



**coldest**  
**\*night**  
OF THE YEAR

**Saugeen Shores**  
Saturday, February 22nd 2025

The Coldest Night of the Year is a chilly family-friendly fundraising walk in support of United Way Bruce Grey and the Southampton Rotary Club. Let's change the tune for people experiencing hurt, hunger, and homelessness.

feb. 22, 2025 / it's cold out there





**2024 Goal: \$50,000**  
**Raised: \$50,113 (gross)**  
**200 Walkers 30 Teams**

Here's a few ways the support was distributed in the Saugeen Shores and Saugeen First Nation region in the past 18 months:

**12 households** in Saugeen Shores and Saugeen First Nation received assistance through the **Utility Assistance Program**.

**15 individuals** received vital advice through the **Financial Literacy Program**.

**Over 700 needs** were addressed and directed by the **211** information and referral service, connecting people to supports.

**72 students** in Saugeen Shores and Saugeen First Nation started the school year with fully stocked backpacks through **The Backpack Program**.

At the request of the Port Elgin Rotary Club, we gave \$3,000 to United Housing for All (UHFA), to support the YMCA's Rural Housing & Homelessness Outreach. These funds helped support those experiencing homelessness in Bruce County. The Port Elgin Rotary Club then donated the balance of their proceeds back to United Way Bruce Grey. This enabled programs such as Utility Assistance, Financial Literacy, The Backpack Program, and other initiatives that benefit residents in Saugeen Shores and beyond.



thanks so much to our  
**community sponsors!**

Trinity Tiny Homes, Ewyn Weight Loss  
Studio Port Elgin, The Queens Bar and Grill,  
Starbucks Port Elgin, Lakeshore Recreation,  
97.9 The Bruce, and 89.5 FM Radio



# 2025 Goal: \$50,000

## Partnership with the Southampton Rotary Club

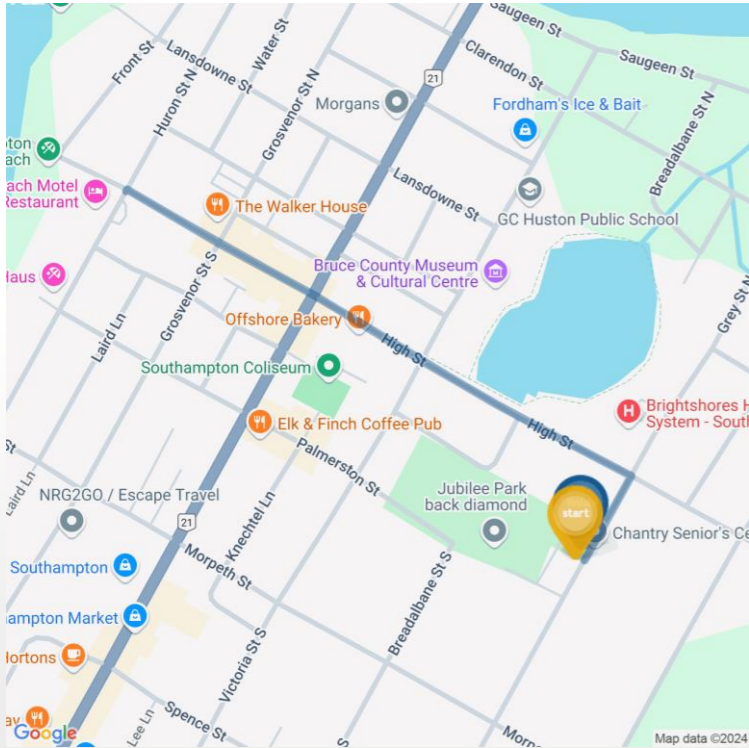


# Toques!

**Walkers who raise \$150+ (or \$75+ for those under 18) will receive a CNOY toque as a thank you on event day, while supplies last.**







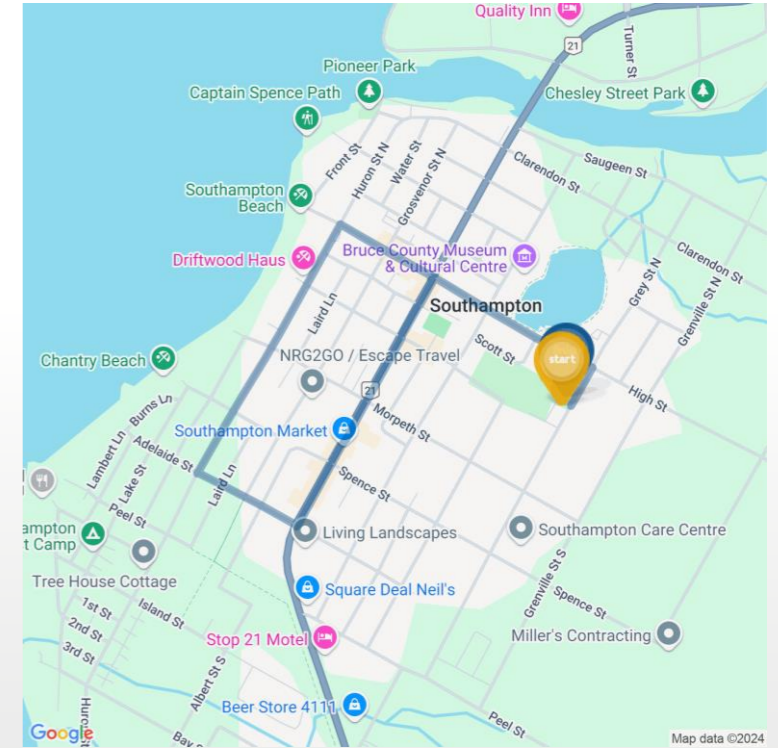
**2km**

**We're doing the walk in Southampton this year!**

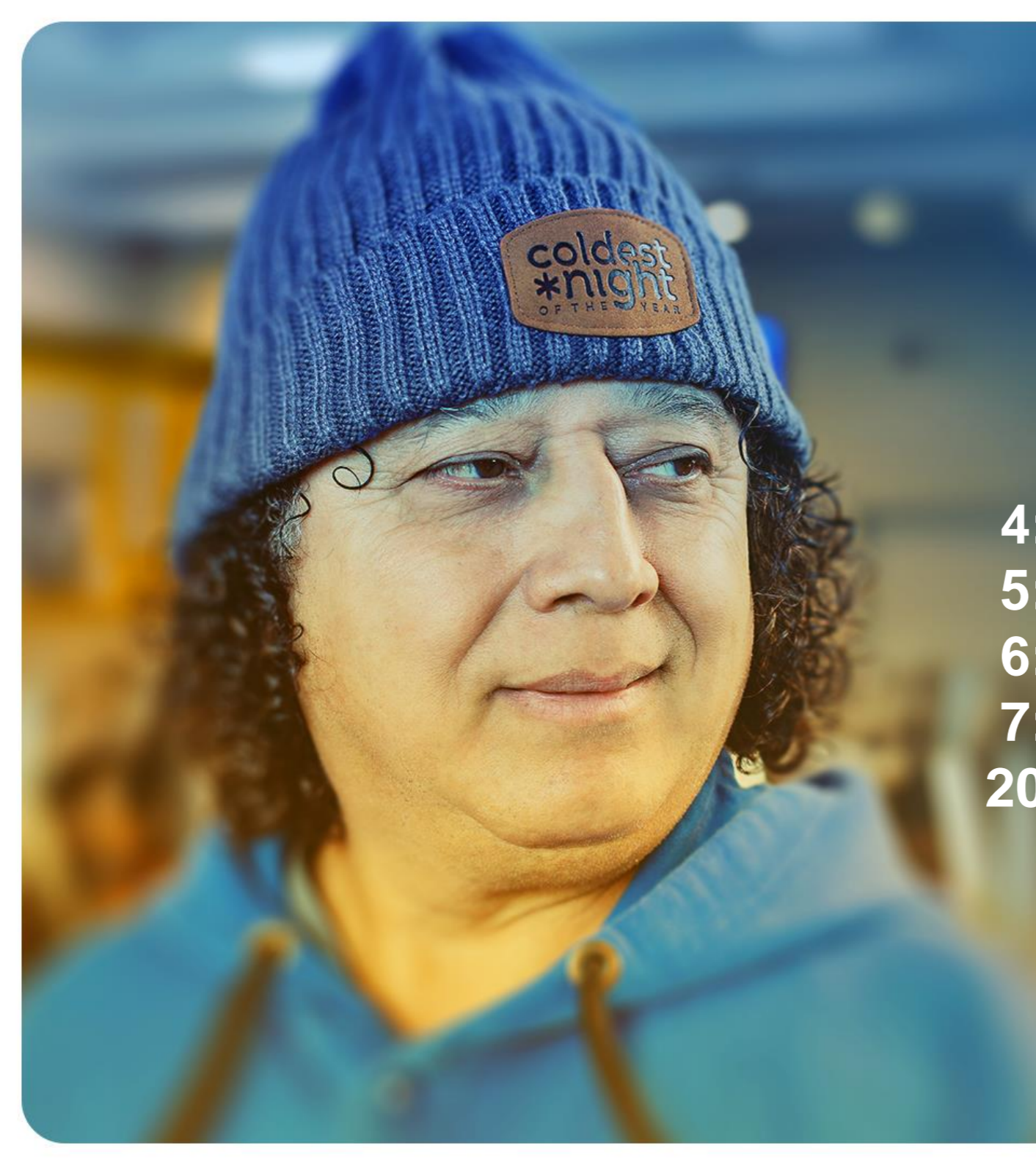
We are planning on rotating the walk between Port Elgin and Southampton in the future.



**The event will take place at the Rotary Hall (39 Grey St S, Southampton).**



**5km**



## Schedule

- 4:00 pm: Meet Check-in + Welcome
- 5:00 pm: Move Send-off
- 6:00 pm: Munch Light meal served
- 7:00 pm: Mosey Goodbye + see you in 2026!



## Route Details

- Routes will be well-signed with our bold blue CNOY signs.
- Route Support: Route marshals provide support along the route.
- Children 12 and under must be accompanied by a parent or guardian at all times.
- No Pets: We love our little furballs like you do, but pets are not permitted at the Coldest Night of the Year except for approved and trained service animals



[cnoy.org/saugeenshores](http://cnoy.org/saugeenshores)

register to walk  
+ fundraise





**THANK YOU!!!!**

