



NEWS RELEASE

For immediate release:

United Way Peterborough & District Deploys Federal Funding to Assist Isolated and Rural Seniors Affected by COVID-19

Peterborough, Ontario (May 13, 2020) - On Sunday March 29, 2020 the Prime Minister announced \$9 million to support vulnerable seniors at risk to the COVID-19 Crisis, funded by the Government of Canada's New Horizons for Seniors Program.

Drawing on its knowledge of the community and in consultation with the City, Public Health, Age Friendly Peterborough, **United Way Peterborough & District** is very pleased to announce that **\$58,054** will be distributed to **Community Care Peterborough** to expand existing services for rural and isolated seniors in Peterborough County.

"Specifically, this investment will focus on expanding our successful food voucher and delivery program initiative that we first launched in Trent Lakes earlier this spring," says **Danielle Belair** Executive Director of **Community Care Peterborough**. "It will allow us to expand this program to the communities of **Apsley, Ennismore, Havelock, Lakefield, Millbrook** and **Norwood** so that we can meet the needs of rural seniors who are feeling the isolation effects of COVID. It will also help them with maintaining basic needs such as food, cleaning, and procurement of hygiene products."

"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." ~ **The Honorable Deb Schulte, Minister of Seniors**

United Way CEO Jim Russell praises the rapid response of the Government during this time of crisis stating, "our federal government has clearly set a priority of ensuring the most vulnerable in our community are not forgotten during this pandemic. We all owe a debt of gratitude to seniors and this investment will help the most vulnerable seniors maintain connection and get the practical support they need."

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

Canada

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.

Community Care Peterborough

Through programs such as Meals on Wheels, Transportation, and Telephone Reassurance Checks, Community Care Peterborough currently supports over 7,200 seniors and adults with physical challenges utilizing the help of over 800 dedicated volunteers through a network of eight local offices in the City and County of Peterborough. www.commcareptbo.org

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