

1ST FLOOR NEWS

THE MULTIFAITH HOUSING INITIATIVE NEWSLETTER

WINTER 2019 | ISSUE 3 | VOLUME 4



Construction crews are hard at work on Veterans' House: the Andy Carswell Building! More photos on p. 3.

\$2.3 MILLION REQUIRED FOR VETERANS' HOUSE

Roughly 80% of necessary funds raised for 40-unit project

ROCKCLIFFE PARK – Multifaith Housing Initiative (MHI) is four-fifths of the way to completing its fundraising for Veterans' House: the Andy Carswell Building. However, that means there's still an additional \$2.3 million left to collect in order to complete the 40-unit residence. "We've received fantastic support thus far, but the fact of the matter remains that we still need to raise \$2.3 million," said Suzanne Le, Executive Director of MHI. "We're calling on our supporters, our long-time donors, and the faith community to do what they've always done when we're pushing forward during a fundraising campaign – open their hearts and their wallets and help us over the finish line."

Continued on next page

INSIDE THE VETERANS' HOUSE SPECIAL ISSUE



MAJOR MILESTONES

Photo spreads from major 2018-2019 events (p. 12).



TEXT TO GIVE

Donating to Veterans' House is easier than ever before (p. 6).



HOW CAN I HELP?

Learn what you can do to help MHI raise the last \$2.3M (p. 5).



FAQ

Frequently asked questions regarding Veterans' House (p. 8).



READ ALL ABOUT IT!

Press coverage that Veterans' House: the Andy Carswell Building has received (p. 4).



"2019 will hopefully be the last holiday season these veterans will spend without a permanent roof over their heads."

Suzanne Le,
MHI Executive Director

'WE'RE GOING TO HAVE TO PUSH HARD'

Continued from previous page

Veterans' House is the fifth affordable housing project of MHI. Scheduled to open around Remembrance Day 2020, Veterans' House: the Andy Carswell Building will provide supportive housing for men and women who have served in the Canadian Armed Forces, are either homeless or at risk of becoming homeless.

"I'm hoping as many people as possible can make a contribution toward Veterans' House this Christmas, so that 2019 will hopefully be the last holiday season these veterans will spend without a permanent roof over their heads," said Le. "That thought is keeping our staff, board and volunteers motivated."

She noted that MHI has been able to reach new supporters for Veterans' House due to connections from the military community, as well as media coverage received throughout 2019.

However, she noted that the interest needs to translate into actual fundraising dollars.

"We need help from both new and former supporters to raise that \$2.3 million," she noted.

"We're going to have to push hard, but I know the community will pull through for us."

To learn more about the Veterans' House project, check out our Frequently Asked Questions section on page 7. For ways to donate, please see the page 5.

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 @VETSHOUSEMHI

 MULTIFAITH HOUSING INITIATIVE

WWW.MULTIFAITHHOUSING.CA



UNDER CONSTRUCTION



Veterans' House construction is moving along! The foundation has been laid, and the walls were going up when our staff dropped by to check out the progress on December 17, 2019. Follow our Facebook account for more regular photos at <https://www.facebook.com/MHIOTtawa/>.



VETERANS' HOUSE IN THE NEWS

ROCKCLIFFE PARK - Did you know the media has published more than 20 unique news stories about Veterans' House: the Andy Carswell Building in 2018-2019? To check out the archive of radio, print, TV, and online news stories related to Veterans' House, visit www.multifaithhousing.ca/news. MHI would also like to express its appreciation for its special agreement with Postmedia, which provided nine complimentary advertisements for Veterans' House: the Andy Carswell Building. The ads ran in Canadian newspapers (specifically, the Toronto Sun, the National Post, and the Ottawa Citizen) during October, November and December of 2019.

"We're extremely grateful to Postmedia for the support," said MHI Executive Director Suzanne Le. "It was a wonderful opportunity to expose Veterans' House to a new audience. We were also able to run a full-page thanking the True Patriot Love Foundation for choosing to support Veterans' House: The Andy Carswell Building during the annual Tribute Gala on Nov. 7. It was a fantastic opportunity."



Check out MHI's website at www.multifaithhousing.ca.

HOW CAN I DONATE TO VETERANS' HOUSE: THE ANDY CARSWELL BUILDING?



ONLINE

One of the quickest and most efficient ways to support MHI is through our online donation system hosted by Canada Helps. You can make a one-time donation, or set up a monthly contribution if you prefer.



BY MAIL, BY PHONE, OR IN PERSON

Not a fan of giving online? No problem! Many MHI donors continue to prefer to issue us gifts by mailed cheque, by credit card over the phone, or in person during our regular office hours.



DIRECT DEPOSIT (EFT)

Donating monthly via Electronic Funds Transfer is an easy and a cost-effective way of supporting MHI. MHI will withdraw your monthly donation from your bank account to support Veterans' House: the Andy Carswell Building directly.



TEXT TO GIVE

Our newest donation method! Text VETERANS2020 TO 41010 to automatically donate \$20 to Veterans' House: the Andy Carswell Building. The donation will come directly off your next phone bill.



GIVE STOCKS AND SECURITIES

Donating public securities and mutual funds is the most tax-smart way to make donations in Canada. Eliminating the capital gains tax, you can give more and receive a larger tax receipt.



PLANNED GIVING

Legacy giving is a wonderful way to support the things you care about most, now and after you're gone. Join the growing group of MHI supporters who have opted to include Veterans' House: the Andy Carswell Building in their wills.



GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN (GCWCC)

Are you a federal government employee? If so, you can support Veterans' House: the Andy Carswell Building through the GCWCC with payroll deductions, one-time or monthly credit card donations, or Paypal.

For more information, call 613-686-1825 to learn more, or visit multifaithhousing.ca/donate.



'IT'S THE QUICKEST, EASIEST WAY TO GIVE'

For 'fuss free' \$20 Veterans' House donation, text VETERANS2020 to 41010

OTTAWA – Making a donation to Veterans' House is faster than ever, thanks to MHI's new text-to-give program.

By texting the word VETERANS2020 to 41010, donors can give \$20 directly to the Veterans' House campaign in mere seconds.

"It's the quickest, easiest way to give to Veterans' House," explained Sheldon Leong, Manager of Fund Development at MHI. "It literally takes 15 seconds. You just open a new text message, type in 41010, and then press 'send.' You'll receive a message asking if you want to continue in English or French. After you respond, you'll get a second message

asking you to confirm your \$20 donation by replying with the word 'YES.' It's that simple – \$20 will be added directly to your phone bill." Donors will receive a separate confirmation message with additional instructions to download an online tax receipt if they wish.

'Text to give is fuss free'

Amanda Smith-Millar, Manager of Communications at MHI, said she's found that text-to-give is a handy way to receive donations from people who express a passing interest in supporting MHI.

Continued on next page

"Most people who are in a financial position to support charities are happy to part with \$20 on the spot when they know it's for a good cause... and they leave the conversation knowing they brought MHI a little bit closer to our goal."

Amanda Smith-Millar,
MHI Manager of Communications

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"If I'm chatting with someone at a bus stop or family get-together, and the subject of work comes up, I'll often mention Veterans' House. If they seem inclined to help and I spot a phone in their hand, it's a great opportunity to say, 'Well, we have text to give.... You can make a donation right now if you want!' Most people who are in a financial position to support

charities are happy to part with \$20 on the spot when they know it's for a good cause... and they leave the conversation knowing they brought MHI a little bit closer to our \$2.3-million goal. Text to give is fuss free – you don't have to make an account or download an app, and 41010 won't send donors marketing emails after they make a donation."

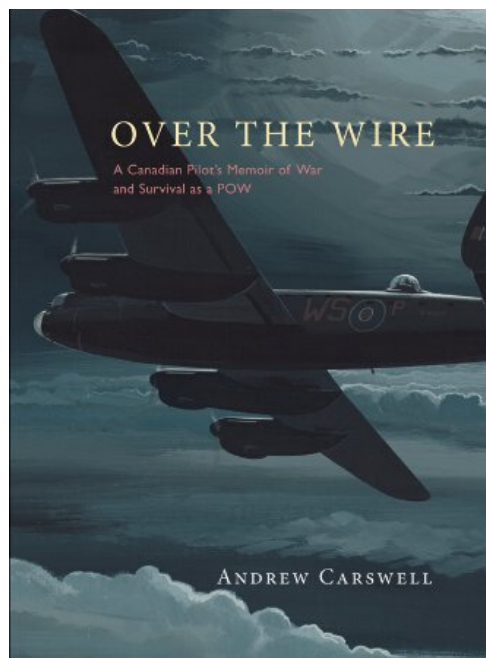
Smith-Millar noted that text-to-give only allows for donations of \$20.

"If MHI supporters are chatting with friends or colleagues about Veterans' House, and you get the sense that they might be interested in developing a deeper relationship with MHI – say, making a monthly donation, or maybe joining one of our volunteer committees – I would direct them to our website. Suggesting they sign up for a newsletter is a great way to keep people interested in MHI, too."

For more information about donating your time and/or money to MHI, please visit us online at www.multifaithhousing.ca.

'OVER THE WIRE' MEMOIR SALES TO SUPPORT VETERANS' HOUSE

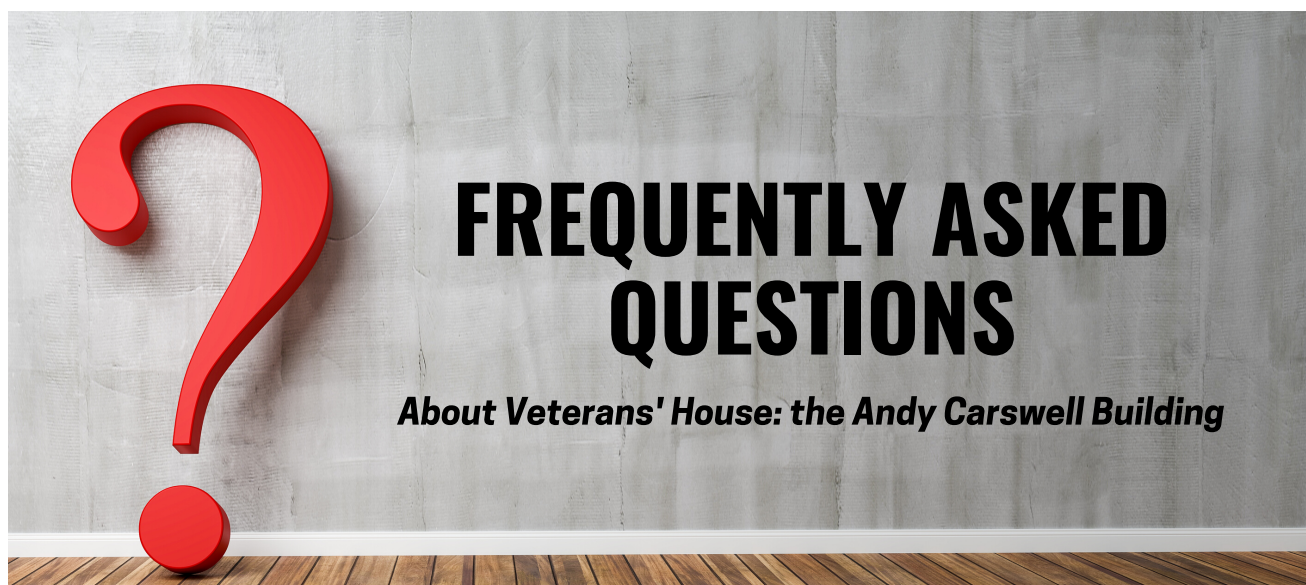
ROCKCLIFFE PARK – If you're interesting in a riveting read, we recommend picking up a copy of Andy Carswell's book, *Over the Wire: A Canadian Pilot's Memoir of War and Survival as a POW*. Veterans' House: the Andy Carswell Building is named after the author. All proceeds will go to Veterans' House. Books are available for \$30 each and can be picked up in person at Multifaith Housing Initiative's offices at 404 McArthur Ave. in Vanier.



DID YOU KNOW?

Veterans' House: the Andy Carswell Building is going to be built on the former Canadian Forces Base Rockcliffe in Ottawa, Canada. The military presence was terminated in the 1990s, and ownership of the land was transferred to the Canada Lands Company until MHI eventually assumed ownership of the property.





What is Veterans' House: the Andy Carswell Building? Veterans' House: the Andy Carswell Building is a housing community for veterans who are homeless or at risk of becoming homeless. The facility will provide supportive housing for 40 veterans. The site is located on Mikinak Road on the site of the former CFB Rockcliffe Airbase. Veterans' House: the Andy Carswell Building will offer mental health and addiction services; gathering spaces (including a communal kitchen and outdoor barbecue facilities); an indoor gym; and a dog park for service dogs. Veterans' House: the Andy Carswell Building will be the fifth affordable housing project of Multifaith Housing Initiative (MHI), an Ottawa-based charitable not-for-profit that provides affordable housing to those in need. It will be MHI's first project dedicated to housing veterans.

What is Multifaith Housing Initiative? Multifaith Housing Initiative (MHI) is an Ottawa-based registered charity that provides and promotes safe, affordable, and well-maintained housing in inclusive communities and mobilizes resources for these purposes. MHI was established in 2002 after religious leaders in the broader Ottawa region realized that the city suffered from a significant shortage of affordable housing, and teamed up to try to address the problem.

Today, MHI's membership consists of approximately 80 faith groups, including congregations from the Baha'i, Christian, Hindu, Jewish, and Muslim communities. MHI currently has 139 rental units that house between 300 and 400 residents at any given time. MHI has four affordable housing sites:

- **Kent House**, located in Centretown
- **Blake House**, located in Vanier
- **Somerset Gardens**, located in Centretown (MHI owns 10 condo units there)
- **The Haven**, our most recent completed project, located in Barrhaven.

For more information about MHI, visit www.multifaithhousing.ca.

How is Veterans' House: the Andy Carswell Building different from MHI's previous projects? Veterans' House: the Andy Carswell Building will be different from Kent House, Blake House, Somerset Gardens, and the Haven in two ways:

1) Veterans only: Veterans' House: the Andy Carswell Building will be different from MHI's other four sites because its tenants will be veterans. The other MHI sites are not designed specifically for veterans. Kent, Blake, and Somerset Gardens are open to individuals/families that meet low-income requirements. At the Haven and Somerset

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FREQUENTLY ASKED QUESTIONS

About Veterans' House: the Andy Carswell Building

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Gardens, 80% of units are for low-income individuals/families, while the remaining 20% of units are rented out at regular market rates.)

2) Supportive housing: MHI's four existing sites offer affordable housing only. Veterans' House: the Andy Carswell Building will offer supportive housing services – including counselling, mental health services etc. – that are tailored to the needs of each veteran. These services will be administered by Ottawa Salus with caseworker support from Veterans' Affairs Canada.

When will Veterans' House: the Andy Carswell Building open? Veterans' House is tentatively scheduled to open November 2020.

How do prospective applicants sign up to become a resident of Veterans' House: the Andy Carswell Building? MHI is working with local shelters, Ottawa Salus, the Royal Canadian Legion, Veterans Affairs Canada, and other key stakeholder groups to develop an efficient, effective, and fair identification, prioritization, and intake process for future residents. MHI recently hosted a charrette on Dec. 9, 2019 to begin the preliminary process of figuring out how the application process will be designed and implemented.

Who is partnering with MHI on Veterans' House: the Andy Carswell Building? MHI is pleased to partner with the following organizations:

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At a Dec. 9, 2019 charrette, some key stakeholders began the preliminary stages of discussing the intake process for future residents of Veterans' House: the Andy Carswell Building.

FREQUENTLY ASKED QUESTIONS

About Veterans' House: the Andy Carswell Building

Continued from previous page

- Canadian Forces Morale & Welfare Services
- Government of Canada
- Helmets to Hardhats
- Ottawa Salus
- Royal Canadian Legion, Ontario Command & District G
- Soldiers Helping Soldiers
- Support Our Troops
- True Patriot Love
- Veterans Affairs Canada

Do you have to be religious to live at an MHI site, or to volunteer with MHI?

No. The "multifaith" aspect of MHI simply refers to the fact that our voting members consist of faith groups. (Faith communities pay a \$100 membership fee each year; in return, they are invited to appoint a representative from their congregation to vote at MHI's Annual General Meeting.)

If you belong to a faith group that is not yet a member of MHI, please consider learning more about our membership process by visiting www.multifaithhousing.ca/members.

Who is Andy Carswell, and why did MHI name the facility after him?

Four years ago, Toronto resident John Carswell – President of Canso Investment Counsel – made a lead gift to MHI on behalf of the Carswell family to help build a community for homeless veterans. The building has been named Veterans' House: the Andy Carswell Building in honour of John's father, Squadron Leader (ret'd) Andrew (Andy) Carswell, AFC, CD. Andy, now aged 96, is a Second World War veteran of the Royal Canadian Air Force, and was stationed at CFB Rockcliffe after the war.

Canso Investment Counsel made the second lead gift to Veterans' House in 2018. Canso Investment Counsel is named after an airplane Sqn. Leader Carswell flew during his time with the military. In recognition of the company's donation, MHI named the site of Veterans' House the Canso Campus.

To learn more about Andy Carswell and his experiences during the Second World War, we recommend reading his book: *Over the Wire: A Canadian Pilot's Memoir of War and Survival as a POW*.

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MHI's next project, Veterans' House, is named after pilot and Second World War Veteran Andy Carswell (inset).

FREQUENTLY ASKED QUESTIONS

About Veterans' House: the Andy Carswell Building

Continued from previous page

Copies of *Over the Wire* are available at the MHI office for \$30.

Is Veterans' House: the Andy Carswell

Building a pilot project? Yes. Our goal is to produce a robust model that can be replicated across Canada to serve the needs of Canadian veterans experiencing homelessness.

Are both male and female veterans eligible

to become tenants? Yes, both men and women are eligible to live at Veterans' House: the Andy Carswell Building.

How do I support Veterans' House: the Andy

Carswell Building? There are two type of ways you can contribute: by making a financial donation or getting involved!

- **Financial donations:** The best way to help is by making a financial contribution! We can take cash, cheque or credit card, and can accept one-time or monthly payments. Please visit www.multifaithhousing.ca/donate or call MHI at 613-686-1825 during regular office hours.
- **Get involved:** You can get involved by:
 - Applying to volunteer with us at www.multifaithhousing.ca/volunteer.
 - Subscribing to our newsletter, or getting your friends and family to sign up, by emailing our Manager of Communications at communications@multifaithhousing.ca.
 - Following us on social media:
Twitter (MHI): @mhiottawa
Twitter (Veterans' House): @VetsHouseMHI
Facebook (MHI): facebook.com/MHIottawa
Facebook (Veterans' House): facebook.com/veteranshousecanada



There are more FAQs online at www.multifaithhousing.ca/veterans-house. If you go online and still can't find the answer to a question you think should appear in the FAQs, we would appreciate you shooting a suggestion to communications@multifaithhousing.ca.

VETERANS' HOUSE GALA DINNER

September 14, 2018





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To view the complete photo album, visit the MHI Facebook page (no account required) at www.facebook.com/MHI0ttawa.



GROUNDBREAKING CEREMONY

July 9, 2019



**VETERANS' HOUSE
2018-2019 MILESTONES**





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To view the complete photo album, visit the MHI Facebook page (no account required) at www.facebook.com/MHI0ttawa.



CORNERSTONE LAYING CEREMONY

September 16, 2019



VETERANS' HOUSE
2018-2019 MILESTONES



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