongoing

efforts in the community appear to have successfully been translated into widespread support and appreciation from community members.

Finally, the results of this research project needs to be considered in the light of one caveat: Individuals who are supporters of the United Way are more inclined to participate in this research project and provide comments, feedback and accolades. Individuals who do not think too highly of the United Way are more likely to abstain from participation rather than go to the trouble of making what they see as "futile attempts" – according to one informal interviewee – at having their voices heard. Nevertheless, if the highly positive tone of the research results is tempered by taking into consideration this caveat, the research results can still be effectively utilized for strategic purposes.

B. Recommendations

Based upon the results of this research project, we would like to put forth the following suggestions and recommendations:

1. Although the age distribution results for this project's sample population can not be said to be entirely indicative of the actual age distribution of the United Way's donors, the results do appear to display a correlational relationship between older/senior community members and a deeper level of interest in the work of the United Way. Youths and younger community members should be given increasing focus in the United Way's community outreach efforts. The United Way needs to reach out to young people so as to sustain a continuously high level of interest and contribution by community members in the long run.

2. Results indicate that the effective provision of appropriate, relevant and timely information bear strong influence upon community members' initial and continuing decisions to donate as well their perceptions of the United Way's role, purpose and impact on the community. It would thus be extremely beneficial for the United Way to gain a deeper understanding of the information needs of not only their donors, but also the general public. Suggested areas for further research or inquiry includes the different types of information needed/wanted by different segments of the public and donors, the varying volume or amount of information needed/wanted by various donors and non-donors, donors' and the public's preferred means of accessing and reviewing such information, viable strategies to identity and target different community groups with different information needs and preferences etc.

3. The "visibility" of the United Way's role, initiatives and "achievements" in the community not only boosts general community awareness but also builds community faith and goodwill in the United Way by vindicating the United Way's projected mission to the community. There is a need for links and connections to be more clearly and explicitly drawn between the United Way's funding and the results of such funding in the community, as well as for the establishment and implementation of alternate methods for establishing "visibility" apart from a predominant reliance upon member agencies to publicize the United Way's logo and contributions.

4. Ambivalence among respondents with regards to several issues concerning the United Way (as displayed in the results above) may be a cause for concern or it may be a passive "sign of approval" and support from respondents. Nevertheless, if resources and priorities permit, further analysis of and inquiry into the reasons behind such ambivalence would

certainly yield valuable information in the area of community relations. The matter of ambivalence should also be questioned as to whether expressions of ambivalence correspondents to a "distancing" of the respondents from the United Way as well. Understandings of how respondents veer away from initial contribution or commitment to the United Way's cause can be applied to strategies for retaining donors and sustaining donor contribution levels beyond the short-term.

5. This project can be said to have clearly established that the United Way of Peterborough and District enjoys a healthy level of support and goodwill from its community members. Nevertheless, the United Way must be prepared for the shifting attitudes, concerns and priorities of its community members in order to best cater to community needs and objectives. Comments collected from respondents may potentially indicate that community perceptions of what the United Way's priorities and mission should be is changing, have changed or can be predicted to change in the foreseeable change. Longitudinal research would be helpful in tracking change and developments in the aforementioned community perceptions. Regular or routine evaluations of the compatibility of community sentiments and the United Way's mission/priority areas will help to provide a "barometer" for versatile change and adaptability.

VIII. REFERENCES

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United Way of Peterborough and District
  2005 Research Proposal Form #637-IC-Assessment of Community Awareness.
        Peterborough: Trent Centre for Community-Based Education.

IX. APPENDIXES

Appendix A: Research Placement Agreement

Trent Centre for Community-Based Education
Research Placement Agreement

Project Title: Assessment of Community Awareness towards the Peterborough United Way

Department/Course Number(s) and Name(s): IDST 422 – Assessment of Development Projects

Section A: Party to the Agreement

Student:
Name: Irene Andayo   E-Mail: ireneandayo@trentu.ca
455 George St. N Apt B Peterborough, ON, K9H 3R6   Phone: (705)749-0186

Student:
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Address: S203 LEC 1755 West Bank Drive   Phone: (705)875-9349
           Peterborough, ON K9L 1Z7

Host Organization:
Supervisor's Name: Len Lifchus   E-
Mail:llichus@peterborough.unitedway.ca
277 Stewart St. Peterborough, Ontario, K9H 3M8   Phone: (705)742-9186

Trent University:
Instructor's Name: Chris Beyers   E-Mail:chrisbeyers@trentu.ca
Department: International Development Studies   Phone: (705)748-1011 x.5219

Trent Centre for Community-Based Education (TCCBE):
Representative's Name: Sylvia Davies   E-Mail: sylviadavies@trentu.ca
314 London St., Peterborough, Ontario, K9H 2Z4   Phone: 743-0523

Section B: The Project

The purpose of this project is:
To assess the awareness and the attitude of the public toward the United Way and its role in
Peterborough city and county.

The key research questions are:

1. What is the public's awareness level and knowledge regarding:
    a) what the United Way is, does
    b) the types of organizations the United Way supports
    c) programs and services directly provided by the United Way
2. What is the current public opinion regarding the United Way's funding criteria?
3. What are the public's reasons for supporting the United Way?
6. What are the public's reasons for not supporting the United Way?

The placement will begin: November 14, 2005 **and end:** April 30, 2006.

The schedule for completion of the project will be as follows:

A) General Timeline of Research Tasks

November 2005- December 2005:

➢ Meetings with the United Way to determine project scope, needs and goals in order to proceed with project design.
➢ The drafting, completion and submission of the Research Placement Agreement and the Ethics Committee Review form to the instructor, the United Way and the TCCBE.
➢ Project design (approaches and methodological rationale) in consultation with the host organization.
➢ Preparation of preliminary research forms and other data collection instruments, such as survey and questionnaire forms.
➢ Conducting necessary and/or relevant background research and data collection in preparation for project implementation.

January 2006-February 2006:

➢ Collection, tabulation and analysis of data.
➢ Informal presentation of preliminary feedback to host organization.
➢ Relevant changes or adjustments to be made to the project design or implementation after review of preliminary results with the United Way.

March 2006 - April 2006
➢ Additional data collection if necessary.
➢ Analysis of data and the preparation of a final research report.
➢ Presentation of final research results to the United Way.
➢ Submission of final research report to the United Way and instructor.

B) Detailed Timeline of Research Tasks and Completion Dates:

Task	Estimated Hours Entailed (/student)	Date of Completion

i) Consultation with the United Way to arrive at agreement for project design and project implementation. ii) Drafting(s) and completion of the Research Placement Agreement and Ethics Committee Review Form.	5	Week of December 5, 2005
Preparation of questionnaire/survey form.	6	Week of December 19, 2005
Approval of questionnaire/survey form content.	2	Week of January 2, 2006
Mailing of questionnaire/survey forms to Donor respondents.	2	Week of January 9, 2006
i) Random questionnaire/survey sampling of Non-donor respondents in three township locations, including brief interviews when possible. ii) Ongoing data tabulation and analysis. iii) Ongoing efforts to contact and set up interview times with individuals who have consented to participation in interviews based on mailed questionnaire returns and random questionnaire surveys.	29	Week of February 6, 2006
i) Preparation of detailed interview questions based upon questionnaire/survey results. ii) Conducting detailed individual interviews as well as focus group interviews. iii) Ongoing data tabulation and analysis.	29	Week of February 27, 2006
i) Compilation and analysis of data. ii) Additional data collection if required.	15	Week of March 20, 2006
Preparation of final research report.	10	Week of April 10, 2006
Submission of final research report to instructor.	-	Week of April 17, 2006
Submission and presentation of final research report to the United Way.	2	Week of April 24, 2006

The total number of hours required to complete this project is estimated at:
100 hours per student

Resources required from the host organization:
The United Way has agreed to cover all reasonable costs incurred during the course of this project, including photocopying, travel expenses etc. The United Way is also prepared to provide resources such as a suitable work place, computer and phone access etc.

*The product(s) of the project handed in to the host and instructor will take the form of:

i) A printed evaluation report submitted to the instructor.
ii) A printed evaluation report and presentation of evaluation results for the United Way.
iii) A printed evaluation report submitted to Trent Centre for Community-Based Education.

*The following will be submitted to the instructor for evaluation:

A printed and bound final report of the evaluation results at the end of April 2006.

*The marking scheme will be:

Components of the report to be graded	Percentage
Design	**5%**
Data Collection and Analysis	**20%**
Final Report and Reporting to Clients	**15%**

Section C: Responsibilities

Responsibilities of All Parties:
1. Each party to this agreement has the right to initiate renegotiation of this agreement if circumstances affecting the project change.
2. Each party has the right to terminate the placement if the conditions of the agreement are not being met. Because of the potential consequences to a student's program of study, a decision to terminate the placement must be made in consultation with the TCCBE.
3. The student owns the copyright for all work completed as part of his/her placement, but the host organization may use all project reports or papers, in whole or in part, as it sees fit as long as the student is duly credited as the author. (If work is completed collaboratively between the student and staff of the host organization, copyright will be jointly held.) A copy of any report or paper completed as part of the placement will be added to the TCCBE resource library to be available to the community.
4. All parties must complete the pertinent section of the form entitled Work/Education Placement Agreement/Post Secondary, to enable the Ministry of Education to purchase workers compensation or private insurance coverage for the student.

Please initial beside the section below pertaining to your responsibilities.

Responsibilities of the Students: _____ **Student's Initials**
1. Undertake the project conscientiously and with due respect to the expectations of the host organization and the University.
2. Keep his/her instructor and the TCCBE informed of the project's progress and notify them of any concerns about the placement or the host organization in a timely fashion.
3. Attend and participate in all necessary meetings (with his/her instructor, placement supervisor and/or the Trent Centre for Community-Based Education.)
4. Ensure that the confidentiality of any information acquired in the course of his/her placement is strictly maintained, notwithstanding the host organization's commitment to make the results of the research project publicly available.
5. Provide a copy(s) of the final product(s) of the research to the host organization and TCCBE.
6. Upon the advice of his/her instructor, comply with ethical guidelines and review procedures.

Responsibilities of the Host Organization: _____ **Host's Initials**
1. Orient the student to the organization and work site. Ensure the student understands any risks or hazards that may exist and the safety practices followed. Promptly report any incidents to the TCCBE.
2. Provide adequate direction, ongoing communication and feedback on the quality of work so as to enable the student to complete the project successfully.
3. Supply/provide resources listed above needed to complete the project.
4. Be available for occasional consultation and meetings with the TCCBE as needed for the purpose of monitoring the placement or refining the Community-Education Program. Cooperate in evaluation activities initiated by the instructor or the TCCBE.
5. Comply with policies and ethical guidelines governing research projects conducted in conjunction with Trent University and the TCCBE, as advised by the TCCBE, the instructor or the student.

Responsibilities of the Instructor: _____ **Instructor's Initials**
1. Ensure that the project, as described above, fulfills the requirements of the course listed on page one.
2. Provide guidance of an academic nature, advise on and monitor research methodologies employed. Evaluate the student's learning and grade his/her work.
3. Meet with the student at regular intervals, at least monthly, throughout the term.
4. Inform the TCCBE promptly of any missed meetings, breakdowns in communication, incomplete research/assignments or other incidents that may affect the success of the project.
5. Determine the need for the research project to be reviewed by the department's ethics committee. Alternatively, the TCCBE/U-Links Joint Ethics Committee may review the project if more appropriate. (Protocol and Application for Ethical Review are available upon request.)

Responsibilities of the TCCBE:
1. The TCCBE will endeavour to ensure the instructor, the student and the host organization understand and approve of the nature of the work to be undertaken on the placement.
2. The TCCBE will serve a liaison function among these parties; will offer advice on best practices in Community-Based Education and assist in overcoming any difficulties throughout the project.
3. Where appropriate, the TCCBE may form and facilitate peer support and project coordination meetings for students working on projects, to enhance learning and coordinate research.

By signing below, you are stating that you agree to the above terms regarding this Community Research Placement. You have a full understanding of what the project entails and what your responsibilities are for the duration of the project. If any aspect of this agreement is altered, all parties must be notified, the agreement amended and re-signed by all parties involved**.**

Student: _____
<div align="center">Date   Print Name   Signature</div>

Student: _____
<div align="center">Date   Print Name   Signature</div>

Instructor: _____
<div align="center">Date   Print Name   Signature</div>

Host
Organization: _____
<div align="center">Date   Print Name   Signature</div>

Trent Centre: _____
<div align="center">Date   Print Name   Signature</div>

Appendix C: United Way Member Agencies List

MEMBER AGENCIES

Big Brothers & Big Sisters Association
Canadian Hearing Society
Canadian Mental Health Association
Canadian National Institute for the Blind
Canadian Red Cross
C.H.A.N.G.E.S., Down Syndrome
Support Group
Community Care Peterborough
Community Counselling & Resource Centre
Community Living Peterborough
Elizabeth Fry Society
John Howard Society
Kairos Non-Profit Housing
Kawartha Child Care Services
Kawartha Food Share
Kawartha Sexual Assault Centre
Kinark Child & Family Services
Learning Disabilities Association
Multiple Sclerosis Society
New Canadians Centre
Nursery Two Inc.
Ozanam Community Home
Peterborough AIDS Resource Network
Peterborough Family Resource Centre,
Ontario Early Years Centre
Peterborough Social Planning Council
Peterborough Youth Services
Schizophrenia Society of Ontario
Scouts Canada, Kawartha Waterways Area
St. John Ambulance
Telecare Distress Centre
Trent Child Care Centre
Victorian Order of Nurses
Youth Emergency Shelter
YMCA of Peterborough
YWCA of Peterborough, Victoria & Haliburton

For more information about Member Agencies and their programs and services, contact United Way at
277 Stewart Street
Peterborough, ON K9J 3M8
Phone: 742-8839 Fax: 742-9186
Email: office@uwpeterborough.ca
www.uwpeterborough.ca

United Way

Assessment of Community Awareness Towards the United Way of Peterborough District Survey

	Category	Area	Survey Type	Colour of Survey	Colour Code on Envolope	Count
1	Non-Donors Out of Town	Apsley	General	Yellow	Orange top/left	14
2	Non-Donors Out of Town	Bridgenorth	General	Yellow	Pink top/left	13
3	Non-Donors Out of Town	Bailieboro	General	Yellow	Green top/left	14
4	Non-Donors Out of Town	Buckhorn	General	Yellow	Orange side/left	17
5	Non-Donors Out of Town	Burleigh Falls	General	Yellow	Yellow side/left	13
6	Non-Donors Out of Town	Havelock	General	Yellow	Pink side/left	16
7	Non-Donors Out of Town	Keene	General	Yellow	Yellow top/left	13
8	Donors In Town ($50-$99 in 2005)		Donor	Blue		99
9	Donors Out of Town ($over $100 in 2005)		Donor	Green		92
10	Donors Out of Town not donating in 2005		Donor	Pink		18
11	Donors Out of Town ($50-$99 in 2005)		Donor	Gold		40
12	Donors In Town not donating in 2005		General	Mauve		47
13	Donor In Town ($100 in 2005)		Donor	Tan		210
	Total					606

ASSESSMENT OF COMMUNITY AWARENESS TOWARDS THE
UNITED WAY OF PETERBOROUGH & DISTRICT
SURVEY

Dear Community Member,

This survey is part of a research project being conducted for the United Way of Peterborough & District by Trent Centre for Community-Based Education. The project will examine the awareness and attitudes of the public towards United Way of Peterborough & District and its role in this community. We also hope to explore the reasons behind the public's decisions to support or not support United Way. The results from this research will be used to assist United Way in providing services that are in line with the community's needs.

Any voluntary information provided by you through this survey will remain in strictest confidence and will only be disclosed with your express written permission. All information collected will be of an anonymous nature and will not be in any way identified with you, unless you wish to provide us with contact information for the sole purpose of participating in follow-up interviews. We thank you very much for your participation and value your contribution.

* * *

I have read the above description of the research in which I have been asked to participate. I understand that the information I provide will remain confidential. I voluntarily agree to participate in this project. I further agree that information I provide may be cited anonymously in the researcher's/researchers' final research report, essay and/or other class work.

_____   _____
                  Date   Signature

Please respond by January 31st, 2006
using the enclosed prepaid envelope.

1. Are you: Age Group: Place of Residence _____

   ☐ Female ☐ 18 - 25
   ☐ Male   ☐ 26 - 35
             ☐ 36 - 45
             ☐ 46 - 55
             ☐ 56 - 65
             ☐ 65 and over

2. Do you or any member of your family work or volunteer for a United Way Member Agency?

   ☐ YES   ☐ NO

3. My last donation to United Way was:

   ☐ Within 1 year   ☐ Within the last 2 years   ☐ Within last 3 years or more

4. What are your reasons for donating to United Way? *(Please check all that apply.)*

   ☐ I believe in United Way's mission.
   ☐ I believe it is important to donate to charity.
   ☐ Donating gains me tax benefits.
   ☐ I have/know friends and family members who donate.

   ☐ I have/know friends and family members who make use of United Way
       Member Agencies, services and programs.
   ☐ Other:
   _____
   _____

5. I am aware of how my donation is being used by United Way.

                    ☐ YES   ☐ NO

6. I know about/am familiar with United Way's funding priorities used for Member Agencies, services and programs.

                    ☐ YES   ☐ NO

7. Do you donate to the Community Fund to support our Member Agencies as determined by our volunteer Allocations Committee, utilize the Donor Choice option or a combination thereof?

   ☐ Community Fund   ☐ Donor Choice   ☐ Both

8. I feel that United Way provides me with regular and adequate information on how my donation is being used.

☐ Strongly Agree   ☐ Agree   ☐ Disagree   ☐ Strongly Disagree

9. I feel that my donation(s) to United Way:

☐ Is being used in an excellent manner to fund United Way Member Agencies, services and programs that make positive impacts in my community.
☐ Is being used well, but could have been used better.
☐ Is not being used in a way that would positively impact the community.

10. I feel that United Way's funding priorities *(Please see page 4 for a list of these priorities.)*

☐ Ensures that my donation(s) is being used in the best way possible for my community.
☐ Can be improved upon, for example:

_____

_____

_____

_____

☐ Is not really effective in utilizing my donation(s) for the good of the community, but I don't really know/don't have an opinion on how it can be improved.

11. I feel that United Way clearly makes known to me that they value my contributions.
☐ Strongly Agree   ☐ Agree   ☐ Disagree   ☐ Strongly Disagree

12. In general, I feel that United Way is making a difference in my community.
☐ Strongly Agree   ☐ Agree   ☐ Disagree   ☐ Strongly Disagree

- END OF SURVEY -

United Way of Peterborough & District
Funding Priorities

1. **Access to Services** for rural and disabled citizens.

2. **Poverty** and its consequences among marginalized, vulnerable, and/or abused individuals and segments of our community's population.

3. Increasing community education and direct action on programs and services leading to the **prevention** of serious health and social problems.

4. Resources and services for frail/disabled, isolated, and/or abused **seniors**.

5. Services to support development, training, and recognition of volunteers; and community education about implications of increasing reliance on **voluntarism**.

* * *

Thank you very much for taking the time to complete this survey. We truly appreciate your input. If you agree to be contacted for a follow-up phone interview, please provide us with the following information.

Name: _____   Contact Number: _____

Convenient time to be contacted: *(Please check all that apply.)*

☐ Weekday   or   ☐ Weekend

☐ Morning (9:00 am – 12:00 pm)

☐ Afternoon (12:00 pm – 5:00 pm)

☐ Evening (5:00 pm – 9:00 pm)

ASSESSMENT OF COMMUNITY AWARENESS TOWARDS THE
UNITED WAY OF PETERBOROUGH & DISTRICT
SURVEY

Dear Community Member,

This survey is part of a research project being conducted for the United Way of Peterborough & District by Trent Centre for Community-Based Education. The project will examine the awareness and attitudes of the public towards United Way of Peterborough & District and its role in this community. We also hope to explore the reasons behind the public's decisions to support or not support United Way. The results from this research will be used to assist United Way in providing services that are in line with the community's needs.

Any voluntary information provided by you through this survey will remain in strictest confidence and will only be disclosed with your express written permission. All information collected will be of an anonymous nature and will not be in any way identified with you, unless you wish to provide us with contact information for the sole purpose of participating in follow-up interviews. We thank you very much for your participation and value your contribution.

* * *

I have read the above description of the research in which I have been asked to participate. I understand that the information I provide will remain confidential. I voluntarily agree to participate in this project. I further agree that information I provide may be cited anonymously in the researcher's/researchers' final research report, essay and/or other class work.

Date	Signature

Please respond by January 31st, 2006
using the enclosed prepaid envelope.

1. Are you: Age Group   Place of Residence _____

    ☐ Female   ☐ 18 - 25
    ☐ Male   ☐ 26 - 35
                               ☐ 36 - 45
                               ☐ 46 - 55
                               ☐ 56 - 65
                               ☐ 65 and over

2. Do you or any member of your family work or volunteer for a United Way Member Agency?

    ☐ YES   ☐ NO

3. Do you know about United Way of Peterborough & District and what it is?

    ☐ YES   ☐ NO

4. Are you aware that United Way provides funds to health and social service organizations in your community?

    ☐ YES   ☐ NO

5. If you answered YES to question 4, please list some examples of these organizations.

    _____

    _____

    _____

6. Are you aware that United Way directly funds programs and services in your community?

    ☐ YES   ☐ NO

    If you answered NO to question 6, please proceed to question 11.

7. Please list some examples of these services and programs.

    _____

    _____

    _____

8. Do you agree with how United Way is using funds in supporting local health and social service organizations, programs and services.

    ☐ YES   ☐ NO

9.   If you answered NO to question 8, please tell us why.

_____

_____

10.   I feel that the Member Agencies, programs and services funded by United Way
      provide clear benefits to me and my community.

      ☐ YES   ☐ NO

11.   Have you ever donated to United Way?

      ☐ YES   ☐ NO

      If you answered NO to question 11, please proceed to question 16.

12.   When was your last donation?

      ☐ Within 1 year   ☐ Within the last 2 years   ☐ Within last 3 years or more

13.   What were your reasons for donating to United Way? *(Please check all that apply.)*

      ☐ I believe in United Way's mission.
      ☐ I believe it is important to donate to charity.
      ☐ Donating gains me tax benefits.
      ☐ I have/know friends and family members who donate.
      ☐ I have/know friends and family members who make use of United Way
          Member Agencies, services and programs.
      ☐ Other:
      _____

      _____

14.   I feel that United Way provides me with regular and adequate information on how
      my donation is being used.

      ☐ Strongly Agree   ☐ Agree   ☐ Disagree   ☐ Strongly Disagree

15.   I feel that United Way clearly makes known to me that they value my contributions.

      ☐ Strongly Agree   ☐ Agree   ☐ Disagree   ☐ Strongly Disagree

      Please proceed to question 19.

16.   If you answered NO to question 11, why have you never donated to United Way.
      (Please check all that apply.)

      ☐ I do not support United Way's mission.

☐ I do not believe in donating to charity.

☐ I do not know how to.

☐ I would like to donate but cannot afford it.

☐ I have never been asked to.

☐ I do not support one or more of the agencies that United Way Funds, for example:

_____

☐ Other:

_____

17.   Would you consider donating to United Way in the near future?

☐ YES   ☐ NO

18.   If you answered YES to question 17, what would be some factors that would encourage you to do so? *(Please check all that apply.)*

☐ More information on what United Way is and its role in my community.

☐ More information on how to donate to United Way and how my donation would be used.

☐ Seeing more concrete evidence of United Way's positive impact in my community.

☐ Other:

_____

19.   In general, I feel that United Way is making a difference in my community.

☐ Strongly Agree   ☐ Agree   ☐ Disagree   ☐ Strongly Disagree

- END OF SURVEY -

Thank you very much for taking the time to complete this survey. We truly appreciate your input. If you agree to be contacted for a follow-up phone interview, please provide us with the following information.

Name: _____

_____

Contact Number: _____

Convenient time to be contacted: *(Please check all that apply.)*

☐ Weekday   or   ☐ Weekend

☐ Morning (9 am – 12 pm)
☐ Afternoon (12 pm – 5 pm)
☐ Evening (5 pm – 9 pm)

United Way of Peterborough & District
277 Stewart Street, Peterborough ON K9J 3M8

FOR IMMEDIATE RELEASE

United Way Embarks on Community Attitude Survey

The United Way of Peterborough & District cares very much about how the community rates the work that they do in the City and County of Peterborough. Thanks to the Trent Centre for Community-Based Education a Community Attitude Survey will be conducted in the City and County on behalf of the organization.

Residents in the City and County of Peterborough have one of three ways to participate and express their opinions. This past week 500 surveys were mailed to a randomly selected group of donors and non-donors. Thanks to Quid Novis, starting this Monday, January 23 thru Tuesday, February 28 the community can log on to www.quidnovis.com and click on the link to the United Way survey. Finally, the researchers will be visiting four community sites to provide residents the opportunity to complete the survey:

Peterborough
Friday, January 27   4:00 pm to 8:00 pm   Morello's Independent Grocer
Saturday, January 28   8:00 am to 12 noon   The Farmers Market

Lakefield
Friday, February 10   4:00 pm to 8:00 pm   Lakefield IGA
Saturday, February 11   10:00 am to 2:00 pm   Lakefield IGA

Millbrook
Friday, February 17   4:00 pm to 8:00 pm   Calhoun IGA
Saturday, February 18   10:00 am to 2:00 pm   Calhoun IGA

Norwood
Friday, February 24   4:00 pm to 8:00 pm   Norwood Foodland
Saturday, February 25   10:00 am to 2:00 pm   Norwood Foodland

"Building Community, Changing Lives...Together WE make a difference."

For further information contact
Len Lifchus, Executive Director
742-8839
llifchus@uwpeterborough.ca

Appendix H: Organizations Cited as Examples

Examples of United Way Member Organizations Provided by Respondents

Name of Organization	Number of Times listed by Respondents
YWCA of Peterborough and Haliburton	18
Big Brothers & Big Sisters of Peterborough Incorporated	13
Community living Peterborough	10
Community care of Peterborough	9
YMCA of Peterborough	9
Peterborough Social Planning Council	6
Youth Emergency Shelter of Peterborough Inc.	5
Canadian Mental Health Association	5
Kinark Child and Family services	5
Peterborough Youth Services	4
John Howard Society	4
PARN	4
Kawartha Sexual Assault Centre	4
Community Counselling Resource Centre	4
Canadian National Institute for the Blind	3
Learning Disability Association	3
Peterborough Family Resource Centre	3
Boy Scout	2
St John's Ambulance – Peterborough Branch	2
Trent Child Care Centre	2
Canadian Red Cross, Peterborough Branch	2
Elizabeth Fry Society of Peterborough	2
Telecare distress centre of Peterborough Inc.	1
Victoria Order of Nurses Peterborough, Victoria and Haliburton Branch.	1
Nursery Two Inc	1
Schizophrenia Society	1
Kawartha Food share	1
C.H.ANGES	1
Ontario Early Years Centre	1

Examples of Services and Programs directly offered by the United Way listed by Respondents:

Services and Programs
Backpacks for Kids
Coat for kids
Meals on Wheels
Mitts for Kids

Appendix I: Comments from Donor Surveys

Note: Comments are listed exactly as worded or expressed by respondents. "[???]" denotes illegible words or phrases.

Reasons for not agreeing with how United Way funds are used:
- Agree that using funds to support these organizations is good but comment on the 'how.'"
- I expect organizations that actually change society, rather than 'band-aid' it, will not [???] financially be funded by United Way.

Other reasons for donating to the United Way:
- The types of programs that United Way provides are important and consistent with my values.
- Was involved in Campaigns for a few years as Chair of Committee and on Cabinet.
- Expectation of employee donation program
- I work for a member agency and volunteer for 2 other member agencies.
- As an ex-teacher, I saw great inequities which impacted on young children in many negative ways. I also saw parents going without [???] that their children would not feel left out.
- The UW can distribute the money more equitably and to areas that I am unaware of.
- We have both been active in YWCA, Peterborough hospital, [???], and Five counties over the years, and we well aware of needs.
- Help the less fortunate.
- Effective way of assisting a range of service agencies.
- Volunteer for a UW agency.
- Case of affordability.
- I was always encouraged to donate during my years of working in Peterborough County.
- It is just my nature to give to the community.
- Was a staff person with UW so I know the good work that happens.
- The thought of having all the groups you help having their own campaigns is repugnant.
- Do not want a lot of charities calling at the door for money.
- It works one donation for many services.
- We have always given to the UW and its former name since it begun.
- I believe my donated money will not be eaten up by admin fees.
- When I was in kindergarten, our class donated to "red feather campaign". I have donated ever since – it's like 50 charities in one.
- I like to help the youth shelter. We have to help our own young people as much as we can. !!!
- I can donate to charitable organizations through UW and <u>not</u> receive mailings throughout the year.

- A healthy community is better for all of us, including me.
- I feel donating money to united way helps distribute money equitably to several agencies. I hope this money helps those who need it in order to help themselves in the long run, if that is possible.

Other reasons for not donating to the United Way:
- Not donated recently probably because I have lost contact as a small business person i.e. not on payroll deduction or in a large organization.

Other factors that would encourage donation:
- A direct ask probably would prompt me or organization to ask small businesses (ie. thru Chamber perhaps?)
- Having the means to be able to make a donation.

Do you know about the funding priorities?
- only after reading page 4

How funding priorities can be improved:
- Put number 4 before 3 (funding priorities).
- Ambivalent. Any criticism will only reflect my personal preference/prejudices.
- Some fringe agencies are questionable. Family planning a "code" word for abortion?
- Circumstances surely arise where improvements to guidelines are needed.
- I think a major challenge for the United Way is that it no longer seems to fulfill the mandate of a single, united approach to giving. This leads to donor fatigue. I want to support my community, however there seems to be an ever growing list of worthy causes.
- I assume that you people know where best my donation goes.
- In the future I plan to donate money to specific agencies, not the United Way. I'll know they received my donations.
- Seniors' needs should get higher priority.
- Probably could emphasize the specific programs via the media pre- and during the fund raising campaigns. There is a great deal of competition for my ??? charity dollars.
- My ranking of priorities would be 2, 4, 1, 3, 5.
- Give more support to those agencies that do not have high profile and/or other sources of funds through member appeals.
- More prevention type services for youth, baby health support, neighbourhood clinics and training areas, e.g. Education upgrading.
- United Way and service agencies focus on deficit models. This does not build community. It fosters neediness and dependency. For more ideas, see

www.projectfriendship.com and the work of John McKnight from North Western University.

- I was surprised to read the first priority included access to services for rural residents as I feel United Way is for city residents. More needs to be done for the county residents.
- The only agency we see in our community is community care. At the campaign kickoff in the county (Norwood) this year, 2005, the only agency to show up was community care!
- Since poverty and homelessness are such concerns, UW has made it #2 – then the community needs to see/hear new shelters, food bank, support etc. help for youth shelter, Brock mission and etc. When you don't see or hear changes but only [???] or "tug of war" between agencies then you don't feel you are making changes in your community.
- Priority #4 could be moved up with priorities #1 and #2 in my estimation.
- Anything can always be improved. I'll be inclined to list #3 first.
- Feeding the hungry in our city I feel is much more important than supporting sports, transportation, etc. If each tax person supported this in their taxes it wouldn't stress anyone, good food could be bought and a lot of problems could be solved.
- I really can't answer these questions 9 and 10 as I don't have information on things that pertain to the UW but I do hope that the money is being utilized properly.
- To increase support to and development of programs that: strengthen family values, deal with attitudinal changes and opportunities for youth who might otherwise become addictive and/or aggressive thereby contributing to a decline in public safety, continue to respond to the need of those disadvantaged by disability, abuse, homelessness, poverty and old age.
- United Way, and every other means of communication with the public, must be used to inform the public of the impossibility of continued public consumption of food, energy, material assets at the present rate. We are heading for disaster.
- I would [???] more priority was put on prevention rather than bailing out those in hardships. Prevention is cheaper in the long run, but it does not make media stories to the same extent.

Aware of how donations are being used by the United Way?
- I don't specify where my money should go.
- For years I have donated to specific UW charities, recently they have not acknowledged receiving the money.
- Except for the list of agencies.
- I don't know if those first agencies to become members still get a disproportionate allotment. If so, that should be adjusted.

Other/Miscellaneous comments:
- Homelessness is a major problem in Peterborough. Funding and management for Warming Room needs to be upgraded in my opinion. Would United Way funding help relieve some of these problems?

- I don't know what I am supporting (re: funding priorities).
- United Way needs to market itself more. There are still way too many people who don't realize how desperately United Way funds are needed and where they are spent!
- After reading your priorities, I'm more confused as to what you do and who you help. I think it leads one to wonder why we give, what actually happens to funds given to an agency, say such as big brothers, big sisters or the boy scouts
- The Peterborough United Way has been a leader in Canada and North America for many years and continues its fine tradition today. Keep up the good work!
- (Regarding donor choice :) In the first year in order to prevent my funds going to the YMCA – re: King Edward school.
- Donated through Sir Sanford Fleming College as a retired member.
- I have been traveling and missed making my contributions this year.
- It represents the issues and organizations that the whole community can support, as such, it encourages people to think about and support the community.
- I was disappointed when the United Way took over the knitting of mittens and hats to go with their "coats for kids" program. This was started by the Red Cross, why couldn't they have contributed?

Appendix J: Comments from General Surveys

Note: Comments are listed exactly as worded or expressed by respondents. "[???]" denotes illegible words or phrases.

Other reasons for donating to the United Way:
- My brother's class was running a charity at Jake's for SSFC.
- Through the air force.
- It is local with minimum national [???].
- Workplace campaign.
- Used to run the campaign for my work.
- I believe in how united way contributes to and strengthens the community.
- Senior used all money for donations already.
- I have a son on the CHMA.
- I was involved with a youth group years ago who participated in fundraising.
- They asked me
- I like the way united way works with a wide variety of needs.
- Choice of recipients made by community members.
- Through work – automatic deductions.
- Depends.
- Work.
- Someone asked me to donate.
- I like to try and make a difference.
- I'm a retired social worker – I have recently moved from Hamilton area – always have to united way.

Other factors that would encourage donation?
- Available funds (seasonal worker).
- Tax benefit to me.
- I believe in its current activities.
- Can't afford to give to more than one agency.
- Concerned sometimes that value-added service from united way isn't benefiting community organizations enough to justify cost.
- Remind me of the good you do.
- I would anyway.
- Winning the lottery.
- No telecanvassing.
- If someone asks me.
- I regularly contribute.
- I have payroll deduct to united way.
- Being offered at schools.

Why disagree with how United Way funds are used?
- No idea how it's spent.
- Too high administrative costs.
- too much money spent on infrastructure – organizations needs to work towards self-sufficiency, employees receive benefits that are above the "norm" in the private sector for the majority of this community.
- I wish they did more like Toronto – i.e. provide legal service by recruiting volunteer lawyers to provide advice to non-profits and this plus other professional consult.
- The family center is left out.
- I do not know enough about them.

Why have you never donated before or won't donate?
- I do not support administrative charities – anything more than 5% to administrative fees isn't charity, it's business.
- I work with and support other, smaller social justice organizations.
- I believe only in social justice models to relieve poverty.
- I chose other agencies.
- I don't have enough money to donate at the moment (sole support mom!).
- Targeted giving to groups which may or may not be united way. I benefit from programs and I'm grateful others can give.
- Support other charities.
- I found out United Way donated to the wrong charity.

Other/Miscellaneous comments:
- My concern with many charities' is the "top-heavy" administration and the amount of funds that are used to pay their wages.
- Clear benefits not well-published.
- I don't know much about it.
- Would like to see more info.
- I donate to another agency.
- Should put more emphasis onto programs more than organizations.
- Low income people have access to services they would be otherwise unable to obtain.
- I believe that the info is really available if I chose to look into it.
- I know they make a difference but I don't know how.
- We donate to the Salvation Army, Peterborough and community care Norwood.
- I do not support united way anymore. I found out that you donated money to the gun registry!!!!! Bad charity. I am a hunter and I do not agree with this. End of survey.