

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

July 19, 2022

Town of Midland Supports Vulnerable Individuals Through Community Grant Program Donation to United Way Simcoe Muskoka

Midland, ON, July 19, 2022 – The Town of Midland donated \$10,000 through their 2022 Community Grant Program to United Way Simcoe Muskoka's Urgent Needs Fund.

"These funds will directly support some of Midland's most vulnerable individuals and families," said United Way Simcoe Muskoka (UWSM) Chief Executive and Philanthropy Officer, Brian Shelley. "We are grateful that the municipality has made this level of financial commitment to support the work that we do in the area."

UWSM's Urgent Needs Fund provides one-time grants to low-income individuals and families who have emergency or time sensitive needs that cannot be filled by other available community supports. Grants help connect people to food, shelter, clothing, medication, and other essential needs.

"The Town of Midland is pleased to provide assistance to organizations such as the United Way Simcoe Muskoka through our annual Community Grant Program," said Midland Mayor Stewart Strathearn. "Knowing that this program and funding directly benefits those in need in Midland is an affirmation of Council's commitment toward building a safe, sustainable and healthy community."

In addition to the Urgent Needs Fund, UWSM collaborates with various partners to serve individuals in Midland and throughout North Simcoe:

- UWSM works in partnership with Redwood Park Communities, Furniture Link, Jeff's Junk, Community Builders, CLH Development Support Services, Shelter Link, and Georgian College on the Furniture Bank initiative. This initiative diverts used furniture away from landfill sites to be refurbished so that it can be used by low-income individuals referred through local agencies.
- UWSM works in partnership with the Canadian Mental Health Association, the Barrie Area Native Advisory Circle, Waypoint Centre for Mental Health, and the Gilbert Centre on the Wijiinokiiwag initiative. Grounded in Indigenous teachings, knowledge and concepts that have been learned through the team's network of Knowledge Carriers, Storytellers and Elders, Working Together - Wijiinokiiwag offers training to frontline service and mainstream organizations that provide supports and services to Indigenous Peoples and Communities.
- UWSM connects individuals who cannot pay their utility bills with financial support through the Low-Income Energy Assistance Plan. In North Simcoe, UWSM provides this service on behalf of Alectra, Enbridge Gas, and Hydro One.

"United Way Simcoe Muskoka is here to meet the needs of the community through a commitment to collaboration and long-term systemic change," said Shelley. "We can't do this without committed donors and funders like the Town of Midland."

To learn more or to make a donation to United Way Simcoe Muskoka, visit 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 residents have the resources and assistance they need to unlock their full potential.

<https://uwsimcoemuskoka.ca/>

About the Town of Midland Community Grant Program:

The Town of Midland's Community Grant Program provides financial assistance to local organizations through an allocation from the Town's annual operating budget. The program is focused on enhancing and improving the well-being and quality of life in Midland. Funding is offered to non-profit community-based organizations or individuals. To-date the program has provided funding of over \$277,000 to community groups since its inception in 2019.

Image: https://drive.google.com/file/d/1pP5UlojgFryZNpADZcY9x4ozUj8pWa_a/view?usp=sharing

In photo (L-R) Councillor Jonathan Main, UWSM Relationship manager Suzanne Prosser, Mayor Stewart Strathearn, United Way Simcoe Muskoka Chief Executive & Philanthropy Officer Brian Shelley, and Councillor Bill Gordon.

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