

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

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United Way Simcoe Muskoka has distributed \$1.2 million to local charities and non-profits affected by COVID-19

Between June 10 and July 15, United Way Simcoe Muskoka (UWSM) distributed nearly \$1,200,000 into Simcoe Muskoka communities, through the Emergency Community Support Fund. This funding will help local residents who have been made vulnerable by COVID-19 by enabling charities and non-profits to adapt their services or launch new programs in response to the pandemic.

The Emergency Community Support Fund is funded by the Government of Canada and provided more than \$300 million across Canada to United Way, Canadian Red Cross and Community Foundations of Canada. UWSM received \$1.2 million to allocate in our communities by July 31, 2020-

“This funding is not just helping our critical charities and non-profits, but all those residents who rely on the services they provide, services that disappeared almost overnight,” says UWSM CEO, Dale Biddell. “With more than 60 years of experience funding charities and helping our most vulnerable, United Way Simcoe Muskoka has the expertise and positioning to get these funds where they need to be, when they are needed.”

There are 45 local charities and non-profits that have received funding through United Way Simcoe Muskoka and the Emergency Community Support Fund. These organizations facilitate programs that address food security, women, youth, seniors, adult education, pandemic relief, in-home care, social isolation, barriers to technology, mental health challenges and more.

“Charities and non-profit organizations are trying to help as many Canadians as they can despite fewer donations and fewer volunteers,” says the Honourable Ahmed Hussen, Minister of Families, Children and Social Development. “The Government of Canada is pleased to support these invaluable organizations through the Emergency Community Support Fund so they can continue to serve those most affected by the COVID-19 pandemic.”

Applications have been reviewed weekly by UWSM’s Community Impact review team. This team has been meeting weekly to help get funding out to the charities and non-profits, and ultimately their program recipients who are in need.

“Our Community Impact review team has been delighted to support so much great work that is responding to the unexpected demands of COVID-19,” says Rosslyn Junke, Director of Community Impact at UWSM. “Despite these trying times, we are seeing lots of innovation and collaboration as agencies nimbly respond to support those who need it most.”

For more information on United Way Simcoe Muskoka’s COVID-19 response, please visit <https://www.uwsimcoemuskoka.ca>.



About United Way Simcoe Muskoka

Poverty touches most aspects of a person's life from food, shelter and employment, to mental and physical well-being. United Way Simcoe Muskoka seeks to improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact. Through services such as the Urgent Needs Fund and by funding critical services throughout our communities, United Way Simcoe Muskoka is ensuring that local residents have the resources and assistance they need to unlock their full potential.

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