



**United Way  
Centraide**  
Simcoe Muskoka

## **United Way Simcoe Muskoka**

### **Urgent Needs Fund 2.0 / COVID-19**

#### **Overview**

Over 60,000 people in Simcoe Muskoka are living in low-income. We believe that poverty is **#UNIGNORABLE** and no one should face it alone.

#### **Simcoe Muskoka Urgent Needs Fund - Overview**

Following the successful pilot of the Urgent Needs Fund (UNF), United Way Simcoe Muskoka (UWSM) is launching phase two of the program, now expanded to also include those impacted by COVID-19. Over 60,000 residents in our region struggle to make ends meet each month and the need is growing as a result of the pandemic.

Over the last two years, our community consultations and ongoing work have identified a financial gap in existing supports and a need for flexible discretionary funding. To address this need, UWSM has partnered with 211 Community Connection and The District Municipality of Muskoka again to deliver **UNF 2.0 / COVID-19** in each of our (6) sub-regions launching in May 2020. UWSM hopes to build the program's sustainability by attracting additional sources of funding to extend its reach.

During the six-month pilot, the UNF invested \$60,000, providing 271 grants that impacted over 480 residents by providing temporary financial relief to those in need across Simcoe Muskoka.

Phase 2.0 of the UNF will be available to individuals in Simcoe Muskoka experiencing or at-risk of poverty. The UNF is newly expanded to also support those affected by COVID-19. The program will offer emergency financial assistance with modest one-time grants to address basic needs (e.g. groceries, clothing, transportation, housing start up costs, health and wellness, personal identification). UNF does not address housing payments or arrears. Please visit our '[Get Help Now](#)' page on our website for more information on how to access services for housing or utility related expenses.

The **District Municipality of Muskoka** will act as the **Regional Agency Lead** and is the first point of contact for **all** individual/agency referrals for Muskoka residents (Town of Bracebridge, Township of Georgian Bay, Town of Gravenhurst, Town of Huntsville, Lake of Bays, Township of Muskoka Lakes).

**211 Community Connection** will act as the first point of contact for **all** Simcoe County individuals/agency referrals and five Regional Agency Leads will provide the grant to Simcoe County residents:



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- **Independent Living Services of Simcoe County** (Barrie and Area - City of Barrie, Town of Innisfil, Township of Springwater)
- **CHIGAMIK Community Health Centre** (North Simcoe – Town of Midland, Town of Penetanguishene, Township of Tay, Township of Tiny)
- **Catholic Family Services of Simcoe County** (Orillia and Area – City of Orillia, Township of Oro-Medonte, Township of Ramara, Township of Severn)
- **South Georgian Bay Community Health Centre** (South Georgian Bay – Town of Collingwood, Township of Clearview, Town of Wasaga Beach, Town of Blue Mountains)
- **CONTACT Community Services** (South Simcoe - Township of Adjala-Tosorontio Township, Town of Bradford West Gwillimbury, Township of Essa, Town of New Tecumseth)

### **Expectations of First Point of Contact Agencies**

**District Municipality of Muskoka and 211 Community Connection** will conduct screening and intake activities for referrals to the Urgent Needs Funds by **connecting individuals with all existing community services and programs as a first step**. Once all those options have been explored, eligibility will then be considered for the Urgent Needs Fund. District Municipality of Muskoka and 211 Community Connection will also perform additional follow up and outcome measurement reporting.

### **Expectations of Simcoe County Regional Agency Leads**

- Complete required reporting and liaise with 211 Community Connection on all client requests
- Manage delivery of funding to client
- Provide in-kind administration to manage the fund
- Actively promote the program to community partners and regional tables
- Participate in monthly conference calls with UWSM and 211 Community Connection

### **Applicant financial need and qualification to be determined by:**

- Proof of household income (e.g. 30-day bank statement, previous Tax Return, Ontario Works or Ontario Disability Support slip, last pay stub, Financial Trustee, letter from employer indicating individual has been laid off due to COVID-19)
- Personal Identification (birth certificate, health card, SIN, driver's license) to confirm residency in sub-region. If individual does not have a fixed address and is staying in a temporary shelter, a referral from the shelter will suffice.

### **For additional information, please contact:**

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