



Helping End Homelessness

I'm here to answer three questions:

- What is Raising the Roof?
- What do we do?
- Why should you care?



Raising the Roof

We are a charity focused on preventing and ending homelessness across Canada.

We started off doing policy, advocacy, research, and fundraising for homelessness.

Now, we develop affordable, supportive housing for people experiencing, or at high risk of, homelessness.





How We Do It

- Find empty, underused, or other excess properties and renovate them into affordable rental homes.
- Use the renovations to provide paid trades training to homeless or highly at risk people so they can start careers.
- Partner with local social service agencies to provide supports for the tenants after they move in.

The Housing We Create

- Affordable: No more than 80% of median market rent (and less whenever possible).
- Supportive: Tenants receive wraparound supports from local partner agencies.
- Long-term: No fixed end date or term for tenancies.





How We Support Tenants

- Supports for each project are tailored to what will help tenants flourish.
- Tenants are selected from our local partners' existing community priority lists.
- We handle the property management and capital repairs to ensure properties remain in good condition.

How Do We Train People?

- We work with local social enterprises, training institutions, and private companies to do pre-apprenticeship training.
- Trainees are paid for training hours on-site and off- and receive wraparound supports during training.
- 83% go on to full-time employment in the trades after graduating.



Our Projects

- 69 units (141 beds) of affordable housing across Canada completed since 2018.
- 138 more units under development in the next three years (34 in NL).
- 324 more being developed for other charities to own and operate themselves (63 in NL).
- More projects planned in NL, especially through local partners





Choices for Youth St. John's

- ~28 new units for LGBTQ+ youth, with support from Quadrangle.
- 25+ youth to be trained on project.
- Currently selecting and securing a site with RTR supporting funding applications and provincial negotiations.
- Projected for completion in 2027.

New Beginnings Gander



- Working with the Town of Gander and the Housing and Homelessness Hub.
- 15 permanent beds, 20 shelter beds in downtown Gander.
- Currently supporting concept design, financial modelling, and site plan development.
- Plan is to begin renovations Q1 2026.

What Can Urban Municipalities Do?

- Identify underused municipal properties or nearby federal lands that could be turned into affordable, supportive housing.
- Create a social procurement policy for some municipal services to spur the development of social enterprises.
- Create a data strategy to track homelessness consistently and report publicly on it.



- How is the housing crisis affecting your community?
- What successes have you had with housing?
- What are your biggest pain points?
- What next step are you planning?

Thank You!

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