

KEEPING HOMES WARM IN BRUCE & GREY

More People Need Help Than Ever Before



Every year, donors help local households access emergency heating support for cord wood, propane, and furnace oil. **Behind every application is a real person or family trying to stay safe, healthy, and warm.**

WHAT WE SAW IN 2024



156
HOUSEHOLDS
RECEIVED SUPPORT

- ✓ About half were new to the program
- ✓ Demand remained steady but manageable

WHAT CHANGED IN 2025



194
HOUSEHOLDS
RECEIVED SUPPORT

- ✓ **117** households were first-time applicants
- ✓ Program costs increased by more than \$10,000

WHAT WE ARE SEEING IN 2026



- ✓ Application requests continue to arrive at a pace ahead of previous years.
- ✓ Nearly three out of every four households accessing support so far in 2026 are new to the program.
- ✓ Demand is continuing to grow.



IN SIMPLE TERMS:

More people are falling into financial difficulty, often for the first time. This is not just a poverty issue. It is an affordability issue affecting more households across our communities.

The biggest change we are seeing is not repeat users. It is more people asking for help for the very first time.

YOUR DONATION CREATES REAL IMPACT

Your support helps local people access:



CORD WOOD



PROPANE



FURNACE OIL

These heating sources are not covered by provincial utility assistance programs. For many households, donor-funded support is the only option available.



BEHIND EVERY NUMBER IS A PERSON

- ✓ A senior deciding between groceries and heating fuel.
- ✓ A family trying to stretch a paycheque through the winter.
- ✓ A household facing an unexpected illness, job loss, or financial setback.

The numbers matter, but the people behind the numbers matter even more.



THANK YOU FOR HELPING KEEP OUR COMMUNITY WARM

Your generosity ensures no one in Bruce & Grey is left in the cold. Together, we are making a difference – one home, one family, one winter at a time.

PREPARING FOR WINTER STARTS IN SUMMER

Heating Assistance Doesn't Begin When Snow Falls

Many households that heat with wood prepare months before winter arrives. Wood needs to be:

- ✓ purchased
- ✓ delivered
- ✓ stacked
- ✓ dried

before cold weather arrives.



WHY THE PROGRAM WAS PAUSED

In June 2020, the United Way of Bruce Grey temporarily paused new applications to the Emergency Heating Assistance Program.



This decision was made to protect the program's ability to respond during the months when heating emergencies are most urgent and when the highest need is for winter heating.

THE PAUSE WAS NOT CAUSED BY A LACK OF COMMUNITY SUPPORT



Our donors continue to support this important program.



The challenge is the natural cycle of demand for wood across funding.



The hardest calls happen in winter—now, during the winter season when families urgently need to stay warm and heating systems are at risk.

IN SIMPLE TERMS:



More people need help



than ever



before.

We must reserve resources for when they are needed most—during the winter heating season.

YOUR SUPPORT MATTERS

Every donation helps:



Keep a household warm

Prevent heat disconnections and unsafe living conditions.



Protect health and safety

Reduce risks of illness, injury, and hypothermia.



Provide emergency heating fuel

Help families when they run out of heat.



Support rural households

Many rely on wood heat and face higher costs.



Help first-time applicants

Facing unexpected crisis and seeking help for the first time.



Thank you for helping our community stay warm when it matters most.

