



## News Release

For immediate release

### **Innovative program connects landlords and housing workers to house homeless people**

*Toronto, June 7, 2006...* Councillor Paula Fletcher, GTA landlords and housing help workers gathered at Fred Victor Centre – Women's Hostel today for the launch of [landlordconnect.ca](http://landlordconnect.ca), an online program that connects landlords with vacancies, to housing help workers who work with homeless or precariously housed people.

"Building partnerships with government, private and public sector organizations is vital to ending homelessness," said Councillor Fletcher. "Landlordconnect puts landlords and support workers together in a mutually beneficial way with the greatest dividend going to homeless individuals who get and keep housing."

Landlordconnect.ca, a one-year pilot project, is a centralized online resource for landlords and housing help workers in Toronto. The project supports City Council's commitment to ending street homelessness by assisting people to find and keep housing. The program connects landlords and housing help workers who exchange information on private rental units and successfully find homes for homeless individuals.

"Landlordconnect.ca is a resource that both landlords and housing help workers can access," said Marg Cox, Executive Director, East York East Toronto Family Resources. "Housing workers can work directly with landlords and more quickly find safe and appropriate housing opportunities for their clients."

"Many landlords have already established partnerships with housing help workers in Toronto," said Brad Butt, President, Greater Toronto Apartment Association. "Now, through [landlordconnect.ca](http://landlordconnect.ca), landlords will have greater access to a pool of potential tenants with on-going supports from of housing and follow-up workers."

For landlords, [landlordconnect.ca](http://landlordconnect.ca) provides free rental advertising, a connection to housing workers, assistance with arranging housing follow-up services, and a forum to register issues or successes they have when working with community agencies.

"We are pleased to be part of [landlordconnect.ca](http://landlordconnect.ca)," said Abhishek Paul, Property Management Coordinator, Canadian Apartment Properties Real Estate Investment Trust (CAPREIT). "We see the value in partnering with housing workers and community service agencies to help people access safe, affordable housing. This type of partnership makes good financial and social sense for CAPREIT, for the housing agency, for the City, and most importantly, for the client."



For housing workers, landlordconnect.ca compiles and maintains up-to-date information on housing availability, cultivates relationships with new and existing landlords, and provides a forum to register issues or successes they have when working with landlords.

“Agencies that provide housing help services are a critical link between people without homes and affordable housing opportunities through private rentals, social housing, supportive housing, and other housing types,” noted Marg Cox. “We help people at risk of losing their housing by mediating relationships with landlords and neighbours, ensuring that tenants have income for rent, and connecting people in need with other community services.”

The housing help sector assists people who are homeless or at risk of homelessness to find and keep housing. Housing help services are offered in seven housing help centres located throughout the city, in over 50 shelters, and by a number of community agencies.

Landlordconnect.ca is a RENT resource. RENT (Resources Exist for Networking and Training) is a program of East York East Toronto Family Resources, as is the EYET Housing Help Centre. RENT builds the capacity of the housing help sector by facilitating the housing workers’ peer learning network in which coordinated resource development is a priority.

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