

5. Development Team Update for December 2021:

Community Engagement and Volunteer Program:

- In Dec., local Art Organization, Behind the Line began painting the internal mural inside 101 Placer.
- On December 15th, approximately 30 clients from the Bathurst-Lakeshore shelter attended the Winter Warm-up holiday event organized by the Waterfront Neighbourhood Centre
- On Friday December 17th, Homes First staff and a number of Esplanade residents teamed up with Councilor Joe Mihevc to flyer the Wexford-Maryvale neighborhood regarding an upcoming shelter opening at 22 Metropolitan Rd. The flyer provided local residents with information on upcoming public meetings and virtual engagement opportunities.
- Sunday December 13th, from 1:30pm-4pm, the Northface team parked an entire trailer-truck of donated Toys R Us merchandise outside of Meegwetch and handed out Christmas gifts to all the children living there. Several families from other Homes First sites – 175 Vaughan Rd. And Sheila Miller – were also in attendance. A volunteer photographer was also in attendance.
- On Dec. 20th HF and SSHA -with Support from Deputy Mayor Thompson and Mayor Tory hosted a virtual info session regarding the opening of 22 Metropolitan Rd.. 17 attendees from the community joined.
- In Dec. With help from Donors and GIK donations, the Development team was able to assemble gift bags for every resident in housing a shelter. The Development team also provide Xmas trees and decorations to each location.
- In Dec., Every shelter hosted a holiday dinner and distributed gifts for every HF resident. Recreational programming was themed around the holidays, which included holiday bingo, movies, art activities and wellness groups.
- On Dec. 30 a group of 21 conducted a safety walk in the neighbourhood around 22 Metropolitan. Local residents, HF staff, City employees, Toronto Police and a Rep. From Deputy Mayor Thompsons office all were in attendance.

Communications and Marketing Update:

- In December we ran a social media holiday campaign featuring resident stories
- As usual we continued our weekly staff communications staff through our Homes First Heroes bulletin and vaccine updates
- Jamie Facciolo, Director of Development and Homelessness Initiatives, was interviewed for Sauga 960AM. The episode aired on December 4th, 12th and again on the 25th. The full episode is available here: <https://www.spreaker.com/user/sauga960am/december-4-nfocus-epi-58-podcast>
- At the end of December we announced the opening of 101 Placer Court on Facebook and Twitter, our new co-ed shelter which currently has 51 beds available

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

Twitter	Facebook	Instagram
<ul style="list-style-type: none"> • 10 tweets in total • 2,949 impressions • 1,180 profile visits • 35 mentions • 13 new followers 	<ul style="list-style-type: none"> • 18 posts in total • 6 new page followers • 501 page views • 16,947 reached via posts • 550 engagements 	<ul style="list-style-type: none"> • 13 posts, 39 stories • 15,617 impressions • 332 interactions • Number of followers at the end of month: 792 • Number of new followers: 88

Fundraising

- Held our 5th annual North Face Rally Toy Drive
- Assembled and dispersed holiday gift bags for every resident
 - o Support from Shoebox Project, Period Purses, Inforce Foundation, Noble, Birch Hill Equity, Aid to Humanity, From Youth to Us, Various Church groups
- Giving Tuesday campaign launch
- Widespread call blitz to over 800 donors
- \$5,000 CHUM grant
- Launched our \$50,000 matching partner holiday campaign- \$50,000 donation from Meridian Credit Union- created an on going relationship- many grants we can apply for, as well as additional funding for the future
- \$45,000 donation from Palaire Roland
- Turned 4 annual donors to monthly donors via phone calls
- BEAT OUR GOAL OF \$100,000 IN 31 DAYS BY OVER \$50,000
- Finished 2021 off on a high note- there are still cheques coming in and gift in kind to be recorded- we will be reporting approx. \$2 million for 2021- increase from 2019 and 2020!

Program Development

We submitted two proposals to the Rotary Club of Toronto. One proposal was for \$250K for the Centralized Food Program and the other proposal was for Senior’s Technology Needs (access to laptops, one on one computer literacy training) for \$10K

In partnership with M-DOT (Toronto North Support Services) and ICHA (Inner City Health Associates) we submitted a proposal for \$150k to operate a Peer Worker Mental Health Program at the Esplanade Hotel.

We submitted a response to an RFP from the Office of the Housing Secretariat for operating a new modular/motel unit Supportive Housing property on Kingston Road in Scarborough.

