




SUPPORTIVE
HOUSING OF WATERLOO

2022 IMPACT REPORT

A MESSAGE FROM OUR BOARD PRESIDENT AND EXECUTIVE DIRECTOR

We are both extremely proud of the work SHOW continues to do in the community and are thrilled to pursue exciting new paths forward.

While our community continued to deal with the after-effects of the pandemic, rising interest rates, higher costs of living, and an affordable housing crisis, our staff and residents continued to come together, show great resolve, and help us navigate through these turbulent times.

Through it all, 2022 was a time of evolution and change at SHOW, one where we continued to strive towards a vision where everyone in our amazing community has stable, safe, and affordable housing. In the early part of the year, we successfully reached the target on our \$1 million **SHOW The Way Home** capital campaign. Achieving this incredible goal was due to amazing community members who stepped up to help vulnerable seniors remain in safe and stable affordable housing at 144 Erb Street East.

SHOW also participated in some amazing community events, including Perfect Pitch, 100 Men Who Give a Damn (Waterloo), and did many presentations on behalf of the organization throughout the community, including Knox United Church and Rotary Clubs (Kitchener and Waterloo). It is always a pleasure to share the story of SHOW with members of our community.

When you hear and see the stories about Tent Cities, encampments, and the shocking increase in those using any number of our shelters throughout the Region, we hope you understand that SHOW is housing these

individuals and giving them the absolute best chance of reaching their greatest potential.

We continue to lean into Supportive Housing as the most effective way to successfully house individuals who have experienced chronic homelessness. Many come to SHOW with significant challenges including physical health, mental health, and addiction issues. Supportive Housing is now considered "Best Practice" in helping individuals achieve long-term housing stability. The fact that none of our residents returned to homelessness in 2022 is a testament to the work of SHOW's incredible team and the resiliency of those who call SHOW home.

SHOW would not be able to do any of this without your incredible support, and we are profoundly grateful.



Al Hayes,
Board President



Brian Paul,
Executive Director

WHAT WE BELIEVE

Our Mission:

To collaboratively provide housing and a continuum of supports to those who have experienced chronic homelessness and encountered barriers to achieving their fundamental right to safe and affordable housing.

Our Vision:

To create a community where affordable housing and supports are available to all.

Our Beliefs:

- Housing is a fundamental right
- The principles of "Housing First" guide our mission
- The principles of harm reduction guide our practice

Our Values:

- Inclusive and diverse:** welcoming and open to all
- Collaboration:** working in partnership with the community to provide supports and services
- Respect:** treating all people with empathy and compassion
- Trust:** providing an environment of integrity, safety, and security

CELEBRATING EXTRAORDINARY LEADERSHIP

2022 was a year of growth for SHOW and with growth comes change. One of the biggest changes SHOW faced in 2022 was the welcoming of a new Executive Director (ED), Brian Paul. Welcoming a new ED meant that residents, staff, and the SHOW community said goodbye to long-time SHOW ED, Gael Gilbert.

Gael accomplished so much during her time at SHOW, including the building of Mike's Place, a 9-unit affordable housing building, and the acquisition of the Civitan building. She facilitated the expansion of SHOW's medical clinic and created a partnership with the Kitchener Downtown Community Health Centre to ensure that SHOW residents have access to the medical supports they desperately need.

SHOW staff, board members, volunteers, and friends gathered at the Lancaster Smokehouse to celebrate Gael and her hard-work and dedication. It was a night of sharing memories and celebrating successes while we all wished Gael well on her next adventure.



"Gael has always gone above and beyond to ensure that people feel valued, included, supported and safe. She has the great ability to see the big picture; and was never afraid to lean into big ideas" - Brian Paul

Remembering Members of the SHOW Family

Many SHOW residents are not in regular contact with friends or family. For these residents, staff and neighbours become their community, their support system, and their family. When a resident passes away, the entire SHOW community mourns together. In 2022 we lost the following SHOW family members:

Mark Wilson

Arley Tavenor

Larry Hudson

Barry Corbett

Albert Lamb

Partner to Catherine MacLellan



2022 BOARD OF DIRECTORS

Al Hayes, Board President
Steve Power, Treasurer
Stuart Hough
Jay Judkowitz

Mike Maxwell
Jay MacSween
Samuel Nabi
Mike Peasgood

2022 RETIRING BOARD MEMBERS

Chris Kotseff, Secretary
Rod Miller
Laura Shoemaker
John VanBruwaene

TERRITORIAL ACKNOWLEDGEMENT

SHOW is grateful and privileged to be sharing, living, and working on the traditional territory of the Haudenosaunee, Anishinaabeg, and Neutral People. This land is part of the Dish with One Spoon Treaty between the Haudenosaunee and Anishnaabe peoples and symbolizes the agreement to share, protect our resources and not to engage in conflict.

Recognizing and acknowledging our history emphasizes the important connection and gratitude to those whose territory we live, learn and work on. It is a way to honour and respect these Nations as the traditional stewards, for thousands of years, of the lands and water on which SHOW is now present.

SHOW'ing UP IN THE COMMUNITY

This year was all about making connections. This could mean partnering with other organizations who are providing direct support in our community, or visiting with organizations looking to support the work of SHOW. There is nothing SHOW likes doing more than sharing the story of SHOW and its amazing residents.

ST. LOUIS PARISH HOSTS BENEFIT CONCERT FEATURING LEAP OF FAITH

Leap of Faith performed live at St. Louis Catholic Church in May. \$950 was raised and donated to support SHOW residents.



VOLUNTEER MONTH IN JUNE

SHOW was incredibly lucky to welcome members of [Creekside Church](#) and Google to work together on a few landscaping projects. This included clearing out an overgrown gathering space, installing an addition to the backyard shed, and getting SHOW's gardens ready for the summer.



CONTINUED ON NEXT PAGE

100 THANK YOUS TO 100 MEN WHO GIVE A DAMN

SHOW was invited to make a presentation to the 100 Men Who Give a Damn Waterloo Region community group. Executive Director, Brian Paul, shared the story of SHOW and the residents that call SHOW home. After hearing presentations from SHOW and two other amazing organizations, the group took a vote and decided to direct funds to SHOW.

VISITING A BETTER TENT CITY

Brian and Mike Peasgood (One of SHOW's incredible Board members) were taken on a tour of A Better Tent City with site coordinator and resident Nadine Green. A Better Tent City is an incredible organization providing amazing supports to the community.



SPEAKING TO MEMBERS OF KITCHENER-WESTMOUNT ROTARY

Brian was invited to speak to the Rotary Club of Kitchener-Westmount at their weekly lunch. Rotary members actively take part in community events that bring positive change to the community.

Brian is pictured with Everton Wilmot, Rotary Club of Kitchener-Westmount's current President. Everton has a special relationship with SHOW as his IT Company, Wilmot Technologies, has been providing their expertise to SHOW for several years.



PRESENTING OUR PERFECT PITCH

On November 1st, SHOW and six other local non-profits took to the stage at the Hamilton Family Theatre to share their vision for a better Waterloo Region, participating in this year's Perfect Pitch Event, presented by Social Venture Partners. Through this storytelling boot camp and culminating in the event, our community gains a greater understanding of various social challenges while helping to boost awareness and support for the Region's charitable sector. In turn, participants build the skills needed to become more effective ambassadors and fundraisers for their organization.



THANKFUL TO GIVING TUESDAY SUPPORTERS

GivingTuesday is a global day of giving that harnesses the power of social media to raise awareness and funds for important causes. This year, SHOW raised funds to support their core mission of providing SHOW residents with deeply affordable rents alongside the supports needed to break the cycle of homelessness. With a \$14,000 matching gift from SHOW's remarkable Board, GivingTuesday donors contributed more than \$31,000 towards this mission. This year, GivingTuesday will be held on November 28th.



GIVING THANKS

SHOW is very thankful for the support community organizations and local businesses provide.



The Essentials Fund



YOUR IMPACT: SUPPORT

YOU HELPED SHOW THE WAY HOME

CLOSING THE SHOW THE WAY HOME CAPITAL CAMPAIGN

After purchasing the Civitan Seniors Apartment Building in early 2020, Supportive Housing of Waterloo embarked on a Capital Campaign to raise funds to ensure that 24 vulnerable seniors continued to have access to safe and affordable housing. In September 2022, it was announced that SHOW had surpassed their goal of \$1,000,000.00.

Taking on this large campaign goal was essential in ensuring residents remain housed with deeply affordable rents, including access to on-site support and programming. The success of the SHOW The Way Home Campaign was due to the overwhelming support received from many community members. This support has paved the way for essential improvements to be completed, including:

- Implementing important life safety building upgrades
- Transforming an unused boardroom into a new studio apartment
- Hiring a case manager to assist residents with a wide range of on-site supports

New SHOW resident John had this to say: "SHOW matters very much to me because it fills a tremendous need. People like me need a place to stay, a quality place, and a safe place. I am now totally at ease. I have no housing worries. I have the total opposite – I have housing fulfillment."

SHOW thanks all those who contributed to the SHOW the Way Home Capital Campaign. "It is a wonderful feeling to know that we belong to such a caring, compassionate and empathetic community," says Brian Paul, SHOW's Executive Director. "The response to our SHOW The Way Home Campaign has been truly overwhelming. It goes to show that when a community rallies behind a project, wonderful things can happen. This could not have happened without your support. Thank-you to all those who donated to the campaign."



\$1,052,296.45

Raised to support the purchase and improvements of 144 Erb St. E

44 Major Gifts

(Donations of \$1,000+)

\$87,086

Raised in the SHOW The Way Home Giving Tuesday initiative

\$100,000 +

Largest individual gift in SHOW's history was made by a donor to support the SHOW The Way Home campaign

315 Donations

Made to the SHOW The Way Home campaign

102 New Donors

Made their first donation to SHOW in support of the SHOW The Way Home campaign

YOUR IMPACT: SUPPORT

THE COST OF SUPPORTIVE HOUSING

The [Canadian Observatory on Homelessness](#) defines supportive housing as: "Housing which combines rental or housing assistance with individualized, flexible and voluntary support services for people with high needs related to physical or mental health, developmental disabilities or substance use."

Research shows that a stable, supported housing environment is essential to maintaining optimum health, both physically and mentally. The Canadian Mental Health Association states that housing with supports contributes to better physical and mental health and leads to positive outcomes, including:

- increased personal safety
- decreased stress
- improved sleep
- better diet
- increased sense of empowerment
- enhanced life skills
- more involvement in the community
- reduction in psychiatric symptoms
- decrease in the need for emergency and treatment services

What do supports look like at SHOW? These are the types of onsite services and programs available to residents:

- food security programs
- counselling
- healthcare (nurse and doctor)
- case management
- life skills support
- social & recreational activities

Evidence (courtesy of the Canadian Mental Health Association) shows that building and providing



On-site support increases the likelihood of residents maintaining their housing

supportive housing leads to many tangible benefits to the community and taxpayers:

- Every \$10 invested in supportive housing results in an average savings of \$21.72 across the health care, social services, and justice systems
- Providing a shelter bed is \$2,100 per month or three times more expensive than supportive housing, which costs \$613
- Providing a hospital bed is \$13,500 per month, 22 times more expensive

SHOW's model of care is now considered "Best Practice" in helping to break the cycle of homelessness. The Region of Waterloo also understands this – they recently announced the creation of 2,500 new affordable housing units over the next five years, with 500 designated for supportive housing.

SHOW looks forward to continuing to be a leader for housing with supports in the Region of Waterloo.

1392

Recorded case management interactions

1

New Life Skills Coordinator

658 Visits

To the food pantry

0

SHOW residents returned to homelessness

11 Students

Gave **1826 Hours** of support to SHOW staff and residents

36

Community meals and BBQ's

YOUR IMPACT: SUPPORT

MY STORY: ADRIAN



"I have learned that I am a good person. I now have things I never thought I would have. I still have my challenges, but I now have friends and an apartment, and I am grateful for it." - Adrian

Adrian has complex needs that worsened his experience of homelessness. Adrian requires intensive case management and a range of supports to manage his mental health. Without these, Adrian would encounter many barriers preventing him from achieving physical, mental, emotional, and spiritual wellbeing.

Adrian acknowledges that he has had his fair share of struggles, but he tries to be optimistic and have a positive attitude. After finding out there was a home available at SHOW, Adrian admits to feeling hopeful for the first time in a long time. "It sounded like such a wonderful place to live. When I first moved in, I was shocked that I had a place to

live, compared to being homeless. That took me 2-4 weeks to get used to." Many SHOW residents have shared the same sentiment regarding their first few weeks at SHOW. Adjusting to a safe space that is their own can be difficult for new residents.

Adrian reports that life is quite different now that he has a home of his own. "I have learned that I am a good person. I now have things I never thought I would have. I still have my challenges, but I now have friends and an apartment, and I am grateful for it." Many residents are dealing with trauma, physical health, mental health, and addictions issues, which can all be barriers to participating fully in society. They may also struggle with trusting or accepting help from others. SHOW offers 24/7 support, which is the best way to ensure that residents get the help they need, when they need it. SHOW's compassionate and empathetic response lets those who are in need know that someone cares.

Adrian looks at SHOW as, "a place that gives you an opportunity to get back into society; to grow and work on your future. Not only that, but you also meet nice people, the staff are great, and it is a wonderful place to live. SHOW is helping me to keep taking my medications and I am feeling more optimistic. I am working on getting a job and taking better care of myself. Now that I have housing and support, I am grateful for it."

SHOW can provide these services because of the support received from community members like you. Gifts made to SHOW help provide the staffing and supports that residents need to reach their full potential.

"THE TOUGHEST PART ABOUT BEING ON THE STREETS IS THE FEELING THAT NO ONE CARES."

From large corporations to smaller family foundations, every single gift received is appreciated so very much.

GIVING THANKS

From large corporations to smaller family foundations, every single gift received is appreciated so very much.



Weiland Family Foundation Fund



Alex and Trish Brown Family Fund



Government of Canada



COMMUNITY FOUNDATIONS OF CANADA



Dian and John Bell Family Fund



YOUR IMPACT: BUILDING POTENTIAL

MY STORY: JAY



Jay immediately felt at home when moving into SHOW

so used to having my stuff stolen on the street – it happened all the time. I had bags stolen; my bikes stolen." He admits that looking to the future was difficult: "I worried about being cold at night, where I was going to sleep - was I going to get woken up by a security guard and asked to leave?"

Jay has struggled with housing for over 35 years. He has experienced homelessness for as long as he can remember. He has stayed in shelters, jails, and hotels but most of his time was spent on the streets. Jay recalls not being able to enjoy his passions, which include music and cooking. Maintaining his physical and mental health was excruciatingly difficult.

Experiencing homelessness was difficult for Jay: "I was

Jay had been staying at a local hotel for almost a year when his Lutherwood Housing Support Worker let him know that a unit was available at SHOW. Jay revealed that while some may have difficulties settling into a new home, he felt like SHOW was home right away. Jay fondly recalls leaving his unit for the first time and coming back, putting his key in the lock, and realized worrying about having his belongings stolen was a thing of the past: "I was like, 'Wow!' I immediately called my worker and told her that it feels good to not have to worry about people stealing from me anymore."

Now that Jay has a home, he has connected with a case manager, and is addressing some of his physical and mental wellbeing needs; he would love an opportunity to reconnect with family. Jay has three daughters and now feels stable enough to reach out to them.

The stability SHOW provides is because of the gifts received from our wonderful community members. Without proper supports and programming, SHOW residents do not have access to the tools and resources necessary to provide long-term housing stability. This is essential in helping them eliminate the many barriers they have experienced for years.

"HAVING STABLE HOUSING HAS CHANGED MY LIFE. I CAN FINALLY PLAN AND THINK ABOUT A FUTURE. BEING HOUSED IS GREAT."

WELCOMING A NEW LIFE SKILLS COORDINATOR, MAUREEN, TO SHOW

Generous funding from both Trinity United Church and The Weiland Family Foundation allowed SHOW to hire a full-time Life Skills Coordinator to work with residents at all three SHOW locations.

A Life Skills Coordinator provides support, programming, and activities necessary to achieve the tools, knowledge, and resources required for residents to maintain their housing and remove barriers in achieving their fullest potential. With waitlists for mental health support at 3-5 years and addiction supports anywhere from 2.5-4.5 years (KWCF 2021 Vitality Report) the ability for SHOW to offer more programming and supports to address these needs has been incredibly beneficial to residents.

Without onsite support and programming there is a greater likelihood that many SHOW residents would not be able to maintain their housing nor live independently. Over 50% of our residents come to SHOW after extended periods of homelessness and repeated patterns of securing and losing housing. Providing onsite support allows staff like Maureen to intervene and help residents

before their housing is put at risk. This support also increases our resident's feelings of belonging and inclusion, crucial factors in improving feelings of wellbeing, social interaction and connectedness to their neighbours and community.

Some of the activities that residents have enjoyed thus far include:

- Cooking classes
- Grocery shopping assistance
- Activities of daily living, including;
 - » Cleaning
 - » Laundry
 - » Maintaining personal hygiene
- Arts & Crafts
- Community meals and social gatherings
- SHOW's first ever DANCE PARTY!

PRACTICING HARM REDUCTION AT SHOW

SHOW believes in the care model of Harm Reduction. This encompasses programs, practices, and policies aimed at reducing the negative potential health, social and economic effects of drug use. This can include, but does not require, the stopping of drug use.

At SHOW, we understand that people from many different lifestyles use illicit drugs – our goal is for people to be safe. SHOW staff provide non-judgemental and non-coercive strategies to help provide the knowledge and resources necessary for individuals to achieve long-term health and well-being.

Since 2019, SHOW has been a partner with the Region of Waterloo's Public Health Department as part of the needle exchange program. This includes the distribution of safer injection, safer inhalation, safer sex, and wound care

supplies. Sharps Disposal containers are also distributed and accepted through the Program. Naloxone, which has proven to successfully reverse opioid overdoses, is also provided. These are all free to SHOW residents, and to the greater community as well.

The needle exchange program assists in:

- Decreasing the spread of HIV and Hepatitis C
- Reducing the number of used needles discarded unsafely
- Educating individuals about safer sex and sexual health
- Boosting referrals to treatment programs, health, and social services

WHAT IS HARM REDUCTION?

The [Canadian Mental Health Association](#) defines harm reduction as, "an evidence-based, client-centred approach that seeks to reduce the health and social harms associated with addiction and substance use, without necessarily requiring people who use substances from abstaining or stopping."

Examples of harm reduction:

- Drinking water while consuming alcohol
- Wearing a seatbelt while traveling in a vehicle
- Using a nicotine patch rather than smoking
- Supervised injection sites

THANK YOU

A MESSAGE OF GRATITUDE TO OUR COMMUNITY

Supportive Housing of Waterloo is deeply grateful for the support received throughout 2022. It was a difficult year as inflation and the higher cost of living meant that many struggled to make ends meet. Non-profits in Waterloo Region saw a huge increase in those who needed access to support, and in many cases, the need far outweighed the resources available. SHOW continues to be amazed by the dedication of our community in ensuring that our most vulnerable have access to the tools and resources essential to helping them achieve their fullest potential.

We know SHOW's work is not possible without your continued support - we are grateful for your trust, and it truly inspires us. Thank you.



12 Monthly Donors

Providing \$695 each month

5 Individuals

Were welcomed home to SHOW

\$132,000 Raised

Through grant and funding applications

Over \$300,000

In individual donations

553

Individual gifts

\$10,920

From anonymous donors

50%

Of our donors are repeat donors

320

Harm reduction kits handed out to community members

Over 5000

Wellness checks performed by SHOW residents

115

Overdose related deaths in the Waterloo Region

451

Harm reduction kits handed out to SHOW residents

3

Overdose interventions

10 Medical Clinics

Held in partnership with the Kitchener Downtown Community Health Centre

SHOW is grateful for the continued support of the Region's many churches. From community dinners, treats being dropped off, and donations from church offerings; SHOW would not be able to succeed without the support of so many congregations.

- Church of the Holy Saviour Waterloo
- Creekside Church
- Emmanuel United Church Waterloo
- Erb Street Mennonite Church
- First United Church Waterloo
- Highview Community Church
- Mount Zion Lutheran Church
- Parkminster United Church
- St Louis Parish
- St. Michael Roman Catholic Church
- Trinity United Church
- Waterloo Christian Reformed Church
- Waterloo Kitchener Mennonite Church



SHOW'S INAUGURAL COLDEST NIGHT OF THE YEAR WAS A HUGE SUCCESS

HUNDREDS CAME OUT TO WALK IN SUPPORT OF SHOW RESIDENTS

On February 26, 2022, SHOW took part in their inaugural Coldest Night of the Year event. The support and commitment received from community members was overwhelming, to say the least.

Hundreds of people took part as team captains, walkers, volunteers, sponsors, and donors. SHOW residents could not believe how many caring and compassionate community members showed up to support them - many were overwhelmed with gratitude.

"I HAD NO IDEA THIS MANY PEOPLE CARED ABOUT US" – TROY, SHOW RESIDENT

24 Teams	3 Community Sponsors	\$40,800 Individual Gifts	\$4,500 In Sponsorships
125 Walkers	5 Volunteers	455 Individual Donations	



Ruby and the Westvale WarmHearts



Donor Engagement Coordinator, Leigh-Ann (left) and Program Manager, Nicole (2nd from left) lead the SHOW staff team



Team KPMG gathers at the start-line



Many community members turned up to support SHOW residents for Coldest Night of the Year

“

KPMG is proud to support SHOW in the Coldest Night of the Year Event. While the pandemic has impacted everyone, it has had a detrimental impact on our most vulnerable friends and family.

More of our community are experiencing homelessness, hurt and hunger. Many of us are thankful we have food in our belly, a roof over our head and employment. The KPMG family is thankful to be able to play a small part in raising funds and awareness for this important cause.

”



THANKING OUR SPONSORS

An incredibly special thank you to the community sponsors for supporting SHOW during Coldest Night of the Year.

“

We actively engage in community-building activities both in and out of the workplace because we know the more we put into supporting the community, the stronger it will be for all of us

We know that giving back in positive ways allows us to build and maintain strong relationships in our community. Our drive to connect with the community in new ways in 2022 drew us to SHOW's Coldest Night of the Year Walk and we are excited to be sponsoring this event.

”

WALTERFEDY

“

As a law firm that benefits from the heightened real estate activity across our Region, supporting SHOW and the community it serves in the Coldest Night of the Year Walk was an easy decision.

Housing is becoming increasingly out of reach for the most vulnerable amongst us and we are confident, given the work SHOW does, that this sponsorship will help in some small way to bridge that gap.

”

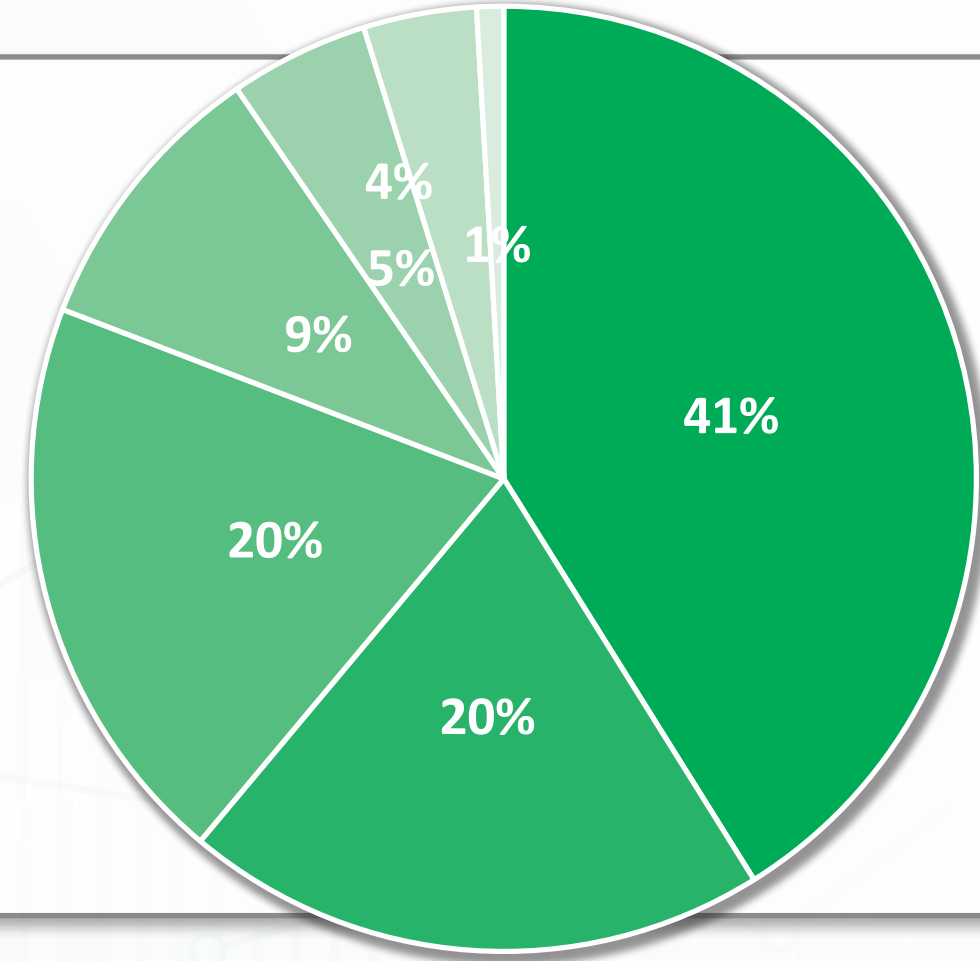
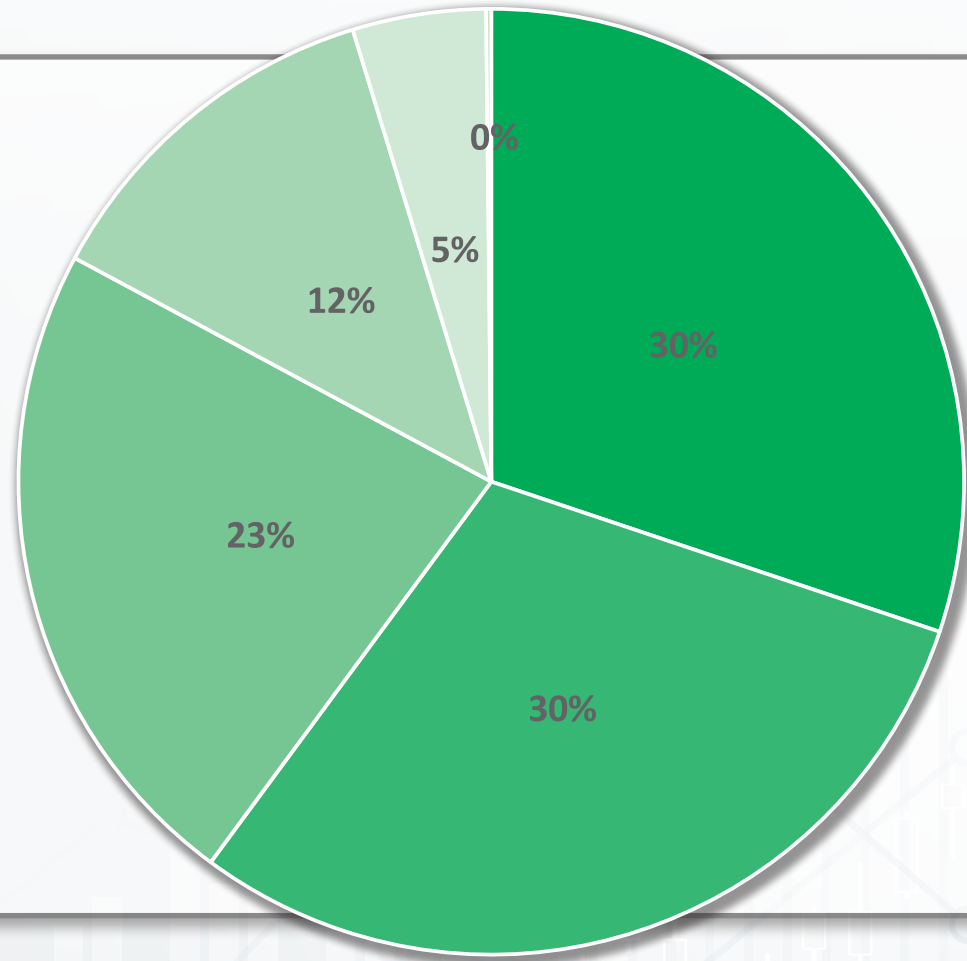


SAVE THE DATE FOR SHOW'S 2024 COLDEST NIGHT OF THE YEAR EVENT ON FEBRUARY 24, 2024



FINANCIALS: REVENUES

FINANCIALS: EXPENSES



REVENUES

■ Funding from Region of Waterloo	\$441,844.00
■ Rental Income	\$439,316.00
■ Annual Donations	\$333,220.00
■ Grants	\$182,141.00
■ Amortization	\$66,818.00
■ Other	\$2,573.00
Total	\$1,465,912.00

EXPENSES

■ Resident Case Management Staffing	\$623,660.00
■ Building Repairs, Maintenance, & Utilities	\$303,054.00
■ Interest Payments & Amortization on Long-Term Debt	\$288,352.00
■ Professional Fees	\$145,809.00
■ Administration Costs	\$72,269.00
■ Resident Programming	\$58,670.00
■ Fundraising & Communications	\$13,969.00
Total	\$1,505,783.00




SUPPORTIVE
HOUSING OF WATERLOO
SHOWATERLOO.ORG



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