



April 02, 2018

Smart Cities Challenge

Dear Selection Committee

Re: Smart Cities Challenge Funding Application by the Town of Bridgewater

The United Way of Lunenburg County would like to lend its voice of support to the Town of Bridgewater's Smart Cities Challenge Proposal to end Energy Poverty.

With no fewer than 1 in 5 people in Atlantic Canada living in energy poverty, many families are being forced to make difficult financial decisions just to keep their homes warm. Lower income families facing high energy bills are forced to adopt a series of measures that can impact their health and quality of life. These measures would include, but are not limited to, turning down the heat, reducing medicine usage, purchasing less food or proper clothing, reducing or eliminating recreational activities which leads to social isolation and a host of other coping strategies.

The United Way of Lunenburg County, with our limited financial resources, currently supports a variety of local programs that provide opportunities for people and families living in or on the edge of poverty. The Town of Bridgewater's goal to eliminate energy poverty will allow individuals and families to keep more of their money. This is money that can be reinvested back into their families. Having individuals and families on a more secure financial footing will allow organizations like ours to invest our money in other programs that will further help move people out of poverty, improve their quality of life or help to provide them with a more secure future.

If you have any questions or require additional information, please do not hesitate to ask.

Sincerely,

Michael Graves
Coordinator
The United Way of Lunenburg County

United Way Lunenburg County
Improving lives locally.
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