



# PARTNERS FOR AFFORDABLE HOUSING

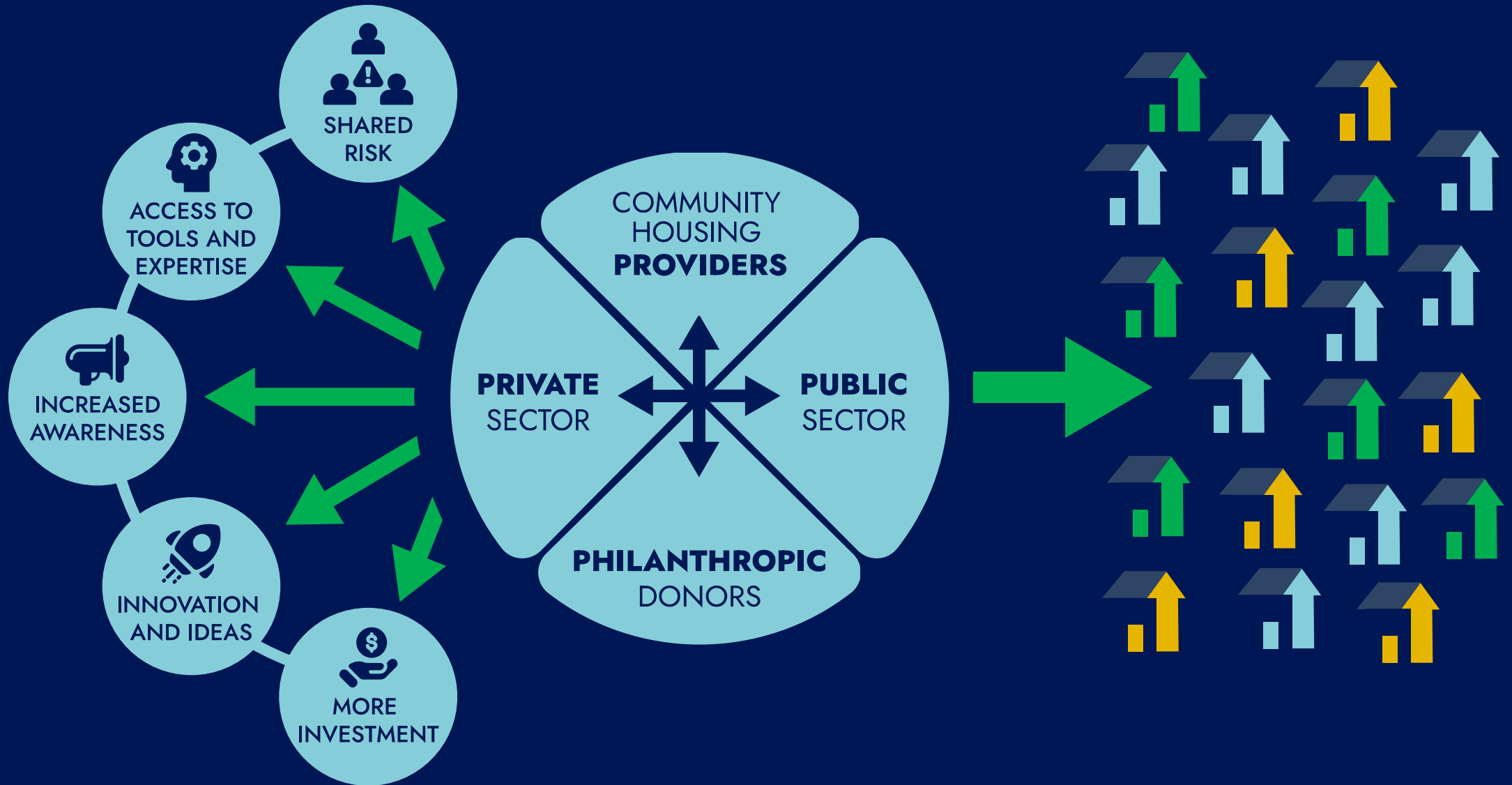


**Durham Region**

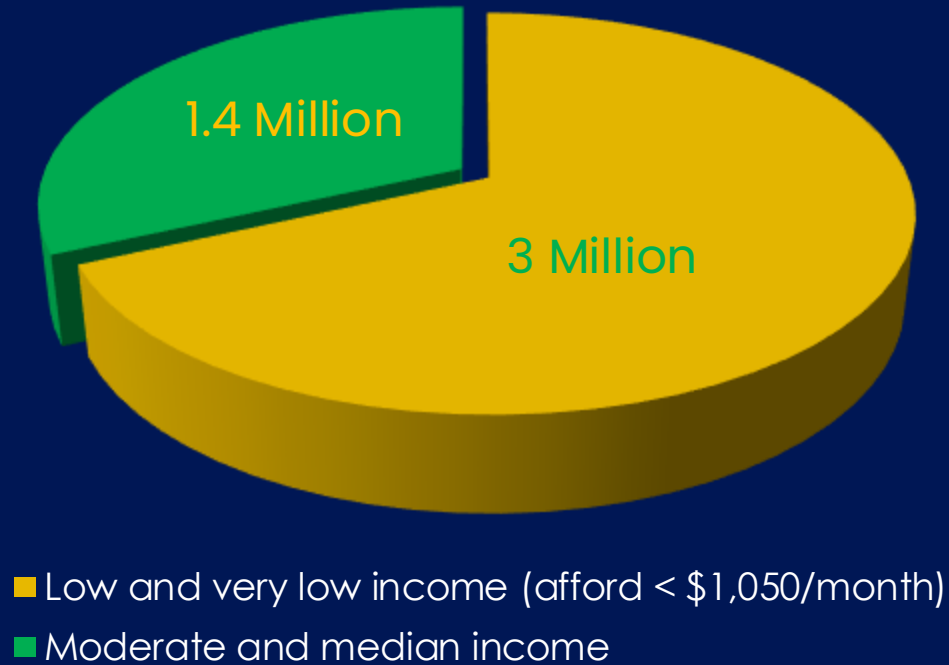
**March 6, 2025**



# Accelerating investment in community housing through P4 Partnerships



# Problem: 4.4M in need of affordable homes

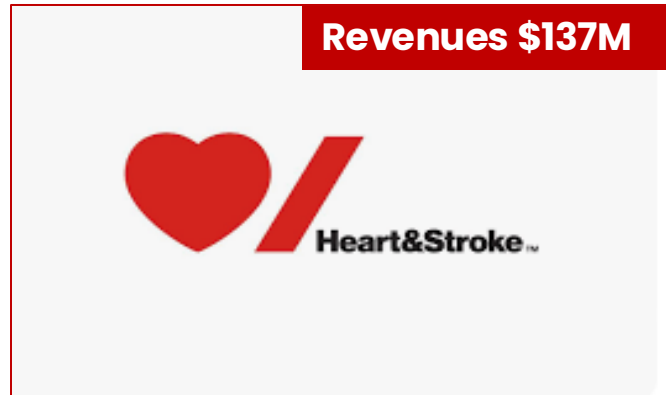


- Stacking & scaling funding
- Competition for funding is fierce
- Accessing social capital

November 2, 2023 – Ottawa, Ontario –  
Office of the Federal Housing Advocate

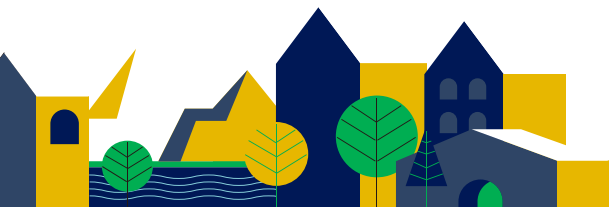


# NATIONAL SOLUTION: doing for affordable housing what's been done for food security and health!



## PARTNERS FOR AFFORDABLE HOUSING

*In ten years, Partners will facilitate P4 partners to create a national voice & drive \$200M+ in social capital into non-market housing.*

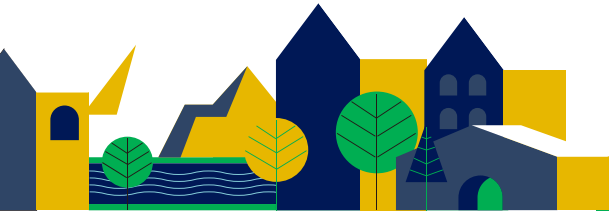


# REGIONAL SOLUTION: A case study-inspired approach.



## By the numbers:

- ✓ Six years
- ✓ Nine agencies
- ✓ ~\$300M raised
- ✓ \$25 raised, for every \$1 spent
- ✓ 21 new buildings
- ✓ 1,850 Calgarians housed



# We support a continuum of affordable housing: Capital & Capacity Grants



**Emergency  
Shelters**

**Transitional  
Housing**

**Subsidized  
Housing**

**Affordable  
Rental Housing**

Attainable Home  
Ownership

Market Rental  
Housing

Market Home  
Ownership

Immediate focus for Partners for Affordable Housing

Short-Term  
Non-Market Housing

Long-Term  
Non-Market Housing

Long-Term  
Market Housing

# We facilitate collective action for change.

Social purpose organization | affiliate charity | fostering nationwide collaboration | P4 partners



## **Collective Investment**

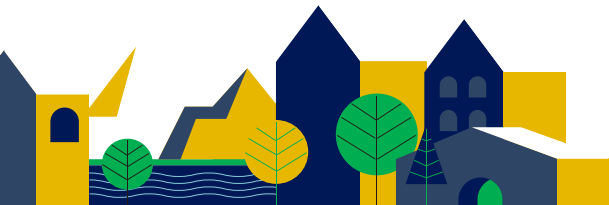
Connect housing providers with public, private and philanthropic funds.

## **Collective Voice**

Unite voices to break housing stigmas, dispel myths, and raise awareness.

## **Collective Knowledge**

We connect partners to tools and resources, including a repository, linking investors/donors and non-profits





# WORK: At the project level.



## **Abrio Place: Rocky View Foundation, Airdrie**

- Hotel to seniors lodge conversion
- 18 months raise
- \$14M Budget
- Partners: \$4.7M in public, private & philanthropic
- Outcome: 68 of 93 units permanently affordable



# WORK: Regional Partnerships / National Impact



## Partners for Affordable Housing, Canmore

- Test the appetite & conditions for collaboration
- Collaboration across multiple providers
- Local advisory council
- Local office
- Local awareness campaigns
- Local/provincial/national fundraising



## Nationally

- National repository of projects
- Crowdfunding
- Awareness campaigns
- National fundraising
- National governance & advisors

# A collaboration in your community?

## Initial Investment: \$250,000

- **Community Engagement** – Assess readiness of P4 partners for non-market housing investments
- **Stakeholder Consultation** – Conduct interviews, focus groups, and presentations to validate opportunities
- **Strategic Plan & Case for Support** – Align philanthropy, corporate investment, and social impact financing to accelerate projects
- **Execution Readiness** – Develop a roadmap for implementation (additional funding required).
- **Advisory Council** – Local guidance and advice on delivery.
- **National Exposure** – Projects in the National Housing Project Repository for national funding opportunities.

# Meet our talented team.

CEO



**Jolene Livingston**

- Founder/CEO Bespoke SPS
- ~70 clients
- First \$100M raise Energize
- Notable Gifts: \$40M Taylor Family; \$25M Werklund Family; \$7M CNRL

CMO/COO



**Shelley Mayer**

- Founder/CEO Ramp Communications
- Toyota Marketing / Business Innovations
- National brands and cause marketing

CFO/CTO



**Jon Lam**

- Founder/CEO Calabrai AI
- Finance, Windmill Microlending; 10x business growth target
- Social Impact Investments
- Process automation & real time analytics

CRO



**Jeni Piepgrass**

- Campaign lead, Glenbow Reimagined \$174M raise
- Notable raises: \$35M Shaw Family Foundation; \$12M City of Calgary
- Director: National Music Centre Campaign
- Windmill Microlending/ Social Impact Finance