

Seeing is Believing

HOST: COAST CAPITAL SAVINGS CREATING ACCESSIBLE AND AFFORDABLE HOUSING IN THE GREATER VICTORIA REGION

OCTOBER 15, 2008

LEADERS:

Lloyd Craig, President & CEO, Coast Capital Savings

Sue Stovel, Past-Chair, Quality of Life CHALLENGE

Hon. Ted Hughes, Co-Chair, Greater Victoria Coalition to End Homelessness

DELEGATES:

Laura-Lea Berna, Vice President of Operations, AbeBooks

Darlene Hollstein, General Manager, The Bay Centre, Cadillac Fairview

Jim Bennett, Chair, Housing Action Team, Capital Region District

Cedric Steele, President, Cedric Steele & Associates Ltd.

Herman Rebneris President, Cottage Grove Developments

Ken Kelly, General Manager, Downtown Victoria Business Association

Steve Parkhill, President & CEO, Roger's Chocolates

Marshall Berkin, General Manager - Vancouver Island, TELUS

Jack Julseth, Co-Founder, Three Point Properties

Tony Joe, President, Victoria Real Estate Board

The rental vacancy rate in Victoria, British Columbia is one of the lowest in the country putting many families in crisis. Shelter services can accommodate single men or single women, but homeless families are often forced to disperse when faced with a crisis situation. This tour looked at a continuum of housing solutions for people and families who are homeless or living below the poverty line and the role business can play in finding solutions.

Delegates began the day at **Burnside Gorge Community Centre**, an organization that strives to meet the immediate and long-term needs of families searching for affordable housing. Tour delegates met families who had lost their homes that had accessed the support of the Homeless Families Outreach Project.

At **Pacifica Housing** delegates spoke with residents living in supported housing units and learned about Pacifica's programs to help private market tenants maintain housing. Pacifica provides innovative, affordable housing opportunities and support for low income families and people with disabilities.

The tour finished at **Victoria Cool Aid Society**, where delegates visited a single-room-occupancy housing unit and spoke with staff and clients of Cool Aid's casual labour pool. Cool Aid focuses on community revitalization by building partnerships to provide emergency shelters, supported housing and employment opportunities for people in the Capital Region.

Delegates speak with a family who has lost their home



CBSR recognizes Coast Capital Savings and Vancouver Foundation for their contribution to the Seeing is Believing program.