

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

March 6, 2023

March is the Month of Hope for United Way Simcoe Muskoka

Midhurst, ON, March 6, 2023 – During the month of March, United Way Simcoe Muskoka is running a campaign in support of their efforts to break the cycle of poverty across the region. “The Month of Hope” reflects on the lives impacted through United Way funded initiatives and works to bring awareness to the needs of the most vulnerable in our region.

Every day, our communities face new and evolving challenges caused by poverty and social exclusion. Despite the incredible work done by frontline charities across Simcoe Muskoka, there are gaps that overwhelm and challenge too many of our most vulnerable.

To address that gap, United Way Simcoe Muskoka has provided funding to six multi-year, cross-sector collaborative projects across our communities. By bringing together partners from all sectors – public, private, faith and charities – the projects not only meet the needs of our most vulnerable but provide a life of increased potential.

“This year, with record setting inflation and the lingering effects of the Covid-19 pandemic, the need will be even greater.,” says Brian Shelley, Chief Executive and Philanthropy Officer of United Way Simcoe Muskoka. “The Month of Hope is an opportunity to share stories of how United Way funded initiatives have provided hope to local residents, as well as raise awareness and encourage community support.”

The United Way is committed to funding projects that will drive long-lasting, systemic change throughout Simcoe Muskoka and make a difference for years to come.

For the month of March, thanks to a generous donation from Glueckler Metal Inc., gifts will be matched, doubling the impact of each donation.

To learn more or to donate, visit <https://uwsimcoemuskoka.ca/give/>

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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.

Media Inquiries

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