

Building Hope for Older Adults Through Modular Supportive Housing

Across our community, more older adults are facing housing instability than ever before. At SHOW, we are working to respond with urgency, compassion, and care.

Older adults are now the fastest-growing group entering the shelter system, many experiencing homelessness for the very first time.

At SHOW, we are seeing this shift firsthand. Since 2021, the number of older adults aged 60+ added to our waitlist has increased by 170% a clear and urgent signal that more older adults in our community are struggling to find stable, appropriate housing.

In response, SHOW is moving forward with a new 10-unit modular supportive housing build behind our existing site at 362 Erb Street West.

Designed specifically for older adults who are experiencing, or at risk of, homelessness, this project represents both urgency and possibility.

With support from the Region of Waterloo, including a \$1.1 million investment, modular construction allows us to act quickly creating safe, comfortable homes faster, more efficiently, and with less disruption.

But this project is about more than building housing.

From the moment residents move in, they will have access to personalized, on-site supports focused on stability, independence, and dignity. This is housing with care—a place where people can not only live, but truly feel at home and begin to heal.

This work reflects what is possible when a community comes together with purpose. It is a commitment to ensuring older adults are not overlooked or left behind.

And it happens because of supporters like you.

Your generosity creates more than housing; it creates new beginnings and spaces where people can rebuild, reconnect, and move forward with confidence.



You can donate direct to our capital campaign here!

***Together, we are building more than homes
— we are helping people rebuild their lives.***



SHOW'S 2026 Coldest Night of the Year: A Community That SHOW'ed UP!

On February 28, our community came together once again for the Coldest Night of the Year — and what a powerful show of compassion it was. Thanks to the dedication and generosity of our walkers, donors, and volunteers, we are thrilled to share that we have raised an incredible \$102,816—funds that will go directly toward providing essential housing and support services for those in need.

The Coldest Night of the Year is a nationwide, family-friendly walk that raises funds for local organizations supporting individuals experiencing hurt, hunger, and homelessness. Here in Waterloo, that impact is felt directly through Supportive Housing of Waterloo (SHOW), where every dollar raised helps provide safe, permanent housing and essential wrap-around support for our residents.

This year, **312 walkers**, **37 teams**, and **37 dedicated volunteers** took part in our local event — braving the cold to stand in solidarity with those who face it every day. From first-time participants to long-time supporters, each step taken reflected a shared commitment to building a more caring and inclusive community.

Together, participants have raised over \$102,000.00 toward our \$100,000 goal. These funds will directly support SHOW residents, helping ensure they have access to not just housing, but the care, community, and stability they need to thrive.

Beyond the numbers, CNOY is about connection. It's about neighbors walking side by side, local businesses rallying their teams, volunteers giving their time, and donors choosing to make a difference. It's a reminder to those we serve that they are not alone — that our community cares deeply about their wellbeing.

We are especially grateful to our team captains, sponsors, and volunteers whose leadership and generosity made this event possible. Your support continues to create real, lasting impact in the lives of the individuals we serve.

Together, we are ensuring that no one has to face the cold alone.



Executive Director, Brian Paul with wife Natalie and their 2 boys; Malcolm and Marshall



Our fantastic check-in team Nigel & Cheryl Gordijk with Executive Director, Brian Paul



The Home Depot Team



Members from Paramedic and Fire Services joined our walk.



Mayor McCabe and The City of Waterloo Team, True Grit!



SHOW Resident, Troy mingles with the crowd of community supporters.

A heartfelt thank you to our incredible sponsors for making the 2026 Coldest Night of the Year such a success.

Your generosity and commitment to our community helped SHOW create a warm and welcoming event, bringing people together in support of our shared mission. Because of you, we are able to continue providing safe housing, essential support, and a strong sense of community for residents who need it most.

Your partnership goes far beyond event day — it creates lasting impact in the lives of the individuals we serve and moves us closer to a future where everyone has a place to call home.

We are truly grateful to have such compassionate partners standing alongside us.

WALTERFEDY



Our kitchen volunteers made a wonderful meal for walkers to enjoy.



CNOY Toques



The Waterloo Wolves U13 Select Team joined for the first time this year



Walkers gathered at First United Church in Waterloo to celebrate before the walk.



Walkers set off on their 5km route through downtown Waterloo

Thank You!

MAKE AN IMPACT ALL YEAR LONG BY MAKING IT MONTHLY

Waterloo Region continues to face a critical housing crisis, with many individuals living in encampments or relying on emergency shelters for survival. At SHOW, we provide more than just housing—we offer a safe, stable community where residents have access to 24/7 wraparound supports and essential programming that help them maintain long-term housing stability.

As a non-profit organization, SHOW relies on the generosity of our community to sustain this work. Monthly giving is especially impactful, providing a steady and reliable source of support that allows us to plan ahead, respond to emerging needs, and deliver consistent care to our residents.

A monthly gift—at any level—helps create lasting change, ensuring that individuals not only remain housed, but have the opportunity to rebuild their lives and thrive.

Join us in making a difference today.



TODAY, I WOULD LOVE TO COMMIT TO:

MONTHLY gift of:

ONE-TIME gift of:

\$50.00 **\$65.00** **\$75.00** **\$100.00** **\$_____**

I have enclosed a cheque

I would like to pay by credit card

(If this is a monthly gift, please let us know which day of the month you would like your gift processed monthly _____)

Card Number: _____ Expiry: _____ / _____

Card Holder Name: _____

Signature: _____

(You can also call into the office and speak to Cathie to process your credit card gift. 519-886-8200 ext. 104)

We would love to say "Thank You". What's the best way to reach you?

Phone Number: _____ Email: _____

If you would like to conserve waste, please provide your email address and we would be happy to send future correspondence via email.

We are so grateful for the support that you provide, none of the work that SHOW does would be possible without YOU!!