

Media Release

United Way Simcoe Muskoka
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FOR IMMEDIATE RELEASE

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United Way Simcoe Muskoka Connects organizations with \$12M disbursement to Address Housing and Homelessness in Rural and Remote Communities

Midhurst, ON, March 24, 2025 – United Way Simcoe Muskoka is proud to announce financial support for 22 projects across rural Ontario through Housing, Infrastructure and Communities Canada’s Reaching Home funding. This critical disbursement of 12.1 million over the next three years will help reduce homelessness and improve housing stability in rural and remote communities across the Province.

This round of Reaching Home funding prioritized Indigenous-serving organizations, the creation of new housing stock, and projects supporting individuals experiencing homelessness across the Province. Two of the selected projects will directly support on-reserve Indigenous communities. Locally, over \$1.6 million has been allocated to support projects in Muskoka.

“United Way Simcoe Muskoka is committed to working with the Federal Government to support initiatives that create sustainable housing solutions and address homelessness,” said Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka. “Through this funding, we can make meaningful progress in ensuring that individuals and families have access to safe, stable housing.”

One of the organizations receiving Reaching Home funding is SafeNSound in Owen Sound.

“Reaching Home’s support of SafeNSound has been fundamental in the building and maintaining of vital supports for our community’s most vulnerable.” Said Executive Director, Annette Pedlar. “By securing a shelter facility (through Reaching Home funding), SafeNSound will be able better to provide a dignified service that will instill feelings of worthiness in participants as they move towards securing housing.”

The United Way engaged volunteers from across the Province to set funding priorities, review applications, and recommend which projects received funding. By administering Reaching Home on behalf of the Federal Government, United Way Simcoe Muskoka continues to strengthen communities by contributing to housing solutions and supporting organizations that work directly with vulnerable populations.

For more information on United Way Simcoe Muskoka’s initiatives visit <https://uwsimcoemuskoka.ca/>

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

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