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**United Way
Thunder Bay**

NEWS RELEASE

For immediate release:

Funding Responds to Urgent Needs of Seniors Affected by the COVID-19 Pandemic

United Way of Thunder Bay Urges Northwestern Ontario Organizations to Apply By May 7, 2020:

Thunder Bay, ON (April 30, 2020) - The United Way of Thunder Bay has received \$117,000 in funding to help address the urgent needs of seniors affected by the COVID-19 pandemic. Funded by the Government of Canada's New Horizons for Seniors Program, the dollars will support the delivery of a range of community services by organizations across Northwestern Ontario working with senior and Indigenous Elder populations, including meeting basic needs, reducing social isolation, addressing food security, and transportation.

Says Albert Brulé, Chief Executive Officer of United Way of Thunder Bay; "The United Way of Thunder Bay is aware of some very heartbreaking circumstances that are affecting seniors across the region, including isolation, and difficulty reaching pharmacies and grocery stores. We are reaching out to ensure these funds will be used to quickly address vulnerable seniors' most urgent needs and the capacity of front-line agencies to deliver senior-serving programs and services. It is difficult times such as these that it seems even more important to support our aging population."

Eligible nonprofit organizations are invited to apply for projects and programs that provide immediate benefit to vulnerable seniors and elders (aged 55-plus) affected by the pandemic, including their caregivers. Projects may include:

- the purchase/distribution of tangible goods (e.g. food, cleaning or hygiene products);
- activities to reduce social isolation and/or address mental and emotional health; or
- actions to meet other urgent needs not addressed by other programs in place.

The deadline for applications is Thursday, May 7, and the funding will flow on or before May 15. The application and instructions for applying are posted on the United Way of Thunder Bay website at: uwaytbay.ca

Says The Honorable Patty Hajdu, Minister of Health, on behalf of the Minister of Seniors, Deb Schulte; "While physical distancing is essential to protecting seniors from COVID-19, it risks isolating them from their community.

That is why the Government of Canada is proud to work with United Way Canada to help support the needs of seniors during this difficult time. By using local expertise, this funding will help provide support tailored to the unique, local needs of seniors across the country. As we work together to flatten the curve and slow the spread of the virus, the government is supporting Canadians every step of the way.”

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About the New Horizons for Seniors Program

The New Horizons for Seniors Program (NHSP) provides grants and contributions for projects that help improve the well-being of seniors and foster their social inclusion. To provide immediate essential services to seniors impacted by COVID-19, the Government of Canada is providing \$9 million under the NHSP to be distributed through United Way Canada network. These funds will help organizations providing support to seniors dealing with the impact of COVID-19.

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Funded by the Government of
Canada's New Horizons for
Seniors Program

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