

## Media Release

**United Way Simcoe Muskoka**  
1110 Highway 26, Midhurst, Ontario L9X 1N6  
UWSimcoeMuskoka.ca



---

**FOR IMMEDIATE RELEASE**

**October 8, 2024**

### **United Way working with the Government of Canada to address Housing and Homelessness across Rural and Remote Communities in Ontario**

*United Way of Simcoe Muskoka to administer over \$3.5 million in Reaching Home funding*

**Midhurst, ON, October 8, 2024** – United Way Simcoe Muskoka has announced the availability of \$3,554,700 for programs addressing the current housing crisis through Reaching Home: Canada’s Homelessness Strategy. Specifically, the United Way is looking to fund programs for those experiencing homelessness or at risk of experiencing homelessness in rural and remote communities across Ontario.

“Over 200,000 people experience homelessness each year in Canada,” said Brian Shelley, Chief Executive and Philanthropy Officer at United Way Simcoe Muskoka. “There is a need for innovative programs and services to move people from poverty to possibility; by administering Housing, Infrastructure and Communities Canada Reaching Home funds, we can ensure that these programs exist in rural and remote Ontario to meet the unique needs of folks living in these communities.”

Of the over \$3.5 million available, almost \$2 million has been reserved for capital projects, while the balance is for individual supports/social services.

Shelley added that within the funding, \$798,395 has been allocated specifically for programs addressing the needs of Indigenous communities.

“We acknowledge the importance of providing culturally relevant services for Indigenous individuals and families as these are populations disproportionately affected by homelessness.” added Shelley.

All approved projects will be expected to launch in April 2025.

United Way have set the following timelines for applications:

- Applications for funding for non-capital initiatives open October 22, 2024, and close November 19, 2024, at 5:00pm
- Applications for funding capital initiatives open November 19, 2024, and close December 17, 2024, at 5:00pm

Information Sessions will be held throughout October and November; to register for a session or to learn more, visit <https://uwsimcoemuskoka.ca/rhinformationpage/>

## 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:** Gwekwaadziwin Miikan in Little Current, Ontario. Through a previous round of Reaching Home funding administered by United Way Simcoe Muskoka, prefabricated homes were provided for youth and young adults struggling with addiction.

---

## Media Inquiries

United Way Simcoe Muskoka  
Deborah Neary  
Marketing & Communications Specialist  
(647) 545-9703  
[dneary@uwsimcoemuskoka.ca](mailto:dneary@uwsimcoemuskoka.ca)