

We call our newsletter three P's. It stands for **Place Purpose Progress**. Please read on and find out more about Fred Victor and our three P's.

three P's

Fall 2018

Homeward Bound: Lindsay's Story

Mocha lies peacefully on the living room floor and Sophie holds court out on the balcony – and while there isn't much furniture in the apartment just yet, there are plenty of dog toys for them to play with. For Lindsay, this is her sanctuary. Although still in the process of moving into her new home, Lindsay describes the feeling of finding a permanent place to live after just over a year in a shelter, "It is what I had hoped for more than anything."

Despite having a physically exhausting job providing home care, Lindsay didn't make enough to cover her own housing and was forced to live in a shared space. She did her best to care for her family (her dogs Mocha and Sophie), but struggled to cope in a toxic environment. When she found her roommate abusing her dogs, it was the final straw. There was no choice – she left as soon as possible to protect them.

So, it was a party of three that found themselves without a home, and nowhere else to turn.

Luckily for them, the Fred Victor-run Bethlehem United Shelter, located near Caledonia Rd. and Lawrence Ave. in north Toronto, was the perfect starting point –

as it is the only long-term shelter that allows pets to accompany their owners. In discussing her time at the shelter, Lindsay says, "Fred Victor gave me and the girls shelter, a bed to sleep in, food to eat, dignity and respect. All the staff are very helpful, always listened, helped where they could, and gave the dogs lots of loving."

Fred Victor staff also worked with Lindsay to find an appropriate housing option. Typically, shelter residents meet one-on-one with Case Managers and draw up a plan of action so they can begin moving forward. They continue to receive support along the way, getting help filling out the necessary paperwork and forms to get access to healthcare, housing, employment and income services.

Last month, Lindsay was able to secure an apartment with rent geared to income in a building for seniors. And, she speaks positively about her new neighbourhood, "It's beautiful. I couldn't have wished for anything better." Her new home also fits into her long-term vision, remarking, "I will be able to manage my rent as I grow older and my income becomes less."

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Reflecting on her experience, Lindsay says, "Being able to stay with Sophie and Mocha means the world to me. They are my best friends and my therapy." With a stable environment for herself and her dogs, Lindsay is happy. "Now, I can enjoy work and home, and long walks with the girls as I am able. Thank you for giving me the time and patience to make positive changes in my life." ▲

Our Mission

Our mission is to improve the health, income and housing stability of people experiencing homelessness and poverty in Toronto.



Giving Back to Our Furry Friends

Would you be able to choose between keeping your pet or having a roof over your head? For people experiencing homelessness, it is a difficult decision that is made all too often.

At Fred Victor's Bethlehem United Shelter, we have spent the past 11 years making it possible for pets to stay with their owners. But, the growing demands of running a shelter and continuing to meet the needs of our furry friends can be an ongoing challenge.

Enter Zev and Rhyenne – two passionate and industrious youths who decided to make a difference.

Together, they collected donations of pet supplies; they baked doggy treats and sold them at an off-leash dog park; and, they created an online fundraising page which garnered over \$800 – all to support our shelter.

Zev described why they decided to give back, "Consider what it would be like to become homeless and then lose your pet, perhaps your only source of comfort? Thinking about all of this, my friend Rhyenne and I decided to raise money for Fred Victor and seek donations for homeless people and their pets."

With their impressive haul, Zev and Rhyenne came out to the shelter to



Rhyenne and Zev

personally deliver the items. It was a great opportunity for them to play with some of the pets, meet their owners, and see first-hand the impact of their donation. 🏠

Baked in Goodness



Now in its third year, our Women's Bakery Program continues to have an impact in the lives of women who are facing barriers to finding meaningful employment.

What motivates us to keep the program going is the transformation we have seen in the participants. Carly Friesen, our Women's Bakery Coordinator, says, "I am so proud of this group of women. They have gone from beginner bakers to experienced and confident bakers in just two months."

But you don't have to take our word for it – the women have a lot to say about the positive changes they have seen in themselves too:

"We have learned a lot of new things: cupcakes, donuts, cookies, bread, pie, and everything tastes great! I also want to say that the teachers treat us nicely and have never treated me differently because of my mental illness. At the end of each class, they remind us that we have a lot of talent." – Arulsakthy 🏠

“ I am really grateful for this opportunity to improve my skills. I used to like to bake, now I love to bake! ”
– Elizabeth

Summer Isn't a Vacation for Homeless People

While summer is often the time for a relaxing, sunny getaway, we spent it raising awareness around the very real dangers of hot weather for our city's homeless population. Extreme heat causes an average of 120 premature deaths in Toronto every summer – and people experiencing homelessness and poverty are especially at risk.

Our pro bono ad agency partner, Dentsu, developed a series of radio spots that were a twist on your typical vacation ads – driving home the reality that dehydration, exposure and exacerbated health issues are a serious threat to homeless people in the summertime. We were able to extend the message across social media and through digital billboard space generously provided by OUTFRONT Media Canada.



The campaign amplified our voice around the issues of homelessness and poverty – and the online space helped us spread an important and timely message. Connect with Fred Victor on social media and don't miss out on regular updates in our fight to end homelessness in Toronto! 🏠

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Walking the Walk



They signed up to fundraise – and they certainly stepped up to the challenge! Our amazing Fred's Walk teams raised \$72,856 in support of our work to end homelessness in Toronto.

We want to give a big THANK YOU to our fundraising teams from BNI, CIBC, Comtech, Dentsu Aegis Network, Kearns Mancini Architects, OUTFRONT Media Canada, RBC, Starbucks, State Street, Vancity, YogaFit, and our very own Board of Directors.

Not only did they raise vital funds for our organization, but they also walked 7km on one of the hottest days of the year, visiting 10 of our downtown sites to learn more about homelessness in our city and our role in providing solutions that can transform lives.

If you would like to participate in next year's Fred's Walk, please contact Katy Scherer at kscherer@fredvictor.org or 416-364-8228 ext. 1384. 🏠

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