

Media Release

United Way Simcoe Muskoka
1110 Highway 26, Midhurst, Ontario L9X 1N6
UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

February 8, 2023

100 Women South Georgian Triangle Donates \$19,200 to support South Georgian Bay residents

Midhurst, ON, February 8, 2023 – Every day our local communities face complex and evolving challenges. 100 Women South Georgian Triangle recognizes these challenges which is why they chose United Way Simcoe Muskoka’s Urgent Needs Fund as one of their recipients.

The Urgent Needs Fund was created to fill a gap in existing services, providing timely, modest grants to those who cannot find help elsewhere. Recipients have a variety of unique needs however the most common requests are for food, medical tests and devices, transportation, clothing, and cell phones.

The short-term relief overcomes seemingly small but overwhelming barriers; it provides dignity and hope for a brighter future. More than 95% of recipients say they are better prepared to handle the obstacles that life throws at them.

“By committing \$19,200 to our Urgent Needs Fund, 100 Women South Georgian Triangle are providing direct support to some of our community’s most vulnerable individuals and families.” Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka.

“The 100 Women South Georgian Triangle have been donating to local community needs for more than five years and have raised over \$365,000. We are pleased to support United Way Simcoe Muskoka in helping our community with their Urgent Needs.” RoseMary Boyd, Steering Committee member, 100 Women South Georgian Triangle.

To learn more about the Urgent Needs Fund or to make a donation, visit www.uwsimcoemuskoka.ca.

-30-

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/>

Media Inquiries

United Way Simcoe Muskoka
Deborah Neary
Marketing & Communications Specialist

(647) 545-9703

dneary@uwsimcoemuskoka.ca