

MEDIA RELEASE**Dated:** March 26, 2022**OTF Helps PCHS Build Capacity and Adapt to COVID-19**

Peel Region – In 2021, Punjabi Community Health Services (PCHS) was awarded a \$41,200 grant from the Ontario Trillium Foundation’s Resilient Communities Fund. This grant helped the agency hire a consultant to equip board members and staff with new approaches to fundraising during the pandemic. COVID-19 made traditional in-person fundraising impossible, and by working with this consultant, PCHS was able to train board members and staff on new fundraising techniques and develop a fundraising strategy to match the current environment. Mississauga-Malton MPP Deepak Anand joined PCHS’s virtual International Women’s Day gala on March 26 to congratulate the organization on this successful grant project.

“Local organizations like Punjabi Community Health Services play a vital role in helping our community stay healthy and strong,” said MPP Anand. “Thank you PCHS for being the backbone of our diverse community in Mississauga-Malton and across the Region of Peel. A big shout out to the Ontario Trillium Foundation for supporting the PCHS staff and volunteers as they continue to respond to the needs of youth, seniors, newcomers and families virtually and in-person.”

This OTF grant significantly enhanced the organization’s capacity. Prior to the lockdowns and pandemic, PCHS relied on fundraising during public events and forums, the largest of which was an annual gala. Working with the consultant, PCHS developed a fundraising plan adaptive to both virtual and in-person settings, trained staff and board to be effective fundraisers, and developed cases for supports to attract donations. The end result is that PCHS is better equipped to plan and execute multiple campaigns throughout the year to support the *Langar on Wheels* program. This year, the agency was able to host its annual gala once again as a virtual fundraiser, and hopes to host the gala in-person in 2023.

“Through the Resilient Communities Fund, PCHS increased and improved its ability to develop fundraising plans, identify fundraising and financial technology resources, seek opportunities for public-private partnerships and explore the possibility of running a social enterprise,” said Baldev Mutta, Chief Executive Officer of PCHS. “This grant also enabled PCHS to adapt during these uncertain times where traditional fundraising was not possible.”

PCHS is a health, social and settlement services agency providing services to communities in the Region of Peel. We have been serving the communities of Peel Region for the last 31 years. Our mission is to improve the well-being of the individuals, families and communities we serve using an anti-racism and anti-oppression framework. Our clients consist of newcomers/refugees, seniors, youth, and families/individuals on the verge of poverty. We also provide, a culturally appropriate, meals on wheels program called Langar on Wheels, to frail seniors. For more information on services and upcoming events please visit www.pchs4u.com or email us at info@pchs4u.com.

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The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario's non-profit sector. In 2020/21, OTF supported Ontario's economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit otf.ca to learn more.

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