



THE UNITED CHURCH DOWNTOWN MISSION OF WINDSOR INC.
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Registered Canadian Charitable Organization No. 11926 0420 RR001



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Downtown Mission of Windsor Prepares for Extreme Arctic Freeze, Calls for Community Support

Urgent Donations Needed to Help Protect Unhoused Individuals During Dangerous Cold

Windsor, ON — As an Arctic Freeze is expected to impact Windsor beginning later this week and continuing through the weekend and into next week, The Downtown Mission of Windsor is preparing for a significant increase in demand for emergency services as temperatures are forecast to plunge to **-27°C or colder**.

Extreme cold poses serious and often life-threatening risks for people experiencing homelessness and poverty. In response, The Downtown Mission of Windsor is activating its cold weather response plans and working closely with community partners to ensure that individuals in need have **a safe, warm place to go during the coldest days and nights**.

"When temperatures drop this low, the need for warm meals, safe spaces, and human support rises sharply," said **Rukshini Ponniah-Goulin, Executive Director of The Downtown Mission of Windsor**. "We are preparing to support more unhoused individuals and working collaboratively with our partners to meet this increased need—but we can't do it without community support."

The anticipated weather conditions place additional strain on Mission operations, increasing the need for:

- **Additional food and meal supplies**
- **Winter essentials and hygiene items**
- **Enhanced cleaning and sanitation**
- **Additional staffing to safely support increased demand**
- **Higher utility and operational costs**

During periods of extreme cold, the Mission often serves **hundreds of additional meals per day** and sees a sharp rise in the number of people seeking warmth, nourishment, and support. These emergency responses require rapid scaling of resources, often with little notice.

Call to Action: Help Keep Our Community Safe and Warm

The Downtown Mission of Windsor is issuing a call to the community to help offset the **unexpected and increased costs** associated with extreme cold weather response efforts. Financial donations provide the greatest flexibility and allow staff to respond in real time to changing needs.

Donations can be made online at:

👉 <http://weblink.donorperfect.com/dtmarcticfreeze>

*The Downtown Mission serves as **sanctuary** to all in answer to the call of the Gospel. Through outreach, we offer **food and shelter** for the body, **nurture** for the spirit, **advocacy**, and **opportunities** for human growth, embracing those seeking care and support.*



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“Extreme cold doesn’t wait,” added Ponniah-Goulin. “Every dollar donated helps ensure we can provide the food, supplies, staffing, and care needed to keep people safe during this dangerous weather.”

The Downtown Mission of Windsor has served Windsor-Essex for over 50 years, providing essential meals, shelter, and support services to individuals facing homelessness, food insecurity, and poverty year-round.

Members of the media are welcome to help share this urgent community call to action.

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