



Jason Cion and Ross Ryken receiving the Social Impact Award at KPMG's Townhall.

## Smart Cities Business Case Wins National Award

Every business case KPMG has developed for Streetohome has built a solid plan for innovative models that fill gaps in the homelessness service system and help individuals move along their preferred life path. We are pleased to announce that the recent Smart Cities - Life Intentions business case has won KPMG's National Social Impact Award. Not only that, but the dedicated team of volunteer consultants have decided to donate the prize money back to Streetohome.

"We have a lot of faith in the project, and see the potential it has. Beyond that, we have seen the impact Streetohome has made through their supportive housing and homelessness prevention projects," says Michael Simion, Management Consultant, KPMG Canada. "We've set the business case up to show the impact [the Life Intentions initiative] will have, and hope that a non-profit service provider will step up, take ownership and partner with Streetohome."

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***"We see the effects of homelessness every day, and we really felt the importance of the work and the impact it could have on vulnerable individuals."***

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Simion and Joanna Stewart. It critically assessed the potential of Streetohome's initial pilot project that entailed sharing a paper version of the Exploring Your Life Intentions self-assessment and a companion Guide to Services with tenants living in eight supportive housing buildings in Vancouver. This provided an opportunity for individuals to explore their needs, prioritize a reasonable goal and find suitable services that could help them move along their preferred life path.

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The Smart Cities – Life Intentions initiative explores opportunities to alleviate the effects of: the stigma of homelessness; and disconnection from services that many vulnerable individuals with lived experience of homelessness, and/or those who are at-risk of homelessness, face.

The business case was developed by Chris Williamson, Jason Cion, Elisa Liu, Ross Ryken, Michael

# Thriving Citizens

Safety & Belonging



Streetohome Stool

The business case also advocated for converting the paper tools into a digital application. Enhancements would include a custom-tailored list of resources specific to each individual’s unique needs, goals and preferences with options to reward progress and send notifications and reminders to promote improved outcomes.

“The paper and digital versions are intended to provide a means of improving the interaction between vulnerable individuals and systems of support. The app has an added benefit of tailoring support opportunities using a best-fit algorithm that will promote a better match in support services and hopefully improve individual outcomes,” says Jason Cion, Data

Scientist, KPMG Canada. “We see the effects of homelessness every day, and we really felt the importance of the work and the impact it could have on vulnerable individuals.”

Service providers are invited to take advantage of the paper versions of these tools while Streetohome prepares a Request for Proposals for the development of the digital application. The RFP will be released in the new year and it is anticipated that the app will be launched within the year.

The tools, business case and RFP updates can be found at <http://bit.ly/SCLITools>.

Thank you KPMG.

## Why Sarah Volunteers

Homelessness has always been a cause close to Sarah’s heart, ever since she was a little girl.

“I don’t think it should exist. My heart goes out to them, and I’ve always felt that I needed to help.”

Sarah initially found out about Streetohome through her mother, who, knowing Sarah’s passion for the homeless, sent her Streetohome’s newsletter. Our story and mission resonated, and Sarah made Streetohome her charity of choice.

“We donated every year, and when I sold my company, I had the overwhelming desire to be more involved in the community. I was already familiar with Streetohome’s work, and asked if there were volunteer opportunities,” said Sarah.

Sarah chose to spend her time working on the Smart Cities - Life Intentions initiative. The project provides an opportunity for vulnerable individuals to assess, prioritize and track their goals, and find resources that resonate and are a good fit for their needs.

“Having all the resources mapped and being able to tailor resources to individuals’ unique needs and desires gives them an opportunity to take charge and move along their preferred life path,” she says.

Once digitized for use on mobile and web platforms, the project will have the ability to find a



best-fit match among services to address basic things often taken for granted, such as a new pair of glasses, a skill development opportunity, or even joining a community of people with similar interests.

“I’ve learned so much by helping to focus test the paper tools and subsequently pilot them with almost 200 tenants. There was a woman who got glasses - that small thing made such a positive impact in her life. Along the way, we’ve gotten so much positive reinforcement from tenants and service providers alike.”

*“Along the way, we’ve gotten so much positive reinforcement from tenants and service providers alike.”*

# Improving Outcomes with Goal Setting



Dr. Zhao’s research often examines how scarcity negatively affects human cognition and behaviors, and what intervention(s) are effective. She has frequently collaborated with Streethome and helped pilot the original Exploring Your Life Intentions self-assessment in three supportive housing buildings in 2016, focusing on housing, employment and substance use.

Scarcity is a vicious cycle. A lack of resources, including money, time or basic needs, causes stress and a heavy cognitive load on people’s minds.

“You’re in firefighting mode tunneling your attention on the problem at hand while neglecting other things you should be paying attention to – your next appointment, getting enough sleep, eating well, or paying bills. This can lead to catastrophic outcomes,” says Dr. Jiaying Zhao, Associate Professor, Department of Psychology and the Institute for Resources, Environment and Sustainability, UBC.

“I was surprised to see how many individuals identified unmet housing, employment and recovery needs. They had a clear idea of what they wanted to do, but not how to move forward,” Dr. Zhao says.

With more than 14,000 homelessness-focused services in BC, individuals often feel overwhelmed and unable to determine what might be the most appropriate service for them.

Exploring Your Life Intentions provides an opportunity for individuals to self-assess their goals under: housing; employment

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***“Connecting to key services that best meet an individual’s needs enables actions to improve one’s circumstances.”***

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& volunteering; learning, training & skills; health & wellness; legal & advocacy; and community & belonging domains. A companion Guide to Services details support options within the city of Vancouver that individuals are able to self-refer to.

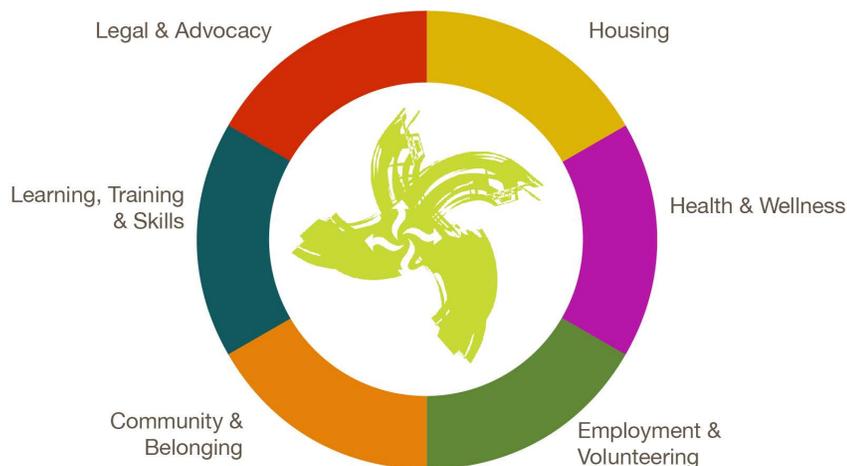
These tools are intended to broaden each individual’s attention to help them tackle their goals across multiple domains. By taking part in goal setting, progress tracking, and self-affirmation exercises, individuals will be able to: experience a sense of accomplishment; alleviate the stigma associated with poverty; and feel encouraged about staying on track and moving closer to their goals.

“There’s empirical evidence demonstrating the efficacy of self-affirmation exercises, and my hope is that by including them, it will improve cognitive function and behaviours in a variety of domains,” Dr. Zhao says.

“Connecting to key services that best meet an individual’s needs enable actions to improve one’s circumstances.”



## Exploring Your Life Intentions



## A Message From Our CEO

Your preferred path in life is your own to design, and to this end, we are excited to announce that the Smart Cities – Life Intentions initiative has gained the support of homelessness service system providers and tenants alike. The Exploring Your Life Intentions self-assessment and companion Guide to Services are helping vulnerable individuals explore their needs, prioritize goals and find suitable resources that help them move along their preferred life path.

Individuals express an appreciation for an opportunity to consider their whole selves, find help and become more hopeful for a better future. Streethome constantly searches for innovative models of help that can be adapted in Vancouver to fill gaps and round out the guide. We are proud to have sponsored the introduction of: Housing First; Vancouver Rent Bank; WorkWithUs; Supporting Tenants, Enabling Pathways; and Homeward Bound, and are now focusing our attention on addiction recovery.

I am truly grateful for a dedicated Board, generous donors, innovative partners, talented staff, and passionate volunteers. Together, we are changing lives and building better futures.



Rob Turnbull  
President & CEO

## about us

Streethome is changing lives and building better futures by working with the private sector to broker and leverage new funding, innovative ideas, and opportunities for collaboration between public and nonprofit sectors to implement sustainable solutions to homelessness in Vancouver. Through these collaborations, individuals are able to realize their housing, health & wellness, legal & advocacy, education, employment & volunteering, and community & belonging goals, empowering those at-risk or with lived experience of homelessness to move along their preferred life path.

## Project Updates

### YWCA Pacific Spirit Terrace

Pacific Spirit Terrace provides 31 units of much-needed housing for single mothers and their children. The safety and security of living above the fire hall will provide reassurance to this vulnerable population. The building officially opened on December 2, 2019.



## We need your help:



### UGM Women & Families Centre

Women & Families Centre will provide 36 addiction recovery housing units for women and their children. They will benefit from clean and sober housing, stability and a sense of community, as well as the skills they need to move on.

**Help us fundraise:** \$720,000

### SA Vancouver Harbour Light

Vancouver Harbour Light will bring their innovative, evidence-based and time-tested Homestead Program to Vancouver with the opening of 26 addiction treatment beds, employment training and aftercare support to build better futures for women.

**Help us fundraise:** \$520,000



### Smart Cities – Life Intentions

Building on the success of the paper tools, the mobile and web apps will provide additional features including an ability to store needs assessments, service utilization, and progress tracking in a secure database, and provide reminders and rewards.

**Help us fundraise:** \$415,000

**Homelessness is a community challenge. Join us and become a part of the solution.**

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