

The Campaign to Prepare an Opioid Response Hub in Peterborough

Fourcast is leading an initiative to establish an Opioid Response Hub at 220 Simcoe Street in downtown Peterborough. The **Light the Way to \$160K** campaign is an effort to raise the funds necessary to prepare the location that will host a range of wraparound services to better respond to the opioid crisis in our community.

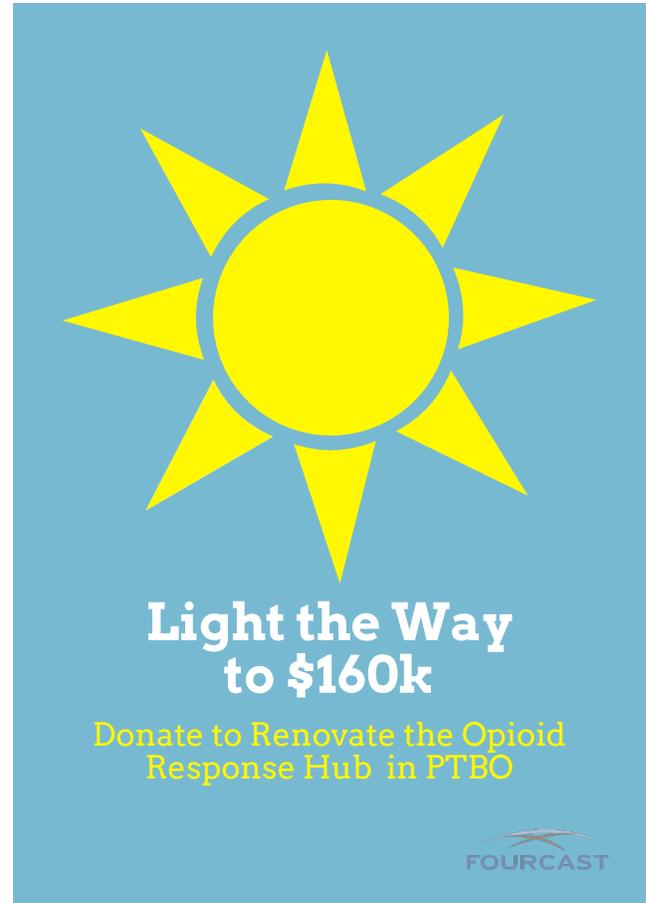
Why 220 Simcoe St.?

The site of the former Greyhound bus station is the most practical location for an Opioid Response Hub. To have the greatest impact, it's important to provide these services in close proximity to the population who need it most. The standalone building is accessible and, more significantly, is within a kilometre of every social service and support agency in the city of Peterborough.



**Community
Foundation**
of Greater Peterborough

For this campaign Fourcast is collaborating with the Community Foundation of Greater Peterborough (CFGFP). The strength of their reputation and capacity to help this effort reach a wider audience improves the likelihood that we achieve our goal with greater speed and certainty. We're pleased to make the most of this opportunity.



Partner Organizations

In addition to Fourcast addiction counselling, this initiative is a collaborative effort that includes several frontline health-focused agencies:

PARN - Your Community AIDS Resource Network

Peterborough 360 Degree Nurse Practitioner-Led Clinic (NPLC)

Peterborough County-City Paramedics

The Mobile Support Overdose Resource Team (MSORT)

Peterborough Drug Strategy (PDS)



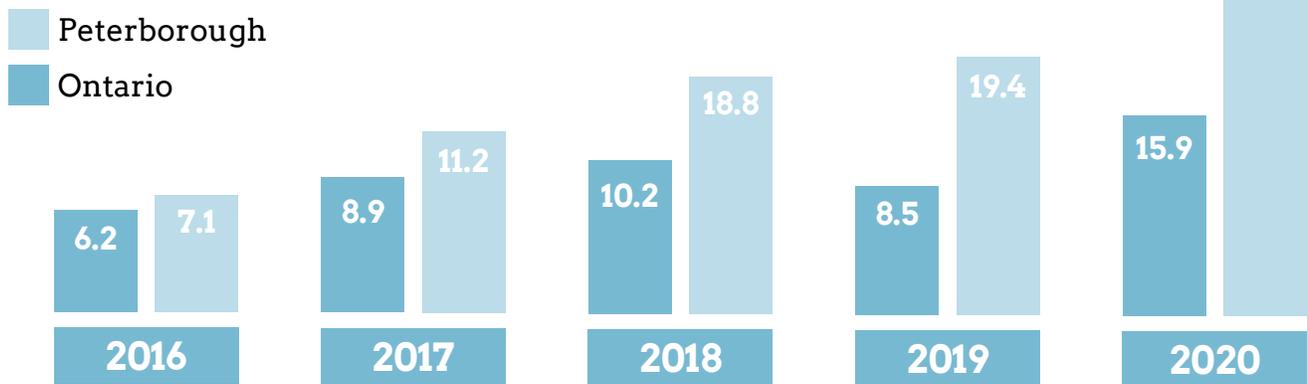
This is a Health Issue

There is significant stigma attached to the issue of the opioid crisis. Some frame the matter purely as a 'drug problem' that affects only marginalized communities. In fact, it is better characterized as a 'health issue' that reaches far beyond the perceived demographic and is growing increasingly acute, as the data illustrate here.

The Need is Now

With addiction, a poisoned drug supply, overdoses and a number of opioid-related deaths in our community, the need for a dedicated site is more essential than ever. The Light the Way to \$160K campaign will help prepare the site at 220 Simcoe to provide critical services now. It will also ready the location to accommodate a Consumption and Treatment Services Site (CTS) in the event provincial funding is secured.

Rate of Confirmed Opioid-related Deaths in PTBO and Ontario



How You Can Help

While a soft campaign has to date already helped raise over \$25,000 for this effort, our **Light The Way to \$160K** campaign is a more formal initiative. To donate online, please visit:

www.cfgp.ca/LightTheWay

Alternatively, cheques can be made out to:

Community Foundation of Greater Peterborough

Please put, 'CTS Fund' in the memo and either mail to or drop off at:

261 George St. N, Suite 202
Peterborough, ON
K9J 3G9

Thank you for your consideration and generosity. Please follow the campaign on our social channels (**#LightTheWay #LTW160K**)



Fourcasttweets



Fourcast_team



Four Counties
Addiction
Services Team -
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