



“Houseless to Housed” Campaign Launched

This month we officially launched our campaign, and we plan to showcase our work’s impact in the coming months in the four stages of the housing spectrum, preventing and surviving homelessness, temporary housing and shelters, and subsidized housing. Below is the messaging we used in our digital launch communication, which we’ll repeat regularly:

SSVP Canada
22 h · 🌐

At the Society of Saint Vincent de Paul, we're taking a stand against the housing crisis in Canada. 🏠❤️ In 2023, thanks to the generosity of our donors, the dedication of our members, and the hard work of our volunteers, 11,810 homeless individuals and families found the support they needed.

Every day more of your neighbours need your support to escape houselessness.

Continue making a difference:

Volunteer: ➡️ ssvp.ca/ways-to-help/volunteer
 Donate: ➡️ ssvp.ca/personal-donations

La Société de Saint-Vincent de Paul combat la crise du logement au Canada. 🏠❤️ En 2023, grâce à la générosité de nos donateurs, le dévouement de nos membres et le travail de nos infatigables bénévoles, 11 810 familles et personnes sans-abris ont reçu le soutien qu'ils nécessitaient.

Tous les jours de plus en plus de nos voisins nécessitent votre aide pour éviter l'itinérance.

Continuez à faire une différence :

Bénévolat : ➡️ ssvp.ca/fr/moyen-aider/devenir-benevole/
 Dons : ➡️ ssvp.ca/fr/dons-personnels

#CommunityCare #HouselessToHoused #SSVP #nonprofit #giveback #MakeADifference #FaireUneDifference #Volunteer #benevolat





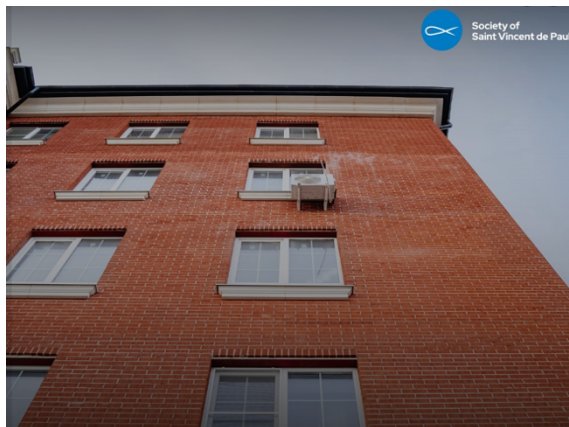
Surviving Homelessness

Support is provided to our neighbours in need living on the streets in Windsor, Hamilton, and Brant, and we back tiny home initiatives in Kelowna.



Temporary Housing & Shelters

SSVP operates shelters in Toronto, Barrie, and Halifax, offering safe temporary housing.



Subsidized Housing

SSVP provides subsidized housing in Victoria, with more units coming to Halifax soon.

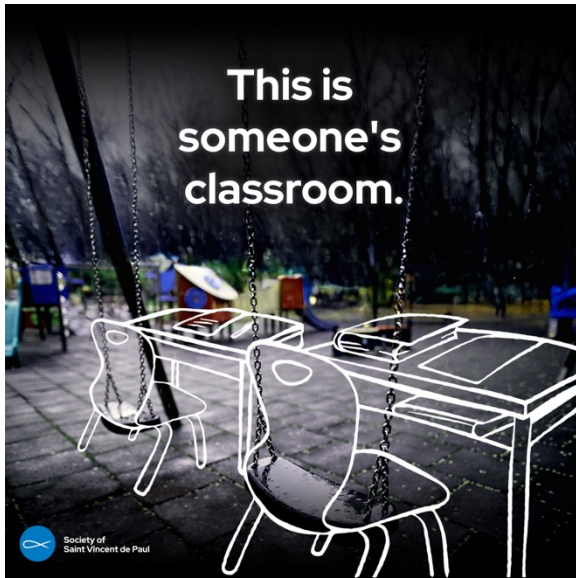
We plan to inform Canadians as to all that the Society does in the communities in which they live, with a series of creative themes entitled :

- *“cold hard facts”*
- *“someone lives here”*
- *“can’t afford not to care”* (retail centered)



COLD HARD FACTS

Rent is due in 3 days.



Our hope is that this visibility campaign will result in new recruits and stronger financial support, which will enable us to do more for our neighbours in need.



This is a neighbour's kitchen
From houseless to housed
 Your support helps us to prevent and serve houseless in our communities.

Stay tuned for more on these exciting initiatives. To ensure you don't miss any of it, follow our social channels on Facebook, Instagram and LinkedIn, like and share the posts within your own networks.

Thank you for all you do and your support for our efforts to help you do more.

*Philippe Blain, Executive Director
 SSVP National Council*

What if shopping here was your only option?

53% of Canadians are living paycheck to paycheck, making it difficult for them to cover basic needs and manage debt.


 Help End Homelessness
 