



**Covenant
House**

VANCOUVER

Opening Doors for Homeless Youth

Corporate Opportunities

**Support youth experiencing homelessness and reach
your Corporate Social Responsibility goals**



The Growing Issue of Homeless Youth

There are an estimated 500 to 1,000 homeless and at-risk youth living on the streets of Vancouver every night. They have no family, no money, and nowhere to go. The majority of them have they fled an abusive home, were abandoned by their parents, or were cut-off from foster care support the day they turned 19.

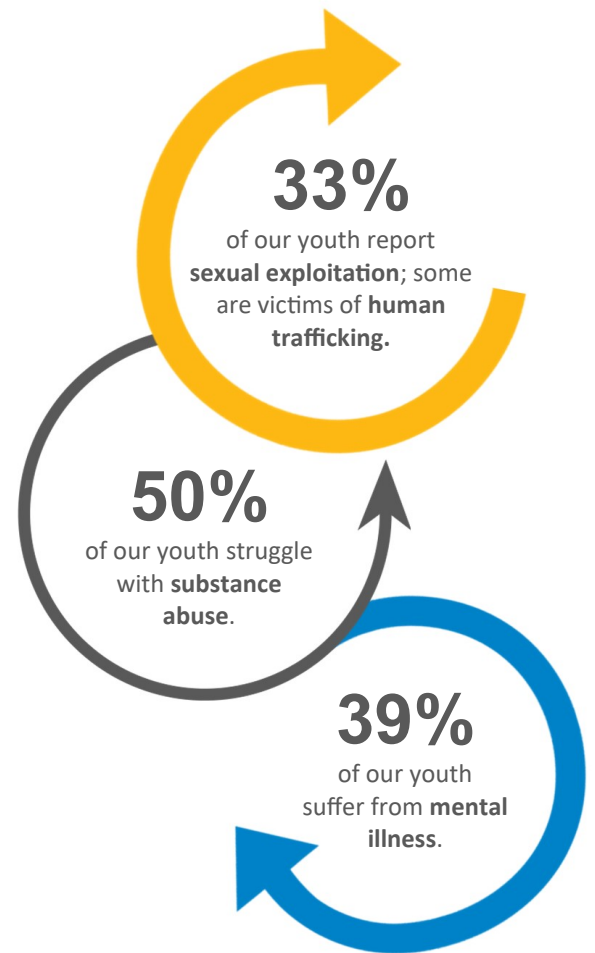
Vancouver's downtown streets are dangerous. Sexual exploitation, drug abuse, poverty, and illness are commonplace for youth who live on the streets. Many of them are re-victimized, having fled one unsafe situation only to find their circumstances much worse.

Many homeless and at-risk youth are plagued with a wide range of mental illnesses that are often left untreated, which can have devastating impacts. Traumas from living on the street or from past experiences often amplify their struggles with mental health, and in some cases cause of them. Some youth turn to substance use as way to escape and numb their pain.

Youth are also more likely to be part of the hidden homeless, and as a result, are more likely to slip through the cracks accessing services. Unable to afford rent, these at-risk youth couch surf, live in unsafe conditions, or bounce from home to home as a desperate effort to stay off the street. Many of them constantly live in a state of worry, with no guarantee of a place to sleep the following night.



*Covenant House Vancouver is 95% privately funded, which means it is almost **entirely through the generosity of community partners like you** that we can keep our doors open year after year.*



7 OUT OF **10**
of our youth have **WITNESSED FAMILY VIOLENCE**.



Why Covenant House Vancouver?

Covenant House Vancouver offers a clear exit from life on the streets to youth aged 16—24. In response to the enormity and severity of the issues facing homeless youth, we offer three core programs to support young people on their journey to independence:

- **Community Support Services** provides street outreach and a daily drop-in space;
- The **Crisis Program** has 63 gender-specific beds and operates 24-hours a day; and
- **Rights of Passage** provides youth with safe, affordable housing and the life-skills training needed for their transition to fully independent living.

In addition to these programs, Covenant House Vancouver operates under a framework of **holistic care**, characterized by:

- One on one case management and youth worker services to help youth develop and achieve their goals;
- On-site mental health clinicians, and drug and alcohol counselling with a recognized community partner;
- Recreational programming to encourage healthy alternatives to street life, as well as to foster positive relationships with their peers;
- Life-skills training, such as budgeting, cleaning, cooking and self-care; and
- Housing workers who assist youth in finding and maintaining a home of their own, when they are ready.

Covenant House Vancouver also adopts a proactive approach to addressing the root causes of homelessness to affect more significant social change. We aim to keep youth from progressing further along the trajectory to homeless adulthood by supporting them as they identify and work towards achieving their ambitions; we believe that youth can become more than what their past circumstances may have dictated. We fully believe that helping youth overcome their unique barriers while they are still developing and finding their place in the world is **crucial to preventing life-long homelessness**.

How We Know It's Working

We utilize Efforts to Outcomes (ETO) — a database specifically designed for the social services sector — to track every single interaction we have with every youth cared for at Covenant House Vancouver. ETO enables individualized long-term goal setting and life skills plans for each youth, and helps us determine the impact of each of our programs. We also survey the youth on an ongoing basis to make sure our programs meet their unique needs with the ultimate goal of ending youth homelessness.



of our youth reported that Covenant House has helped them.



of youth feel more confident about their future after staying at Covenant House Vancouver.

Why Your Support Matters

The youth who come to Covenant House Vancouver face many obstacles to achieving independence. The majority of youth have experienced physical, sexual or emotional abuse, often at the hands of the adults that were responsible for taking care of them.

Your support ensures we can meet their urgent needs by providing food, clothing, and a safe refuge from the unavoidable dangers of the streets. Simultaneously, your support gives one thing we can't place a dollar value on—*hope*.

Hope is the essence of how you help youth turn their lives around. Once a young person feels hope, no challenge seems insurmountable. Goals like graduation, employment, sobriety, healing, and forgiveness and become within reach. Your support empowers these youth to write a different story for their lives.

Please contact us if your organization is interested in joining us as we care for these youth with unconditional love and absolute respect. Together, we can make a lasting difference in their lives and provide hope for a future that is brighter than their past. By standing with Covenant House Vancouver, you are making a statement that youth matter and that you are part of the solution to create a city where no young person is living on the street.

Contact us today, we'd love to hear from you: corporateopportunities@covenanthousebc.org.



At a time when I was being consumed by bad mistakes and judgment calls, you took me in and gave me the chance that I wasn't able to give myself. For that I am eternally grateful and forever in debt to you all. Your heart and desire to make a change in this world has helped so many of us tread through the most difficult times of our lives. You've shown us that we have the strength to conquer the world if we want it bad enough.



I'm happy to be home with my grandparents. I wanted to thank everyone who helped me out. I couldn't have done it without your help. I'm going to school again and hope to finish my grade 12 next year. It's hard work but I think I can handle it.

How Your Company Benefits

Covenant House Vancouver is 95% privately funded and relies on the support of community partners to deliver our programs. But by joining forces with Covenant House Vancouver, you won't just be helping vulnerable youth—you will also be making a positive impact on your business:

- Corporate Social Responsibility (CSR) is frequently on the minds of consumers, and it plays a large role in their purchasing decisions.
- We will work with you to help tell your story and bring your support to light through our social media channels to increase community awareness about your brand.
- Supporting Covenant House Vancouver shows your employees that you care about one of the largest social issues in their community.

How We Help You Succeed

Logo Use

You can use our logo to proudly show your support on your website, social media, and promotional materials.

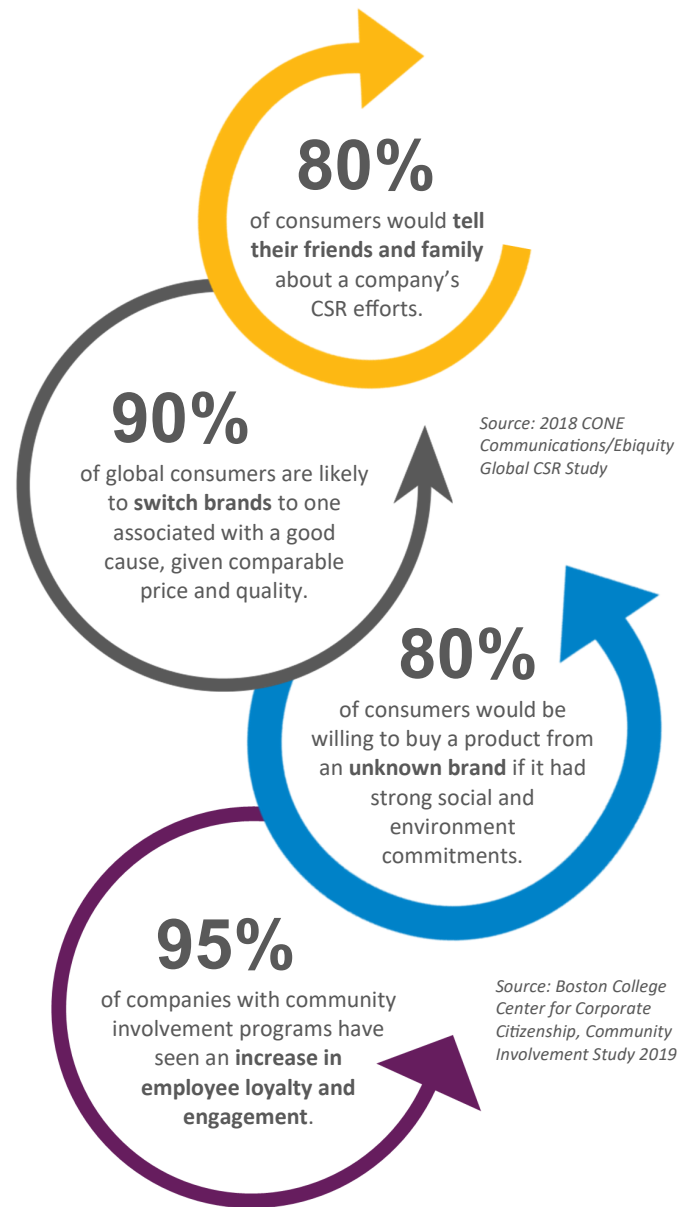
Social Media and Communication Channels

We are happy to work with you to cross promote your event or fundraising initiative through our social media channels. We have a strong base of followers who are extremely passionate about our cause:

- Website and blog: average of 12,567 sessions per month
- E-newsletter: over 1,200 subscribers emailed monthly
- Social Media (Facebook, Twitter, Instagram): average total reach across all platforms is 156,330 per month

Customized Online Fundraising Pages

If you're holding an event and want to collect pledges online, we can set you up with an easy-to-use fundraising page where you can monitor your progress and communicate with your supporters.



Reach Your Corporate Social Responsibility Goals

There are countless ways your organization and employees can work together to provide a lifeline for youth who are at-risk or are experiencing homelessness in your city. We are here to help support your corporate social responsibility goals through your support of Covenant House Vancouver. We can help tell your story and bring your support of homeless youth to light.

Corporate Engagement Opportunities

Employee Payroll Giving

Encourage your employees to sign up for automatic payroll deductions to support over 1,200 youth we expect to serve this year. Giving your employees a common cause to support is a great way to build engagement and a spirit of community. It also makes your company's values real and your commitment to corporate social responsibility tangible.

Corporate Matching

Inspire others to give by becoming the matching donor for one of our campaigns. You can also encourage your staff to donate by offering to match their payroll deductions, annual donations or the funds they raise at an event like Sleep Out.

Hold A Fundraising Event

Organize an event or incorporate fundraising into your existing event to raise funds to support Vancouver's homeless and at-risk youth. Silent auctions, barbecues, golf tournaments, and Casual Fridays by donation are just a few examples—the possibilities are endless.

Sales Campaigns

Promote your business by donating a portion of sales from one item or a percentage of your overall sales to Covenant House Vancouver. You can even take it to the next level and engage your customers by asking them to add a donation to their bill.

Corporate Donations

Invest in the future of Vancouver's most vulnerable youth and support their transition to independence. We'll recognize and celebrate your company's generosity in ways that are most beneficial to you.

Sponsorship

We can work with you to create a customized and integrated marketing opportunity with exposure to a wide audience of over 50,000 Covenant House supporters.



"You have helped me make my goals a reality and it feels amazing! I will be forever touched by Covenant House and their supporters, and I look forward to paying it forward in any way I can."



"I hope I can be to my kids what Covenant House has been to me."

Join Our Campaigns

We have events, campaigns and volunteer opportunities throughout the year that you and your organization can get involved in. Let us do the work so you and your employees can have fun and be engaged while doing good in your community.

Sleep Out

We are challenging local executives, professionals, entrepreneurs and women to spend one night sleeping on the street with just a sleeping bag and piece of cardboard. Participants collect donations and sleep out to show Vancouver's homeless and at-risk youth that we care enough about them to be uncomfortable for one night; to be vulnerable so they can be safe.

Sleep Out: Executive Edition - Thursday, November 21, 2019

Sleep Out: Professionals Edition - Thursday, February 20, 2020

Sleep Out: Entrepreneurs Edition - Thursday, April 2, 2020

Sleep Out: Mothers or Daughters - Thursday, May 28, 2020



Give a Day, Build a Life

Challenge your company and employees to donate a combined total of \$7,500 for the Give a Day, Build a Life campaign this November. Your support will provide a full 24 hours of care for all of the youth living in Rights of Passage (ROP) – our long-term transitional housing program. ROP teaches youth new life skills while they are employed or in school. We are proud to report that 100% of youth in ROP achieve secure housing away from the streets. Do you want to go the extra mile and stand out? Commit to Give a Week and donate \$50,000 to be recognized as a leader in your community.



Go Casual for Covenant House

We supply the stickers —you find the participants! The suggested donation to “go casual for Covenant House Vancouver” is \$10. Host your own Casual Day any time that works for you and your workplace.



Backpack Program

Collect items for our Christmas Backpack Program! A 'wish list' is prepared each fall, and groups can pick new items to collect for the campaign. You can even come in and help sort the items in early November. Over 300 backpacks are distributed to young people at a special holiday party each December.



Volunteer Opportunities

Engage your staff further by inviting them to give their time to help support youth experiencing homelessness in your community. Contact our volunteer team for further information on our current volunteering events and opportunities at volunteer@covenanthousebc.org.

Contact Us Today

corporateopportunities@covenanthousebc.org | 604-638-4438

We are here to help support your corporate social responsibility goals when you become involved with Covenant House Vancouver.

We can help you tell your story and bring your support of homeless youth to light. Thank you for being part of the solution to create a city where no youth is living on the street.



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