



evas


**PHOENIX
RISING**
capital campaign



New Eva's Phoenix Main Street

eva's

Building a **new foundation** to realize the long-term potential of homeless youth.

Lead Building Partner



EVA'S WORKS TO PREVENT, REDUCE AND END YOUTH HOMELESSNESS

For 21 years, Eva's has provided safe shelter and helped homeless and at-risk youth reach their potential and begin productive, self-sufficient and healthy lives. Eva's has received a number of awards for its leading-edge services and distinctive programming, offering a continuum of services not available anywhere else in Canada.

Eva's operates three unique and highly specialized housing options in Toronto, Eva's Place, Eva's Satellite and Eva's Phoenix, which house and support 123 youth (age 16 to 24) each night. Services include emergency and transitional shelter, with key programming in areas including Independent Living, Mentorship, Skills Training, Employment and Education, Harm Reduction, Recreation, and Family Reconnection. In 2016, Eva's provided training and education programs, employment and interview preparation, independent living skills training and ongoing encouragement and counseling to 5,000 homeless program participants. We also provided safe shelter, transitional housing and emergency supports to 1,034 youth.

Eva's Phoenix provides transitional housing for 50 homeless youth at a time for up to a full year, and employment and pre-apprenticeship programs for 150 homeless youth each year. Working with business, labour and community partners, Eva's Phoenix provides homeless and at-risk youth with the opportunities needed to develop life skills, build careers and live independently.

It is estimated that there are at least 6,000 homeless youth in Toronto during the year and as many as 2,000 on any given night.



Old Eva's Phoenix Main Street

TORONTO IS RALLYING TOGETHER TO CREATE OPPORTUNITIES FOR HOMELESS YOUTH

Eva's Phoenix Rising Capital Campaign must raise \$12,500,000 to renovate and relocate the Eva's Phoenix facility for homeless and at-risk youth in downtown Toronto. We are grateful to The City of Toronto via Build Toronto and its partner Diamond Corp for their collective contribution of \$5,000,000 for our capital campaign, but it is up to Eva's to raise the remaining funds. In addition to financial donations, we are seeking donations of construction materials, appliances and furnishings to complete the project. Please see Appendix A for the project budget.

Eva's Phoenix has been relocated from its original location at 11 Ordnance Street. In 2011, City Council transferred ownership of 11 Ordnance Street to Build Toronto for redevelopment. However, to ensure a future for Eva's Phoenix, the City, in partnership with Build Toronto and members of Eva's extended family worked together to find an exciting new location at 60 Brant Street, Toronto (corner of Brant Street and Richmond Street West).

The City has leased 60 Brant Street to Eva's for \$1 per year (exclusive of operating costs) for a 20-year term with four additional 5-year renewal options. This wonderful generosity on the part of the City and its taxpayers will allow Eva's Phoenix to help homeless youth transition from a life on the street to a life of independence and dignity for decades to come.

The Eva's Phoenix Capital Campaign is funding the cost of renovating 60 Brant Street as a purpose built facility for our program delivery, while ensuring that the new Eva's Phoenix facility is integrated into the existing heritage building and surrounding neighbourhood.

Your donation will go a greater distance than ever before in creating opportunities for homeless youth.

For every dollar you donate to Eva's Phoenix Rising Campaign, the City of Toronto, together with partners Build Toronto and Whitecastle will be contributing another \$2.60 in value. That value comes from an agreement to lease the Eva's Phoenix land for only \$1 per year as well as a financial contribution to the campaign, which together total \$8.74 million. The City of Toronto and partners have made an important commitment to solving the problem of youth homelessness by supporting Eva's Phoenix with the new building commitment. Now we need the support of caring individuals and companies like you to make it possible.

Eva's Phoenix Rising Capital Campaign Cabinet

J. LORNE BRAITHWAITE
Chair

WILLIAM J. FURLONG
*Ontario Securities
Commission*

PHIL GILLIN
Sun Life Financial

J. NIALL HAGGART
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*General Motors of
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TD Securities

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Winnington Capital

GRAEME H. YOUNG
Colliers International

PAUL CURRIE
CSCI

JOCELYN HELLAND
Executive Director

ALANNA SCOTT
Campaign Director

The future Eva's Phoenix community kitchen where life skills such as cooking, menu planning and food budgeting on a modest income will be taught.



TRANSITIONING HOMELESS YOUTH TO A LIFE OF HEALTH, WELL-BEING AND INDEPENDENCE.

The most common characteristic of the youth we serve is their steadfast determination to overcome the circumstance that led to their homelessness. Their desire to improve their lives and learn the skills to live independently in the community is inspiring.



Bedroom in the new Eva's Phoenix

WHAT IT MEANS TO BE HOMELESS, YOUNG AND ALONE

Homeless youth come from every socio-economic background and walk of life. Family breakdown is the leading cause of youth homelessness. Most have experienced physical, sexual, or emotional abuse. They are scared, feeling alone and lacking the confidence that comes with growing up in a caring environment resulting in youth at-risk of the threat of violence, exploitation, drugs and illness living on the streets. This leaves youth at-risk of the threat of violence, exploitation, drugs and illness living on the streets. Usually homeless youth are fleeing from – or kicked out of – households where they were dependent upon adult caregivers. As a result, these youth lose both their homes and important support relationships with family, friends and other caring adults in their community.

Young people who become homeless are also experiencing the challenges of becoming adults. Most homeless youth do not have any experience with living alone. Few leave home knowing how to rent and maintain an apartment, find a job (especially one that isn't a dead-end, minimum wage job), stay in school, buy and prepare food, pay bills and develop a personal finance plan, or even arrange medical appointments.

"I lived at Eva's Phoenix and it saved my life."

-Matthew

Innovation and Entrepreneurship Centre



EVA'S PHOENIX

Young people who are homeless need support that recognizes the complexity of their individual circumstance. Eva's Phoenix provides unique support geared to long-term solutions. Eva's Phoenix is the only transitional shelter for youth of its kind in Canada.

At Eva's Phoenix the shared living quarters allow youth to learn interpersonal skills by living with others. There are separate bed rooms but a shared living room, kitchen and washroom. This is complemented by training, employment and education programs. Youth must participate in training, employment counselling and preparation (job search and interview techniques), housing and life skills, and recreational programs. Youth are matched with mentors that coach and support them to set and achieve their goals.

Youth have access to on-the-job training and internships.

At our social enterprise, Eva's Phoenix Print Shop, over 80% of the youth who successfully complete the training program find gainful employment.

Once youth acquire employment, they must submit 30% of their earnings to the "Phoenix Bank" where the funds are kept in an interest bearing account. These funds are returned to the youth when they leave to assist in start-up costs associated with establishing their new home. When a young person leaves Eva's Phoenix they will have acquired the skills and supports required to find and maintain housing and employment.

Since its inception, Eva's Phoenix has won numerous awards and accolades. (See Appendix B, page 20)



Youth receive training at Phoenix Print Shop

...A SUCCESS FROM THE BEGINNING

Eva's Phoenix was originally built in 1999-2000. During the construction, Eva's worked with construction trade unions and contractors to train 50 homeless youth in construction skills. These young people helped build the facility and 86% of the youth participants in our original construction training program went on to secure full-time, well-paying jobs in that industry. They also acquired the skills needed to transition from a life on the streets to living independently in the community.

Through this project there will be opportunities for homeless youth to be directly involved in the construction of the new facility through a construction training program.



Mayor John Tory (left) and Gustavo (right), a graduate of Eva's Phoenix employment training program at the campaign launch (March 2015)

"Our first and foremost responsibility is to invest in people."

-Mayor John Tory

"Just like that I have a life. I have a future"

-Gustavo

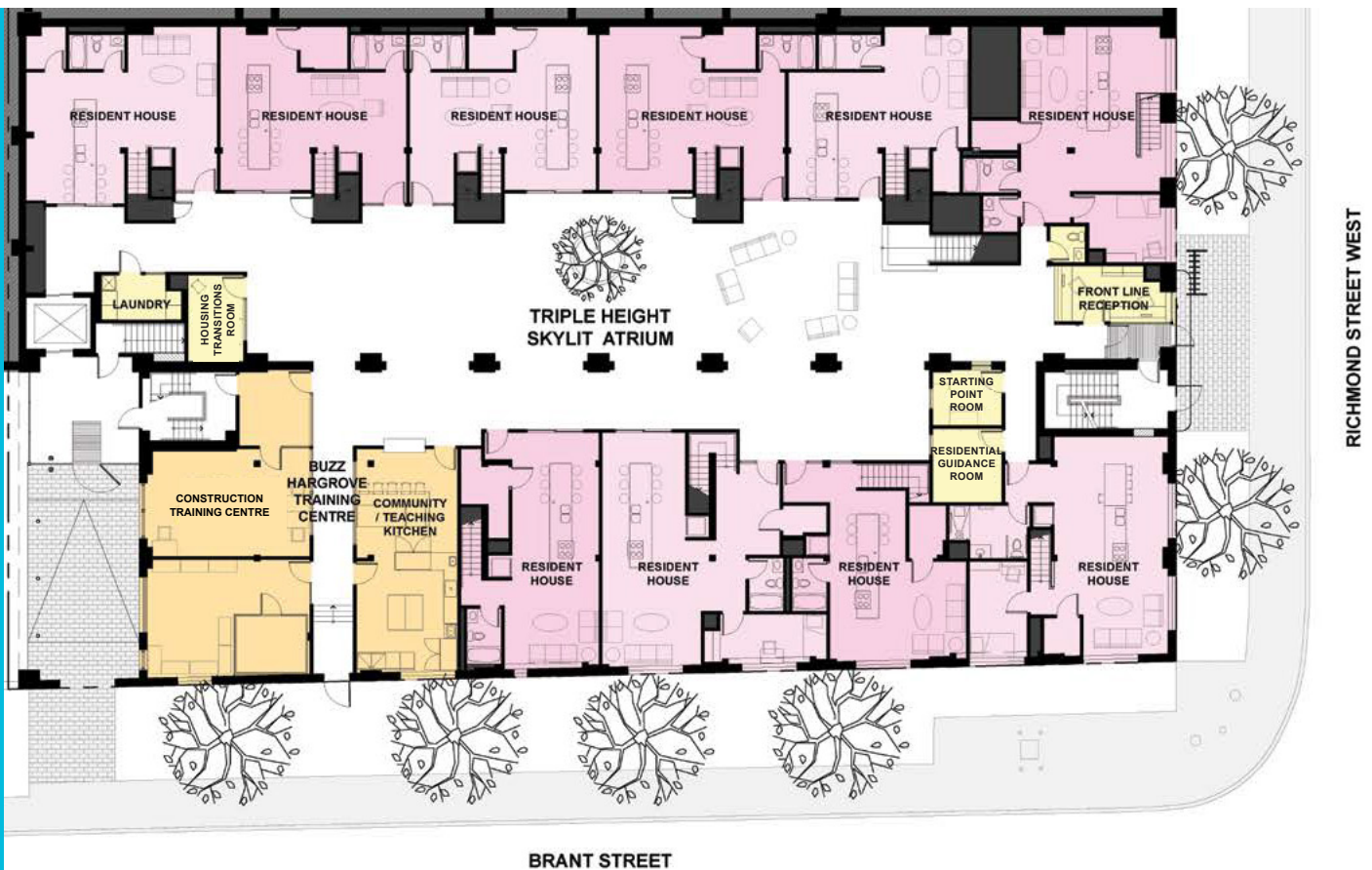
GIFT AND NAMING OPPORTUNITIES

- \$5,000,000** **LEAD CAPITAL PARTNER**
THE CITY OF TORONTO VIA BUILD TORONTO
& DIAMOND CORPORATION
- \$1,000,000** **LEAD BUILDING PARTNER**
HOME DEPOT CANADA FOUNDATION
- \$500,000** **PILLAR OF SUPPORT**
SPROTT FOUNDATION / P. & L. ODETTE CHARITABLE FOUNDATION /
E. & G. ODETTE CHARITABLE FOUNDATION / **1 AVAILABLE**
- \$150,000** **MULTI-PURPOSE AREA/** JAYS CARE FOUNDATION
ELEVATOR/ ONTARIO TRILLIUM FOUNDATION
CONSTRUCTION TRAINING CENTRE/ ALLIED PROPERTIES REIT
TECHNOLOGY TRAINING CENTRE **AVAILABLE**
GRAPHIC AND DIGITAL TRAINING STUDIO **AVAILABLE**
COMMUNITY KITCHEN **AVAILABLE**
- \$100,000** **HOUSES/**
TD BANK/ OXFORD PROPERTIES / HAROLD E. BALLARD FOUNDATION
ROYAL BANK OF CANADA / CARPENTER'S UNION (LOCAL 27) /
INAUGURAL BOARD OF DIRECTOR'S BUILD TORONTO / NAIOP COMMERCIAL
REAL ESTATE DEVELOPMENT ASSOCIATION **2 AVAILABLE**
- \$50,000** **LIFE SKILLS CENTRE/** GENWORTH CANADA
EMPLOYMENT RESOURCE CENTRE/ CIBC
PRINT TRAINING CENTRE
WELCOME HARBOUR **AVAILABLE**
INNOVATION AND ENTREPRENEURSHIP CENTRE **AVAILABLE**
- \$25,000** **LEARNING ACADEMY/** GREAT GULF
MENTORSHIP CENTRE/ BENTALL KENNEDY GROUP
DRESS TO IMPRESS STUDIO/ CADILLAC FAIRVIEW
COUNSELLING ROOM **2 AVAILABLE**
STARTING POINT ROOM **AVAILABLE**
RESIDENTIAL GUIDANCE ROOM **AVAILABLE**
HOUSING TRANSITIONS RESOURCE ROOM **AVAILABLE**
BREAKOUT & COLLABORATION POD **AVAILABLE**
COUNSELLING/YOUTH SUPPORT FOYER **AVAILABLE**

DONOR RECOGNITION

In recognition of your contribution, Eva's Initiatives will:

- Provide a naming opportunity for gifts of \$25,000 and higher, prominently displayed within the space.
- Work with you to create a customized appreciation event
- List your name on the Phoenix Rising Capital Campaign donor wall
- List your name in the Annual Report and on the website
- Invite you to the grand opening
- Recognition in quarterly project updates
- Invite you on a hard hat tour
- Provide a tour of the current Eva's Phoenix



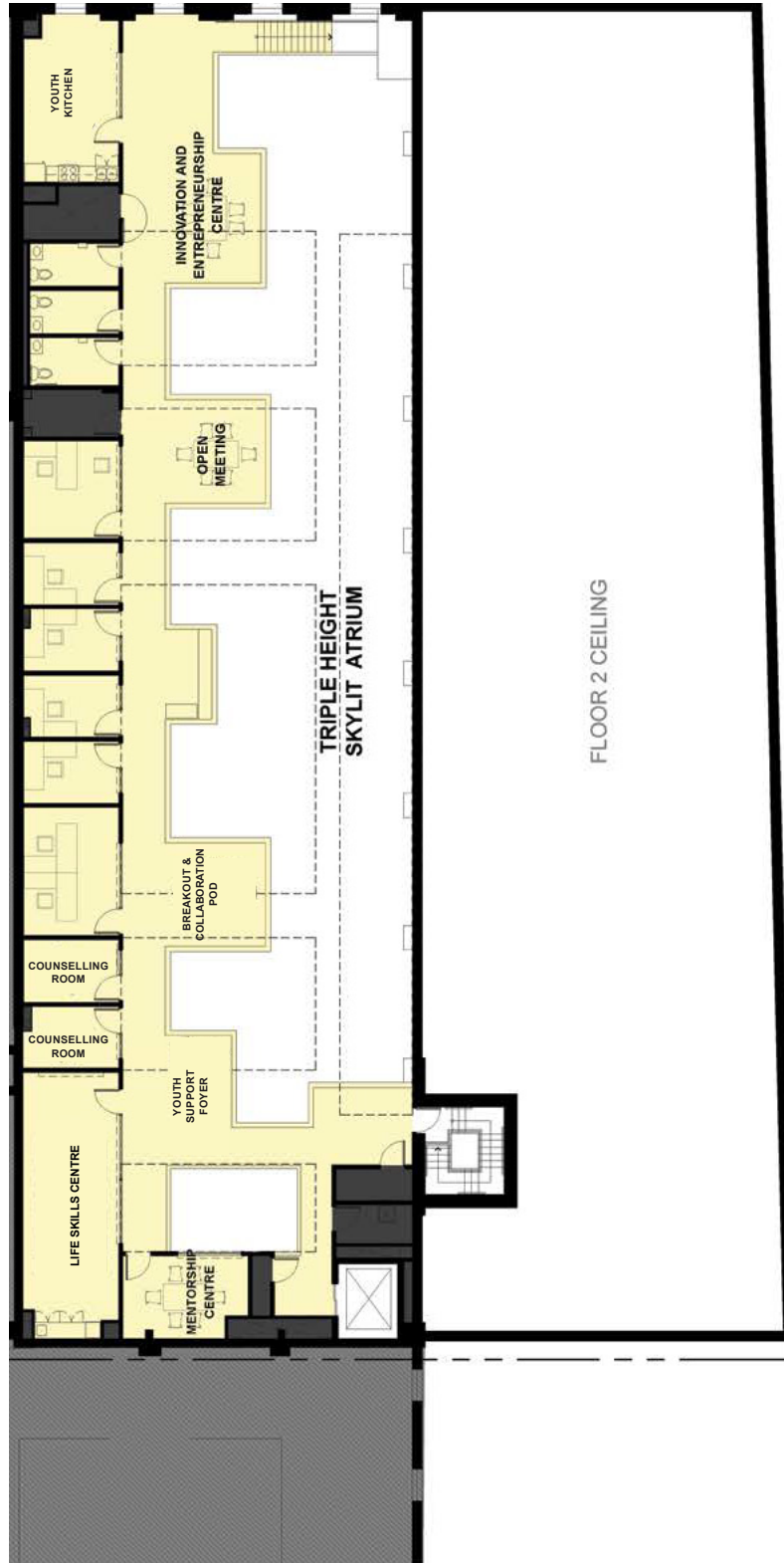
Main level floor plan



Basement level floor plan



Second level floor plan



Third level floor plan

IN THEIR OWN WORDS

Here are a few examples of youth whose lives have been transformed by Eva's Phoenix.

"Eva's Phoenix saves lives. Suddenly depression hit. I couldn't focus on my job and on anything. In June, I'll be entering a carpentry program where I'll be able to enter an apprenticeship and in a year join a union. Just like that I have a life. I have a future. I'm due to move out in mid-April and be married on the third."

-Gustavo, former Eva's Phoenix resident

"As part of the gay community, growing up for me was really hard. I just gave up on life. I felt so alone and I felt like life was hopeless. I was living in shelter after shelter. Finally, I was referred to Eva's Phoenix. The staff helped me to get my confidence back; they helped me realize that I can be somebody. Also they offered a lot of programs that helped me improve on the skills and talents that I already had...I would not be the same person I am today, or worse, I might not even be here at all. But I am here now, asking you to open your minds and hearts to see what this place has done and how it has made a difference in many lives."

-Trina, former Eva's Phoenix resident

"My life...I probably wouldn't have it today. Or my job...or anything for that matter if not for Eva's Phoenix and the employment/housing teams. There is absolutely nothing like this place...and no one can do what they do with the lost, discarded, confused, and abused youth of our city."

-Joshua, former Eva's Phoenix resident

UNIQUE PARTNERSHIPS AND SUPPORTERS COME TOGETHER FOR EVA'S PHOENIX



Lady Gaga visits Eva's Phoenix



Sir Richard Branson serving a pancake breakfast to youth at Eva's Phoenix



Gerry Schwartz and Buzz Hargrove at Training Centre opening

"Eva's is more than just a shelter. They are able to provide mentoring and job training opportunities to allow youth to escape from homelessness. Please support Eva's to help ensure youth have the chance to thrive and succeed."

-Sir Richard Branson

EVA'S PHOENIX IS RISING... HEAR WHAT OUR CURRENT DONORS HAVE TO SAY



"The E. & G. Odette Foundation was pleased to give a meaningful gift to support Eva's Phoenix Rising Capital Campaign. Our initial visit exceeded our expectations when we toured the housing and training facility.

We see young people facing challenges that they should not have to face but we also see them surmounting those challenges gaining in strength and self-sufficiency."

**ANDREA FEDERER AND ANNE ODETTE,
PILLAR OF SUPPORT \$500,000**

"Our Foundation is proud to contribute to Eva's Phoenix Rising Capital Campaign so that homeless youth have a modern, safe environment that supports their efforts to secure a more stable life and achieve their goals. Eva's does amazing work with limited resources. It is a successful, well run organization, with compassion."

**MARC ODETTE, P AND L CHARITABLE FOUNDATION,
PILLAR OF SUPPORT \$500,000**



Joe Cressy
@joe_cressy



Important morning announcement of a new \$100k donation by the Carpenters Union, Local 27 to Eva's Phoenix.

@MYorke27 @evasinitives



Ana Bailao
@anabailaoTO



Thank you Carpenters Union Local 27 for donating \$100k to Eva's Phoenix! Great work @MYorke27 & @evasinitives!



Carpenters' Ontario
@CarpentersONT



Local 27 proudly supports @evasinitives programming and services for youth!
#community #givingback #Toronto



Mike Yorke, President, Carpenter's Union (local 27) presents a cheque for \$100,000.



Mike Yorke
@MYorke27



#carpentersunion proud to support @evasinitives /work with youth @anabailaoTO @PaulaFletcher30 @joe_cressy



"Of the many life skills one can learn on the baseball diamond, perhaps none is as important as resiliency. In baseball, if you reach base just three out of every 10 attempts, you are considered one of the best. The game teaches you how to deal with setbacks, to learn from them and to never stop trying. Eva's provides resources to support what is arguably the most vulnerable population in the city. There is no limit to what people can achieve if they are able to deal with obstacles, especially with the support of partners such as Eva's and Jays Care."

ROBERT WITCHEL, EXECUTIVE DIRECTOR OF JAYS CARE FOUNDATION, MULTI-PURPOSE AREA \$150,000

APPENDIX A: PROJECT BUDGET

DESCRIPTION	COST
Consulting	\$1,308,162
Site Preparation	\$116,103
Permits & Fees	\$19,084
Construction & Contingencies	\$9,937,631
Furniture, Fixture, Equipment	\$7,792
IT & Telecommunications	\$3,618
Audio Visual & Security	\$46,500
Relocation Costs	\$27,723
Miscellaneous	\$277,745
Campaign Costs	\$322,045*
	<u>\$12,066,403</u>
HST – Non-Rebated (30%)	\$449,512
TOTAL	<u><u>\$12,515,915</u></u>

* Campaign costs will average an unprecedented 3.8% of the overall project cost. This is much lower than traditional capital campaign expenses.

APPENDIX B: AWARDS AND ACCOLADES

- 2015 - Charity Intelligence chose Eva's as one of the top 10 high impact charities in Canada for having the greatest Social Return on Investment (SROI). Every \$1 invested in Eva's has \$9 of social benefit for homeless youth.
- 2014 – Charity Intelligence announced its ratings of more than 400 charities across the country. Eva's Initiatives received the highest grade available again, a 4-Star rating, based on financial transparency, accountability to donors and cost-efficiency."
- 2013 – Community Leader of the Year Award to Alexandra Djukic, Manager of Social Enterprise at the Eva's Phoenix Print Shop, Canadian Printing Awards
- 2012 – Eva's Phoenix Print Shop selected as one of four official print suppliers by the Toronto Organizing Committee for the 2015 Pan American and Parapan American Games
- 2009 – Charity Intelligence Recommended Social Enterprise – The Phoenix Print Shop
- 2008 – First Investee of Social Venture Partners (SVP) Toronto
- 2008 – Vital Person Award presented to Andrew McDonald, General Manager of Eva's Phoenix, recognizing "leading edge programs that combine experience, expertise and ingenuity to create practical solutions that strengthen Toronto's vital signs"
- 2007 – Vital Ideas Award presented to Eva's Phoenix Print Shop (Social Enterprise) by The Toronto Community Foundation
- 2006 – New York Harlem International Film Festival, Emerging Filmmakers Award presented to youth at Eva's Phoenix for their video production – 'Sheltered Life'
- 2006 – Selected by Service Canada as the principle organization delivering employment programming for homeless/at-risk youth in City of Toronto
- 2005 – Promising Approach, National Secretariat on Homelessness, based on sustainable partnerships, effectiveness and reliability
- 2005 – City Liveability Award, Urban Leadership Awards, Canadian Urban Institute 2004 – Best Practices in Affordable Housing Award, Canada Mortgage and Housing Corporation
- 2001 – Recipient of the inaugural Major Leonard Frost Award presented by the Ontario Association of Hostels, for "providing opportunities for clients to move from consumers of hostel services to contributing members of the community"
- 2000 – Cited by the Toronto Board of Trade as a best practice model of private and public partnerships in creating long-term solutions for the homeless crisis
- 1999 – The Peter J. Marshall Innovation Award, Association of Municipalities of Ontario - Ontario award for an innovative initiative for alternative service delivery and partnership

APPENDIX C: EVA'S FACILITIES

Eva's operates three unique facilities in Toronto which provide safe shelter, transitional housing, and a broad range of programs and other support to 114 youth each night.

Eva's Place, often the first stop for homeless youth, is a 32-bed emergency shelter. It is home to the Family Reconnect Program which offers proactive, long-term solutions to prevent and reduce homelessness by helping youth re-establish and maintain contact with their families. Its early intervention supports families staying together instead of having youth move to the streets or a shelter.

Eva's Satellite was the first harm reduction youth shelter in Canada for homeless and at-risk youth who use drugs and alcohol. It continues to operate from a Harm Reduction perspective and provides emergency shelter for up to 33 youth each night who may have lost access to other shelters and services due to behavioural problems or substance use. Satellite can be a pivotal turning point for youth struggling with addiction.

Eva's Phoenix houses 50 youth for up to one year in townhouse-style units. What sets Phoenix apart are its innovative partnership-based employment programs to train and find employment for homeless youth in jobs offering long-term career potential. The programs, supported by a variety of mentorship initiatives, help our youth succeed in developing self-sufficiency in housing and employment.



Home Depot Canada Foundation w/ Mayor John Tory at the campaign launch (March 2015)

NEW LOCATION OF EVA'S PHOENIX



*Thank you for your wonderful kindness
and thoughtful consideration.*

evas



Eva's Initiatives for Homeless Youth

416-977-4497

info@evas.ca

www.evas.ca

Follow us

twitter: @evasinitiatives

facebook: Eva's Initiatives

Charitable Registration

#13223 9013 RR0001

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In 2014, Eva's Initiatives was one of only 72 charities in Canada to receive the highest four-star rating for excellence in financial transparency, accountability to donors and cost-efficiency from Charity Intelligence Canada.

In 2015, Charity Intelligence chose Eva's as one of the top 10 high impact charities in Canada for having the greatest Social Return on Investment (SROI). Every \$1 invested in Eva's has \$9 of social benefit for homeless youth.

