

Media Release

United Way Simcoe Muskoka

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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

January 15, 2024

Local United Way Commits \$2.1 Million in Funding for Community Initiatives across Simcoe Muskoka

“We can have the greatest impact by bringing together community partners to tackle complex social issues.”

Midhurst, ON January 15, 2024 – United Way Simcoe Muskoka is proud to announce a significant commitment of \$2.1 million in funding to seven community collaborative projects over the next three years.

“As a United Way, we can have the greatest impact by bringing together community partners to tackle complex social issues,” said Chief Executive and Philanthropy Officer Brian Shelley. “I am confident that the seven initiatives recommended by our volunteer selection committee will move the needle on poverty and social inclusion across our region.”

The following initiatives will receive United Way funding over the next three years:

- “Arts Immersion for Mental Health” will connect individuals receiving mental health supports to the arts as a way to open doors and create opportunities for reconnecting to community
- “Creating Supportive Housing and Income Stability in Rural Simcoe County” will provide pre-employment construction training to vulnerable individuals who will work with construction professionals to build affordable housing units
- “Finding Home” will address critical issues that prevent abused women and their children from living a life free from violence in their own home
- “Getting Ahead Across Muskoka” is a life-stabilization program for women, youth, and Indigenous people living on low-income in rural communities across Muskoka
- “Groundwork” will provide vulnerable youth and adults with training, barrier-free mental health supports, mentorship, and safe employment opportunities

- “The Art Engagement Project” will instill a sense of pride, belonging, and possibility among racialized youth through exposure to the arts
- “Mobile Youth Wellness Hub” will provide outreach to youth in Muskoka through inclusive educational and recreational activities and supports

Over thirty organizations will be engaged as partners in delivering on these initiatives over the next three years. One of those organizations is My Friend’s House who will be the lead organization on the “Finding Home Project.”

“We are grateful to United Way Simcoe Muskoka for supporting, ‘Finding Home’, a program designed to eliminate the barriers women and their children experience in creating a healthy life and access to a home that is sustainable and safe,” said Alison FitzGerald, Executive Director, My Friend’s House. “This funding allows My Friend’s House to bridge the gap so that women and children can step out of survival mode and into life.”

To support the United Way’s community collaborative projects, go to <https://uwsimcoemuskoka.ca/give/>

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About United Way Simcoe Muskoka

United Way Simcoe Muskoka is a local charity dedicated to bringing together people and organizations to meet community needs by tackling complex social issues. To learn more, go to <https://uwsimcoemuskoka.ca/>

Media Inquiries

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