

WPFO aired in excess of 7,000 PSAs in 2021 covering topics such as vaccination information, disaster relief efforts, under-age drinking prevention, pet adoption, mental health awareness, and veteran support.

WPFO Meteorologist Dustin Bonk gave weather presentations to local schools in January and February 2021. Dustin conducted virtual weather presentations for students at both the Williams Primary School in Oakland, ME and the St. Brigid School in Portland, ME.

WPFO sponsored “Power Of A Wish” in February 2021. This one-day telethon raised over \$67K for Make-A-Wish Maine.

WPFO sponsored “Walk For Wishes” in May 2021. Good Day Maine anchors virtually hosted this fundraising event which brought in over \$37K for Make-A-Wish Maine.

WPFO sponsored the annual “Trek Across Maine” event in June 2021. This three-day cycling excursion raised over \$368K for the American Lung Association of Maine.

WPFO sponsored the annual “Pet Food Drive” in July 2021. Pet food and monetary donations were collected for a half dozen animal shelters in Southern Maine.

WPFO sponsored its annual “Joy of Sharing” campaign in December 2021 which gathers both toy and monetary donations for families in the area. This campaign is done in partnership with the local Salvation Army branch.

WPFO supported the Ad Council’s “Project Roadblock” campaign in December 2021. This annual campaign seeks to increase awareness of buzzed and drunk driving around the holiday season.