



**Redwood Park
Communities**

Hope Through Housing.



IMPACT REPORT

2023-2024



FROM OUR BOARD CHAIR

It's hard not to scroll through the news these days and not see another article about the housing crisis we're facing or the hardships that many of those we support are struggling with.

It can all start to feel overwhelming, and it is becoming more challenging to do much of the work that Redwood has done over the years.

Every year, I write about how Redwood has grown from a few volunteers to a larger, more impactful organization. Still, that growth comes with difficulties of its own. It means we need to find more funding for salaries, increasing program needs, and the rising cost of building new affordable units in the city. It is not an easy task, and at times, it can feel a little too big.

This is why we are so grateful for all of you who continue to support Redwood's work. We are grateful for your financial contributions, of course, but you do so much more than that.

You show up to help when we put out calls for volunteers to clean and prep new units like the ones at Lillian Place.

You join our fundraising teams and take a spot in the Dragon Boat, buy tickets for the concerts we are hosting, and so much more, but the most important thing you do is cheer us on.

You encourage and remind us that what we are doing matters and changes lives.

Thank you for making a difference with us.

NATHAN BARNES
CHAIR OF THE BOARD

WHO WE ARE

MISSION

We create safe, affordable, hopeful housing where people thrive in supportive community.

VISION

A hope-filled community where everyone has a place to call home.

VALUES

Collective Belonging

We believe that the opposite of homelessness is community. Fostering supportive community is the heart of our work.

Hope

We believe hope is life. We are committed to fostering hope and supporting people to live fulfilled lives.

Solidarity

We believe in walking alongside people to support them in meeting their immediate needs today while working toward the future they envision.

Innovative Leadership

We believe in championing innovative solutions that create housing and benefit community.

500+

People
Housed

61

Units of
Housing

7

Housing
Communities

Redwood is moving beyond social service to create social change, strengthening and transforming communities by building homes where people can connect, create, and contribute.

Will you join us?



15 YEARS OF REDWOOD



**2021-
2024**

Redwood Rapid Rehousing Centre runs as a pilot, then in a new partnership with CMHA. The size of the Redwood team doubles and we create our first strategic plan. Redwood purchases a property in Midland for redevelopment and starts running an Airbnb as a social enterprise in the meantime, and acquires Couchiching Jubilee House in Orillia. The Lucy's Place and United House expansions open, and Ayub's House opens. We sell our first Redwood Community Housing Bond, and Redwood Bean & Brew social enterprise cafe opens.



**2019-
2020**

Lucy's Place opens, the Redwood Furniture Bank launches, and we celebrate the first YIMBY Week.



**2015-
2018**

Redwood Second Suites launch, as does our partnership with Community Builders. Barrie Hockey Helps the Homeless launches, and we host the first YIMBY event.



**2009-
2013**

A vision is cast, registered charity status approved, we purchase our first property, and United House opens.

UNITED HOUSE

In 2023-24, United House was home to **15 women and their 19 children** through the ongoing partnership with the Women and Children's Shelter of Barrie for referrals and ongoing support.

In 2023, we celebrated the **10th anniversary** of United House AND the expansion that added **three more apartments** in the building next door!

As always, there were lots of hard moments at United House, and lots of beautiful ones, too. Longer waitlists for social housing and a tougher housing market have meant opportunity for residents to work toward other goals, including education, training, and employment. It's been all hands on deck to watch kiddos while women start small businesses and pursue language learning, citizenship classes, and even driving lessons!



LUCY'S PLACE

Open in 2019, Lucy's Place is owned by the County of Simcoe. Redwood operates the property, and the Busby Centre provides on-site case management. Together, we help residents recover from their experience of chronic homelessness and set and meet goals for housing, health, family reunification, and more. Rent at Lucy's Place is deeply subsidized through government funding and through Redwood's community donors.

This year, Lucy's Place was home to **38 individuals**. With higher market rent, fewer rent subsidies, increasingly complex needs, and an inadequate response to the toxic drug supply, helping residents move on into permanent housing is challenging. Still, we continue to do what we can to help our friends at Lucy's Place feel welcome, cared for, safe, and supported in their goals.





JUBILEE HOUSE

Jubilee House joined Redwood in February of 2023, marking our first housing community outside of Barrie. Jubilee House provides four furnished apartments for women and children. There was some turnover throughout the year, but by March 2024, when Naheed, our new Team Lead, joined, we had a full house with four women and their 12 children!

Highlights for us have been forging stronger relationships with community partners and volunteers in Orillia, our first Better Together Benefit Dinner, and of course, helping women and their children move into permanent housing.



SECOND SUITES

Securing housing while working three jobs and living in your car is hard, so in 2023, we started offering our second suites to individuals and families who are employed and experiencing homelessness or housing precarity. As a result, we were able to initially house an individual separated from his family for work and then find a home the family could afford together - a thing many people take for granted.



AYUB'S HOUSE

Opened in December 2023, Ayub's House provides two 3-bedroom apartments of shared affordable housing options for men in training and employment programs.

Within the first few months, we have already seen what a difference a safe and stable place to call home can make. Our first residents are settling in, completing training programs and applying for jobs, making housing plans, and looking forward to what comes next.



RAPID REHOUSING

In the summer of 2023, we had a great opportunity to partner with the County of Simcoe to run the Redwood Rapid Rehousing Centre on Rose St.: 15 rooms with shared living space and kitchen, with a goal of housing a minimum of 15 people in four months. It was our first time offering 24/7 onsite support, and there were certainly challenges along the way, but Redwood's Rapid Rehousing Summer was a success, with 16 people housed!

Residents met with their housing workers daily and worked diligently to replace lost or stolen ID (you can't rent an apartment without ID) and go to apartment showings, but we had a little bit of fun, too! Karaoke Thursdays, Christmas in July, and neighbourhood BBQs were enjoyed by all.

This pilot paved the way for other rapid rehousing programs around the county, and a long-term Rapid Rehousing partnership between Redwood and CMHA.

LILLIAN PLACE

Construction continued on Lillian Crescent throughout the 2023-24 year! As the roof went on and the walls went up, we started meeting regularly with our friends at The Salvation Army to plan out how we will work together to support the families who will live here.

Our capital campaign team also continued to work hard to raise the money needed to get the doors open, with important contributions announced from TD Bank and Meridian Credit Union. We are really looking forward to seeing the first families move in by the end of 2024.





FURNITURE BANK

Approximately 4500 Simcoe County residents enter housing with little or no furniture each year. This furniture poverty is an often overlooked barrier to social inclusion, a sense of security, and hope for tomorrow.



In addition to the support from our monthly donors, we were grateful to be the benefitting charity for Jeff's Junk's first charity golf tournament this year, raising almost \$20,000!



We also welcomed many new volunteers this year, including our Furnish Futures youth volunteers and teams of coworkers for corporate "give back" days of service. There are many ways to connect, create, and contribute through the Furniture Bank!

In 2023-24:



225 households served
(515 people)



3223 items donated by 313 different donors



"Thank you for this service. I didn't realize just HOW much of a difference furniture would make. ... I FEEL HUMAN again."

- Ellie, Furniture Bank client

FURNITURE BANK
powered by  Redwood Park Communities

CONNECT. CREATE. CONTRIBUTE.

Spring '23

- We celebrated the 5th YIMBY Week in Barrie, Orillia, and Midland.
- We love the mugs that local potter Gary Brierley creates for us!

Summer '23

- We connected with Firebird Community Cycle at a Sunnidale Park community event, which led to us getting bikes for several of our Lucy's Place residents.
- We had many BBQs and celebrated Christmas in July at the Rapid Rehousing Centre with the help of Peer Connex!

Fall '23

- We had a great time hosting a Better Together Benefit Dinner for Jubilee House in Orillia.
- *The Tenant Class* author Ricardo Tranjan joined us for a Community Book Club meeting on National Housing Day.
- Meridian Credit Union and Kits for a Cause donated 120 setting-up house welcome kits, assembled by our volunteers.
- Thanks to BDAR for supporting our Rent Supplement Fund!

Winter '24

- We hosted a giant clothing swap with help from Willow Creek Church and Blueberry Moon.
- We participated in a few shows, including the Barrie Women's Show.
- The Hockey Helps the Homeless Barrie Tournament raised over \$147K!



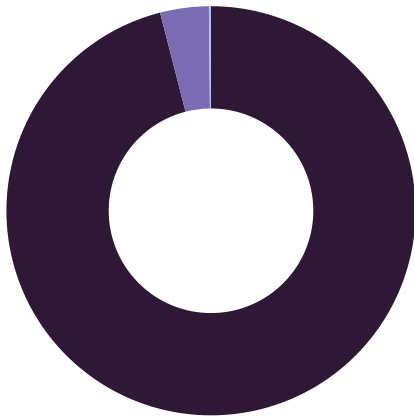
REVENUE SOURCES



Revenue:

Donations	504,692
Fundraising	143,697
Grants & Government Funding	1,566,846
Earned Income (ie Rent)	847,301
Restricted Capital	1,439,201
Total	\$4,502,481

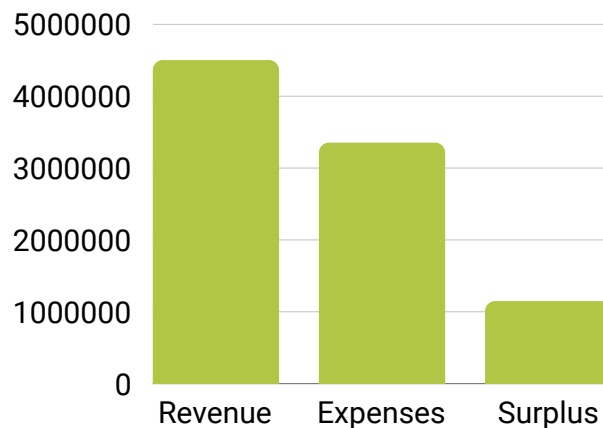
EXPENSE CATEGORIES



Expense:

Charitable Activities	3,219,338
Management & Admin	128,867
Fundraising Costs	5,498
Total	\$3,353,703

OPERATING REVENUE/EXPENSES



The \$1.15M difference between operating revenue and expenses is invested into capital projects and unit creation.

WHAT'S NEXT?

New Housing in 2024-25:

96

Development will begin on **ninety-six** new affordable housing units for seniors in collaboration with a church in Barrie.

15

The renovation on our AirBnb property on King Street in Midland will begin, expanding to create up to **15 units** of affordable supported housing, including apartments for adults with developmental disabilities, and social enterprise space on the main level.

20

Two properties in Barrie totalling **20 units** will be purchased to house our Rapid Rehousing Centre with CMHA and provide additional affordable supported housing for those who need it.

Planning & Other Growth in 2024 and beyond:



Opening **Redwood Bean & Brew**, our social enterprise cafe in Orillia in November 2024.



Raising \$10M through **Redwood Community Housing Bonds**, to support a number of new affordable housing projects in Barrie, Orillia, and Midland, starting in Fall 2024.



Reviewing and refreshing our **Furniture Bank** systems and processes to ensure we are best positioned to sustainably meet the growing need for this service. Stay tuned!

We have a lot on the go and are thrilled with the ongoing support of our dedicated community - that includes donors, volunteers, and investors who are making a lasting, positive difference in their community.

If you are interested in more information about Redwood Community Housing Bonds, please connect with us at invest@redwoodparkcommunities.com.

If you are interested in volunteering with us, please email volunteer@redwoodparkcommunities.com.

A close-up photograph of a hand holding a keychain. The keychain features a silver metal ring, a key, and a house-shaped keychain. The house-shaped keychain is dark grey with a white door and two windows. The background is a blurred, warm-toned image of a person's face.

Board of Directors

Nathan Barnes - President & Board Chair

Amanda Smith - Treasurer

Jeff Long - Secretary

Mark Mulder - Board Member

Colleen Gartner - Board Member

Tanya Taylor Ladd - Board Member

Leadership Team

Tim Kent - Co-Founder & CEO

Rhonda Kent - Co-Founder & COO, Director, Housing & Supportive Community

Jennifer van Gennip - Director, Communications & Advocacy

Jeff Bond - Director, Financial Planning

Anna Keenan - Director, Insights & Engagement

Fiona Proctor - Director, People, Talent & Culture

Jen Fleury - Director, Facilities

Melissa Bramham - Director, Social Enterprises

David Kamande - Accounting & Finance Manager

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