

Reaching Home: Rural and Remote (Ontario)

United Way Simcoe Muskoka – Community Entity (CE)

Canadian Alliance to End Homelessness

Edmonton: November 5, 2019

Government of Canada

WE'RE MAKING POVERTY
#UNIGNORABLE

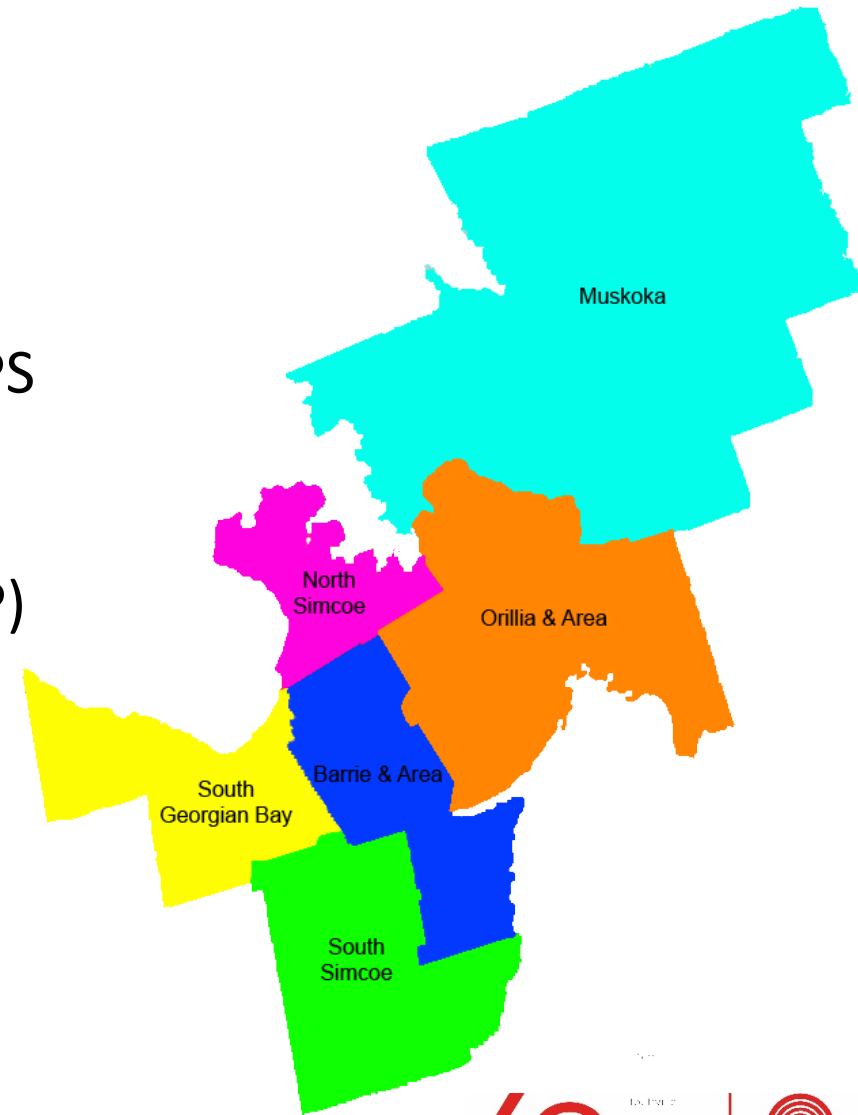


OVERVIEW

- 10-year Homelessness Partnering Strategy
- Role as Community Entity
- Trends & observations
- Highlights & testimonials
- Challenges
- Next steps

United Way Simcoe Muskoka

- Simcoe County + Muskoka
- 10-year Homelessness Partnering Strategy (HPS)
- Community Entity
- Low-Income Energy Assistance Program (LEAP)
- Salesforce / “Reaching Home Portal”
- Alignment with Urgent Needs Fund & Cross Sector Collaboration
- 211 Central East Community Connection



Reaching Home R&R Basics

WHAT: Fund projects that address local needs and specific homelessness priorities.

Adopt wholesome approach + longer-term solutions

WHO: Eligible recipients located in communities not eligible for funding through Designated Communities stream are eligible for Rural and Remote

WHERE: Rural and remote communities in Ontario

WHEN: 2-year funding agreements (2020-2022)

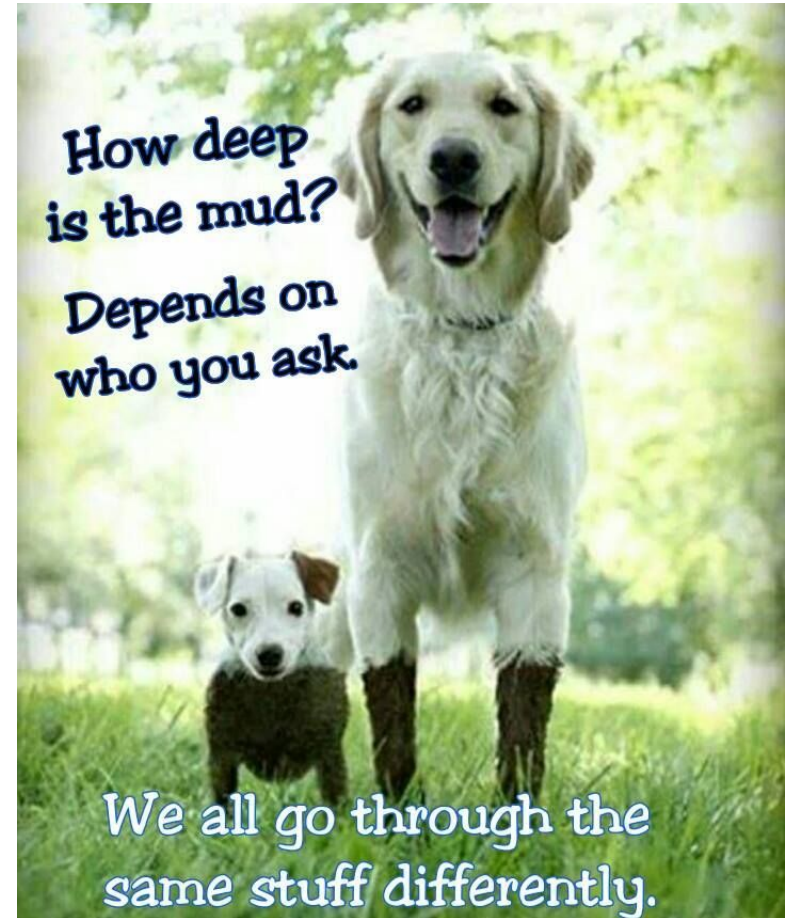
Projects to start April 1, 2020 and end March 31, 2022

HOW: Evidence based, impact oriented, results driven



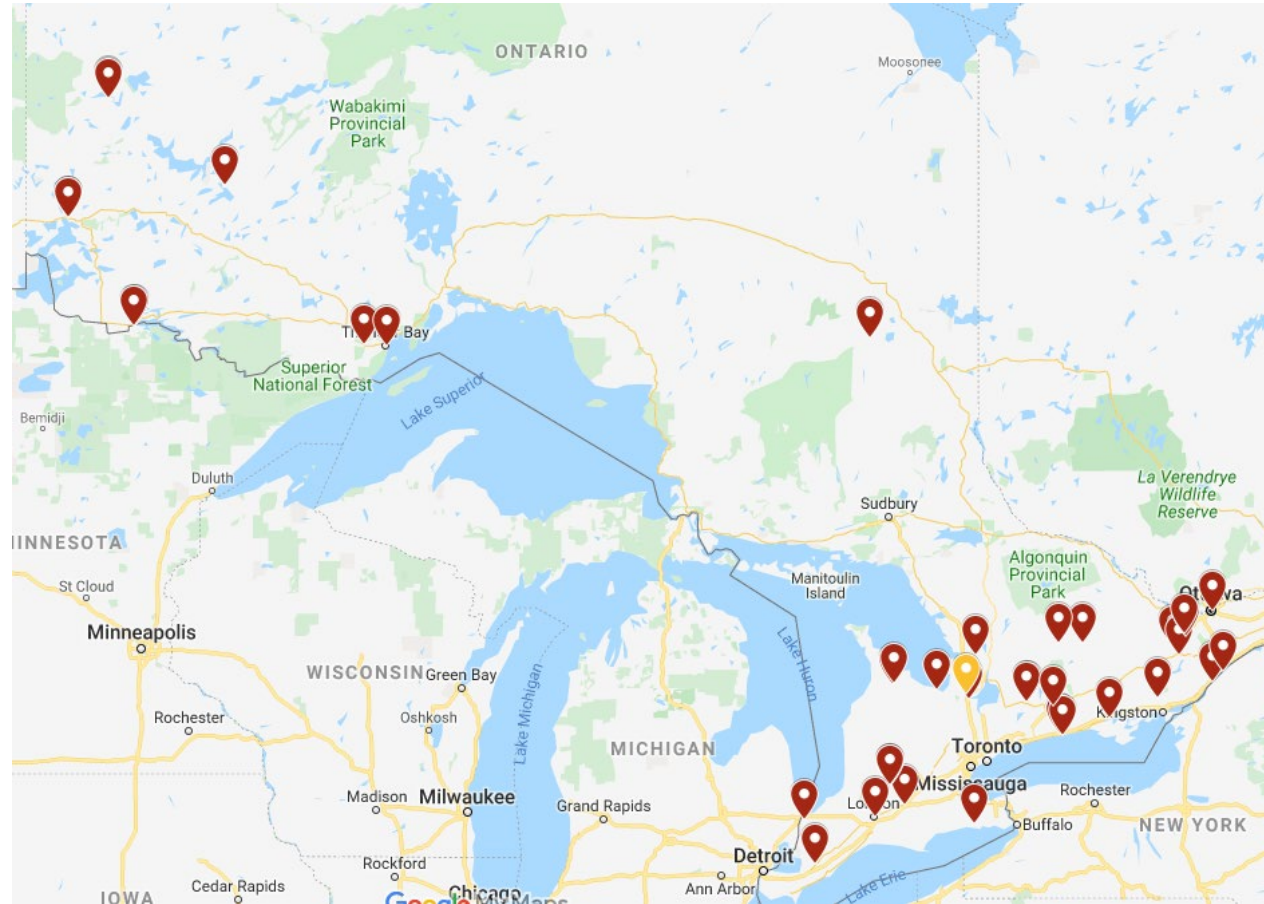
Variety of Organizations + Capacities

- Not-for-profit organizations;
- For-profit organizations;
- Municipalities + DSSABs;
- Indigenous organizations; and
- Public health and educational institutions.



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HPS Rural and Remote Geographic Reach in Ontario (2014-2019)



Funds Invested vs. Requested

Homelessness Partnering Strategy 2014-2019 (Past 5 Years)

- Supported 86 projects in Ontario
- Over **6.4 million dollars invested** in rural communities across Ontario
- Over **19 million dollars requested**
 - 2015 → \$4,427,422 requested
 - 2016-2019 → \$9,448,364 requested
 - 2017-2018 → \$1,618,594 requested
 - 2018-2019 → \$3,907,009 requested

Examples of Services/Programs

Homelessness Partnering Strategy 2014-2019 + Reaching Home

- Utility, heat and water assistance
- Rental arrear assistance
- Skill-building workshops
- Mobile Outreach Vehicles to enhance housing assistance services
- Basic needs
- Hiring Case Workers/Outreach Workers
- Purchase of building to convert to shelter
- Purchase of a vehicle to transport clients to and from appointments
- Financial literacy + budgeting seminars
- Housing Loss Prevention programs
- Housing First initiatives
- Youth transitional housing services
- Temporary shelter in motels due to lack of local shelter
- Intensive Case Management supports
- Youth transitional housing services



Red Lake Area Emergency Shelter *Realities of Rural Communities in ON*



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Red Lake Area Emergency Shelter

Rural and Remote Realities



HAS MOVED FROM 9 SUMMERS ROAD TO

220 HOWEY STREET

AS OF SEPTEMBER 5, 2018!

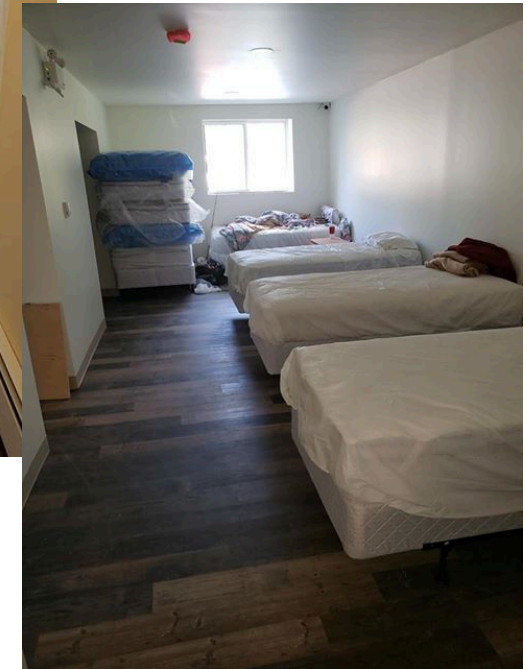
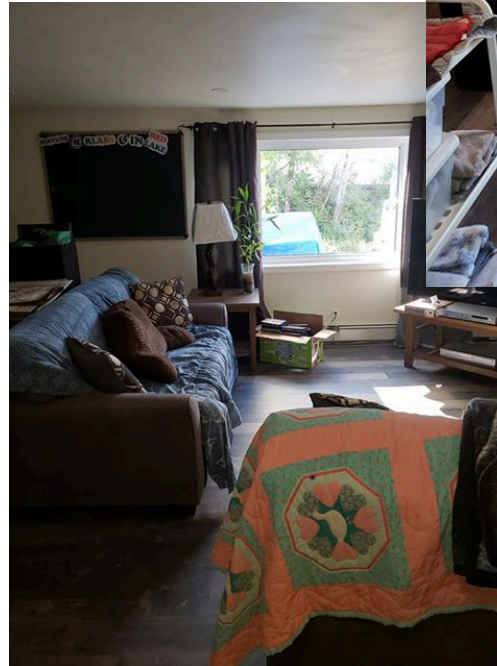
PLEASE DO NOT GO TO THE OLD LOCATION AS THE BUILDING
HAS CLOSED!

IF YOU NEED DIRECTIONS OR ASSISTANCE FINDING THE NEW
LOCATION, PLEASE CALL:

807-727-2430 OR 807-728-1175



*Please use caution as the exterior of the building remains under construction.
For assistance with mobility, please call the numbers listed above.



60 years
of #LocalLove
1959-2019

United Way
Centraide
Simcoe Muskoka

Elizabeth Fry Society of Simcoe Muskoka Muskoka Youth Trustee Program

- Youth ages 16 and 17 who no longer reside with parent(s)/guardian(s)
- Financial Trustee to be eligible for Ontario Works
- Meet youth where they are at due to lack of public transportation
- Human trafficking + homelessness
- Provides youth with:
 - Links to housing supports
 - Advocacy with schools and landlords
 - Employment readiness and life skills development



Regional Advisory Board (RAB)

Our Regional Advisory Board (RAB) volunteers assess applications based on the following criteria:

- ✓ The project meets the Reaching Home funding guidelines
- ✓ Helps to end homelessness and reduce the effects of poverty
- ✓ Demonstrates community partnerships, collaborations and system linkages
- ✓ Project meets a service gap or need
- ✓ Demonstrates agency sustainability and stewardship
- ✓ Demonstrates achievable objectives, activities and reporting requirements
- ✓ Geographically spread across Ontario
- ✓ Value for money is realized

Rural and Remote Trends Across Ontario...

- Lack of affordable housing across the province;
- Prevention and diversion programs are essential to ending homelessness and in turn, decreasing prevalence of migration to urban areas in Ontario;
- Capital dollars are vital in rural communities;
- Complex and entrenched poverty-related issues;
- Hidden homelessness is a huge challenge;
- Challenges hiring + keeping qualified staff;
- Lack of transportation; and
- High utility bills + delivery charges.



Timeline & Next Steps



Next Steps:

- Nine (9) rural communities in Ontario shortlisted for new Designated Communities
- A total of \$3,193,580 will be allocated (pending on funding available) in rural communities across Ontario for a two (2) year funding period of April 1, 2020 to March 31, 2022 (\$1,596,790 each year)
- Applications completed online on our [‘Reaching Home Portal’](#)
- Applications close on January 20, 2020
- Applicants notified of funding decisions in March 2020
- Projects to start April 1, 2020

For further information, please contact:

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**SHOW
YOUR
LOCAL
LOVE**

AND HELP MAKE POVERTY **#UNIGNORABLE**

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