

\$51,300 to Improve Sunrise Developmental Support Services in Whitby

WHITBY — The Ontario government is providing Sunrise Developmental Support Services in Whitby with \$51,300 in funding through the Ontario Trillium Foundation's (OTF) Capital grant stream. This investment will help expand access to local programs and activities and ensure residents can continue to benefit from the services that make Whitby a great place to live, work and raise a family.

"Strong community organizations make a real difference in the lives of hard-working Whitby families," said Lorne Coe, MPP for Whitby, Parliamentary Assistant to the Minister of Children, Community and Social Services and Parliamentary Assistant to the Minister of Colleges, Universities, Research Excellence and Security.

"That's why capital grant support is so important. With this funding we're helping to

ensure that the organizations that provide these vital services remain the heart of the Town of Whitby."

OTF's Capital grant stream helps organizations improve their infrastructure so they can continue delivering programs and services that Ontarians need to thrive. Whether it's purchasing equipment, building a new space or completing renovations, retrofits or repairs, these grants support projects that are making a difference in Whitby.

The Capital grant stream is part of the government's plan to protect Ontario by investing in community infrastructure, supporting local organizations and creating the conditions for long-term economic growth and prosperity.

"Non-profit organizations across Ontario are delivering critical programming that helps people train for new careers, stay active, learn

new skills and connect with their communities," said Stan Cho, Minister of Tourism, Culture and Gaming.

"Our investment will help modernize and improve the spaces these organizations rely on so they can continue delivering the services that strengthen communities and drive local economic growth."

"The Ontario Trillium Foundation is pleased to invest in this new round of Grow grants, which are designed to improve the lives of Ontarians. These grants

play an essential role in helping non-profit organizations broaden their local programming to address diverse community needs," said Katharine Bambrick, CEO of the Ontario Trillium Foundation.

Sunrise Developmental Support Services is deeply grateful to receive a \$51,300 Capital Grant from the Ontario Trillium Foundation. This transformative investment will allow us to retrofit our two existing washrooms and construct a third universal, fully accessible one. We are incredibly appreciative to the Ontario government and the OTF for recognizing this need, helping us build a more accessible community space where adults with developmental disabilities can continue to foster independence, confidence, and a stronger sense of belonging in the Durham Region.

- Amber McKinley, Executive Director, Sunrise Developmental Support Services.

• The Ontario Trillium Foundation (OTF) is an agency of the Ministry of Tourism, Culture and Gaming. Its mandate is to build healthy and vibrant communities across Ontario by investing in community-based initiatives and strengthening the impact of the province's non-profit sector. OTF programs support the arts, culture, heritage, sports and recreation, human and social services, and environment sectors across the province.

• The Ontario government has invested more than \$887 million in more than 8,000 projects since 2018. These investments have created more than 12,000 full time jobs and generated over \$1.3 billion in economic benefits for communities across the province.



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TAKE THE THREE SECOND TEST!!!

- Turn to any page in this newspaper.
- Look at any ad for the count of three. Then turn page.
 - Tell me what you remember of that ad or page?
 - Can you recall product?
 - Can you recall phone number?
 - Can you recall what was advertised?
 - Can you recall address?
 - Can you recall company name?
 - Can you recall any pictures?
 - Can you recall any logos?

If little or nothing. You just proven why BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS do not work.

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule.

- Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.
- Online advertising/social media.** Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

What is the answer?

Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy.

The bottom line is that newsprint advertising has decades of proven success.

- WHY:** People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.
- Information in news print is reliable and comes from a source known in the community.
- Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.
- Online information has become unreliable and manipulative as it plays on people's weaknesses.
- There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information.
- Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away

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