

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

February 16, 2021

United Way Simcoe Muskoka celebrates Nonprofit Appreciation Week

Midhurst, ON, February 16, 2022 – This week, February 14-20, 2022, is the first ever Nonprofit Appreciation Week in Ontario. It's intended to celebrate the vital role nonprofits play in creating and maintaining healthy, vibrant, and inclusive communities. [United Way Simcoe Muskoka](#) (UWSM) is pleased to celebrate and support all the remarkable nonprofit and community organizations that serve our region every day.

“Through our collaborative projects at United Way Simcoe Muskoka, we have the unique opportunity to work alongside several mission-driven nonprofit organizations across our region,” says Dale Biddell, UWSM CEPO. “They work tirelessly to support the most vulnerable in our communities and even more so as the COVID-19 pandemic presented extra challenges. It’s wonderful to see our sector receiving this recognition.”

The idea for a province-wide week of appreciation originated with The Bhayana Family Foundation, in partnership with United Way of Greater Toronto and the Ontario Nonprofit Network. *Bill 9 – An Act to Proclaim a Week of Appreciation for the Nonprofit Sector* was championed by MPP Daisy Wai through a Private Members Bill, and unanimously passed late last year. The Nonprofit Sector Week of Appreciation takes place the third week of February in perpetuity.

Ontario’s nonprofit sector is the largest in Canada, employing 844,000 people across 58,000 organizations. According to the [Ontario Nonprofit Network](#), the sector contributes 7.9% to our province’s GDP, constituting \$65.4 billion in economic impact.

To show your appreciation for local nonprofit organizations, you’re invited to share a message on social media using the hashtag #NonprofitAppreciationWeek. To learn more about the work United Way Simcoe Muskoka and their partner agencies are doing in our region, visit www.uwsimcoemuskoka.ca.

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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 residents have the resources and assistance they need to unlock their full potential.

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