Supporting mission-driven organizations to build more affordable housing for aging Canadians

Building with Mission *is a Canada Mortgage & Housing Corporation Solutions Lab to advance solutions to persistent and complex housing challenges.*

Building With Mission

“At the core of Catholic health care is a deep commitment to serve people who are marginalized or disadvantaged by responding to the greatest need in local communities. ***Housing is a natural extension of Catholic health care,*** *and we are encouraging our 129 organizations across Canada to think about how they can* ***take action*** *and* ***work with partners to advance housing initiatives*** *in their local community, either for older adults or others in need of care.”*

— John Ruetz, CEO of the Catholic Health Alliance of Canada

National Housing Strategy Solutions Labs

Project Funder

Our Challenge: Solutions Labs are designed to tackle complex national housing challenges. The Building with Mission Project was focused on addressing the *urgent need for more affordable and more supportive housing options for older Canadians*.

Project Partners

Project Purpose: *Increase organizational knowledge and accelerate project initiation* by supporting health organizations, whether faith based or secular, as well as other mission-driven non-profits, to use their assets, capacity and expertise to build more affordable and more supportive housing for older Canadians.

Health + Housing for Older Adults

The opportunity for health care organizations

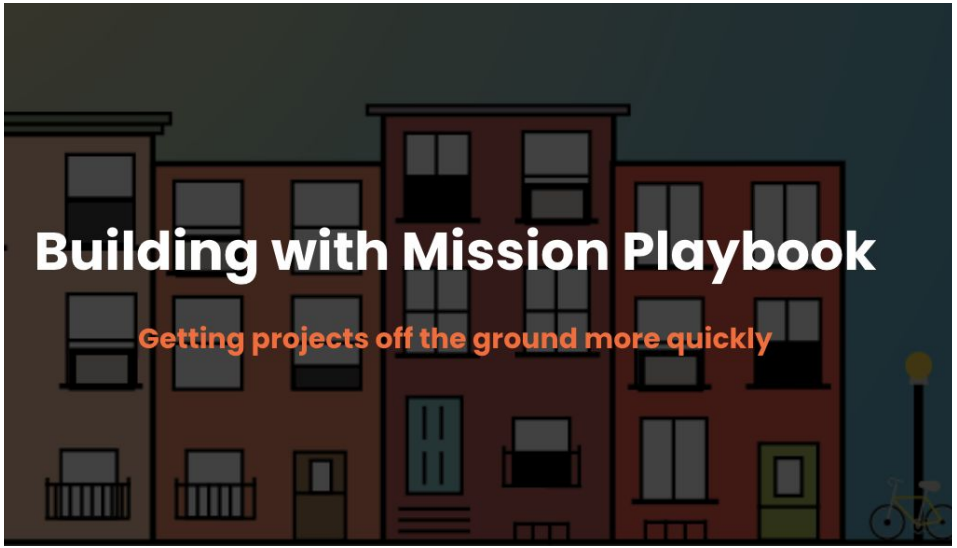
The role of health care organizations is evolving

- Increasingly playing a role in *creating health* for their community
- Looking to address *social determinants* of health; health + housing are closely linked
- Insufficient supply / range of housing options for lower and middle income seniors impact health service utilization / costs
- Health orgs bring unique expertise, capabilities and under-utilized real estate assets

Health care organizations can improve health outcomes for older adults, reduce health system costs and amplify their impact by helping to challenge the mindsets, norms and business models that are no longer serving older adults well and by ***proactively building new types of housing for older adults*** *in their communities.*

A Playbook for Getting Started

Helping to accelerate project initiation through knowledge sharing



www.buildingwithmission.ca

A collection of resources to help organizations new to this work with a strong focus on the initial stages of project development

- Understand the activities involved
- Support key conversations to have internally and externally
- Point you to helpful resources to save time and effort
- Apply human-centred design methods

How to get started?

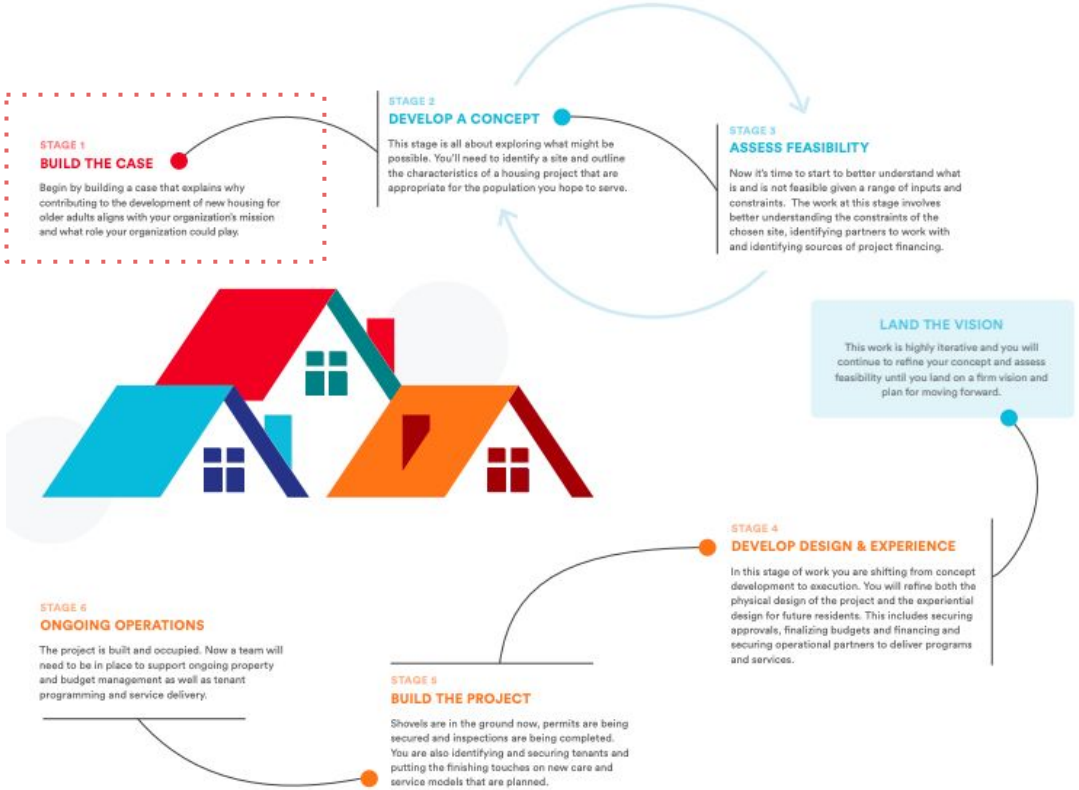
Key questions to consider

Stage 1: BUILD THE CASE

What role(s) could your organization play in the development and ongoing operation of affordable housing for older adults?

What resources can your organization bring forward to support the development of new housing for older adults?

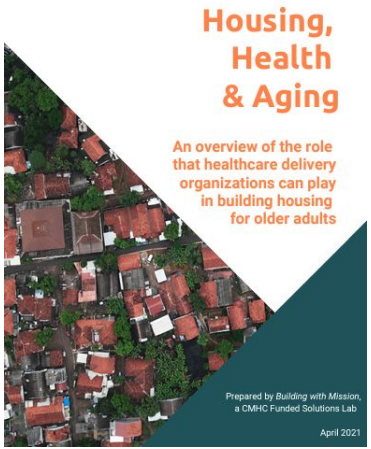
Who else in your community could you work with to develop new affordable housing?



Helpful Resources

Building with Mission reports and curated research

The Building with Mission Playbook



Overview of the Roles Health Orgs Can Play in Building Housing

A Periodic Table of Housing Models for Aging Canadians

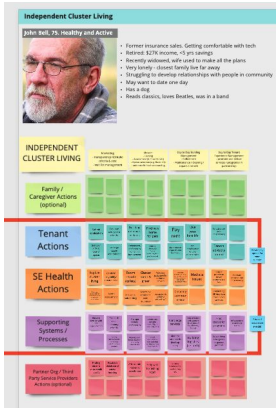
Sources of Funding for Affordable Housing

Tools To Try

Design approaches that put people at the centre of your work

Foresight: Four Scenarios for the Future

Personas: How Older Adults Live



Prototyping: Physical & Experiential Design

Overview of Problem & Stakeholder Mapping

Other Tools: *Strategic Implications of Foresight Work, Different types of Prototyping, Visioning Exercises*

Working with Demonstration Sites

Capacity building and method validation

We worked with several **demonstration sites** that were engaging in new housing projects to share new human-centred design tools with their teams and to document their journey for others to learn from.

St. Joseph's Continuing Care Centre

Covenant Care and Living

SE Health

Building Awareness

Spreading the word to support others

- ➔ We are looking to spread the word about this work so that organizations are aware of the resources available to them
- ➔ We encourage Catholic health organizations interested in learning more to reach out to CHAC for more information and support
- ➔ All of the project partners are excited to continue this work, share their learnings and speak with potential partners
  - ◆ Cahdco: offering development consulting support to non-profits
  - ◆ Overlap Associates: supporting the application of human-centred design methods
  - ◆ SE Health: developing an affordable and supportive operating model for seniors housing and seeking development partners