



FOR IMMEDIATE RELEASE

United Way Halifax launches Wildfire Recovery Appeal

Funding will support recovery and rebuilding efforts across the province

May 31, 2023 – HALIFAX/KJIPUKUK – As wildfires continue to displace thousands of people in Nova Scotia, and neighbourhoods are changed forever, United Way Halifax recognizes there will be a wide variety of supports needed in community related to recovery and rebuilding. The United Way Halifax Wildfire Recovery Appeal will provide financial support to charitable organizations in Halifax and surrounding areas, as well as Shelburne and impacted communities on the south shore, to meet the needs in their communities.

The United Way Halifax Wildfire Recovery Appeal is intended to fill gaps between insurance and other programs that impacted individuals may have access to. Funding will prioritize those most impacted by the wildfires, including those who are marginalized and may have more limited access to resources. United Way Halifax recognizes it's likely this will include people who previously didn't see themselves as living in poverty or needing community supports.

"While we won't know the full extent of community need until this immediate emergency is over, we do know people will need help meeting basic needs like groceries, crucial connection and mental health supports." says Sue LaPierre, Director of United Way Halifax's social impact strategy team. "In our experience, these needs become clearer in the days and weeks following climate change emergencies, such as wildfires, and this fund will provide lasting supports as these communities and families rebuild."

Emera Inc. is making a \$125,000 donation to kickstart the campaign. In addition, Emera will provide up to \$125,000 in matching funds to double the impact of individual donations.

Our hearts are with the thousands of Nova Scotians who are being impacted by wildfires across our province and we want to show our support as they recover and rebuild," says Scott Balfour, President and CEO of Emera Inc. "On behalf of our 2500 employees in the province, some of whom are directly affected, and others who are supporting response efforts, our team is inspired by the kindness and generosity of Nova Scotians in times of need. We thank the United Way for their leadership in quickly mobilizing the United Way Wildfire Recovery Appeal to support those impacted, and we want to express a sincere thanks to the firefighters and many others on the front lines helping to restore safety to our communities."

"We're grateful for the leadership of Emera, and our other partners who have gone above and beyond to support impacted communities," says Liz Struijf-Mandishora, Director of Development and Engagement at United Way Halifax. "Their leadership is inspiring, and we hope others will join them to help."

Financial contributions to the fund can be made by visiting [United Way Halifax's website](#) and clicking on the donate button. More information about how the funds will be spent will be shared as it becomes available.

Beyond the current recovery efforts, United Way Halifax recognizes that there is a need to prepare for future climate change disasters. Hurricane Fiona had a devastating impact on some of Nova Scotia's most vulnerable

community members, and it is hoped there will sufficient funds from the Wildfire Recovery Appeal to also support communities to prepare for future climate events and disasters.

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United Way Halifax is a local impact organization bridging gaps for people experiencing poverty and marginalization in HRM. Our organization changes lives by providing funding, creating solutions, partnering with others and advocating for change.

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