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For immediate release

United Way Hastings & Prince Edward Collaborates with Community Partners Around Funding Gap

Hastings & Prince Edward Counties, ON: Last week United Way HPE reached out to our funded agencies to discuss what reaching 94.66% of the funding goal means moving forward. We are very proud of the amount the community has contributed and recognize all of the work that went into raising it from dedicated volunteers, donors, workplaces and the community in general. However, we find ourselves in an environment with an ever growing need and an increasing number of deserving organizations competing for funding. This will require a spirit of collaboration as a community to creatively weather the challenges. Our multi-year funding process had already pledged to certain agencies and our shortfall this year left a gap for the single year allocations. We have bridged that gap from unspent lines within our budget as much as we possibly can. **In order to ensure that no one agency or small group of agencies bears the burden of the shortfall alone, our board approved a strategic approach to distribute the impact.**

This will enable us to leverage the funds available, and allow for a single year allocations process that will be a more robust realization of community needs than if the single year funded agencies carried the shortfall alone. The approved distribution for the April 2018 – March 2019 funding year: United Way HPE will honour 94.66% of its pledge to every program funded through the multi-year process. We have asked our partner agencies to identify for us how much of a hardship this funding gap will mean to help them strategize, and we will continue to work with our agencies to help them get their message out to the community to show the importance of continued support.

“I think for all the external pressures that the United Way faced and the tightening of funding dollars in the community in general, United Way has demonstrated again the faith the community has in its staff and board.” Said Sandie Sidsworth, Executive Director of the Canadian Mental Health Association, Hastings and Prince Edward Branch (a United Way HPE funded agency). “As well, the shortfall has been distributed in a fair way based on the percentage established. This will have an impact on agencies, but it is an impact that all will feel, not one or two agencies bearing the brunt of the shortfall. Additionally, United Way and the whole community can take pride in the accomplishment of the total raised – it still will impact our community for so much good.”

“As we experience an increasingly challenging landscape for fundraising– United Way HPE has an excellent opportunity to collaborate with the business community in creating a healthier, more vibrant, inclusive community for all”, said Kathy Murphy, ED. “Companies are more and more interested in societal engagement as part of their competitive advantage. Hundreds of local companies here in our region are making a difference – improving lives locally. In its 60th year, United Way Hastings and Prince Edward is perfectly positioned to ensure these companies are contributing locally to the organizations that are making the greatest impact in helping those most vulnerable. As the competitive landscape continues to escalate, we are building a more engaging model; supporting businesses who want to partner in providing leading edge solutions, improving employee and customer loyalty. Healthier communities and corporate social responsibility is a win/win.”

About United Way Hastings & Prince Edward

United Way Hastings & Prince Edward is now in its 60th year of providing leadership in a collaborative manner with our Funded Agencies and others to increase the capacity of our community to respond to human services needs. We continue to support 1 in 3 people in our local community through the 37 agencies and over 75 programs we help fund.

For more information on United Way Hastings & Prince Edward or to donate, visit unitedwayhpe.ca or search United Way Hastings & Prince Edward on Facebook or Twitter.

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