

**ONPHA**

Ontario  
Non-Profit Housing  
Association

# **Presentation to the City of Toronto Affordable Housing Committee**

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# WHO WE ARE



**For nearly 25 years ONPHA has been the voice of non-profit housing in Ontario.**

**770 housing provider members - operate more than  
160,000 non-profit housing units - provide housing for  
over 400,000 people**

**Housing for:**

**seniors,**

**low-income families with children,**

**the working poor,**

**victims of violence and abuse,**

**Aboriginal people,**

**people living with developmental disabilities, mental  
illness, HIV/AIDS**

**the homeless/hard-to-house**

**ONPHA IS LEADING A  
3-YEAR CAMPAIGN**

**TO MAKE AFFORDABLE  
HOUSING A PRIORITY FOR  
ONTARIO.**

**ACCESS TO A SAFE, SECURE,  
AND ADEQUATE HOME HAS A**

**LIFE-CHANGING IMPACT ON  
INDIVIDUALS, COMMUNITIES,  
AND ONTARIO.**



## **OUR GOALS**

**Move affordable housing up the list of Ontario's priorities by underscoring the multiplier effect of housing on other issues**

**Permanently change the perception of affordable housing**

**Rally public support in-person and online**



A dramatic traveling installation designed to garner earned media and public interest throughout Ontario in 2013 and beyond.



This door is an escape route

This door fights illness

This door fights addiction

This door feeds families

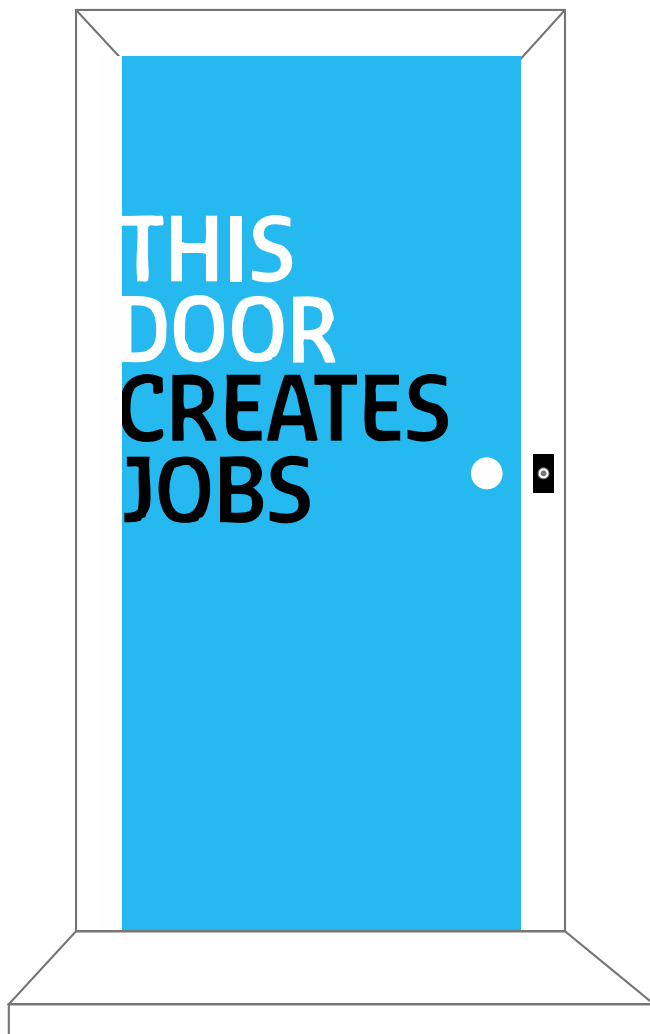
This door creates jobs

This door improves health

This door raises grades

This door fights crime





BECAUSE  
THIS IS THE  
DOOR TO AN  
AFFORDABLE  
HOME.

From stimulating new construction and investment, to giving people the chance to pursue better jobs and futures, we all need what affordable housing brings.

**HOUSING  
OPENS  
DOORS**

Find out everything affordable housing does for Ontario at [housingopensdoors.ca](http://housingopensdoors.ca)

**RING THE DOORBELL**  
to support affordable housing

A nighttime photograph of a multi-story building under construction, illuminated by streetlights and construction cranes. The scene is set in a snowy urban environment.





2012 ONPHA CONFERENCE & TRADE SHOW

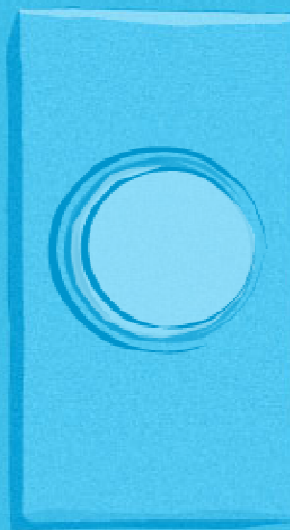
# WE'RE ALSO TAKING THE CAMPAIGN **ONLINE.**

**HOUSING  
OPENS  
DOORS**

We all need what  
affordable housing brings.

**SPRING 2013**

A bold new campaign for  
affordable housing will launch,  
so bookmark this page and  
make sure you come back.



**RING THE DOORBELL  
RIGHT NOW TO SHOW  
YOUR SUPPORT FOR  
AFFORDABLE HOUSING**

**7134**

**RINGS OF  
SUPPORT**



**@housingopens**

# OUR SUPPORT EXTENDS INTO THE COMMUNITY.

CAMH CANADIAN HOUSING AND RENEWAL  
ASSOCIATION CIVIC ACTION CENTRE FOR RESEARCH  
ON INNER CITY HEALTH (ST. MICHAEL'S HOSPITAL)  
CO-OPERATIVE HOUSING FEDERATION (ONTARIO  
REGION) DAILY BREAD FOOD BANK ELEMENTARY  
TEACHERS' FEDERATION OF ONTARIO HOUSING  
SERVICES CORPORATION ONTARIO ASSOCIATION OF  
CHILDREN'S AID SOCIETIES ONTARIO ASSOCIATION  
OF FOOD BANKS ONTARIO HIV TREATMENT  
NETWORK REGISTERED NURSES' ASSOCIATION OF  
ONTARIO SOCIAL PLANNING NETWORK OF ONTARIO

**EACH OF YOU AND THE  
COMMITTEE**

**CAN PLAY A VITAL ROLE  
IN HIGHLIGHTING  
THE KEY ROLE THAT  
HOUSING PLAYS ACROSS  
ALL ISSUES.**

# HOW CAN THE COMMITTEE HELP?

Sign on as a campaign “supporter” and show the public the valuable role that affordable housing plays in the lives of Torontonians and well-being of Toronto communities.

# HOW YOU CAN HELP?

Attend the launch on May 7, 2013 at  
Yonge-Dundas Square

Host a campaign banner on your website

Share a quote or anecdote that tells your  
constituents how your ward is impacted  
by affordable housing

Use social media to channel traffic  
to installation sites and campaign website





Together we'll open  
doors to new opportunities.

To success in school.

To healthier families.

To greater workforce participation.

To better retirements.

To safer cities.

To a better Ontario.