

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

November 29, 2024

Local United Way Urges Community to “Embrace the Possibility of a Brighter Future” on Giving Tuesday

Barrie, ON, November 29, 2024 – December 3rd is Giving Tuesday, a global generosity movement that unleashes the power of people and organizations to transform communities. Staff at the United Way of Simcoe Muskoka is encouraging its community to embrace the possibility of a brighter future for all by joining the Giving Tuesday movement.

“Nearly half of Canadians reported that rising prices are greatly affecting their ability to meet day-to-day expenses, and we are definitely seeing that here in Simcoe Muskoka.” said Brian Shelley, Chief Executive and Philanthropy Officer of the United Way. “By supporting charities like your United Way this Giving Tuesday, we can move people from poverty to possibility.”

Donations to the United Way strengthen communities across Simcoe Muskoka in a variety of ways:

- Funding multi-year community projects that bring together multiple partners addressing issues such as income stability, food insecurity, housing, and mental health.
- Providing micro-grants to low-income individuals and families to cover unexpected expenses.
- Supporting the launch of the Home Relief Bank, which will provide interest-free loans for those at risk of losing their homes.

Like many charities, the United Way has been unable to send out its traditional direct mail campaign this year due to Canada Post’s work stoppage.

“We are hopeful for a fair resolution that is favourable for all parties,” said Shelley. “In the meantime, we encourage our donors who typically mail in a cheque at this time of year to consider making their donation online.”

Shelley added that the United Way’s Board of Directors has offered to match personal donations made to the organization from Giving Tuesday through to the end of 2024.

“We are so appreciative that our Board of Directors is stepping up to provide this matching gift, doubling the impact of donations made this holiday season,” said Shelley. “This is what community leadership looks like.”

To donate to your United Way, go to uwsimcoemuskoka.ca/give

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: Pictured, Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka

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