



WE'RE MAKING POVERTY #UNIGNORABLE

Now that the sun is shining and the birds are singing, it's easy to get lost in the beauty of Simcoe Muskoka. We are fortunate to live in such a stunning part of Canada, yet, despite its beauty, our communities are affected by poverty more than most.

Poverty is an issue that affects us all, and it's an issue that we can't solve alone. That's why United Way Simcoe Muskoka is working hard to make poverty **#Unignorable**. In this issue of Community Matters, see just how we're doing that.

Ending the stigma of opioid use

Opioids in Simcoe Muskoka claim 60% more lives than the provincial average, yet the stigma of substance use leads to only 11% of people seeking the treatment they need.

The opioid crisis is a problem that affects the entire country, but Simcoe Muskoka is facing a disproportionate impact. One of the most lethal contributors to this crisis is the stigma and misinformation that exists in our communities.

To help combat this stigma, United Way Simcoe Muskoka hosted a public film screening of *Painkiller: Inside the Opioid Crisis* at the Simcoe Street Theatre in Collingwood. The documentary, which tells the human story behind the opioid crisis, gave the audience a firsthand look at the effects of fentanyl and how it hurts us all.

It's easy to think of fentanyl and opioids as someone else's problem, but it's a devastating issue right here at home. It's an issue that you can help with, too.

Change the conversation around addiction and substance use. Do your part to end the stigma of opioids. Stop the spread of misinformation.



➔ Get the facts on opioids and stigma: UWSimcoeMuskoka.ca/opioid-stigma

UWSM has been spreading #LocalLove for 60 years

We know that supporting your community is important to you. It's the most important thing to us, and it's something we've been doing for more than 60 years.

We've come a long way since 1959 and are doing more work than ever before. Whether it be supporting local programs, mobilizing youth and young adults, or highlighting an act of #LocalLove in Simcoe Muskoka, UWSM has had an incredible impact on our communities for more than half a century.

We're excited for what's coming next and hope you are too!



Learn more about UWSM's last 60 years:
UWSimcoeMuskoka.ca/60-years-of-uws



CHECK OUT OUR BLOG

Stay up to date on our work in the community, social issues and #LocalLove stories by checking out our blog!

Read our weekly blogs: UWSimcoeMuskoka.ca/blog



GenNext Simcoe Muskoka is making food insecurity #Unignorable

GenNext is passionate. GenNext is involved. GenNext is now.

The event was run cost-free and attendees went home with a reusable grocery bag, some ingredients to make their own meals, the GenNext Cookbook and some fond memories.

Food insecurity is the inadequate or precarious access to healthy food and is a real issue in Simcoe Muskoka. It's choosing between skipping meals or keeping the lights on. It's buying unhealthy, cheap groceries instead of more expensive nutritious food. It's just one facet of



poverty that traps many of the residents of Simcoe Muskoka.

GenNext is helping to make local issues #Unignorable. We hope to see you at our next event!



What's coming up with GenNext?
UWSimcoeMuskoka.ca/gennext

SHOW
YOUR
LOCAL
LOVE

#

Tag your social media posts with #LocalLove so we can share your impact.

We're on Instagram now, too! Check us out: @UWSimcoeMuskoka

SOCIAL MEDIA FOR SOCIAL GOOD

Empowering youth to make a difference



Proudly supported by RBC Future Launch



There have been incredible projects that have come from our Youth United program, and this year's youth are just getting ready to start their own! The applications are in and our Youth Council volunteers have made their recommendations on successful projects.

Stay tuned to see what's coming to Simcoe Muskoka from these passionate youth.



Learn More:

UWSimcoeMuskoka.ca/youth-united

DONOR PROFILE

Spreading #LocalLove with Dolls of Joy

When the Waterford Barrie Retirement Community hosted a talent show to fundraise for United Way Simcoe Muskoka, 99-year old Mary wanted to do her part.

Mary knitted and sold what she calls her Dolls of Joy. These endearing dolls were sold to fellow Waterford residents and others in the community, with Mary donating her proceeds to UWSM.



Meet Mary and her Dolls of Joy:
UWSimcoeMuskoka.ca/dolls-of-joy

60 years
of
#LocalLove
1959-2019



United Way
Centraide
Simcoe Muskoka

Our 60th anniversary is here!

Proud history, exciting future – stay tuned on social!

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Show your #LocalLove

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