

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

August 23, 2024

United Way Delivers \$238,916 Boost to North Simcoe Community Effort

Orillia, ON, August 23, 2024 – United Way Simcoe Muskoka joined community members and partners on Friday, August 16th, at Creative Nomad Studios to celebrate the “Arts Immersion for Mental Wellness and Social Inclusion” project. Hosted by Orillia and District Arts Council (ODAC), the event highlighted the transformative power of the arts in fostering community reconnection for individuals receiving mental health support.

United Way’s funding contribution of \$238,916 has been pivotal in powering the “Arts Immersion for Mental Wellness and Social Inclusion” project. This three-year initiative will empower individuals across North Simcoe, using art as a bridge to greater community connection and personal healing.

“United Way Simcoe Muskoka is proud to support initiatives like this that have the potential to make a real difference in our community. The arts provide a unique avenue for healing and connection, and we are excited to see the positive impact this project has already had on participants,” said Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka.

The event marked an important milestone in the ongoing project and underscored the critical role of community partnerships in addressing complex social issues. United Way remains dedicated to supporting innovative programs that make a lasting impact across the region.

Arts Immersion for Mental Wellness and Social Inclusion is one of seven United Way funded collaborative projects launched across Simcoe Muskoka this year that is part of a \$2.1M funding commitment for the next three years.

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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/>

Photo cutline: United Way Simcoe Muskoka staff and volunteers along with members from ODAC, Georgian College, the Meeting Place and Creative Nomad Studios.

Media Inquiries

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