



News Release

For Immediate Release

Seniors benefit from Government of Canada support for community-based projects in Prince Edward County

July 6, 2020

Belleville, ON

Employment and Social Development Canada

Far too many seniors face isolation in their retirement years, even before the COVID-19 pandemic. The Government of Canada is committed to empowering seniors by supporting opportunities for older Canadians to stay informed, engaged and connected in their communities.

Today, Neil Ellis, Member of Parliament for Bay of Quinte, on behalf of the Honourable Deb Schulte, Minister of Seniors, announced an investment of \$23,983 for a community-based project in Prince Edward County that will help empower seniors in their community.

99.3 County FM is receiving \$23,983 for their project *Voices from the Past: A Retrospective from Prince Edward Heights*. This project funding will allow the organization to develop a radio documentary which focuses on the personal stories of seniors living in Prince Edward County, all while supporting their social inclusion and participation in the community.

The New Horizons for Seniors Program is a federal grants and contributions program whose goal is to support projects that help improve the well-being and quality of life of seniors and foster social inclusion and engagement of Canadian seniors in their communities. Budget 2019 invested an additional \$100 million over five years in the Program.

Due to the pandemic, funding recipients will be given more time to conclude their projects. Instead of the usual 12-month period, organizations now have up to two years to finish their projects. As of March 31, 2020, 2,166 projects were funded based on a call for proposals that was launched on May 15, 2019.

Quotes

“Seniors who are active and involved in their communities tend to be healthier. That’s why the Government of Canada is committed to helping keep seniors engaged and active, both during and after the pandemic. We’re proud to work with local partners to provide programs and services for seniors that are designed to meet their needs. When seniors are respected, valued and included in our communities, their health and well-being is enhanced and our communities benefit.”

– The Honourable Deb Schulte, Minister of Seniors

“More than ever, we must ensure that our communities remain vibrant, inclusive places for seniors. I am proud of the Government of Canada’s investments with 99.3 County FM so that our community is able to offer great activities and services to keep seniors active and engaged.”

– Neil Ellis, Member of Parliament for Bay of Quinte

“We have come a long way in recent years toward building a more inclusive society for all people. Even though Prince Edward Heights is a relic of the past, it’s important that we don’t forget that history. And who better to tell that story than the former residents and staff members of Prince Edward Heights. I appreciate that 99.3 County FM is giving people a platform to share their experiences. I look forward to hearing the results of this important project, and I extend my gratitude to the New Horizons for Seniors Program for playing a major part in making it happen.”

– Steve Ferguson, Mayor of Prince Edward County



Quick Facts

- Seniors who are socially isolated make more visits to emergency rooms, use more medication, fall more often and enter residential care sooner.
- The Government of Canada is investing approximately \$50M to support New Horizons for Seniors Program community-based projects that empower seniors in their communities and contribute to improving their health and well-being.
- Every year, organizations are invited to apply for New Horizons for Seniors Program community-based funding through a call for proposals.
- Community-based projects are eligible to receive up to \$25,000 in grant funding and, as of 2018, small grants of up to \$5,000 are available to organizations that have not received funding within the last five years.
- Since 2004, the Program has funded more than 26,300 projects in hundreds of communities across Canada, with a total Government of Canada investment of more than half a billion dollars.

Related Product

- [New Horizons for Seniors Program projects can now be used for COVID-19 support](#)
- [Backgrounder: New Horizons for Seniors Program](#)

Associated Links

- [Programs and services for seniors](#)
- [New Horizons for Seniors Program – Engaging seniors, strengthening communities](#)

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