

P R O J E C T



RETHINKING COMMUNITY

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• **Welcome to Project Thrive!**

• **HomeSpace** and **Inn from the Cold** invite you to rethink community and support this essential downtown Calgary housing initiative. Conceived as a practical and creative partnership to directly address issues in our city, including lack of affordable housing options, depressed economic conditions, and the competition for funding between community organizations. Project Thrive is so much more than a typical fundraising campaign: it's a holistic approach to housing insecurity for families that need it the most, a call to action to reinvigorate the downtown core, and an investment in the city's future. It's emergency shelter, transitional housing, affordable housing and supports — all under one roof.





The Vision— Rethinking Community

HomeSpace and **Inn from the Cold** understand that our community becomes stronger with partnerships like this. Together, both organizations can accomplish so much more than each could hope to achieve on their own.

Demonstrating leadership and innovation, the two non-profit organizations have focused on housing insecurity and homelessness and have combined their areas of expertise for a first of its kind, made-in-Calgary solution: the conversion of a vacant downtown office space into shelter and affordable housing for more than 180 Calgarians in need.

Situated in a prime location with easy access to transit and essential amenities, Sierra Place at 706 7 Ave SW is a vacant downtown tower that's perfect for a retrofit, providing 82 units of affordable housing, as well as a childcare centre, family emergency shelter, and programming space.

Within 12 months (move-in dates are slated for late summer or fall 2022), the Sierra Place conversion will provide housing for vulnerable and homeless populations, including low-income families and individuals creating a tangible difference in the quality of life for residents and helping in moving families to independence.

The Financial Goal

Project Thrive is a unique \$30 million housing project that will amplify benefits to families, create 160 private sector jobs, and infuse vibrancy and economic stimulation in Calgary. By working together, **HomeSpace** and **Inn from the Cold** are able to move forward and advance their respective missions and visions for the future while creating efficiencies, ensuring their sustainability and assuring each organization's long-term financial security.

As a project partner, the City of Calgary sees this building renovation as an important first step to bolstering Calgary's struggling downtown core. It has pledged \$5.5 million to the project, situating the redevelopment of the Sierra Place family hub inside a larger commitment to reinvigorating Calgary's downtown.

Thanks to this important gift, **HomeSpace** and **Inn from the Cold** have secured over 75% of the project costs through Government partners and Corporate and Private donors. Together, we are launching a public fundraising campaign to bring Project Thrive forward to the community.

Your Gift

Your gift supports a holistic solution to solving the issue of homelessness and housing insecurity in the city of Calgary.

Your donation to Project Thrive will benefit hundreds of vulnerable families for years to come — and in the short term, you will help to create homes for approximately 180 Calgarians, including women, children, and seniors.

Community donations will be used to purchase, renovate, and design a truly trauma-informed emergency shelter, transitional and affordable housing units within Sierra Place, providing families with the right environment to begin to prosper and thrive.

Recognition and Naming Options

In appreciation of your support and generosity, we will work with you to develop a customized recognition plan acknowledging your gift. There are opportunities for you to be recognized in the space and for you to provide messages of hope and encouragement to clients and community members.

We invite you, as a member of the Calgary community, to support this project with a charitable gift donation.

A customized recognition plan could include:

- Recognition at the public opening event.
- Recognition in our social media streams – Facebook, Twitter, LinkedIn, and Instagram – with a combined reach of several thousand local impressions.
- Recognition in our e-newsletters.
- Recognition on our websites, which receives hundreds of views a month.
- Recognition on the lobby Donor Wall.
- There are opportunities for you to be recognized in the building (some naming opportunities) and for you to provide messages of hope and encouragement to clients and community members as part of your recognition.





For more information about Project Thrive and how you can support such an important project in our community, please contact:



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Visit innfromthecold.org/ProjectThrive or homespace.org/ProjectThrive for more information.



About Inn from the Cold

Dedicated to supporting families in the Calgary region, **Inn from the Cold (IFTC)** envisions a community where no child or family is homeless. To realize that vision **IFTC** provides three main programs: homeless prevention and diversion, emergency shelter, and housing. Trauma-informed and housing-first principles guide the evolving delivery of each program, and we strive to adapt these programs to meet the unique needs of each family. In 2020 **IFTC** served a total of 1,611 family members, including 967 children, and housed 131 families. Canada's Charity Intelligence recognized **Inn from the Cold** as one of the top 100 rated charities in the country in 2021. Visit innfromthecold.org for more information.

About HomeSpace

HomeSpace is Calgary's leading charitable real estate developer, rental housing owner and property manager. We provide supportive and affordable housing for the most vulnerable Calgarians and own a portfolio of 740 units of housing across 30 properties throughout Calgary. We partner with several social serving community agencies to provide supports to the more than 850 residents in our buildings. We have completed construction on eleven buildings in the last few years and currently have three more buildings in various stages of development. With a vision of A Home For Everyone In Our Community, we are committed to continue to add affordable housing to address the needs of our city. For more information, visit HomeSpace.org