

## Media Release

**United Way Simcoe Muskoka**  
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UWSimcoeMuskoka.ca



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**FOR IMMEDIATE RELEASE**

**August 2, 2023**

### **United Way Simcoe Muskoka to invest \$2.1 million in Community Collaborative Projects over the next three years**

*Local United Way increasing funding for projects focused on addressing poverty and social inclusion across our region*

**Midhurst, ON, August 2, 2023 –**

Communities across Simcoe and Muskoka are facing new and evolving challenges; as a result local charities and nonprofit organizations are being asked to respond to increased community needs. This is why United Way Simcoe Muskoka is pleased to share that it is increasing its funding to local initiatives designed to address issues related to poverty and social inclusion through its Community Collaborative Grants over the next three years.

“We know that local organizations are doing good work – we also know that families and individuals are facing heightened, complex needs,” says Brian Shelley, Chief Executive and Philanthropy Officer of United Way Simcoe Muskoka. “By increasing our investment over a three-year period, we believe that we can help make a lasting impact on the communities we serve.”

Community Collaborative Grants are one of the ways that United Way Simcoe Muskoka delivers on its commitment to mobilize collective action at the local level. These initiatives bring together partners from all sectors to meet the needs of our most vulnerable community members. United Way is currently seeking applications for projects to run from 2024 to 2027. Funding priorities include projects that address:

- Housing
- Food Security
- Mental Health
- Income Stability

“United Ways across Canada are committed to tackling complex social issues,” added Shelley. “By bringing local agencies together to work collaboratively, we are able to fill service gaps, reduce overlap within the sector, and most importantly maximize our collective impact.”

The three-year Community Collaborative Grants were initiated in 2019 based on consultation with the community service sector. This will be the second tranche of multiyear grants funded by the local charity. For more information about United Way Simcoe Muskoka’s upcoming Community Collaborative grant making process, visit: <https://uwsimcoemuskoka.ca/collaboratives-2024-2027/>.

Applications for funding are due to United Way Simcoe Muskoka by August 31, 2023.

## **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/>

## **Media Inquiries**

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