

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

May 10, 2022

United Way Simcoe Muskoka Embarks on New Three-Year Community Investment Plan

Midhurst, ON, May 10, 2022 – United Way Simcoe Muskoka (UWSM) is embarking on the development of their next three-year strategy on community investment. In 2019 the Community Investment Plan laid out a shift in focus to a single priority under “Poverty Reduction and Inclusion”. An investment framework and funding model were constructed, consisting of multi-year collaborative projects designed to have significant impact within each of their sub-regions.

Now mid-way through the third year of the collaborative projects that were identified under this community investment model, the renewal of the three-year strategy provides an opportunity to evaluate its social impact and the effectiveness of the approach. This process will help to establish strategic priorities for community investment over the next three years. To help facilitate this work, UWSM has hired Byrch & Associates to support these conversations.

“This is an important phase in charting the course for Community Investment and Engagement to address poverty in our region,” says Sharon McCormick, Chief Administrative Officer at UWSM. “We look forward to gaining your input, feedback, guidance and creative thoughts as we move forward.”

UWSM recognizes that the success of this framework to maximize community impact is thanks to the guidance, contribution and efforts of committed individuals and organizations.

As a member of the public, and someone who is aware of the Community Investment program of United Way, we are interested in hearing from you. Your input will help to shape this new three-year strategy.

If you would like to take part in a focus group that will help inform the Community Investment Strategy, please email Ligaya Byrch at ligayabyrch@hotmail.com by 5:00pm May 16, 2022.

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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.

<https://uwsimcoemuskoka.ca/>

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