



NEWS RELEASE

For immediate release:

Local funders work together to support the allocation of more than \$500,000 to community organizations

United Way Hastings & Prince Edward and The County Foundation collaborate on the distribution of ECSF funds leveraging impact for the community

Belleville and Picton, Ontario

May 19, 2020

United Way Hastings & Prince Edward and The County Foundation are accepting 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 and is administered in collaboration with United Way Centraide Canada, Community Foundations of Canada and the Canadian Red Cross.

United Way HPE is proud to support the important investment of more than \$450,000 into Hastings and Prince Edward Counties. The County Foundation is proud to support the important investment of \$75,000 into Prince Edward County.

“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. With today’s announcement, the Government of Canada will be there for them so they can continue to be there for Canadians.”

– The Honourable Ahmed Hussen, Minister of Families, Children and Social Development

“Locally we are proud to partner with the Government of Canada, The County Foundation and the Red Cross to ensure that rapid relief reaches those that need it most, and that no one is left behind. The program will provide financial support for community organizations assisting people in our community who are struggling during this crisis” - Brandi Hodge, Executive Director, United Way Hastings & Prince Edward

“It is indeed a privilege to partner with the Government of Canada, the Canadian Red Cross, and locally with United Way Hastings & Prince Edward on a program providing rapid financial support to community organizations serving our most vulnerable populations during this very challenging time” - Brian Beiles, President, The County Foundation

Applications and more information can be found on <https://unitedwayhpe.ca/investment-opportunities/> and www.thecountyfoundation.ca/ECSEF . Agencies are being asked to not apply to both United Way HPE and The County Foundation for the same program or service. However, they can apply to each organization for a different program or service to meet the increase or change in needs due to COVID-19. Application information will be shared between these two organizations for funding decision purposes.



About United Way Hastings & Prince Edward

United Way Hastings & Prince Edward provides 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 support 1 in 4 people in our local community through the 41 agencies and over 62 programs we support.

About The County Foundation

The County Foundation is one of 191 community foundations across the country offering leadership and funding to support initiatives that benefit our communities. Since 2008, The County Foundation has been building permanent endowments and funds to support organizations and people in this community

Media Contacts

Brandi Hodge, Executive Director, United Way Hastings & Prince Edward
bhodge@unitedwayhpe.ca or 613-962-9531

Jefferson Gilbert, Executive Director, The County Community Foundation
info@thecountyfoundation.ca or 613-476-7901 x 218

