

## 5. Development Team Update for Nov 2021:

### Community Engagement and Volunteer Program:

- A new volunteer began offering weekly bingo programming at Bathurst-Lakeshore on Friday afternoons.
- In November HF hosted 2 community check-in's for the stakeholders around the Delta hotel
- On Nov. 8 HF hosted another 45 Esplanade CLC meeting. Mayor Tory joined as a guest speaker and praised the work of HF staff and the SSHA staff. 39 total participants.
- A new volunteer has been scheduled to assist the Housing East team with data entry and filing at 90 Shuter St. They are scheduled to begin regular shifts in January 2022.
- A new volunteer began weekly shifts at the Delta Hotel program on Thursday afternoons, assisting the ICM team with regular room checks and harm reduction support.
- On November 4<sup>th</sup>, three clients from Bathurst-Lakeshore participated in a hike and educational tour of High Park. The event, facilitated by Indigenous educator Carolynne Crawley in partnership with Street to Trail, allowed participants to glimpse the long Indigenous history and relationships with the park.

### Communications and Marketing Update:

- In November we wrapped up our marketing campaign with TwentyTwenty Arts for Homes for Dinner. The campaign was successful and gave us the opportunity to explore the benefits of promoting posts on social media (which reached more potential donors and gained us new followers on social media). We have also started using reels on Instagram to broaden our reach
- As usual we continued our weekly staff communications staff through our Homes First Heroes bulletin and vaccine updates
- We wrapped the 2021 Wanda's Arts Awards and will be announcing our three winners in December. Sadly, our second place winner Cassandra, a Strachan resident, passed away on Saturday Nov 27<sup>th</sup> from cancer. Cassandra was an artist and poet and we will be using her bursary amount towards a poetry competition, in her honour, for Homes First residents. The contest will take place in March or April 2022. The artists profiles and artwork are viewable on our Facebook and Instagram accounts.
- This month we began planning for our holiday campaign, including creating social content to promote our work. The matching campaign is in partnership with Meridian Credit Union and runs until December 31, 2021.
- Our Giving Tuesday campaign (November 30) was successful thanks in part to a video testimonial by Paget Ross, a Homes First donor who raised nearly \$2,800 to purchase new jackets and winter accessories for our residents. Paget was active on social media and this month we reshared her posts and encouraged people to contribute to her campaign. We are very thankful for Paget's contributions!

- **Social Media Statistics (November 2021):**

Twitter	Facebook	Instagram
<ul style="list-style-type: none"> <li>• 17 tweets in total</li> <li>• 6,321 impressions</li> <li>• 516 profile visits</li> <li>• 35 mentions</li> <li>• 0 New followers</li> </ul>	<ul style="list-style-type: none"> <li>• 24 posts in total</li> <li>• 12 new page followers</li> <li>• 878 page views</li> <li>• 8,275 reached via posts</li> <li>• 2,577 engagements</li> </ul>	<ul style="list-style-type: none"> <li>• 25 posts, 49 stories, 2 reels in total</li> <li>• 12,129 impressions</li> <li>• 643 interactions</li> <li>• Number of followers at the end of month: 710</li> <li>• Number of new followers: 58</li> </ul>

### Fundraising

- Homes For Dinner 2021- hybrid event- raised just over \$112,000
- Secured matching partner for holiday campaign in December- Meridian Credit Union \$50,000
- \$10,000 donation from The Tenaquip Foundation
- Donation outreach for 1600 resident gifts
- Toques from the Heart Partnership for resident gifts- 1000 touques
- Accepted International Peace Award
  - o Created relationship with radio host at the event- this turned into an hour long interview that aired on the radio with Jamie
- Cheque acceptance for Aid to Humanity, additionally provided 100 hygiene kits and 100 comforters
- Additional Brands for Canada delivery
- Building relationship with Paget Ross - outstanding volunteer in support of our residents through coat drive
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- Sent direct mail to 2000 constituents in our database

## **Program Development**

We applied for a \$100K grant from Second Harvest. The funds would go towards our Centralized Food Program - food items, delivery bags and transportation fees.

We applied for a \$50K grant from Community Food Centres Canada. The funds would also go towards our Centralized Food program – food items, delivery bags and transportation fees.

We applied to the Rotary Club of Toronto for \$10K. The funds would go towards our senior's technology needs – purchasing more laptops and honorariums to support a basic computer literacy skills program run by volunteers.

Toronto Regional Real Estate Board responded to our grant request, and they will be donating \$1400 to Homes First this year.

We applied to Ontario Health Toronto's One Time Funding Request opportunity. We requested \$20,500 to go towards our harm reduction activities and supplies needed across the agency.