



NERVE MEDIA

Strategic * Communications

PORTFOLIO

Cam Taylor

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A freelancer for 25+ years, I'm accustomed to operating solo but thrive in the collaborative space with in-house marketing teams, design agencies, independent project managers or directly with the C-suite.

Crafting and clarifying an organization's message remains the essential discipline. That mandate finds expression in countless ways across multiple platforms. It can involve a range of responsibilities, from ideation, positioning and branding, to

campaign development, strategy, art direction and more.

The work runs the gamut: digital, print, broadcast, social and more. Inform, enlighten, provoke, persuade, and move people to action. In short, help clients bolster connections, extend their reach and generate greater profile and profit.

COLLABORATION

While mainly working directly with clients, I've enjoyed the opportunity to partner with several design shops, including:

Idea Couture
Bhandari & Plater
Mamone & Partners
Borealis Creative (formerly SOS)
Ariad
Big Sky Design
Oxygen
Labour (formerly CO-OP)
Clear Space Design
Competence Communications
Parcel Design
Cundari
Pivot Design
Hangar Design Group
Filament Creative
WE Design

LCBO



United Way



Butterfield
& Robinson
SLOW DOWN TO SEE THE WORLD



angus reid



The Spirit of Excellence



AUBREY & MARLA DAN
FOUNDATION

GREAT GULF



workforcewins



VOLUNTEER

NEW STAGES THEATRE COMPANY
Board Member, 2022 -
 Dedicated to bringing contemporary voices and issues to the stage through a series of staged readings and full productions.



YES SHELTER FOR YOUTH AND FAMILIES

Board Member, 2019 - 2021

An organization whose mandate is to provide emergency shelter, transitional housing and the supports required to help youth.



PETERBOROUGH ULTIMATE LEAGUE (PUL)

President, 2004 - 2016

Helmed this local recreation league, taking it from a one-season, eight-team outfit into a four-season, 60-team non-profit organization.



REFRAME FILM FESTIVAL

Board Member, 2012 - 2015

A documentary film festival committed to social justice, environmental, Indigenous and culturally significant programming.



PORTFOLIO

If interested in seeing a sampling of work, please let me know the types of work you'd prefer to see and I'll compile a brief portfolio.

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RECENT NOTABLES

A sampling of projects that have been part of the pipeline of late. Brief overviews and excerpts in the pages that follow.



—● ANNUAL REPORT



—● CORPORATE SOCIAL VALUES GUIDE



—● INDUSTRY EDUCATION



—● MARKET RESEARCH AND STRATEGY



—● IMPACT REPORTS





GLOBAL UNIVERSITY SYSTEMS CANADA

One of two principal writers on this project. An annual report by name but designed as a key marketing piece for this established name in career colleges. This 60+ page report involved extensive primary research that involved profiling the eight colleges under GUS Canada along with the full scope of programs and initiatives that distinguish this organization.

Currently wrapping the 2023 edition.

Exceptional People

Never underestimate the potential of a group of people connected by a sense of community and purpose.

GUS Canada's success is directly attributable to the people at all levels of our organization who create an exemplary educational experience.

It starts with the teams who develop and execute our corporate strategy: forging strong partnerships, creating exceptional tech-enabled learning spaces, and recruiting worldwide.

That same sense of purpose filters down through all our institutions, where we've built an academic corps that bring innovation, creativity and real-world know-how to the classroom needs of a deeply diverse student body.

We back that with a support network designed for student success, both within the class as well as the community. We bring students together in support of each other, connect them to key services, and help them navigate their way through life in Canada.

And the students themselves, our most important asset, infuse every environment with vitality and a prevailing sense of possibility.

Driven by community and purpose, GUS Canada has become a growing organization that attracts top talent and provides strong prospects for career advancement.

Across all our institutions and within GUS Canada itself, we draw the best and brightest into the ranks of our students, faculty, professionals and staff.



Sampling of chapter leads for different sections of the annual report.

Leading with Purpose

GUS Canada stands at the threshold of an exciting new year, with current initiatives taking shape and many new ones in the works.

We will develop new public-private partnerships with colleges and other established higher-education institutions.

We will inaugurate Canada's newest university, University of Niagara Falls Canada.

We will open a new state-of-the-art campus in Toronto's Mirvish Village and plan on developing more new campuses.

We will strengthen our relationships with business and government to diversify and improve the quality of our programs and the employability of our graduates.

And we will deepen our roots in the communities where our institutions are located, boosting nearby businesses and helping community organizations.

We have set the stage for more to come. GUS Canada is looking forward to a 2023 replete with new students, new programs, new campuses and new partners.



BURLODGE

Companies today must demonstrate measurable action on issues of ESG. Food delivery service manufacturer Burlodge formalized its values in a 16-page document which could be used both internally and externally. Notably, its component parts can be readily adapted for RFPs and related client agreements.

In addition to covering issues of DEI, these samples reflect Burlodge's Net Zero ambitions.



Environment

We believe in action over intention. The climate crisis demands investment and commitment from every organization, and it's our ambition to take definitive, calculable, targeted steps towards decarbonising our operations. As any organization undertaking these efforts understands, there are challenges every step of the way. By first clarifying 'why' it's important to enact these shifts – and that everyone in the company can contribute to these goals through their actions – together, we can take the strides necessary to make meaningful change.

What We've Done to Date

We have enlisted the services of a third-party consultant, Bioregional, who have recently completed a full carbon footprint assessment of our company across scopes 1, 2, and all applicable (11 of 15) scope 3 categories.

For the past three years we have been calculating Scopes 1 and 2, and this has helped us make significant improvements. We have already made reductions in energy consumption across our sites and invested to further shrink our Scope 1 and 2 emissions. Part of that effort has been to introduce hybrid cars to our respective fleets, and we will gradually replace combustion engine models.

We've measured the carbon footprint of our full value chain and are now better positioned to reduce emissions. That process includes all

relevant Scope 3 categories according to the Greenhouse Gas Protocol and it sets carbon reduction targets based on the Science Based Targets initiative (SBTi) Corporate Net Standard. Also, we've increased staff training and awareness on carbon emissions and detailed how Burlodge intends to achieve Net Zero.

By taking these measures, we have a greater appreciation of the environmental impact of our operations. We've been able to implement specific sustainable practices that make a definitive difference. Looking ahead, we will continue to assess our current path and implement practices and programs across our organization that contribute to our overall reduction goals.





SUSTAINABLE DIRECT MAIL GUIDELINES

Managing the Environmental Impact of Direct Mail Campaigns

Ver. 1.0
2023

SUSTAINABLE MAIL GROUP

A non-profit organization representing paper manufacturers, marketers, printers, and mailing houses dedicated to reducing the environmental impact of the direct mail industry. This 20-page report provides helpful guidance for every stage involved in the process, from data collection and design, production and print, distribution through to end of life disposal.

INTRODUCTION

Organizations that rely on direct mail and lettermail to reach their audiences are eager to make environmentally responsible choices. The opportunity to pursue those goals and take tangible action has never been more promising.

It's our ambition at the Sustainable Mail Group (SMG) to evolve the perception and impact of printed mail. As an advocacy group, we continue to build upon a long tradition of environmental concern in the paper and printing industry. Significant strides have been taken towards reducing the paper production footprint and shrinking the use of volatile organic compounds (VOCs). At the same time, forestry stewardship programs like Chain of Custody Certification, the promotion of paper recycling and use of post-consumer waste in paper products is stronger than ever.



02

DESIGN FOR THE ENVIRONMENT

The design phase of a campaign is an opportunity to pair creative decisions with sustainable outcomes. Greenhouse Gas (GHG) emissions are created in the mailing ecosystem by using energy to produce or move (e.g., deliver) products.

That's why it's important to think about efficient design. Greater sustainability is achieved when items are appropriately sized and targeted with clean data.

Notably, Canada Post is currently undertaking an active campaign to green their buildings and transition to an electric fleet, all in the interests of reducing our mail system's GHG impact.



SUSTAINABLY YOURS

Implementing sustainable measures into direct mail campaigns is accessible for any organization. It starts with recognizing that more environmentally sensible decisions can be made at every stage of a campaign.

In some cases, it's a modest investment of time to explore options, such as design decisions and precision targeting of audiences. In other cases, weighing the alternatives around materials, production, shipping and distribution can result in improved outcomes.

To promote more conscientious practices throughout our industry, the Sustainable Mail Group wants to help organizations build awareness in how to better harness available resources while shrinking their ecological footprint. We want to demonstrate how these practices can strengthen operations and outcomes for our members. Ultimately, this fuels expectations among the users of printed mail for responsible and sustainable practices in the industry.

We encourage you to learn more about the Sustainable Mail Group's activities and consider becoming a member to reap all the benefits of what our organization has to offer.





I proposed a two-stage project designed to take a measure of the budding Canadian disc golf market for this renowned American-based leader in the market. A primary research phase (30+page report) involved extensive interviews with subject specialists across the country. The resulting findings formed the basis of a Canadian-focused marketing strategy document that detailed how to broaden Innova's market and target opportunities.

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- Participants 4
- Welcoming the Effort 6
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GROWTH OPPORTUNITIES

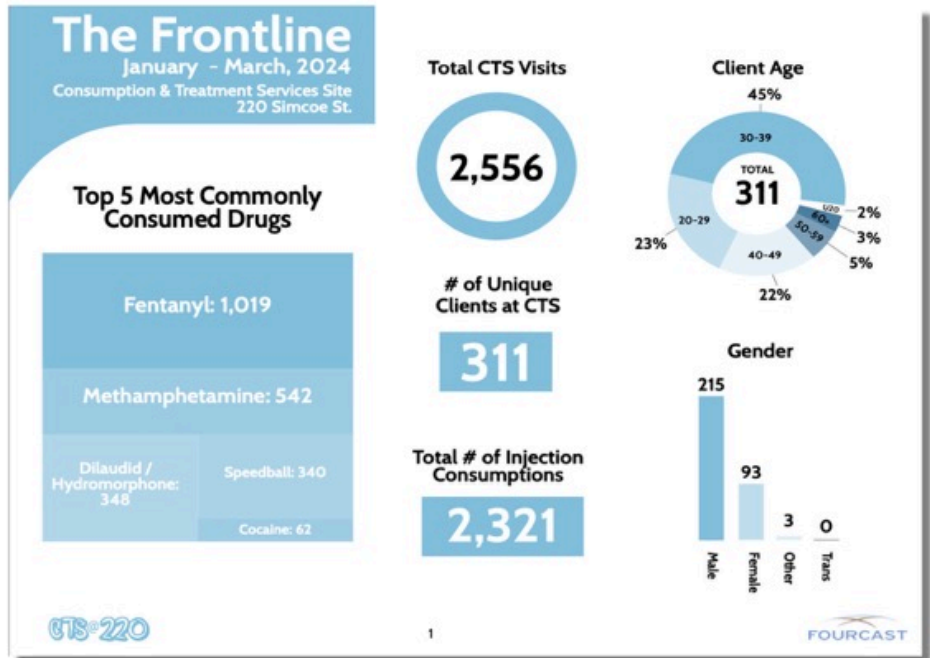
How to make the distinction between unfettered growth and intentional growth? The first instance has been an essential ingredient in growing the game across Canada. It typically requires a local individual or collection of disc golf evangelists who give shape and voice to the community through leagues and course development. Once established, the prevailing culture of that club tends to determine the path it follows from there.

On the one hand, a familiar narrative emerges: Many disc golf communities are content to maintain a manageable, established group of people and fall into the routine of league nights, occasional events and modest contributions to the club arrangement. While disc golfers are clearly passionate about the game and mostly welcoming to newer players, some factions of leagues have little interest in promoting further growth. The game serves their needs for recreation and community, full stop. This is where rifts can occur between 'old school' thinking and something more ambitious for the game.

Above: Table of Contents and excerpt from chapter lead. Below: Front page of Impact Report



In addition to ongoing social media content creation and management for this addiction services agency, I develop quarterly impact reports to account for the consumption treatment services (safe injection site) activities.



LCBO

As a writer of record for the LCBO, I worked on 200+ projects over a 10-year span. Campaigns covered all beverage categories with extensive longer form work performed in the whisky category as the agency launched its Whisky Shop initiative. I collaborated with several design agencies during this period.



**Bruichladdich Organic
2009 Scotland**

From the distillery renowned for forging its own path comes a whisky crafted from 100% organic Scottish barley. Wholly organically certified, this unpeated expression is aged in ex-bourbon casks and produces a creamy texture on the palate. Barley and spice dominate around a swirl of floral and citrus aromas.



**Bruichladdich the Classic
Laddie**

Rebellious of spirit when it first appeared on the market, the distillery's original offering continues to wow enthusiasts with effortless style and taste. Sweet oak, honey, barley and fruit grip the palate and dispense a gentle note of smoke on the finish.



**Bruichladdich Octomore
8.1**

If you're a lover of a powerful dose of smoke on the palate, prepare to be swept away by the smooth and smoky shades of 8.1. This powerhouse finds a balance between the heft of the flavours and the subtleties of fruit, seaspray and sweetness that shine through on every sip.

The Brilliance of Bruichladdich

Take a closer look at the incredible distilleries crafting the world's best whiskies, starting with a brand placing a contemporary spin on an ancient art.

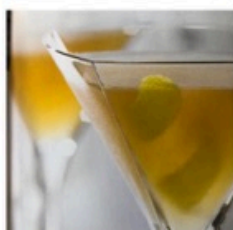
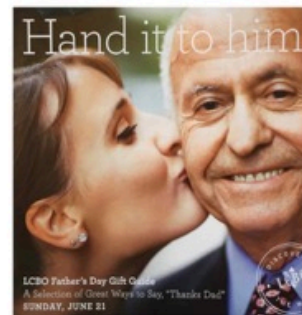
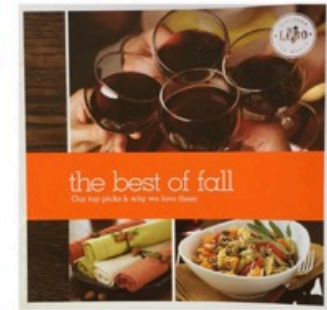
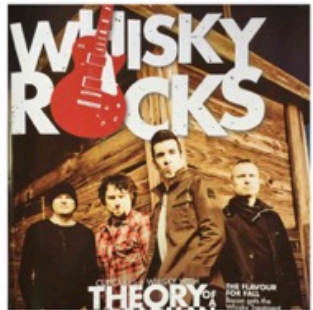
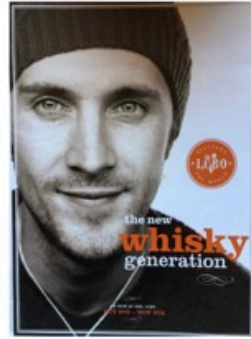
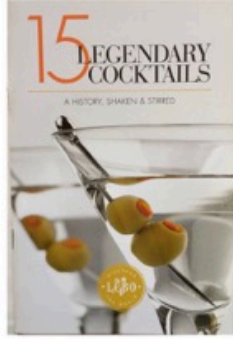
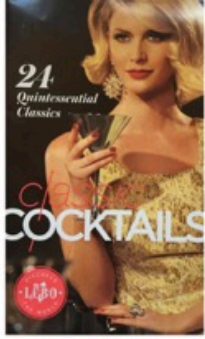
Bold of purpose, clear of mind and exceptional at their craft, Bruichladdich has always fashioned itself a freethinking, rebellious spirit within the art of creating Scotch. Toeing the line of tradition may not be in this distillery's DNA, but they pay tribute to the craft in their own unique way.

The original Bruichladdich distillery was built in 1881, but the history that really matters is far more recent. Storming onto the scene around the turn of the millennium, they made it clear from the get-go that they danced to the beat of a different drummer.

Take, for example, the assumption that every Islay whisky is going to play some variation on peatiness. The launch of The Classic Laddie established Bruichladdich's signature taste as entirely unpeated. Add unmistakable packaging in an aquamarine bottle emblazoned with white knockout letters and clearly something very different had arrived on these shores.

This wasn't about bucking tradition or thumbing their nose at customs; the team at Bruichladdich simply wanted to celebrate the best of local ingredients and the time-honoured processes. The overarching goal at Bruichladdich has always been to pay proper tribute to the artisanal heart of the craft, and capture the very essence of the ingredients' links to the land. The Bruichladdich website even refers to showing their followers "the intimate connection between place and time, man, history and land." And in that, Bruichladdich is something of a throwback – a reminder of what really should matter.

Successive releases have proven it to be more than capable of capturing the peaty heart and pure untamed wilds of this windswept isle. The Port Charlotte is a heavily peated option while the Octomore plumbs the deepest depths of peatiness with its full-scale defiance of the rules.



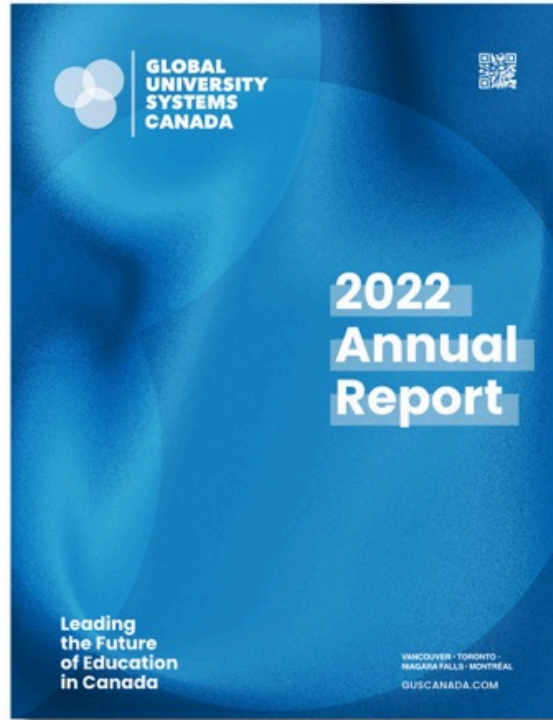
EDUCATION

A handful of institutions may get by on reputation alone, but most schools today must make the pitch to attract the students and funding to ensure they thrive. Marketing materials, alumni profiles, comprehensive school and program guides - I've contributed creative services at several levels.

"It is a time of change, excitement and boundless promise at Humber College. Backed by a significant donation and a commitment to cultivating the business leaders of tomorrow, the establishment of the Longo Centre for Entrepreneurship (Longo CFE) marks a watershed moment for the college.

What was previously known as the Innovation Humber Incubator, the Longo CFE has undergone a remarkable development thanks to a generous \$5-million commitment on behalf of the Longo family. The Longo CFE now stands shoulder-to-shoulder with some of the most vibrant post-secondary based business incubators in the country and will serve as a dynamic launching pad for small business and the next generation of Canadian entrepreneurs."

Excerpt from an article written for Humber Magazine.



Co-writer on Annual Reports for both 2022 and 2023. We proposed an adaptable format for the most recent publication that fashioned chapters into individual Impact Reports, which can be promptly updated with up-to-date information.



Lead writer on two 30+ page publications for University of Toronto's Continuing Education program - one for Arts-related courses, the other for the Business programs. Involved over 25 interviews, brief profiles of instructors, longer form articles on successful graduates and program summaries.

What starts here is transformation. This is where you decide to forge ahead and follow your passions and interests. With 650 courses and 85 certificate programs available, the University of Toronto School of Continuing Studies offers you the opportunity to explore what's next. We say be inspired. Be curious. And be ready for wherever life leads you or wherever you decide to take your life. Be unlimited.

Digital Media Zone
REGIONAL UNIVERSITY
Entrepreneurial Hub & Mark

The next generation of entrepreneurial leaders is staking a claim to world-changing solutions right here, right now in the Digital Media Zone (DMZ) at Ryerson.

THE UPSTART AMONG STARTUPS

Tapping into the boundless enthusiasm of a university community in the heart of Toronto, this hothouse of ingenuity, industry know-how, investment and experiential learning is ramping up on success stories and redefining the digital incubator. What has quickly emerged is a dynamic culture of achievement where startups fast-track their companies in an open environment. Groups of fellow developers create, share and critique alongside one another. Peer-to-peer collaboration is encouraged and cross-pollination expected, which creates a give-and-take atmosphere that's abuzz with possibility.

A CONVERGENCE OF TALENT AND TEAMWORK

The DMZ helps entrepreneurs navigate that critical startup phase by providing the space, mentoring, professional resources and investment required to transform fledgling ideas into full-blown solutions.

This allows budding companies to immerse themselves in their work and top many of the hurdles and holdups that commonly sidetrack startups. This freedom to focus, build, interact and explore is producing astonishing results, and is further strengthened by the DMZ's university connection where ambition and aspiration flourish.

A WORLD OF POSSIBILITY

Opportunity beckons. Now's the time for independent thinkers and organizations to align themselves with the DMZ. Enterprising partnerships in China, Brazil, Israel and India are currently underway with many other compelling initiatives taking shape.

Wondering how to engage with us and leverage that momentum of opportunity? Be prepared to act. We explore ties with a range of prospective partners, including:

Digital Media Zone

Part of a promotional brochure for the Digital Media Zone (DMZ) at what is now Toronto Metropolitan University.

ambitious concentration of
must be 05

LEARNING TO MAKE A WORLD OF DIFFERENCE

Peterborough • Oshawa • Ontario • Canada
2009

TRENT UNIVERSITY

GRADUATE STUDIES AT TRENT UNIVERSITY

Canadian Studies Ph.D.

TRENT UNIVERSITY
LEARNING TO MAKE A WORLD OF DIFFERENCE

GRADUATE STUDIES AT TRENT UNIVERSITY

Watershed Ecosystems
Ph.D., M.Sc.

TRENT UNIVERSITY
LEARNING TO MAKE A WORLD OF DIFFERENCE

GRADUATE STUDIES AT TRENT UNIVERSITY

Cultural Studies Ph.D.

TRENT UNIVERSITY
LEARNING TO MAKE A WORLD OF DIFFERENCE

GRADUATE STUDIES AT TRENT UNIVERSITY

Indigenous Studies Ph.D.

TRENT UNIVERSITY
LEARNING TO MAKE A WORLD OF DIFFERENCE

ST. ANDREW'S COLLEGE

head starts begin here

Promotional Piece for St. Andrew's College

Above: Lead writer on Trent University's 40-page viewbook for prospective students.
Middle: Series of Graduate Studies program guides (8 in total).



SOCIALS

Admit it, social channels are the needy children of the comms industry. Companies create the channels but without dedicated staff, they rarely have the time or resources to maintain them as much as they'd prefer. I hold retainer relationships with a couple of clients to handle the creative development and strategy while occasionally contributing content to other organizations.

Fourcast is an addictions services agency that oversees a range of programming and counselling services at offices throughout Central Ontario. It is also responsible for managing the Consumption and Treatment Services (injection) Site in Peterborough.

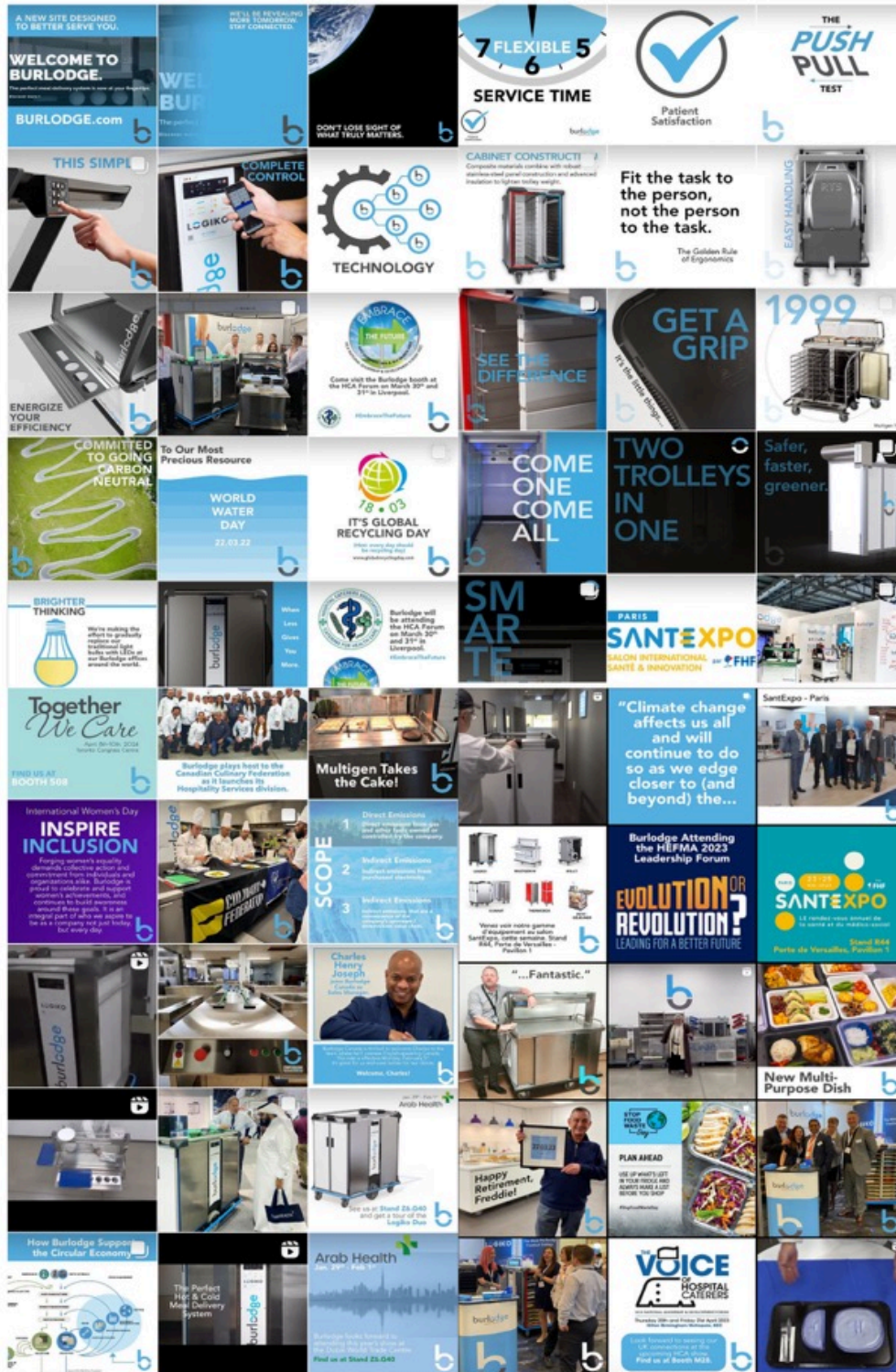


FOURCAST



burlodge

TOGETHER, WE WORK.



A longstanding client, I've covered the gamut of communications work with Burlodge, an international manufacturer of food delivery equipment that serves a global market. In addition to social media management, I've produced the full scope of marketing materials (print, digital, video), along with corporate profiles, executive comms, shooting and editing product videos, long form articles and more. With limited in-house marketing resources, they count on me to handle a range of creative services to meet their communications needs, including their social channels.

Together, we work.

We're driven by a determination to help clients accomplish their goals. Most gratifying is our on-going consultation and interaction with our clients. By understanding their needs and analyzing the issues, they push us to design better food service equipment. They remind us that it takes an incredible amount of effort to be the best. But it's thanks to our shared success that we dedicate our tag-line to them. Together, We Work acknowledges those who continually challenge us and inspire us. We wouldn't have it any other way.

Company tagline and introduction from Corporate Profile.

OUT & ABOUT

**Butterfield
& Robinson**
SLOW DOWN TO SEE THE WORLD

CINQUE TERRA

FIVE COLOURFUL VILLAGES

Traversing the Cinque Terra of the Ligurian Coast is to walk in the footsteps of history. Here, rugged coastline paths wind through fragrant citrus orchards and terraced vineyards, connecting secluded seaports and cresting at inspired vistas. It is a place where, for centuries, a generous people with an indomitable spirit have revered the simple essentials of life: food on the table, wine overflowing and the turquoise shimmer of the Mediterranean.

THE LUXURY OF SIMPLE PLEASURES

It is the comfort of capable hands and the pleasure of an unhurried pace. It's an agenda that's gloriously unstructured so that you can create your own journey. We provide exclusive access to local experts and all the special places we discovered over the years so you have time to stop for a spur-of-the-moment chat with locals, linger over a cappuccino or simply gaze at the stunning scenery a little longer.



Wine
Country
Ontario™

Lead writer for a few years on these guides encouraging wine tourism for the Wine Council of Ontario.



NATCHEZ TO NEW ORLEANS

YOU'LL FEEL ANYTHING BUT THE BLUES

The trail from Natchez to New Orleans reveals the narrative of the American South. From stately antebellum mansions to the sultry swelter of an endless night in the Big Easy, this is a region rich with American myth. It is where a storied past meets the shared spirit of a vibrant present. It is where the heart slows and life sways to the comfortable rhythms of an abiding soul; where time ambles, casual as a drawl, and where every day is the most beautiful there is.

LUXURY IS A STATE OF MIND

B&R travellers are active people who want to see amazing places, in deep and up close. Yes, our trips are meticulously detailed, but they're also gloriously unstructured, so you explore at your own pace. Go the extra mile along the trail, stop to ponder the events that took place under your feet or simply gaze at the glorious scenery a little longer - it's up to you.

BRETON COAST

THE UNTAMED ALLURE OF WIDE OPEN SPACES

Along the stark and wildly beautiful coast of Brittany, there is the promise of adventure. In this land of legend, where the Atlantic churns against jagged cliffs and washes across broad sweeps of sand, there dwells an obliging spirit of rustic elegance and gentle hospitality. It's a place where guardians of grand Old World châteaux graciously welcome guests and acclaimed culinary traditions thrive.

PACE YOURSELF

At B&R, we understand that travel should relax and revitalize. That's why our itineraries offer you the opportunity to engage and explore at your own pace. Along the way, we also introduce you to our friends and favourite spots in the region. After all, the perfect escape is all about options.

Excerpts from travel itineraries for this pioneer in active luxury travel.



angus reid

Some may live on a diet of bullet points, but the most meaningful communications will provide more meat on the bone. Key points with context - that's the idea behind these white papers for market research specialist, Angus Reid Strategies. Developed a wide range of these 5-7 page, quick-hit reads that are designed to provide essential information for those with a bigger appetite for proven points backed by relevant stats.

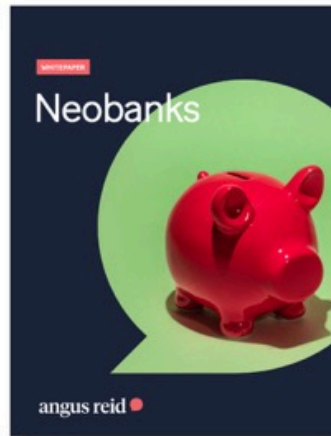
A sampling of three introductions.



Cashing In on Cryptocurrency

Cryptocurrency – also known as digital or virtual currency – has rapidly gained popularity as an investment vehicle in recent years. Of late, it has expanded beyond financial circles and become part of the everyday lexicon. The wider influence of cryptocurrency has garnered outsized attention largely for its potential to deliver substantial returns within limited timeframes. Such price spikes generate enthusiasm among investors, but crypto's inherent unpredictability also undermines its credibility as a viable long-term investment.

For some, that volatility is the presumed risk and the price to play. Do investors think about the long game with cryptocurrency and its potential to fundamentally alter our perceptions of what qualifies as an accepted form of legal tender? Or is it the thrill of the chase and its potential for immediate gratification that appeals to today's investor?



Neobanks: The Transaction Undergoes a Transition

The fintech revolution is upending traditional financial models and promising to shift the landscape within several market sectors. Services designed for today's digitally savvy consumers are providing alternatives that are chipping away at conventional industries, including banking, insurance, mortgage and real estate, wealth management and more.

Designed with measures of speed, convenience, affordability, and accessibility in mind, these options are migrating from the margins to the mainstream as their credibility grows. What were once untouchable sectors are now in the crosshairs of these upstarts. Businesses who disregard the momentum of this movement and dismiss their consumer appeal do so at their own peril.



The Vexing Question of Vaccines

Prior to Covid-19, vaccines for many people have been a matter of course and their uptake has remained largely unquestioned. Despite a rise in vaccine scepticism, there was generally a tacit trust in the medical community to serve the broader interests of public health garners widespread compliance. Protect health and make a modest personal contribution to eradicating a potentially harmful disease or lethal virus? It hasn't been a hard sell.

Cue the pandemic and the subsequent sprint to develop vaccines.

The commotion of vaccine divisiveness serves as a point of departure for Angus Reid to question how people consider other vaccines they've taken, what resources they trust to inform their positions and decisions, and whose opinions they consider credible.



PHILANTHROPY

The state of the 'ask' has never been more competitive nor more complex. These activities are all about long-term relationship building. The appeals cover several stages, from nurturing to consideration, convincing and post-giving appreciation. The work has to be creative, emotive and ultimately rewarding to those who choose to give.



A thirty page publication designed to celebrate the United Way Peterborough's 75th anniversary and to serve notice that their style of charitable support would be undergoing a fundamental change. Some sample section copy included here.

Legacy

Seventy-five years ago, a small group gathered to discuss the establishment of a Community Chest, as it was then called. The official name: the Peterborough Community and War Service Fund. For those community leaders gathered around the table, the common link was a sense of responsibility – of duty. Yes, it was wartime and those sentiments were more profound than ever.

They could not have envisioned then what the United Way has become in 2016. Not that it would've mattered to this group. We're not in the habit of looking back. Imagining what an organization could become borders on the irrelevant. As has always been the case, the needs of this community keep us very much in the moment. Yes, it's important to glance back if only to see the path we've traversed, but it is the excitement of what's next that pulls us forward and challenges us to respond.

Celebration

Let's start with this thought: it is an impossible task. That may strike some as a familiar refrain, especially for an organization like ours, given the responsibilities and daily challenges we confront within our community. In this case, though, it's the daunting job of capturing what 75 years of service has meant to the United Way of Peterborough and District. We can hardly begin to scratch the surface of that story within these pages.

What seems more practical is to speak to who we are. To capture not what we were, but what we are now and what's next. Because where we stand in 2016 is the sum total of 75 years invested in a notion of compassion, ambition, hope and care. On this, our diamond anniversary, we feel that's firmly within the realm of the possible.

Community

With every campaign we are humbled by this community's collective heart. The outpouring of generosity is inspiring. More telling is that indomitable community spirit we so commonly witness—the resolve to help improve the lives of others around us. That so many people are willing to respond in such a charitable fashion year-after-year makes us incredibly proud to call this community home.

The United Way continues to play a vital role within this community—one that brings people together, strengthens connections and gives organizations the means to carry out programming and services. Yet our longevity as an organization is testament to a community that understands that those expressions of care, camaraderie and empathy demand active involvement from all of us. In short, there is no 'we' without 'you.'





Light The Way to \$160k

Donate to Renovate the Opioid Response Hub in PTBO

www.cfpg.ca/LightTheWay FOURCAST

The Light the Way to One-Sixty-K campaign for Fourcast raised funds to support the establishment of an opioid response hub in downtown Peterborough. A controversial issue for some, the campaign proved an opportunity to not only raise funds, but also to educate the public (red and orange posts) about the issues and highlight the supports that were in place.

I provided full campaign development, art direction, design, content, media materials, and community outreach activities. Thanks to community generosity and momentum of the effort, it secured the funds in short order on a very reasonable budget.

Be the **Light**

FOURCAST

\$100k!
Five Points Down. Three to Go.

FOURCAST

BOOM!
BIG THANKS to the Kelly Family Foundation for their \$25K Donation!

FOURCAST

What is an OVERDOSE?
An opioid overdose is a medical emergency that occurs when a person takes an amount of a drug or combination of drugs that is more than their body can process. Because opioids cause respiratory depression, taking more than the body can handle can cause breathing to slow, become irregular, or stop. As a consequence, the person can lose consciousness and eventually die.

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MSORT
The Mobile Support Overdose Resource Team provides health and social supports for people who have experienced or are at risk of an overdose. The team includes peer supports, addiction treatment and a paramedic to help individuals connect to the services that they need.

FOURCAST

Getting Brighter!
Your Generosity is Helping Us Light the Way to \$160k

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where we've got
where we're going
Please help Light the Way to \$160K

FOURCAST

\$83k
Half Way to \$160k!

FOURCAST

It's a Climb.
Down to the last stretch of the Light The Way campaign, we're asking to raise funds to renovate the Opioid Response Hub. Thanks for helping us meet the challenge. Please donate if you can.

FOURCAST

Thanks! for the Giving.

FOURCAST

Regarding Poison Supply
"Consider it this way: Imagine buying a bottle of wine and wondering if it's safe or if it's half full of anti-freeze."
-Addictions Specialist

FOURCAST

42
Number of local Opioid Related Deaths in 2020. The rate for 2021 is expected to be well above that.

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Could be You.
Yep, this too.

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There are Stars Among Us.
Community Foundation of Greater Peterborough Donates \$25K

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You're a Star, Peterborough!
\$50K to Go!

FOURCAST

The Joy of 6!

FOURCAST

A Donation of \$1,300 Gets Us to \$160K
Please donate at: www.cfpg.ca/LightTheWay

- 100,000 pizzas
- 26,000 nickels
- 31,000 dimes
- 5,200 quarters
- 1,300 loaves
- 650 loaves
- 250 loaves
- 100 loaves
- 45 loaves
- 26 loaves
- 13 loaves
- 16 loaves

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Why 220 Simcoe St.?
This is the perfect location for an Opioid Response Hub. It's in the heart of downtown, the building is accessible and it is within a kilometre of every social service and support agency in the city of Peterborough.

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PARN
A key partner at the Opioid Response Hub, PARN is an AIDS Service Organization that works to reduce the transmission of HIV and other sexually transmitted and blood borne infections (STBIs) in our community. Through its harm reduction program, it provides sterile equipment to support people in maintaining their health. PARN is also instrumental in distributing naloxone and has given out more than 3,200 kits in the past year.

FOURCAST

The Need is Now
Light The Way to \$160k
Please Donate to Renovate the Opioid Response Hub in PTBO

FOURCAST

2 Down. 6 To Go.
Thanks for Helping to Light the Way to \$160k

FOURCAST

Complete the Ray for \$100k!
www.cfpg.ca/LightTheWay

FOURCAST

Warmer... Warmer... Warmer...

FOURCAST

Yeah, You Did!
The Light The Way to \$160K Campaign Hit Its Target

FOURCAST

The Importance of Integrated Services
"When people come in to 220 Simcoe St. they see that there's a nurse there, they know that there's a nurse there, they know that there's a Fourcast people. It opens up peoples' window of opportunity. Everything is in one place. They can take advantage of all the services that are there."
-Addictions Specialist

FOURCAST

Rate of Confirmed Opioid-related Deaths in 2016 and Ontario

FOURCAST

This is a Health Issue
Some frame the opioid crisis purely as a "drug problem" that affects only marginalized communities. It is better characterized as a "health issue" that reaches far beyond that presumed demographic and is growing increasingly acute.

FOURCAST

NPLC
The 360 Degree Nurse Practitioner-Led Clinic specializes in care for people with mental health and substance use issues and other health complexities. When the Consumption and Treatment Services line receives operational funding, a nurse from the clinic would provide wound care, health counselling, and facilitate connection to HIV and Hepatitis C treatment and primary care.

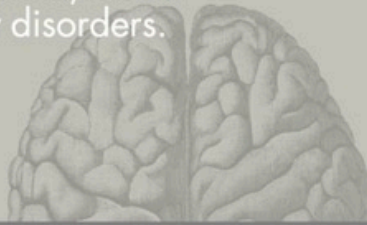
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TOGETHER WE CAN ACCELERATE
UNDERSTANDING, TREATMENT
AND CARE OF BRAIN DISORDERS
HURVITZ BRAIN SCIENCES CENTRE



The Hurvitz Brain Sciences Program aims to confront one of the largest health threats of our time: disorders of the brain, including stroke, dementia, mood and anxiety disorders.



To address these devastating diseases we are building a state-of-the-art facility that will cause an acceleration of the understanding, treatment and care of brain disorders. Through unprecedented collaboration and cutting-edge treatment, the Hurvitz Brain Sciences Centre will be a global hub of discovery and innovation.

We are very ambitious.
We need to be.

A disorder or an injury to the brain or nervous system will affect one in three Canadians at some point in their lives. By 2020, brain disorders will become the leading cause of death and disability in Canada. These complex medical conditions demand a focused, collaborative response and long-term action.

That action is already underway at Sunnybrook. Our specialists are breaking new ground on the understanding of how the brain, our most complex and least understood organ, works – and stops working. We invite you to join us as we revolutionize treatment and change outcomes.

Outtakes from a case for support for the Sunnybrook Foundation for the Hurvitz Brain Sciences Centre.

A modestly sized film festival with large ambitions in its first fundraising campaign, I provided the naming, art direction and communications for this campaign



Campaign name development for the Peterborough Regional Hospital Foundation's effort to raise funds for new equipment.



THE RANGE

I'm an inveterate generalist with an interest in helping businesses and organizations of all sizes successfully connect with their audiences. That openness finds me taking on a range of marketing, branding and strategy challenges - a sampling of which is demonstrated here.



Storyteller ad and intro web copy for Sandbagger.ca



SO THE STORY BEGINS

Bar-owner by trade and entrepreneur by instinct, William (Bill) Rowan had a knack for good taste and a nose for opportunity. When not running the Office Restaurant and Bar, he could be found on the golf course. A middling player unsaddled by ambition, Bill would wrap his rounds refreshed by a Sandbagger cocktail composed of gin, citrus and sweet – while trading in postgame pokes and digs with friends or over a game of Euchre in the clubhouse.



The Reuse Revolution

The elimination of single use plastics would mark a tidal shift in our world. That goal resides at the heart of the circular economy precisely because it calls for us to fundamentally shift our thinking and practices around waste. It would encourage producers, distributors, stakeholders and the public to reframe how our resources can be used and reap benefits in the process. To move that initiative forward, reuse is the answer. More than an act of progressive thinking, when executed properly, it's an indisputably practical solution.

Section from organizational mandate



Is the Thrill Gone?

Use this guide to bring back that lovin' feeling

You've been down that path with other IT companies. You've seen it, done it and did it again, and suffered all the same. And all you really want is a solid, dependable relationship with an IT partner that you can count on. Is that really too much to ask?

At TNG we believe enduring happiness can be yours without climbing twelve steps or embracing false gods. All we ask is for a small investment of your time to thumb through this guide, contemplate some of the tips we're proposing, and then consider a date with the Creative IT company.



Company Profile

Fickle, frustrating and punishing as golf can be, we still hang onto the sensation of those perfectly hit shots. That's what keeps us coming back for more, and that's why Muse can help. Effective meditation with Muse helps maximize your performance on the golf course, grants you more focus and mental control, and heightens your clarity on the course.

Muse for Golf is a natural extension of our goal to help people calm their minds and focus on what's important. We want people to get past the storms and waves on the surface of their minds to the deep calm beneath. We know the joys of this sport, we understand its enduring appeal, and we want to help you experience more mastery and confidence on the course. In other words, we want Muse to be your playing partner for a long time to come.



COMPANY COLLABORATIVELY COMENDA

Just as you are in the business of serving people, we're in the profession of serving you.

Our development since 1963 as a company has always championed exceptional performance, cost containment and highly energy efficient design. Close, active consultation also ensures that we generate the perfect solution for our clients. That involves understanding the challenges our clients face on a daily basis and helping them to meet their objectives. That's the Comenda difference and it carries on through our commitment to ongoing service and support.

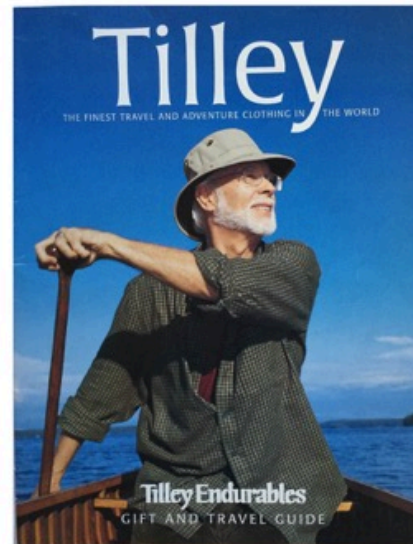
We may be just one component of your overall success, but we always aim to be at the heart of your operation.



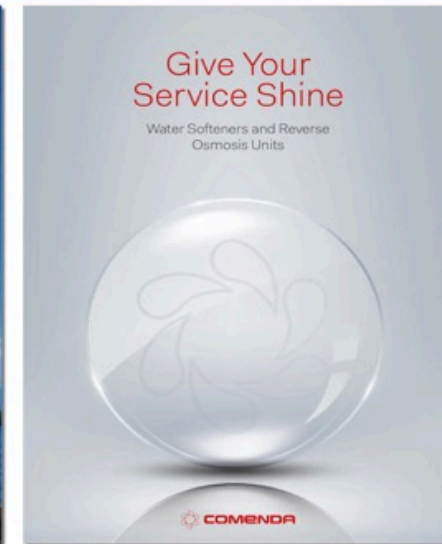
40-page E-Book



Corporate Profile

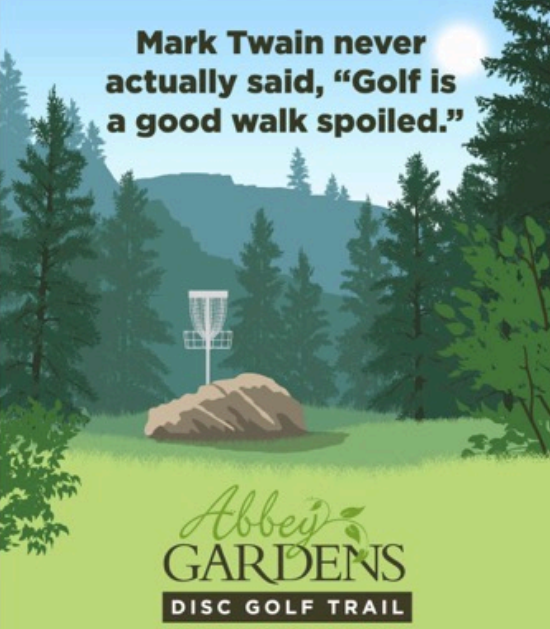


50+-page product catalogue



Company and Product Line Promo Piece

Mark Twain never actually said, "Golf is a good walk spoiled."



Abbey GARDENS
DISC GOLF TRAIL
HALIBURTON ONTARIO

But to anyone who endorses that idea, we invite you to explore Abbey Gardens Disc Golf Trail. Discover 18 holes of professionally designed disc golf beauty, complete with forested shots, wide open meadows for the cannon armed, and a collection of shorter, ace-run holes for the glory.

Short and long tee-pad options available and all ages welcome. One price lets you play all day. We have discs for rent and to purchase. Plus, we have a cafe, brewery, market garden, ponies, chickens, and hiking trails. Yes, one walk in these hills and you'll be spoiling for more.

www.abbeygardens.ca/discgolf **INNOVA**

Advertisements

CONFIDENTLY BUILDING SUCCESS


To lead in this industry is to understand how to help real estate developers, owners, and investors thrive. That's why Trez Capital has earned its position at the forefront of commercial mortgage lending over the past 20 years. We appreciate the difference that flexible financing solutions, quick approvals and competitive pricing can make in achieving your goals.

Allow us to show you how the next generation of development starts.

CONTACT

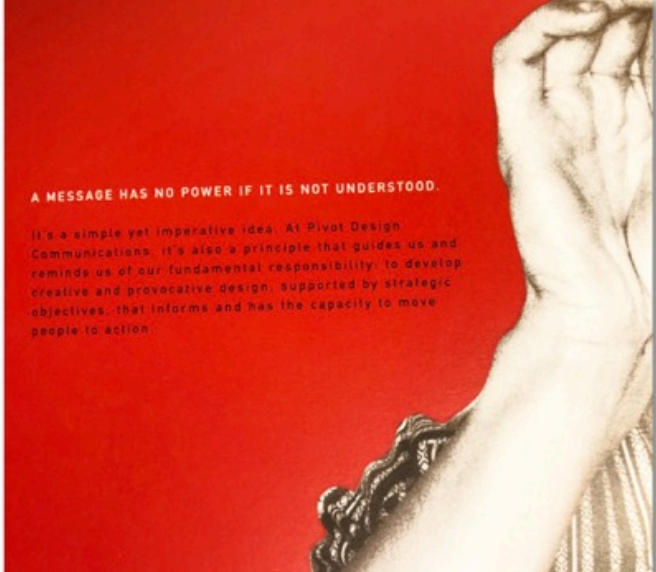
Toronto 416.350.1224	Dallas 214.545.0951
Vancouver 604.689.0521	Palm Beach 561.588.0132

TREZ CAPITAL
trezcapital.com



A MESSAGE HAS NO POWER IF IT IS NOT UNDERSTOOD.

It's a simple yet imperative idea. At Pivot Design Communications, it's also a principle that guides us and reminds us of our fundamental responsibility to develop creative and provocative design, supported by strategic objectives, that informs and has the capacity to move people to action.



ALI WORLD INTERNATIONAL

THE ALI GROUP MAGAZINE ISSUE 11 | OCTOBER 2023

TEAMWORK MAKES THE DREAM WORK
Moffat and Green Design Group breathe life back into Balgownie Estate

TO INFINITY AND BEYOND
TORRE DEL SARAGINO'S SEARCH FOR PERFECTION FINDS A WINNING PARTNERSHIP WITH COMENDA

LUXURIOUS, ETHICAL, SUSTAINABLE
GRANDIPIANTI'S 360-DEGREE SERVICE FOR HORTO



ali GROUP

Long Form Trade Publication Articles

Our Mission

To experience Hope, Purpose and Belonging in health care is the foundation of everything we strive for. It is reflected in our work, goals and motivation. In Hope, we find the promise of a brighter tomorrow. In Purpose, we give each day meaning by touching and changing the lives of others. And in Belonging, we share a sense of oneness, of community with our residents, staff and families. Together, these qualities form a bond that link us and strengthen us, while contributing to the mission that distinguishes our unique approach to health care.

Mission Statement, OMNI Health



