

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

January 11, 2023

Community Services Recovery Fund application process opens to support pandemic recovery

United Way Simcoe Muskoka will distribute funding to community service organizations

Barrie, ON, January 11, 2023 - The Community Services Recovery Fund is a historic one-time investment of \$400 million that will help community service organizations to adapt, to modernize and to be better equipped to improve the efficacy, accessibility and sustainability of the community services that they provide, so they can continue to support communities across Canada through the pandemic recovery and beyond.

Community service organizations are at the forefront of addressing communities' needs, especially during the COVID-19 pandemic. Since the early phases of the pandemic, they have struggled with increased demand for their services, reduced revenues, declines in charitable giving due to the rising cost of living, and a greater need to make use of digital tools. Many of them are struggling to recover and adapt their services to the changing needs of communities across Canada.

"The Government of Canada has entrusted United Way Centraide Canada and our partner National Funders to deliver the Community Services Recovery Fund. Our national network of local community experts is working hard to support charities and non-profits serving our diverse communities to ensure they can access this important funding they so greatly deserve." – Dan Clement, President and Chief Executive Officer, United Way Centraide Canada

Funding from the Community Services Recovery Fund will enable community service organizations to invest in their own organizational capacity under one of the three project focus areas:

- Investing in People: projects that focus on how organizations recruit, retain, engage and support their personnel.
- Investing in Systems and Processes: projects that invest in the systems and processes involved in creating the internal workings of an organization's overall structure.
- Investing in Program and Service Innovation and Redesign: projects primarily focused on program and service innovation and redesign using information gained during the COVID-19 pandemic.

"We know that not-for-profit and charitable organizations are critical to building healthy and resilient communities across Simcoe Muskoka. We also know that the last three years have been incredibly difficult on this sector; they've been asked to do more with less at every turn. Through our partnership with the Federal Government, your United Way will be able to provide direct financial support to local organizations so that they can continue to deliver on their mission and vision today, tomorrow, and for years to come." Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka

Applications are now open, and non-profit organizations, Indigenous Governing Bodies, and charities must apply by February 21, 2023 at 5:00pm PT. Visit communityservicesrecoveryfund.ca to find out more about how to apply, explore resources for applicants, and submit your application.

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, your United Way is ensuring that residents have the resources and assistance they need to unlock their full potential.

<https://uwsimcoemuskoka.ca/>

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