



Bringing hope and homes
to Guelph-Wellington

July 21, 2023

To: Mayor Guthrie

Cc: City Clerk

We are writing to make a funding request of \$500,000 from the City of Guelph to meet urgent cash flow needs for The Home for Good Campaign.

In early 2022 we began planning The Home for Good Campaign with the goal to raise \$5 million to bring permanent housing solutions to Guelph. At that time, a feasibility study found that goal to be feasible over a 4-5 year capital campaign period. However, the opportunity arose for three permanent supportive housing projects to come to fruition in 2023. We have done our best to adapt timelines to seize this opportunity and have seen an amazing response from our community in a short period of time. Since launching the campaign in May 2022, we have been able to secure pledged commitments of \$1.9 million in only the first year of the campaign. We have been able to celebrate the opening of Grace Gardens and Bellevue which will be housing 40 individuals combined thanks to that success.

Now, we are poised to complete our third permanent supportive housing project this year at 10 Shelldale. Unfortunately, funds raised, although in alignment with the original campaign timelines, have not kept pace with the quick timelines required to bring three projects on board in 2023. Home for Good needs support to deliver funding for our third project.

Our \$2 million funding commitment to the Kindle 10 Shelldale project is connected to other funding and includes target dates aligned with construction milestones. We are currently behind on these timelines. Our target for June 15 to deliver \$495,250 was not fully met with only \$220,000 being transferred at that time. We have our final target due on August 15 for an additional \$495,250 to be transferred for a combined gap of \$770,500. Fundraising activities continue but at this time we have concerns about meeting this commitment and are seeking bridge funding since 10 Shelldale is only months away from being finished.

Along with timelines we have been challenged working within a different economic climate since our feasibility study was completed in 2021. A recent [Angus Reid poll](#) found that 40% of Canadians plan to reduce their charitable giving this year. As a result, we have growing concern about the timelines before us. A contribution of \$500,000 at this time would help counter the uncertainty we currently face due to the economy.

We are incredibly grateful for the past funding opportunity from the City of Guelph for \$500,000 in matching funds for The Home for Good Campaign. It not only provided much needed funding but



HomeForGoodGW.ca
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helped accelerate our fundraising to meet our tight timelines. We continue to find ourselves in a position of great opportunity which is reliant on adaptability and partnership to get us to the finish line. We appreciate the consideration of council of this request.

Sincerely,



Glenna Banda
Executive Director
United Way Guelph Wellington Dufferin



Chris Willard
Executive Director
Guelph Community Foundation

