



SUPPORTIVE
HOUSING OF WATERLOO



2021 IMPACT REPORT

A MESSAGE FROM OUR BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Belonging, inclusion, community, and family. All of these were tested daily as the pandemic carried on, and reinforced the challenges faced by many of our residents across the spectrum of housing SHOW provides. It strengthened and showcased the incredible work our staff provide, day in and day out, even as the many lock-downs and increasing restrictions created new challenges.

Our team stepped up to ensure that everyone was supported and safe.

Through it all, we continued to provide full staffing and 24/7 care. As mandates, guidance and protocols changed, the team never wavered, learning to pivot and adapt when needed. We implemented more intense cleaning protocols, acquired a surplus of PPE, held COVID-19 vaccination clinics on site, and provided access to rapid tests. Our residents continued to receive an impressive level of care during incredibly challenging times.

Through all of this, the work of SHOW moved forward by transitioning and positioning the organization for the future.

The Board was actively involved in the search for Gael Gilbert's successor as Executive Director, which was not an easy task, given Gael's strong leadership for over ten years. After interviewing a number of qualified candidates, we were very pleased to offer the position to Brian Paul, SHOW's previous Program Manager.

Under this new leadership, we have seen the addition of

a new case manager, increased tenant support services and the creation of a Tenant Wellbeing Support Fund.

We also completed our \$1,000,000 capital campaign to assist with the purchase and updating of our senior's affordable housing building at 144 Erb Street East. The campaign allowed us to create one additional studio apartment in the building and address several necessary building upgrades.

As always, fundraising is a critical necessity for SHOW and we are extremely grateful to the many individual and corporate donors who support the important services SHOW provides in the community.

As SHOW continues to move forward, we remain dedicated to providing affordable and supportive housing opportunities for those who otherwise might not have access to shelter and necessary supports. For these individuals, we will continue to SHOW The Way Home.

With all our gratitude,



Al Hayes,
Board President



Brian Paul,
Executive Director

2021 BOARD OF DIRECTORS

Al Hayes, *Board President*
Chris Kotseff, *Secretary*
Steve Power, *Treasurer*
Stuart Hough
Jay Judkowitz
Mike Maxwell

Rod Miller
JP MacSween
Samuel Nabi
Mike Peasgood
John VanBruwaene

2021 RETIRING BOARD MEMBERS

Tim Sothern, *Board President*
Mark Crowell, *Secretary*
Nicola Dingle, *Treasurer*
Olga Vigil-Letang

YOUR IMPACT: SENIORS



John in his new home at 144 Erb St. E

“SHOW matters very much to me because it fills a tremendous need”

John F. (SHOW Resident)

MY STORY: JOHN

I was a truck driver for 28 years. I lived in my truck throughout the week and would stay in a hotel every weekend. When I retired I couldn't afford to stay at the hotel anymore. The owners of the hotel were kind people and allowed me to couch surf with them for 14 months, with the husband, wife and four kids, paying \$1,000 a month. When my EI was about to run out, my next option was living in my car, because I couldn't afford anything else.

I first heard about SHOW from a case worker at Lutherwood. The worker learned about my story and suggested that she contact SHOW about their seniors' building. I met Brian, and we talked about my options and he let me

know an apartment was available. I knew I couldn't sleep in my car anymore. The rent is super affordable, unlike everything else I came across when I was looking for a place. SHOW is phenomenal and the staff have been so supportive.

Everyone has been so kind and helpful. I would like people to know that this place is as quality as quality gets, and that's the honest truth.

When I heard that the wait list for seniors' housing is at least 5 years, I never thought this would happen.

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.

TENANT UNIT UPGRADES

With the help of donors just like YOU, SHOW has been able to not only welcome new residents into SHOW's newest seniors' affordable housing building, but they've been able to welcome them into freshly repaired and renovated units that they can call home.

Seniors requiring affordable housing accommodations may already be experiencing barriers to their mental, physical, emotional, and



spiritual wellbeing. Moving into a new home is stressful enough without them worrying about whether their new unit is clean and safe.

Which is why, with support from community members, SHOW staff ensure that each resident is welcomed into a unit that has been made safer and more beautiful with new paint, stronger lighting, accessibility upgrades (when required) and appliances that are fully operational.

Thank you for assisting SHOW staff in providing the dignity of a clean, uplifting environment with a strong sense of safety and belonging to each and every SHOW resident.

New residents are welcomed into repaired & renovated units that are clean & safe.

12.2%

of Seniors live below the poverty line

8

Seniors moved into 144 Erb St E

5 years

is the average wait time for Waterloo Region's Seniors' Community Housing List

76

individuals, over the age of 55, are currently homeless in our Region

YOUR IMPACT: SUPPORT

WELCOMING A CASE MANAGER TO 144 ERB

Late last year, SHOW reached out to ask for your support in funding a case manager position at two of our unstaffed SHOW buildings. SHOW is pleased to announce that, in conjunction with some funding from the United Way Waterloo Region, your generous gifts have provided 24 seniors and 9 marginalized individuals the on-site supports they so desperately need and deserve.

Idah Oduho joined SHOW in January

and has been working diligently and compassionately with SHOW residents to identify any barriers they are experiencing in reaching their greatest potential.

Most importantly, your gift has allowed the time and space for residents to form a trusting relationship with someone that has the knowledge, tools and resources to assist them with any issue they may have, whenever they are comfortable to share it.



Idah's position has been funded through generous community donations



“Knowing that they trust me and then helping them with small things like explaining a notice they received in the mail, or just having coffee and donuts with them, that’s the best part so far”

Idah Oduho SHOW’s newest Case Manager



Why We Give: The Kirkham’s

Both Jean and I have lived in the Region of Waterloo, and previously the Township of Woolwich, for 70 years.

We recognized the urgent need to help those less fortunate than ourselves many years ago, both locally and internationally.

We have, in recent years, been able to support others who needed assistance both emotionally and financially and feel obliged to share.

When SHOW was first founded it was our pleasure to initiate support by helping to furnish a unit and thus began our commitment to an organization which was so badly needed especially in Waterloo. We are so pleased that we have been a very small part in supporting the expansion of SHOW to the three properties where such talented leaders offer their services providing a multitude of services in our community.

We recognize SHOW and its entire staff as a dynamic group of committed people offering their time and experience and support to a fine group of residents.

We see SHOW as an agency so deserving of our support and our relationship with SHOW will continue to grow.

Brian and Jean Kirkham (Long-Time Supporters of SHOW)

YOUR IMPACT: SUPPORT



Ernesto enjoying time in his new home

MY STORY: ERNESTO

My first memory of becoming homeless is walking away from my apartment with my backpack and saying goodbye to my friend. I had been evicted from my apartment and had to go to a shelter. The most challenging part was the lack of privacy. You

don't have any – you can't cook, and you don't have the freedom to plan your day. It is planned for you. They tell you when you can be there, and when you have to leave. You are told what your day is going to be like. I have been on my own for 21 years, but being homeless was a new and shocking experience for me.

My first memory of SHOW is when I came to visit my friend, who lived here. We went up to his place, and I remember how nice his apartment was. I was surprised to see how involved management was and how they greeted him when he came in. He told me there was even a snooker table in the back. I was so happy for him.

I hope to enroll in school at Conestoga College and try to get as far as I can in their apprenticeship program, as I'm interested in their trades program. I also want to reconnect with my mom, who has been very helpful – she

lives in Stanley Park. We have a BBQ planned this summer and I'm very happy about that.

The staff have been the highlight of my new home. They are very good with me and attentive and I admire that. I really appreciate them.

I think SHOW is the exact template for this kind of living, and is truly exemplary.

I am very excited and feel like I should just tell everybody about what goes on here. This is the exact example of what society needs for people with mental health issues. This is the place.

I can see that I have difficulties just living my life, but here, I have the ability to come down, find someone to talk to, and I can work on my goals. SHOW should be accepted as a true success in the community. This is what the community needs if they want to end homelessness. I want people to know and see what goes on here, so more places like this will be built, because this is the solution.

It just feels nice to be living here. I get a lot out of it, and they are saving lives.

“This is what the community needs if they want to end homelessness” - Ernesto, a resident at 362 Erb St. W.

NEW TENANT UNIT AT 144 ERB

SHOW welcomed a new resident into a newly created unit at 144 Erb, thanks to generous community members like you. Your gifts allowed SHOW to transform an unused boardroom into an affordable housing unit to house a vulnerable member of our community. 144 Erb St. E. now houses 25 seniors with affordable rents and on-site supports to ensure that they not only remain housed but are able to reach their fullest potential.



New residents are welcomed into repaired & renovated units that are clean & safe.

YOUR IMPACT: COMMUNITY

2021 Ride for Refuge

For those of you that participated with us on October 2nd for the 2021 Ride for Refuge, we want to say thank you! Thanks to your support we had our most successful year yet. You were responsible for raising over \$24,000!! That's \$24,000 that went towards directly supporting SHOW residents at each of the SHOW buildings. With 10 teams, 30 participants, and 212 unique donations – the impact of your support was deeply felt. Each donation helps SHOW achieve their mission of providing access to affordable and supportive housing options in our community.

Along with our participants and donors, we also had support from community organizations with our 2021 Ride for Refuge Campaign; RLB Management, Wilmot Technologies Inc., and G.R. Garrity Appliance Services



SHOW staff and members of the Board walked from the main SHOW building at 362 Erb St. W to the new seniors building at 144 Erb St. E.



Team Purple Hayes cycled their way through the route to support SHOW residents

Community Funding Allowed for Launching of New Website

Through generous funding from the United Way Waterloo Region, SHOW was able to invest in updating their website. Local designer, Nigel Gordijk, worked with SHOW staff and residents to create an online platform that showcases the impact SHOW has with residents. Numerous resources regarding housing, harm reduction, and community support organizations are also available to access.

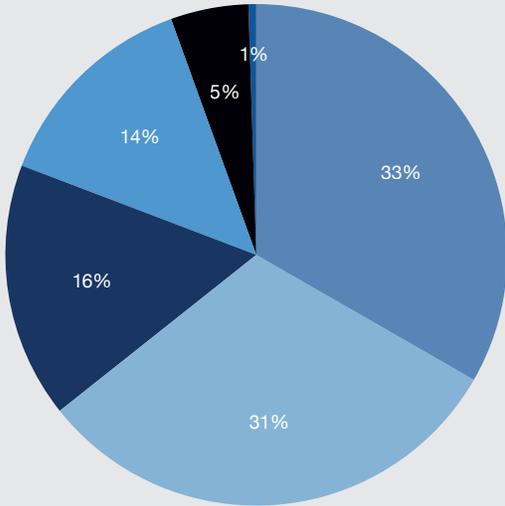


31 Medical Clinics held in partnership with the Kitchener Downtown Community Health Clinic	9 Community dinners held at SHOW	23 Dinners provided to SHOW by community organizations
51 Covid-19 vaccines administered	16 Community members accessed harm reduction supplies from staff	33 Social activities were enjoyed by SHOW residents

"We have our own little community and we try to support each other as much as we can"

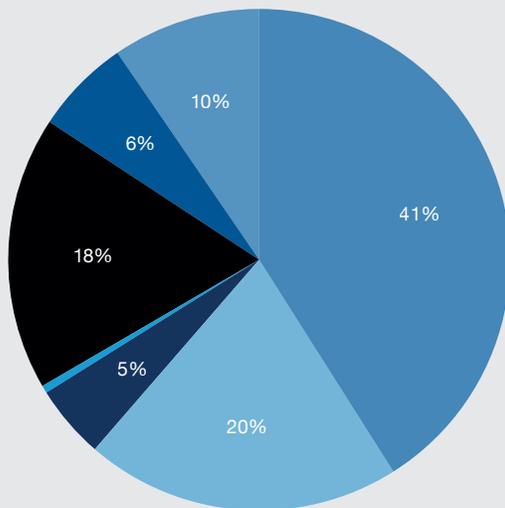
Peter A. (SHOW Resident)

THE FINANCIALS



Revenue

- Funding from Region of Waterloo - \$440,883
- Rental Income - \$410,638
- Annual Donations - \$218,121
- Grants - \$181,232
- Amortization - \$66,425
- Other - \$6,656



Expenses

- Resident Case Management Staffing - \$542,149
- Interest Payments & Amortization On Long Term Debt - \$268,893
- Resident Programming - \$62,678
- Fundraising & Communications - \$6,530
- Building Repairs, Maintenance & Utilities - \$233,412
- Administration Costs - \$81,734
- Professional Fees - \$126,304

A Message of Gratitude to Our Community

Supportive Housing of Waterloo is deeply grateful to you all for contributing to our shared mission in 2021. We are thankful for each and every gift including those of you who chose to remain anonymous. Thank you for your dedication in ensuring that the most marginalized members of our community receive the care and compassion that they so desperately need and deserve.

\$450,000+

in individual and community donations

\$18,000

from anonymous donors

\$481

Each and every month from 10 monthly donors

543

Individual gifts

48%

of our donors are repeat donors

125

Individuals signed up for email updates

14

Individuals were welcomed home to SHOW

What We Believe

SHOW's mission is to collaboratively provide permanent housing and a continuum of supports to those that have experienced homelessness and encountered barriers to achieve their fundamental right to safe and affordable housing. SHOW's mandate is to build and operate permanent, affordable, supportive housing for people experiencing homelessness in Waterloo Region.

Many SHOW residents are dealing with issues such as mental health and addiction issues, which can be barriers to them participating fully in society. Due to their life experiences, they may be dealing with trauma and might struggle with trusting or accepting help from others. We offer 24/7 wrap-around support, which is the best way to ensure that our tenants can get the assistance they need, when they need it. Our compassionate and empathetic response lets those who are in need know that someone cares. We are advocates for a fairer allocation of resources, as well as more affordable and supportive housing options. We aim to correct the community's sometimes negative perception of our residents. As leaders and social innovators, we operate using best practices when providing permanent supportive housing solutions. This means creating a sense of belonging, inclusion, and community, while decreasing isolation.




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WWW.SHOWATERLOO.ORG

Connect with Us



Click


362 Erb St. W
Waterloo, ON N2L 1W6

519-886-8200

Charitable Registration # 850 831553 RR0001