

Media Release

United Way Simcoe Muskoka

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UWSimcoeMuskoka.ca



**United Way
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Simcoe Muskoka**

FOR IMMEDIATE RELEASE

May 11, 2023

United Way Simcoe Muskoka releases three-year Strategic Plan

Midhurst, ON, May 11, 2023 – United Way Simcoe Muskoka announces the release of *YOUR* Community, *YOUR* United Way the Strategic Plan for 2023-2026. Over the past several months, your United Way has engaged with our community to best understand how we can deliver on our charitable mission “to improve lives and build communities”.

This plan builds upon identified areas of success, while focusing on some new ways that United Way Simcoe Muskoka can support social inclusion efforts and poverty reduction strategies across the communities we serve. Like all United Ways across Canada, we remain committed to the following priorities:

- Transitioning people from poverty to possibility
- Inspiring kids to be all that they can be
- Advocating for healthy people and strong communities

To support these three priorities, over the next three years your United Way will focus its efforts and resources on the following strategic themes:

1. Build our own internal capacity so that we can meet the needs of the community
2. Increase awareness of United Way’s impact on the communities we serve
3. Strengthen communities through strategic funding and partnership opportunities
4. Affect long-term systemic change through advocacy and education.

“We are confident that by adopting this plan, your United Way can increase our efforts to promote social inclusion and reduce poverty across Simcoe Muskoka.” says Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka.

I would like to thank all our community partners, donors, staff, and board members who contributed to this Strategic Plan. By focusing on the priorities identified in *YOUR* Community, *YOUR* United Way, we will contribute to building communities where everyone can reach their full potential.

To learn more about *YOUR* Community, *YOUR* United Way please visit <https://uwsimcoemuskoka.ca/mission-priorities/>

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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/>

Media Inquiries

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