

MOMENTUM IS

eva's

BUILDING

At Eva's, we believe shelter is the beginning—not the destination.

A safe bed tonight matters deeply. But long-term security includes education, employment and belonging. This is what ensures a young person never returns to homelessness.

That is where we are moving.

For more than three decades, this community has carried forward Eva Smith's belief that young people deserve safety, dignity, and opportunity. Together, we continue that responsibility by adapting and evolving to meet the realities youth face today.

This spring, we are launching something **bold**.



ANNOUNCING ROSES FROM CONCRETE

Creating Space to Rise

With catalytic support from the NBA Foundation and in partnership with George Brown Polytechnic, Eva's is launching **Roses from Concrete**, a structured education-to-employment bridge program designed to move youth from shelter into post-secondary education and long-term careers.

The name draws on the late iconic rapper, poet, and actor Tupac Shakur's metaphor of a rose growing from concrete, symbolizing resilience and brilliance rising amid harsh conditions.

The image reflects the lived realities of many youth we serve—particularly those who identify as Black, racialized, newcomers, 2SLGBTQ+, or disabled youth—navigating barriers that were never designed for them to succeed.

We do not ask why the petals show hardship.

We ask how we can responsibly create the conditions for growth.

Beginning this spring, a cohort of youth ages 16 – 29 connected to Eva's shelters and housing programs will participate in this dedicated Education program.

Unlike traditional scholarship programs, Roses from Concrete surrounds students with housing stability, mental health care, mentorship, academic coaching, and essential learning tools—**ensuring access leads to graduation and long-term economic mobility.**

“The NBA Foundation is proud to support Eva's as an Atlantic Region partner building innovative pathways that expand access to education and economic mobility for young people facing systemic barriers.”

NBA FOUNDATION EXECUTIVE DIRECTOR
RUTH JURGENSEN



PROGRAM IN MOTION

Your Support Powers the Full Pathway

**Education create opportunities.
Community creates momentum.**

Education is one of the strongest predictors of long-term housing stability. And it does not happen in isolation.

Without shelter, there is no stability. Without stability, education falters. Without education and income, housing does not hold.

Your generosity activates each coordinated element that makes long-term success possible.

➤ **ACADEMIC BRIDGING & ACCESS**

Through George Brown Polytechnic's Choices Program and academic upgrading pathways, youth rebuild confidence, strengthen study skills, and prepare for post-secondary admission.

➤ **SCHOLAR-IN-RESIDENCE & MENTORSHIP MODEL**

A dedicated Scholar-in-Residence designs and leads the mentorship framework, supported by graduate-level mentors to provide structured academic coaching, system navigation support, and emotional guidance during the critical first year of studies.

➤ **FIRST-YEAR PERSISTENCE SUPPORT**

Enrollment is not the same as completion. Targeted first-year support increases the likelihood that students persist into the second year and graduate.

➤ **INTEGRATED STABILITY SUPPORTS**

This is where Eva's does its best work. Because of this community's support, Eva's delivers coordinated housing, mental health, food security, life-skills services and provides essential learning tools to ensure education is built on stable ground.

This work lives within Security—the third pillar of Eva's Shelter, Stability, and Security model, because lasting change requires all three moving together.

YOU ARE THE MOVEMENT

Let's Help More Roses Rise From Concrete

Your support does not sit still. It moves with young people from shelter to graduation, from instability to independence.

Be part of this momentum. Let's move the future forward together.

Make your gift count today and help build lasting pathways out of homelessness.

Donate at evas.ca/roses
(or scan the QR code)



WHAT SUCCESS LOOKS LIKE

Each year, approximately:

Dozens
of youth enroll in bridging programs

70%
complete the bridge year

60%
transition into post-secondary education or training

75%
achieve housing stability

**THIS IS NOT SHORT-TERM JOB TRAINING—
THIS IS LONG-TERM ECONOMIC MOBILITY.**

The NBA Foundation has planted a seed. George Brown Polytechnic is opening doors to a fertile foundation.

Community sustains the rise.

