



Ministry of Tourism, Culture and Sport invests \$168,300 into the Alzheimer Society of Durham Region

MEDIA RELEASE

March 14, 2024

WHITBY – Whitby MPP Lorne Coe and Parliamentary Assistant to the Premier announced today that the Ministry of Tourism, Culture and Sport, will be investing \$168,300 through the Ontario Trillium Foundation’s Resilient Communities Fund stream into the Alzheimer Society of Durham Region.

“I am thrilled that the Alzheimer Society of Durham Region has been selected as a recipient of the Ontario Trillium Foundation’s Resilient Communities Fund grant,” said Lorne Coe, MPP for Whitby and Parliamentary Assistant to the Premier. “This funding will allow this vital community organization to develop new strategies, and innovative programs and services that will meet the needs of hard-working families in Whitby.”

This funding will be used by the organization to build its resilience and sustainability by securing supports to develop and implement new approaches to fundraising to acquire new donors and increase donor retention, resulting in revenue generation growth.

“Non-profit organizations across Ontario deliver programming that makes a difference,” said Neil Lumsden, Minister of Tourism, Culture and Sport. “That’s why funding that my ministry is providing through the Ontario Trillium Foundation is so important. Our government wants to ensure that these programs remain the heart of communities across our province.”

“The Alzheimer Society of Durham Region is beyond thrilled to be a selected recipient of a Resilient Communities Fund grant through the Ontario Trillium Foundation. The impact of this grant will allow us to implement key strategic initiatives that will contribute to the long-term sustainability of the Alzheimer Society of Durham Region. With the number of people living with dementia increasing, we are very appreciative of the support of OTF and the Ministry of Tourism, Culture and Sport to further our mission to improve the quality of life for people living with dementia and their care partners across Durham Region.”

- Gillian Barrie, CEO, Alzheimer Society Durham Region

The Ontario Trillium Foundation's (OTF) mission is to build healthy and vibrant communities across Ontario. As an agency of the Government of Ontario, and one of Canada's leading granting foundations, last year, OTF invested over \$110M into 1,022 community projects and partnerships. Visit off.ca to learn more.

The Resilient Communities Fund supports community-based organizations that deliver programs and services in Ontario and need funding to recover and build capacity, resilience and sustainability.

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