



Alberta Campaign

Helping homeless Veterans build a better future by providing permanent, affordable and supportive housing.

**Total Project
\$15M**

Veterans' House Canada Sponsorships & Dedications

\$6 Million Alberta Fundraising Campaign (Private Sector)

Our projected cost will be approximately \$15M. We will also be applying for more government funding. To fill the gap, we are launching the Alberta Campaign, to raise \$6M in private donations to reach our fundraising target for our new home in Edmonton.



THE NEW HOME OF

VETERANS' HOUSE CANADA
HELPING HOMELESS VETERANS



MAISON DU VÉTÉRAN CANADA
SECOURIR NOS VÉTÉRANS SANS ABRI

COMING SOON!

**40 permanent affordable
and supportive housing units for
homeless Veterans**



EDMONTON.PROJECT@VETERANSHOUSECANADA.CA

VETERANSHOUSECANADA.CA/EDMONTON

OTTAWA HOUSE



Veterans' House Canada

Veterans' House Canada is a federally incorporated and registered charity #791683469RR0001 based in Ottawa. Our mission is to help homeless Veterans build a better future by providing **permanent**, affordable, and supportive housing. Currently, there are an estimated 3,000 to 5,000 homeless Veterans across Canada, including Indigenous Veterans, many of whom are living with mental health concerns, addiction issues, and physical disabilities. Veterans' House Canada provides a unique Veterans-only setting with access to support programs, counselling, and peer mentoring to address the root causes of homelessness facilitated by a dedicated Mental Health Specialist and Program Facilitator.

We are excited to announce that Veterans' House Canada will be building our second home in Edmonton, Alberta. The Edmonton City Council Executive Committee approved the sale of a 1.46-acre parcel of land to us in Athlone, North-West Edmonton, on December 6th, 2023. Construction is anticipated to begin in early 2025 and the project completion date in 2026. The new building, similar to our Ottawa home, will feature 40 bachelor units, along with amenities such as a social room, fitness room, library, park with a covered barbecue area, community garden, meditation park, and a dog park.

Our first home The Andy Carswell building opened on February 1st, 2021, with the help of funds from various sources including federal, provincial, municipal government, and private sectors. We raised \$11.5M. The next cities under consideration for more homes include Halifax, Montreal, Toronto, Winnipeg, Vancouver and Victoria.

The projected cost for this project is approximately \$15M. To bridge the funding gap, Veterans' House Canada is launching an Alberta Capital Campaign to raise \$6M in private donations for the new home in Edmonton. Veterans' House Canada has already secured a private funding commitment of at least \$1 million from Canso Investment Counsel Ltd.

The official groundbreaking ceremony is anticipated to take place in 2025, with the presence of government officials and private donors.

Our heroes served and put their lives on the line, it is unacceptable that any Veteran should find themselves homeless.





EDMONTON, ALBERTA

Building Sponsorship Opportunities

The following areas have been specifically designed with the needs of Veterans in mind:

BUILDING DEDICATION | **\$1.5 Million** EXCLUSIVE OPPORTUNITY

FOYER | **\$250,000** EXCLUSIVE OPPORTUNITY

INDIVIDUAL FLOOR NAMINGS | **\$250,000** 3 OPPORTUNITIES

COMMUNITY KITCHEN | **\$250,000** EXCLUSIVE OPPORTUNITY

COMMUNITY SOCIAL ROOM | **\$250,000** EXCLUSIVE OPPORTUNITY

FITNESS ROOM | **\$100,000** EXCLUSIVE OPPORTUNITY

COMMUNITY DEVELOPMENT & HEALTH SUPPORT OFFICE | **\$100,000** EXCLUSIVE OPPORTUNITY

LIBRARY | **\$75,000** EXCLUSIVE OPPORTUNITY

VETERANS' RESIDENCES | **\$50,000** 40 ROOMS AVAILABLE

PRIVATE THERAPY AND MEETING ROOM | **\$25,000** 2 OPPORTUNITIES

VETERANS' WALL OF HONOUR | **\$25,000** EXCLUSIVE OPPORTUNITY



Building Dedication **\$1.5 Million**



EDMONTON HOUSE IN THE ATHALONE COMMUNITY WILL BE BUILT IN THE SAME SPIRIT AS THE ANDY CARSWELL BUILDING IN OTTAWA

FEATURES

Veterans' House Edmonton will feature a 3-storey, 40-unit apartment building that will provide permanent, affordable and supportive housing for homeless Veterans. The building has been specifically designed to meet the needs of Veterans. Full accessibility is provided for 20% of the units and all common amenity spaces, while the remaining suites are 'visitable'.

Communal spaces including a multipurpose room, a fitness room, a laundry room, a library, and a shared kitchen are provided to promote community engagement and healthy living. A calming outdoor space includes a meditation garden, a covered barbecue patio, a vegetable garden, and a fenced dog park. Shared offices in the building provide support services for the Veterans as they adjust to civilian life.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed on the outside of the building
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Company or individual name associated with future programs
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Foyer **\$250,000**



FEATURES

Guests, friends, and family members will be greeted by a bright foyer featuring a story wall highlighting the beginning of Veterans' House Canada and our journey. Upon entering the foyer, a small seating area will provide a comfortable setting for gatherings and casual conversations. Naming recognition will be featured on a Sponsor Recognition Plaque, prominently displayed in this welcoming space.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed in the Foyer
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Individual Floor Namings **\$250,000** (3 Opportunities)



FEATURES

The main floor is planned to include communal spaces such as the community room, fitness room, community kitchen, laundry room, and office spaces, along with 8 fully accessible units. The second and third floors will each consist of 16 bachelor units.

Consideration has been given to the selection of finishes on each floor to avoid trigger colours for those suffering from PTSD. Additionally, exposed wood accents will be used throughout the building to create a calming ambiance.

SPONSORSHIP BENEFITS

- Exclusive opportunity for each floor
- Name prominently displayed on each floor
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Community Kitchen **\$250,000**



FEATURES

Veterans' House Edmonton will provide an environment for Veterans to support each other. This includes having a space to cook and share a meal together and with other guests, serving as a bridge to transition from military culture to civilian life. The kitchen will come fully equipped with commercial ovens and stove tops as well as pots and pans, kitchen utensils, dishes and cutlery.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed in community kitchen
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Company or Individual name associated with future programs
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Community Social Room **\$250,000**



FEATURES

The bright community room will serve as the main social hub of the building. This fully accessible space will be available 24/7, it will feature a large-screen TV, comfortable couches, and chairs. Located right beside the community kitchen, it will also feature large dining tables – a perfect place to host large gatherings.

This space will also host a variety of support and social programs for the Veterans.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed in community social room
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Company or Individual name associated with future programs
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Fitness Room **\$100,000**



FEATURES

Fitness is synonymous with the military culture and helps with the transition and recovery of the Veterans. Veterans' House Edmonton will feature a fully commercially equipped Fitness Room.

In this dedicated space, Veterans will have the opportunity to work with a personal trainer to design an individualized training plan or execute a rehabilitation plan.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed in fitness room
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Company or Individual name associated with future programs
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Community Development & Mental Health Support Office **\$100,000**



IMAGE: SHUTTERSTOCK

FEATURES

Located adjacent to the foyer, this office space will house the Community Developer who will work closely with each Veteran tenant to ensure that they are accessing the support programs they are qualified for and receiving the care that they need.

This dedicated office space will ensure that Veterans' privacy is respected while addressing needs around mental health problems, alcoholism, and drug addiction that contribute to and perpetuate homelessness and instability among Veterans.

The transition from military to civilian life is dislocating for many; the abrupt change to the relatively unstructured civilian world from a very highly structured one can also disrupt focus, and trust, and destroy families and friendships.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed in office
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Library \$75,000



FEATURES

Located on the main floor and fully accessible at any time, the cozy library offers a quiet space for Veterans to spend some time catching up on their favourite novels or the news. A wall-to-wall bookshelf will house a variety of books for Veterans to choose from. Additionally, the library is equipped with a computer and printer to facilitate access to their online support system.

The library serves as an indoor space where Veterans can reserve per-time to meet with friends and reconnect with family members.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed in the library
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Company or Individual name associated with future programs
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Veterans' Residences **\$50,000** (40 Rooms)



FEATURES

40 furnished studios (including 9 fully accessible). Each one is designed to meet the specific needs of Veterans and features the following:

- a bathroom
- storage spaces
- a kitchenette and fridge
- a table, bed, new mattress and chairs
- a starter kit (bedding, towels, cleaning/ cooking/laundry supplies, an alarm clock, a quilt or afghan, etc.)

SPONSORSHIP BENEFITS

- Exclusive opportunity for each room
- Name on plaque displayed outside the individual room
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Private Therapy & Meeting Rooms **\$25,000** (2 Opportunities)



FEATURES

Located on the main floor, the private therapy and meeting rooms are specifically designed to facilitate one-on-one support between our Veterans and their diverse support staff. These rooms are an ideal, dedicated space for confidential discussions with their caseworkers and counselors.

Additionally, our Veteran residents have the option to reserve these rooms for private, distraction-free sessions with Legion representatives. The versatility of these meeting spaces ensures that they can accommodate various needs as they arise. Whether navigating the application process for Veteran Affairs resources, assisting with tax submissions, or preparing for job interviews, these rooms are equipped to handle a range of hands-on meetings.

These private rooms align with Veterans' House's commitment to providing tailored support services that cater to the unique needs of our Veteran community.

SPONSORSHIP BENEFITS

- Exclusive opportunity for each room
- Name prominently displayed on plaque outside individual room
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Veterans' Wall of Honour **\$25,000**



IMAGE: SHUTTERSTOCK

FEATURES

Featured prominently in the foyer, the Wall of Honour plaque will highlight the generous donors who have made Veterans' House Edmonton a reality.

More importantly, it reminds the Veterans who live there that the community cares for them and that they are not forgotten.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name prominently displayed *on top* of the Wall of Honour plaque
- Website recognition
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies

VETERANS HOUSE CANADA | SPONSORSHIPS AND DEDICATIONS

EDMONTON, ALBERTA

Veterans' Park

Outside the home will be a beautiful park

VETERANS' PARK NAMING | \$500,000 EXCLUSIVE OPPORTUNITY

COMMUNITY BARBECUE AREA | \$50,000 EXCLUSIVE OPPORTUNITY

COMMUNITY PLANTING GARDEN | \$50,000 EXCLUSIVE OPPORTUNITY

SERVICE DOG PARK | \$50,000 EXCLUSIVE OPPORTUNITY

MEDITATION PARK | \$50,000 EXCLUSIVE OPPORTUNITY

INDIVIDUAL PLANTER BOXES | \$25,000 20 INDIVIDUAL BOXES

PARK PICNIC TABLES | \$25,000 6 OPPORTUNITIES

PARK BENCHES | \$25,000 10 OPPORTUNITIES

PARK CHAIRS | \$10,000 20 OPPORTUNITIES

PARK TREES | \$10,000 10 OPPORTUNITIES





Veterans' Park Naming **\$500,000**



FEATURES

In addition to the indoor communal spaces, Veterans' House Canada has built Veterans' Park. This park offers outdoor spaces where Veterans can enjoy community activities that are proven to benefit their mental health and help with their transition.

Dedicated areas include a covered BBQ area, a community garden, a dog park, and a meditative garden.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name on the plaque in the community garden
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Company or Individual name associated with programs
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Community Barbecue Area **\$50,000**



FEATURES

This covered outdoor social gathering space will be a favourite for many Veterans as it will be equipped with a BBQ and picnic tables.

It will also host many weekly community peer support barbeques where other Veteran organizations and corporate supporters will cover the costs of the meals.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name on the plaque in the community bbq area
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Company or Individual name associated with programs
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies
- Opportunity to host a community bbq for Veterans in residence



Community Planting Garden **\$50,000**



FEATURES

A significant portion of the outdoor space will be dedicated to a community garden and raised planter boxes will be constructed, including some designed for Veterans with mobility challenges.

Community gardening therapy programs offer assistance to Veterans in improving their mental health while providing fresh air and fresh food.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name on the plaque in the community garden
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Company or Individual name associated with programs
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Service Dog Park **\$50,000**



FEATURES

For Veterans with a service dog or those who have one as a pet, this fenced-in area will provide their furry companion with ample space to play with other dogs and exercise. Veterans do not have to worry about finding a place in the neighbourhood where they can let their dogs off-leash.

The park also provides a safe space for service dog and pet training.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name on the plaque in the dog park
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Company or Individual name associated with future programs
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Meditation Park **\$50,000**



FEATURES

Central to the outdoor space is the meditation park. This green space within the community will provide Veterans with the opportunity to connect with nature. Surrounded by trees and native plants, Veterans can enjoy the tranquil steps away from their home.

SPONSORSHIP BENEFITS

- Exclusive opportunity
- Name on the plaque in Meditation Park area
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Company or Individual name associated with programs
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening
- Opportunity to lay a wreath at annual Remembrance Day ceremonies



Individual Planter Boxes **\$25,000** (20 Available)



SPONSORSHIP BENEFITS

- Name on plaque on the individual planters boxes
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening

FEATURES

Veterans will have the opportunity to reserve a planter box. These could be offered on a rotating basis to ensure that each Veteran can access one should they choose to. Accommodations can be made to certain planter boxes, such as higher boxes, so Veterans with mobility challenges can also benefit from the community garden.



Park Picnic Tables **\$25,000** (6 Opportunities)



SPONSORSHIP BENEFITS

- Name on a plaque on the individual tables
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening

FEATURES

Multiple picnic tables will be located under the covered BBQ area.



Park Benches **\$25,000** (10 Opportunities)



SPONSORSHIP BENEFITS

- Name on a plaque on the individual benches
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening

FEATURES

Park benches are located throughout the outdoor space to ensure that Veterans and guests can enjoy the surrounding environment.



Park Chairs **\$10,000** (20 Opportunities)



SPONSORSHIP BENEFITS

- Name on a plaque on the individual chairs
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening

FEATURES

Individual or pairs of chairs will be placed throughout the meditative garden and spaces adjacent to it, offering a restful place to enjoy the outdoors.



Park Trees **\$10,000** (10 Opportunities)



SPONSORSHIP BENEFITS

- Name on a plaque on the individual trees
- Website recognition
- A plaque on the Wall of Honour in the foyer
- Recognition at press conferences
- Recognition and feature in our newsletters
- Social media recognition
- Opportunity for a tour of the building
- Recognition at the groundbreaking and official opening

FEATURES

Multiple trees will be planted in the meditative garden and throughout the property, offering shelter and shade for those enjoying the outdoor space.

VETERANS HOUSE CANADA | SPONSORSHIPS AND DEDICATIONS



EDMONTON HOUSE IN THE ATHALONE COMMUNITY WILL BE BUILT IN THE SAME SPIRIT AS THE ANDY CARSWELL BUILDING IN OTTAWA

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FOR MORE INFO VISIT

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