

Building momentum for action: **Guelph-Wellington's journey to create supportive housing & shift NIMBY to YIMBY**National Conference on Ending Homelessness November 2023



Ending Homelessness in Guelph-Wellington

- A community plan to end homelessness
 - Shift in managing homelessness to focusing on ending it
- Deepest need: permanent supportive housing
- Role of urgency
 - Something isn't better than nothing if something better is possible
 - Importance of hope
- Creating the context to action solutions

















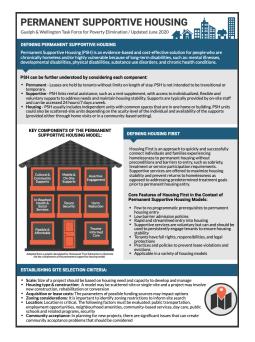


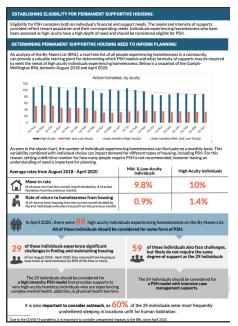


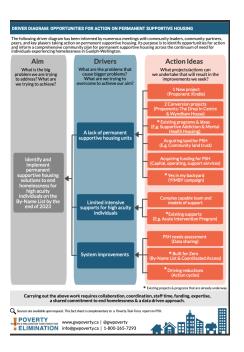


A Plan to Create Permanent Supportive Housing

- Define the problem & need
- Build shared understanding of the solution
- Identify key actions & who can action them
- Importance of:
 - Collaborative approach
 - Relationships
 - Champions







Shifting NIMBY to YIMBY

- The power of a campaign
 - Education, myth busting & strategic communications
 - Human rights based approach
 - Training & calls to action
- Key engagement strategies
 - Supporting proponents & project partners
 - Engaging elected officials
 - Building community support



When everyone has a safe and affordable place to call home our whole community benefits.





Stepping Stone

- Overview of Grace Gardens
- Importance of a strong vision & mission
- Grass roots, people centred approach
- Balancing risk with outcome & failing forward
- Value of key partnerships
- Community engagement & reframing conversations key to YIMBY



Grace Gardens









Kindle Communities

- Overview of 10 Shelldale Crescent
- Overcoming no land or funding
- Importance of partnerships
 - Private sector
 - Health
- Learnings from navigating NIMBYism





10 Shelldale Crescent







Contact information



Dominica McPherson, Director, Guelph & Wellington Task Force for Poverty Elimination dominica@gwpoverty.ca



Gail Hoekstra, Executive Director, Stepping Stone gailh@steppingstonegw.com



Leisha Burley, Project Manager, Kindle Communities leisha.burley@kindlecommunities.com

Gratitude acknowledgement:

The Guelph & Wellington Task Force for Poverty Elimination is grateful to the following individuals and groups whose work inspired our YIMBY campaign, including the Home Coming Community Choice Coalition, Joy Connelly, BC Housing, Jennifer van Gennip and Redwood Park Communities.

