



A Bridge to Home

Connecting Women to a Brighter Future

Jaycees
BRANTFORD



MISSION:

Jaycees Brantford Non-Profit Homes is committed to building strong families and communities by providing stable, safe, affordable homes.

VISION:

To be a leader and valued community partner meeting the affordable housing needs in Brantford/Brant.

VALUES:

Accountability: We strive for excellence by being responsible, accountable and committed to continual growth.

Integrity: We will demonstrate fairness, honesty and transparency, treating all people with respect and consideration.

Partnership, Cooperation and Collaboration: We recognize the benefits of working with others. Together with tenants, partners, neighborhoods and government we will strive to understand and address the needs of our community.

Diverse and Sustainable Neighborhoods: We value safe neighborhoods where people with diverse abilities and income levels are supported to achieve more independent lifestyles and are empowered to take responsibility for their housing and the community in which they live.



BUILDING BRIGHT FUTURES IN BRANTFORD FOR OVER 40 YEARS



Ontario faces numerous serious social issues, from poverty, food insecurity, and homelessness to healthcare and climate change. The serious lack of affordable housing—right here in Brantford and across the country—has reached crisis proportions: Canada's Social Impact Guide ranks this as the #1 challenge.

"It's not just about housing, it's about hope and a new beginning for families."

Lily Wright, Bridge to Home Campaign Co-Chair

Since 1983, Jaycees Brantford Non-Profit Housing Corporation (JC Homes) has provided stable, safe, affordable housing in our community.

Housing co-operatives, municipal governments, social service agencies and non-profit housing corporations (like JC Homes) offer single family homes, apartments and townhouses for subsidized or low-market rents.

It's a fact that many existing affordable housing properties are rundown, in need of significant major repairs, no longer meet the needs of modern households, or are simply unlivable.

Responding to the real risk of losing affordable housing supply, JC Homes has committed to building the FIRST affordable women only housing apartment complex in the heart of Brantford: #32 Bridge Street.

THE NEED IS REAL, THE NEED IS URGENT AND THE NEED IS NOW

Among renters living in Ontario, 35% spend up to 30% of their net income on monthly rent costs, while 36% spend between 31 and 50% of their income, and 18% spend more than 50%. – Royal LePage 2024 Canadian Renters Report.



- Right now, close to 60% of Ontario renters cannot afford the average rent for a 2-bedroom apartment.
- In Brantford the cost is between \$1,500 - \$2,500.
- Vacancy rate in Brantford is below 2%.

Tenants who will occupy geared-to-income units are currently on Brantford's 'access to affordable housing wait list', which is currently more than 1,400 names long.

The need for housing women and women-led households is much more significant than we might think:

- Close to 25% of single mothers in Canada are raising their children in poverty
- Close to 30% of women-led families in Canada are in need of housing
- Close to 40% of people experiencing homelessness in Canada identify as women
- 90% of families who access emergency shelters are headed by single women
- Approximately 700 women and 236 accompanying children are turned away from domestic violence shelters across Canada each day

MEET KAITLIN

“I will always be grateful for the opportunities JC Homes has provided us. I can never repay the security they have given our family.”



Mayor Kevin Davis commends JC Homes for providing “really, truly affordable” non-profit housing. “They really go about it in a caring, dedicated way and they don’t ask for any accolades. They just do it.”

“I am a Mom of three children, two who have special needs. Our journey started in December 2019 when we were on an emergency housing list, however there was a huge backlog of vulnerable people needing housing in Brantford. Then the Covid lockdown hit, making it more difficult for us to find shelter.”

“However, living in a shelter wasn’t an option because my daughter received several homecare services that were not accessible in a shelter. We all bunked in my grandparents’ spare bedroom while I continued the search for housing. In November 2020 I got the call from JC Homes that a unit would be available in the new year. In February 2021 we moved into our 3 bedroom upper/lower unit. We finally had our own place to call home!”

“Due to my severe health crisis in the summer of 2021, I was unable to navigate the stairs and once again we were back in a family member’s bedroom. When JC Homes heard about our situation, they quickly found us a 3 bedroom one level apartment on the main floor of the building. By mid-November we had another new place to call home.”

#32 BRIDGE STREET



Plans call for a 4-storey mixed-use complex, including 24 apartment units.

9 - Bachelor Suites – average 506 sq. ft.

9 - 1 Bedroom – average 583 sq. ft.

6 - 2 bedroom – 750 sq. ft. each

6 units will be barrier free (accessible)

In addition to the 24 apartments, the plan also includes the development of:

- A social enterprise Laundromat Café on the ground level
- A Community Hub – shared ground-level space including a community kitchen, computer stations, a counselling space and a board/event space

#32 Bridge Street will be a beacon in Brantford for women-led households, individuals and families in need of safe, affordable housing. We're committed to positive, permanent change.

Whether it's a woman working for low wages, living with developmental disabilities, fleeing domestic violence or isolated due to cultural heritage, ethnicity, lack of education or mental illness, when it comes to safe, high-quality affordable housing, it can seem like the deck is stacked against her.

Access to affordable housing is one of the most basic and powerful social determinants of good health, because it can impact overall quality of life.

JC Homes recognizes the urgent need to continue addressing and meeting this growing need. We strive to eliminate the struggle that so many women face trying to obtain, secure and sustain affordable housing.

THE BRIDGE TO HOME CAMPAIGN: OUR \$1.5 MILLION FUNDRAISING GOAL

We invite you to join us in building brighter tomorrows - together, we can provide safe, affordable homes for women and families in need

To make #32 Bridge Street a reality, JC Homes is launching its \$1.5 million Bridge to Home Campaign. This is the first-ever community fundraising effort undertaken by JC Homes. We invite you to join us to secure the resources to build viable, sustainable affordable housing in the heart of downtown Brantford, and deliver much-needed community services to some of our most vulnerable and under-served residents.

**Help us build a
Brantford first.
It can't happen without you!**

Giving Level	Gift Amount
Visionary	\$500,000+
Leader	\$250,000 - \$499,999
Champion	\$100,000 - \$249,999
Builder	\$ 50,000 - \$ 99,999
Investor	\$ 25,000 - \$ 49,999
Patron	\$ 10,000 - \$ 24,999
Partner	\$ 5,000 - \$ 9,999
Supporter	\$ 1,000 - \$ 4,999
Friend	Up to \$999.99

Naming opportunities are available and the Campaign Director will be happy to discuss them with you.

All donors will be recognized on the Donor Wall located in #32 Bridge Street.

DONATE TODAY!

Until now, JC Homes has relied primarily on government funding to finance our initiatives and activities. We know we must identify new funding sources and revenue streams to continue and sustain our vital work.

To achieve this, we are gearing up to make a giant leap: our inaugural capital fundraising Bridge to Home Campaign.

Our bold, dynamic \$1.5 million, 3-pillared fundraising plan is designed to shape and secure the resources to build viable, sustainable affordable housing in the heart of downtown Brantford, and deliver much-needed community services to some of our most vulnerable and underserved residents.

SCAN ME



“Supporting the Bridge to Home Campaign is one of the most visionary investments you can make. I urge you to donate today!”

Ron Underwood, Philanthropist & Bridge to Home Campaign Honorary Chair

Our 3-Pillar Approach to Fundraising

The cost to construct the Bridge Street apartment is estimated to be \$10.6 million. Construction will begin in Fall 2024 with move in expected in Spring 2026.

An umbrella of programs and services at #32 Bridge Street will fall under:

Pillar #1 Permanent Housing

- #32 Bridge Street
- for women
 - 24 units
 - safe and affordable

Pillar #2 Social Enterprise

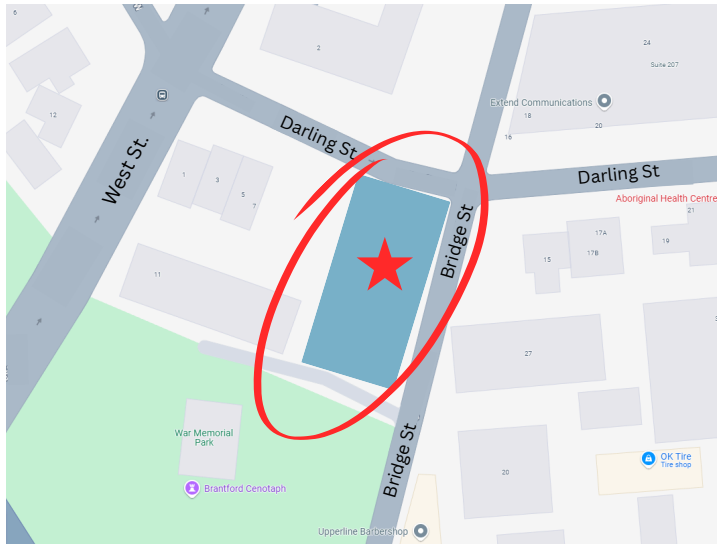
- Café / Laundromat
- Lounge
- Work experience
- Subsidize rent

Pillar #3 Community Access

- Events/Board Room
- Community Kitchen
- Shared Workspace

WHERE IS 32 BRIDGE STREET?

Located in the downtown core of the City of Brantford, you will find our project on the corner of Bridge St and Darling St. Construction began fall of 2024 and we are anticipating move in late Spring/early summer of 2026.



"#32 Bridge Street is Home. Home is security, affordability, comfort and feeling safe.

Everyone deserves that."

Laurie Macintyre,

JC Homes Executive Director

JOIN US!

The campaign is led by a grassroots team of committed, community minded individuals who look forward to speaking with you.



Kathy Ballantyne
Campaign Co-chair



Lily Wright
Campaign Co-chair



Ron Underwood
Campaign Honorary Chair



Laurie Macintyre
Executive Director, Jaycees Brantford
Non-Profit Homes

To connect with the campaign team, contact



Marilyn Campbell Davis
Campaign Director
647-290-8500
campaign@bridgetohome.ca
www.bridgetohome.ca

Jaycees Brantford Non-Profit Homes
73 Pearl St.
Brantford ON N3T 3N8
Charitable # 131916875RR0001
www.jayceehomes.ca