

Donors challenge community to help end homelessness

Streets to Homes program aims to house those currently in need of a home. Will you accept the challenge?

In a culture that often spends a lot of time focusing on “me,” donors from the Victoria Foundation are giving back big and issuing a challenge for citizens to do the same.

Donors of the Sun Star Fund, held at the Victoria Foundation, have made a generous gift of \$50,000 to the *Streets to Homes* program at the Greater Victoria Coalition to End Homelessness. *Streets to Homes* is a pilot initiative set to move 120 people from the streets into homes by December 2011.

The program, based on the successful Toronto *Streets to Homes* model, has been adapted to the Victoria context and builds on the current resources and knowledge that exist in our community and throughout BC. This pilot initiative represents a new way of working in the Capital Region and has been designed to integrate and coordinate service delivery by the key service providers.

It is expected that all the necessary systems, procedures and protocols will be established and imbedded within the partner organizations by the conclusion of the pilot period so that the program can be sustained indefinitely.

The Coalition, and the

Greater Victoria *Streets to Homes* initiative, subscribe to a ‘Housing First with Supports’ approach, which means that everyone has a right to a home and is ready to be housed regardless

of his or her circumstances. There is growing evidence that people who move from the street directly to their own home – with appropriate support – will stay housed, have a better quality of life and use fewer resources paid for by the tax-payers, such as policing, prison custody, the ambulance service and emergency room visits.

Currently, there are about 1,500 people living in the Capital Region without homes. Without immediate action and support, that number will quadruple in size within

five years. About half of this group suffer from either mental illness or drug or alcohol addiction, half of whom suffer from both. All face extreme poverty and very few will ever find their way off the street without significant intervention. “The Sun Star Fund donors understand that in order to make the *Streets to Homes* program a success, substantial funding is required,” says Victoria Foundation CEO Sandra Richardson. “What better way to generate interest and enthusiasm than by knowing that every dollar raised will be matched.”

Citizens are invited to participate with a personal donation at a level comfortable for them. Spread the word at your place of work, as well as to your friends and family.

Every dollar donated counts!

To be part of the Sun Star Fund initiative please, call the Victoria Foundation at 250.381.5532 or visit www.victoriafoundation.bc.ca and look for the *I’ll Match* button. To find out more about the Greater Victoria Coalition to End Homelessness, go to www.solvehomelessness.ca



Generous community donors, through the Victoria Foundation’s Sun Star Fund, are supporting the *Streets to Homes* program through the Greater Victoria Coalition to End Homelessness. The pilot project aims to move 120 people from the streets into homes by December 2011.

When the economy is up, we grant. When the economy is down, we grant.
How? By working smarter.

Established in 1936, the Victoria Foundation has built a lasting endowment fund that has served our community well. In 2009, during unprecedented economic times, we continued to grant to non-profit organizations. We also found innovative, successful ways to add value beyond granting such as our Community Advisors, a valuable resource for non-profits. At the Victoria Foundation, working smart is the result of our experience – nearly 75 years of it.

To learn more about the Victoria Foundation, please call Sandra Richardson, CEO, at 250-381-5532. www.victoriafoundation.bc.ca

