



United Way
Elgin Middlesex



Strathroy-Caradoc Supportive Housing Initiative and Community Connection Centre

2025 Case for Support



United Way
Elgin Middlesex

Building Hope

A Capital Campaign for Housing in Strathroy-Caradoc.

The Crisis at our Doorstep

In Strathroy-Caradoc, the housing emergency is here—and it's getting worse.

- **1.1% vacancy rate** – one of Ontario's lowest
- **256 people** waiting up to 4 years for housing
- **Nearly 1/4 are urgently homeless**
- **No permanent emergency shelter** in Middlesex County

Rural homelessness is invisible but devastating. People sleep in cars, couch-surf, or endure unsafe conditions. Without transportation, accessing help becomes nearly impossible. Every day without action means more neighbors falling into crisis.

The Solution: 17-19 Front Street

United Way Elgin Middlesex has secured the perfect property to transform lives. This 6,000 sq ft building will become:

5 Supportive Housing Units

- Safe bachelor apartments for individuals moving toward independence
- Personalized case management and life skills support
- Flexible approach acknowledging rural housing challenges
- Clear pathway to permanent housing

Community Connection Centre (Future Phase)

- Resource navigation hub
- Community meeting space
- Access to computers, phones, and vital services



**We've already
proven this works:**

41 individuals successfully supported through our Interim Accommodation Pilot Project.

Your Investment, their Future

Phase 1 Goal: \$250,000

to convert this building into
5 fully-equipped housing units.

First-Year Impact:

- 4-5 individuals housed in safe, supportive environments
- 250 community members connected to essential resources
- Model program for rural communities across Ontario

Five-Year Vision:

- 12-20 people successfully transitioned to independence
- 1,250 total visitors served
- Measurable reduction in emergency service costs
- Strengthened community resilience

Your gift works hard:

75% goes directly to capital costs, 25% sustains wraparound services that ensure success.

Corporate Recognition Opportunities

\$5,000 – *Doorway to Change*

- Donor recognition in the main hall
- Acknowledgment in social media and newsletters
- Regular Strathroy project e-newsletter updates
- Recognition on the United Way campaign webpage

\$10,000 – *Pillar of Hope*

- *Everything above, plus:*
- Logo placement on the United Way campaign webpage
- Invitations to all campaign events

\$25,000 – *Cornerstone Partner*

- *Everything above, plus:*
- Naming rights and dedicated Cornerstone Partner plaque in the Community Connection Centre
- Recognition across all campaign materials, social media, and media mentions

\$50,000 – *Foundation Builder*

- *Everything above, plus:*
- Premier Foundation Builder placement on the donor wall
- Featured spotlight in campaign materials, social media, and media
- VIP invitation to the opening event and exclusive donor reception





From homelessness to hope

"Just to know that you have somebody there to support you and have your back ...it means a lot. If I didn't have that, I don't think I would have made it this far on my own."

- Shayla, program participant

The Time is now. Every day of delay means:



Individuals sleeping in unsafe conditions



Increased strain on community supports



People falling deeper into poverty and despair

This is more than housing.
It's hope, dignity, and a future for our neighbors.

Ready to build hope?



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United Way Elgin Middlesex is the largest non-government funder of social services in our region, with proven expertise in addressing homelessness through strategic partnerships and evidence-based programs.

