

Community Living selected for Vince's Community Product Initiative

By Brock Weir

Your grocery purchases could help give Community Living Central York, and individuals using their services in our community, a helping hand through Vince's Market's Community Product Initiative program.

Now in its second year, the Community Product Initiative will see four non-profits in York, Simcoe and Durham share in a portion of the sales of products selected by Vince's each week in their Tottenham, Newmarket, Sharon and Uxbridge stores.

Last year's partner organizations shared a donation of \$25,164.

"We are more than pleased with the response from our customers, allowing us to make four large contributions in 2018," said Giancarlo Trimarchi, Vince's Markets partner and chair of their Community Support Committee. "Now that we have established this program, we hope our 'community product' becomes a regular item in their shopping baskets - a win-win for our customers and these local causes."

The Community Product Initiative was launched in January 2018 and it has been growing with each passing week. Funds are collected at each of their four main stores and employees at each of their locations help select each year's community recipients.

"With each flyer, a new 'community product' is identified, from which 15 per cent of total sales of that item are set aside," says the Market.

Community Living Central York (CLCY) was founded in 1954 and is currently in the midst of a rebuilding campaign. Its mission was to and remains to provide a friend, a job and a home to adults in our community with intellectual disabilities. Their support and care is lifelong, or for however long it is needed. Their stated goal is to have a community where everyone belongs, while enabling people with an intellectual disability to achieve their fullest potential.

CLCY supports approximately 400 individuals each year. Services include day support programs, employment strategies and job placement, supported group living, supported independent living, associate/foster family care, and respite support.

Plans are underway to move into a new, larger home on Penrose Avenue in Newmarket - one that will reduce the wait list and greatly increase programming capacity.

Additional partner organizations this year include the Sharon-based Holland Landing Food Pantry, Alliston's Matthews House Hospice, and the Uxbridge Loaves and Fishes Food Bank.

For more information on the Vince's Market Community Product Initiative, visit vincesmarket.ca/communityproduct.