



NEWS RELEASE

For immediate release

United Way issues open call for funding applications

\$1.3M Emergency Community Support Fund available now for local agencies providing COVID-19 relief

Elgin Middlesex, ON (May 19, 2020)—United Way Elgin Middlesex is accepting local funding applications for the Emergency Community Support Fund (ECSF). The fund provides financial support to charities and other qualified donees adapting their frontline services to support vulnerable Canadians during the COVID-19 pandemic.

The ECSF was announced by the Government of Canada in collaboration with United Way Centraide Canada, Community Foundations of Canada and the Canadian Red Cross.

“Canadian charities and not-for-profits are always there to help you, in your time of need. But the COVID-19 pandemic is bringing real challenges to these important organizations,” says The Honourable Ahmed Hussen, Minister of Families, Children and Social Development. “With today’s announcement, the Government of Canada will be there for them so they can continue to be there for Canadians.”

United Way Elgin Middlesex is proud to support the important investment of approximately \$1.3M into our local communities. Registered charities who provide supports and services to meet immediate community needs related to the COVID-19 crisis are eligible to receive funding.

Priority will be given to frontline social service organizations who provide services to vulnerable Canadians, including low-income seniors, women, children and youth, persons with disabilities, members of the LGBTQ2S+ community, newcomers, Indigenous peoples, members of racialized communities, and more.

"We are a proud local partner in locally administering the COVID-19 Emergency Community Support Fund funded by the Government of Canada, alongside the London Community Foundation," says Kelly Ziegner, President & CEO, United Way Elgin Middlesex. "Together, we can keep our region strong by ensuring rapid relief reaches those who need it most."

Funding applications are being accepted by United Way Elgin Middlesex from local frontline social service agencies from May 19 to June 12, 2020. Funds will be disbursed by July 31.

For details, visit: <http://unitedwayem.ca/covid-19/ecsf/>



Funded by the Government of Canada

About United Way Elgin Middlesex

United Way works to ensure that every person in every community across our region has a fair shot at their best life. As the largest non-government funder of social services in Elgin and Middlesex counties, we tackle issues linked to poverty and social exclusion through strategic leadership, advocacy and investments at 52 partner agencies proven to get results. Donations stay 100% local, always.

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BACKGROUNDER
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About the Emergency Community Support Fund (ECSF)

- COVID-19 is having a disproportionate impact on vulnerable populations in Canada, including low-income seniors, women, children and youth, persons with disabilities, members of the LGBTQ2S+ community, newcomers, Indigenous peoples, members of racialized communities, and more.
- The Government of Canada's \$350 million Emergency Community Support Fund aims to help charities and non-profit organizations adapt and increase frontline services for vulnerable populations during COVID-19.
- Together, the [Canadian Red Cross](#), [Community Foundations of Canada](#) and [United Way Centraide Canada](#) are collaborating with the Government of Canada to flow ECSF support to those who need it most right now.
- Since the COVID-19 pandemic was declared, community-based charities and non-profit organizations have been working tirelessly to provide emergency support to individuals and communities experiencing continued or heightened vulnerability. Demand for services has increased dramatically. The ECSF is designed to help these organizations carry out their vital work to ensure no one is left behind.

About local funding for Elgin-Middlesex charities and non-profits

- United Way Elgin Middlesex is pleased to support this vital investment by the Government of Canada and will be allocating approximately \$1.3 million in our region.
- [United Way Elgin Middlesex](#) will issue grants between the ranges of \$50,000 and \$150,000 to frontline social service organizations who provide services to vulnerable people locally. Types of projects that will be funded include: food security, health and hygiene, mental health and wellness, emergency shelter and social inclusion.
- Funding requests related to housing in the City of London and County of Middlesex should be directed to [London Community Foundation](#). Our teams at United Way and London Community Foundation are coordinating efforts and sharing information about ECSF applications to avoid duplication and ensure we're meeting highest priority needs.
- United Way Elgin Middlesex is committed to ensuring an open and fair application and review process. We will be working to promote this funding opportunity throughout our community and to support organizations seeking to apply. A number of equity dimensions including populations served, geographic balance, rural and remote access or other systemic challenges will inform how resources are allocated locally.