

## Help End Homelessness – Campaign Update

- The **Campaign Cabinet and Advisory Council** has grown significantly and now boasts wide representation from business and community leaders. This Cool Aid team, who are dedicated to raising the needed \$5 million for new housing, are listed on the right.
- Construction of **Cottage Grove**, 45 supportive apartments for seniors in Saanich, is expected to begin in the first half of 2015. Here is what has been achieved to date:
  - Land purchased
  - Development permit approved unanimously by Saanich
  - Construction drawings underway
  - Financial contributions pledged from Saanich and CRD
  - Promising negotiations with Province on financial support
  - Promising negotiations with Island Health for operating dollars
- Cool Aid is carefully investigating **other properties** -- suitable for new construction or repurposing -- to provide additional homes and on-site support services for people who are homeless. Our next building will be named the **Dr. Haegert Centre**, in honour of newly retired Dr. Joe Haegert, who served as a physician with Cool Aid for 43 years.
- **\$1.4 million** of the \$5 million needed has been pledged or received in contributions from individuals, foundations and corporations. This money will be leveraged by additional millions from government and partners.
- **The local media** is excited about the campaign and we are also seeking corporate sponsors for a 2015 **housing advertising campaign**.

### **What is needed in 2015:**

- \$500,000 in individual, corporate and foundation gifts needed to complete construction of **Cottage Grove**.
- \$800,000 is needed for **Cedar Grove**, a property owned and operated by Cool Aid, to add 39 more apartments to the site on Gorge Road.
- As well, \$2.3 million is needed for down payments on **additional properties** to be developed into housing.
- An **advertising campaign** title sponsor (\$50,000) and six business sponsors (\$20,000 each).

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# Homeless

## Help End Homelessness

### Campaign Cabinet

Rob Reid, Chair

Bradley Clark

Norman Gidney

Helen Hughes

Ted Hughes, Q.C.

Tony Joe

Kathy Stinson

### Advisory Council

Michael Bloomfield

Frank Bourree

Peter Ciceri

Maureen Duncan

Chief Frank Elsner

Rev. Ian Powell

Naz Rayani

Sandra Richardson