



DALE BIDDSELL
UWGSC
CEO

WE'RE DOUBLING DOWN ON OUR APPROACH TO POVERTY REDUCTION

Everywhere we look a crisis demands our attention, our support and our empathy.

One-in-ten Canadians live in poverty. What's that like? Go to <http://makethemonth.ca/> and try the online tool. It's an eye opener.

At the global, national, provincial and local levels there are so many choices to consider when we want to help. No wonder so many of us are baffled when it comes to making a decision. We are four weeks away from our federal election as I write this column. The debate on the economy has just taken place. Clarity is lacking on how our federal parties will address poverty. And to succeed, the strategy has to be a collaborative approach with other levels of government, the nonprofit and private sectors.

New solutions to old social problems

At United Way Greater Simcoe County (UWGSC), we are doubling down on tackling poverty. We are co-hosting a day-long poverty-reduction conference in October. Our new business model includes a new funding stream that provides grants to shorter

term initiatives proposing innovative solutions to tough issues. And, we're refocusing our approach with other community partners that take aim at homelessness, food insecurity and mental health.

We know income inequality is growing. The Canadian Center for Policy Alternatives has identified worsening income and wealth inequality as one of the biggest challenges of our time. *VitalSigns*, a report co-produced by United Way Greater Simcoe County and Huronia Community Foundation, identified that wealth is unequally distributed, leading to pockets of poverty and inequality for children and seniors across Simcoe County. We know firsthand the impact of income inequality; it has compelled us to seek out and support the agencies that know how to serve the needs of those facing reduced circumstances.

Community awareness leads to community strength

Awareness is the biggest challenge in a world so full of challenges. Understanding and sharing what is happening at a community level in our cities, towns and neighbourhoods is something we do to help inform you and enable us to make impactful decisions when allocating your donations.

I hope you will reach out to us if you'd like to know more about the issues we spend every day researching, discussing, acting upon and seeking solutions to. My number is 705.726.2301, x2033.

➔ NEW FUNDING NOW AVAILABLE

For Partner Agencies

Expressions of Interest are now being accepted for multi-year program funding from well-established registered Canadian charities with good governance and financial structures, including audited financial statements. Please visit our website for additional eligibility criteria.

Visit UnitedWayGSC.ca for details.

DEADLINE: noon on Oct. 23, 2015

For Youth-led Projects

Applications are now being considered for a one-time grant supporting youth-led projects that further youth leadership and address community issues within Simcoe Muskoka. Youth project leaders must partner with a community agency. Grants of up to \$1,500 are available for each project.

Visit UnitedWayGSC.ca for details.

RESULTS: Applicants will be notified by November 30, 2015

SIGNATURE FUNDRAISER



IT WAS A GREAT DAY!

Our third annual cycling fundraiser brought out the smiles despite the soggy weather in beautiful Oro-Medonte on Sept. 13th.

The \$37,579 raised will support community-based programs and services that empower vulnerable residents across Simcoe Muskoka.

Thanks so much to all riders, donors, volunteers and sponsors - especially presenting sponsors Innovative Automation Inc. and TD Bank Group

for continuing your generous support of this event!

Kudos to Scott Rose, this year's top individual fundraiser.

New this year were the team challenges, with the CRA Toronto North Barrie Spinners winning the first-ever Silver Cyclor Corporate Trophy for top corporate fundraising team (at \$3,840). The team Running on Fumes took home the win and the hardware in the Friends and

Family category (with \$2,250).

See the day in pictures on Facebook ([/UnitedWayGSC](https://www.facebook.com/UnitedWayGSC)).

SAVE THE DATE

100K for United Way 2016
Sunday, Sept. 11, 2016
Registration opens March 1st



CARLA LADD
 CAO
 CITY OF BARRIE
 &
IAN TOMS
 VICE PRESIDENT
 TD COMMERCIAL
 BANKING



UNITED WAY 2.0 – WE’RE RAISING THE BAR ON COMMUNITY EXPECTATIONS

This is an especially exciting time to be coming together to lead the Campaign Cabinet of United Way Greater Simcoe County as we roll out a \$7 million, three-year **Endless Possibilities** campaign that aims to deliver long-term sustainable social change that will improve the quality of life across a spectrum of needs.

We have established an ambitious agenda to strengthen Simcoe Muskoka for all who live here now, and for future generations.

Yes, it’s still about gathering resources to power local agencies to assist our struggling neighbours, but we’re

not stopping at supporting existing programs. Employing our community-based research, we have identified gaps in social services and infrastructure that act as barriers to opportunity for regional residents, and are now collaborating with our community partners to create new and accessible programs that open doors to possibility instead.

What could this future look like?

- coordinated local and regional transportation that gives all residents access to vital resources.
- community-based youth hubs that bring local programs and services together in one open and welcoming place.

- a region where everyone has access to meaningful employment; safe and affordable housing; and secure, healthy food.

We are proud to lead a remarkable group of community and business leaders from across our region as part of UWGSC’s Campaign Cabinet 2015-2018. Our goal is to motivate current supporters to raise the bar on their giving AND on their expectations, and to enlist support from previously unengaged regional employers.

We invite you to learn more – and to help create *Endless Possibilities* for all Simcoe Muskoka residents.

Please meet our Campaign Cabinet colleagues online at www.UnitedWayGSC.ca/EndlessPossibilities

UPCOMING EVENTS See event details at www.UnitedWayGSC.ca

- **UWGSC Labour Breakfast 2015**
 October 23, 2015, 7:30 a.m. - 9 a.m.
 SCETF, 351 King St., Unit 3, Barrie
 Keynote speaker: Fred Hahn, CUPE Ontario President
RSVP: dmiddleton@UnitedWayGSC.ca or 705-726-2301, x2042
- **United Way 2.0: The Reboot**
 October 27, 2015, 7:30 a.m. - 9 a.m.
 The Rotunda at Barrie’s City Hall
 A breakfast to launch our \$7M, 3-year Endless Possibilities campaign and growth strategy.
RSVP: ifernandes@UnitedWayGSC.ca or 705-726-2031, x2021

- **Canada Learning Bond Registry Day**
 November 16, 3:30 p.m. - 7 p.m.
 Orillia Public Library
 Simcoe County’s Basic Needs Task Group, co-chaired by UWGSC, hosts this event to help low-income families access RESP seed grants of up to \$2,000/child.
RSVP: cdermott@UnitedWayGSC.ca or 705-726-2031, x2040



Simcoe Muskoka’s VitalSigns® 2016 is now underway!



Huronia Community Foundation and United Way Greater Simcoe County are co-producing a second community research report, which is set for release in October 2016. Learn how you can get involved at www.UnitedWayGSC.ca/VitalSigns.

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