

For Immediate Release
June 6, 2012

Calgary Parking Authority Launches Calgary's Road Home *A program to help Calgary's homeless and hungry*

The Calgary Parking Authority (CPA) along with the Calgary Homeless Foundation and the Calgary Food Bank is launching Calgary's Road Home. Donations are collected using curbside ParkPlus pay machines and ParkPlus cell phone accounts. One hundred per cent of donations go directly to the Calgary Homeless Foundation and Calgary Food Bank to provide meals, housing and other programs to Calgary's homeless and hungry.

"The CPA is proud to launch Calgary's Road Home as an effective way to donate on-street to help support the Calgary Homeless Foundation and the Calgary Food Bank," said General Manager Troy McLeod. "We're asking Calgarians to donate to this program and support two charities who help thousands of Calgarians in need."

Calgarians can donate to the program by using zone number 4663 (HOME) for the Homeless Foundation and zone 3663 (FOOD) for the Food Bank. In the upcoming weeks, all curbside ParkPlus machines in Calgary will allow donations of \$0.25 to \$5 by coin or credit card.

Calgarians can currently donate through ParkPlus machines located between 8 Street SW and 1 St SE and between 3 Ave SW and 9 Ave SW. ParkPlus cell phone account holders can donate \$5 at any time by activating a parking session using zone 4663 or 3663.

"We know Calgarians are generous and want to help those in need," said James McAra, CEO, Calgary Food Bank. "For every dollar donated to the Food Bank we can provide \$4 worth of quality food and continue our work toward a hunger-free Calgary."

To kick off the program, 10 parking meters have been refurbished as donation meters to collect spare change for the Food Bank and Homeless Foundation. The donation meters are installed on Stephen Avenue and Barclay Street and Calgarians are invited to donate their spare change during the two weeks they'll be on display.

"A few cities in the U.S. have raised money for ending homelessness using parking meters, so it is great to see Calgary also taking on this innovative approach," said Tim Richter, President and CEO, Calgary Homeless Foundation. "Instead of feeling awkward walking past panhandlers, now Calgarians can put their change into the meter and know their donation is going directly to support the 10 Year Plan to End Homelessness in Calgary."

Calgarians are invited to visit <http://www.calgaryparking.com/web/quest/calgarysroadhome> to learn more about Calgary's Road Home including how to donate.

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About the Calgary Parking Authority

The Calgary Parking Authority fulfills the City of Calgary's parking mandates and implements the municipality's parking policies by managing on and off-street public parking facilities, enforcement programs and by providing parking advisory services.

Each year the Calgary Parking Authority contributes a portion of its net revenue to the City of Calgary. In 2011 CPA contributed \$19.5M in revenue and \$7.5M in municipal taxes to the City. In addition, the CPA spends \$1M administering the residential parking permit program at no cost to taxpayers and operates parking enforcement services and the municipal impound lot.

The Authority operates without using any municipal tax revenues.

About the Calgary Homeless Foundation

The Calgary Homeless Foundation works in partnership with the many homeless serving agencies, the private sector, government partners, the faith community, other foundations and all Calgarians to end homelessness in Calgary.

About the Calgary Food Bank

The Calgary Food Bank is an emergency food distribution hub that gathers and distributes quality emergency food to individual Calgarians and the agencies that serve them.

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Developing Calgary's Road Home ***Modelled after City of Denver and integrated with ParkPlus***

In November 2011, the Calgary Parking Authority (CPA) began planning Calgary's Road Home with the assistance of the Calgary Homeless Foundation, the Calgary Food Bank and a number of departments at the City of Calgary.

The need in Calgary

In Alberta, Calgary is the centre of homelessness, driven by migration to a strong labour market and a lack of affordable housing. There are also many aboriginal and immigrant families moving to Calgary in need of housing and support.

Calgary's 10 Year Plan to End Homelessness is implemented by the Homeless Foundation. Ending homelessness means that an individual or family will stay in an emergency shelter or sleep outside for no longer than one week before moving into a safe, decent and affordable home with the support needed to sustain it. The target date to end homelessness in Calgary is January 29, 2018.

Although the 2012 homeless count showed an 11.4 per cent decrease in homelessness since 2008, there are still 3,190 homeless in Calgary. In addition to the thousands of homeless, many families and individuals are struggling to purchase basic necessities including food.

In 2011, the Food Bank's Emergency Food Hamper Program provided food to almost 147,000 struggling Calgarians. Since 2007, there has been a 70 per cent increase in visits to the Food Bank. Forty two per cent of visitors in 2011 were children.

Despite the continued efforts of the Homeless Foundation and Food Bank, many times during the day Calgarians walk by those in need and are approached for money. There is no way to ensure that money given to panhandlers really helps them. Calgary needs a better way to help the homeless and hungry.

Denver as a role model

The City of Denver launched a meter donation program called Denver's Road Home in March 2007. It was started to increase awareness about Denver's 10-Year Plan to End Homelessness and collect funds to help Denver's homeless.

Over 80 refurbished parking meters continue to serve as donation meters in strategic downtown locations with significant foot traffic and panhandling issues. They redirect the money given to panhandlers into initiatives that provide meals, job training, substance abuse counseling, housing, and other programs. The donation meters are a constructive and easy way for the general public to help Denver's homeless.

Denver's Road Home collects approximately \$100,000 each year in donations and sponsorships. Panhandling has been reduced by 83 per cent since its introduction. The concept has also been successfully implemented in other cities including Atlanta, Baltimore, Cleveland, Dallas, San Francisco and Seattle.

The CPA contacted Denver's Road Home to gain insight to how the program was successful and how to launch a similar program in Calgary.

Integrating with the ParkPlus System

With over 600 ParkPlus pay machines on-street and over 43,000 cell phone accounts, the CPA decided that the ParkPlus system would act as the primary donation collection for Calgary's Road Home.

Zone numbers 4663 (HOME) and 3663 (FOOD) were set up to allow donations to either the Homeless Foundation or the Food Bank.

In the upcoming weeks, all curbside ParkPlus machines in Calgary will allow donations of \$0.25 to \$5 by coin or credit card. Calgarians can currently donate through ParkPlus machines located between 8 Street SW and 1 St SE and between 3 Ave SW and 9 Ave SW.

ParkPlus cell phone account holders can donate \$5 at any time by activating a parking session using zone 4663 or 3663.

Calgary's Road Home makes it easy for Calgarians to make a difference for the homeless and hungry in our city. One hundred per cent of donations are given directly to the Homeless Foundation and Food Bank to provide meals, housing and other programs to Calgary's homeless and hungry.

Please visit <http://www.calgaryparking.com/web/guest/calgarysroadhome> to learn more.

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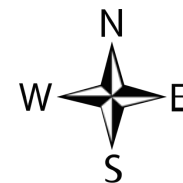
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Ronald Kneebone, J.C. Herbert Emery and Oksana Grynishak. *Homelessness in Alberta: The Demand for Spaces in Alberta's Homeless Shelters*. The School of Public Policy, University of Calgary.

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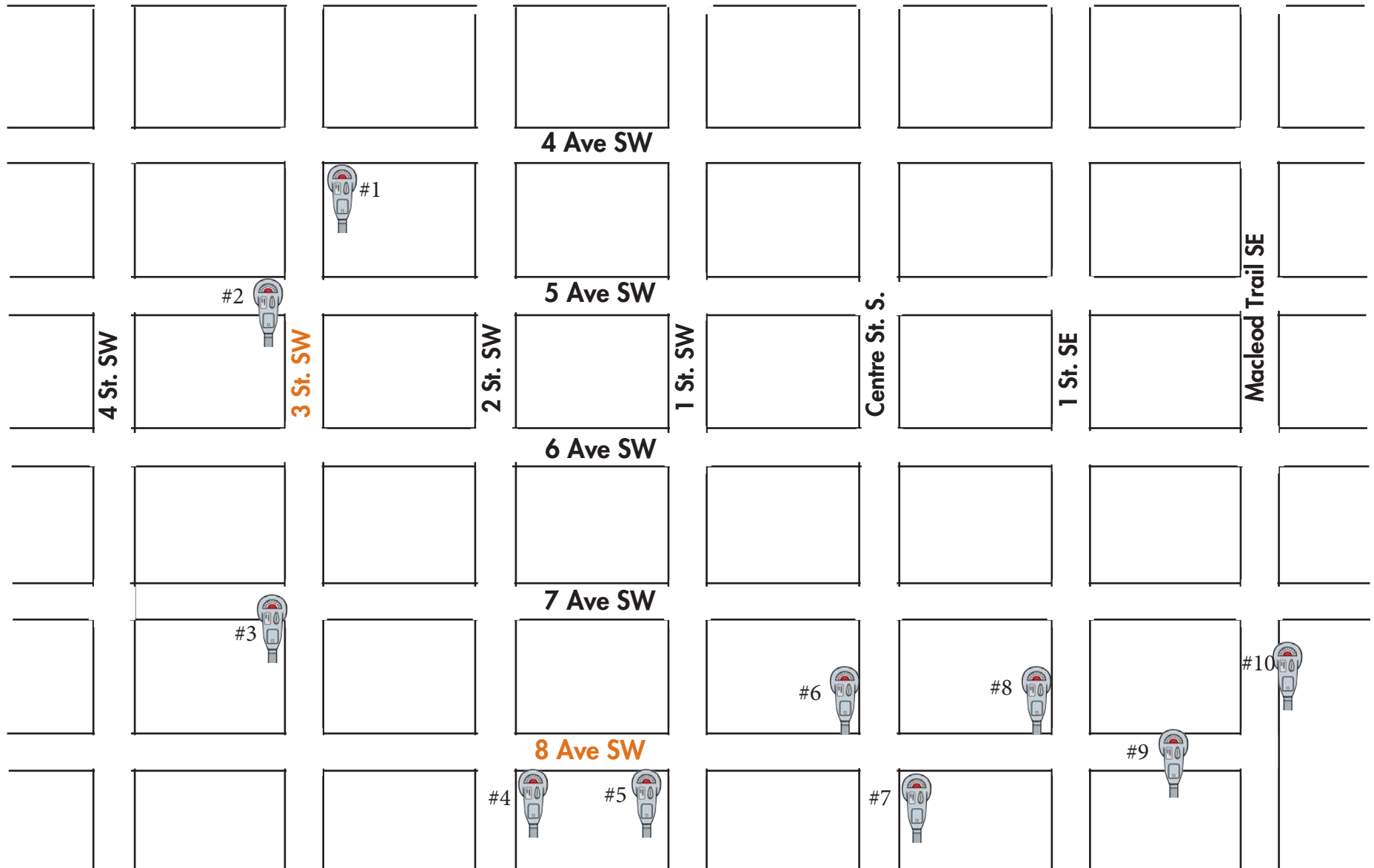
<http://www.policyschool.ucalgary.ca/?q=content/homelessness-alberta-demand-spaces-albertas-homeless-shelters>

ParkPlus Machine Donation MAP



Note: map is not to scale and machine locations are approximate

DONATION METER MAP



Note: map is not to scale and meter locations are approximate

SUCCESS STORIES



DONNY

Donny lives in a basement suite with his cat, Snoops. In his apartment hangs an Aboriginal dream catcher and a picture that reads "Home is where our story begins."

This is a remarkable new setting for Donny because for the past 17 years he slept in an alley. Panhandling was his only source of income. At 51 years old, Donny chose to rebuild his life with the help of the Calgary Homeless Foundation.

He has since reconnected with his family and worked with a non-profit agency to get a birth certificate, open a bank account, get a hamper from the Calgary Food Bank and go to medical appointments. Donny wants his health to improve so he can get a job.

When you ask Donny how he feels, he will say, "I have a place now and I feel fantastic. I want other people to feel like this."

JEN

In 2008, Jen lost her eight-year-old twin boys to foster care and was incarcerated. Prison was considered home for the next two years of her life.

When Jen was released, she had a new outlook on life, but no money or place to call home. With no other options, Jen moved into a women's half-way house. With the maximum stay being only 30 days, she feared she would end up on the streets.

Support from the Calgary Homeless Foundation has provided Jen with affordable housing and helped turn her life around.

She regained custody of her twin boys and has a part-time job with Inside Out Action Research Team, which assists women who are leaving the penal system. She now gives back to the community, volunteering at Acadia Place and with the Calgary Food Bank.



Help the homeless and hungry

You can help Calgary's homeless and hungry like Donny and Jen by donating to **CALGARY'S ROAD HOME**. One hundred per cent of donations go directly to the Calgary Homeless Foundation and Calgary Food Bank to provide meals, housing and other programs to help Calgarians in need.

Help the homeless and hungry with **CALGARY'S ROAD HOME**

3 WAYS TO GIVE



COIN



CREDIT
CARD



CELL
PHONE

HOW TO GIVE

- ▶ Enter zone **4663 (HOME)** for the Calgary Homeless Foundation
- ▶ or zone **3663 (FOOD)** for the Calgary Food Bank
- ▶ Enter license plate
- ▶ Donate with coins or credit card
- ▶ Print optional receipt

**100% of donations go
directly to these charities.**

CALGARY'S ROAD HOME is a community program that uses funds to provide meals, housing and other programs to support Calgary's homeless and hungry.

To learn more, visit www.calgaryparking.com.

TIME REMAINING:
HOURS 0 MINUTES

01518

DONATE HERE

WHAT YOUR MONEY BUYS

\$1 provides **\$4** worth of healthy food.

\$5 provides basic hygiene products.

\$10 provides warm clothing.

\$20 provides a family hamper.

100% of donations goes directly to the Calgary Food Bank and the Calgary Homeless Foundation.

**Help the homeless
and hungry**
FEED THE METER

SUPPORTING



Calgary
Homeless
Foundation





Mission: To end homelessness in Calgary.

Vision: By January 29, 2018, an individual or family will stay in an emergency shelter or sleep outside for no longer than one week before moving into a safe, decent, affordable home with the support needed to sustain it.

A home is a precious thing many of us take for granted. Since 1998, the Calgary Homeless Foundation (CHF) has worked to reduce homelessness in our city. The late Mr. Art Smith, a leading Calgary entrepreneur, politician and philanthropist, founded the CHF in order to create a unified front to fight homelessness. As of 2008, the Foundation received a new mandate: to implement Calgary's 10 Year Plan to End Homelessness (Plan) which was created by the Calgary Committee to End Homelessness, a community-based, multi-stakeholder.

The Foundation is moving forward on implementing the Plan in partnership with the many homeless serving agencies, the private sector, our government partners, the faith community, other foundations and all Calgarians to end homelessness in Calgary.

The newly released report "The State of Homelessness in Calgary in 2012" shows an 11.4 per cent decrease in the number of people experiencing homelessness since 2008. "These results show the 10 Year Plan is working," said Tim Richter, CHF President and CEO. "The hard work of front-line agencies, as well as government and donor support has turned the tide of homelessness in Calgary."

What We Do: In line with the strategies in Calgary's 10 Year Plan to End Homelessness, the CHF works with the homeless-serving community in the following areas:

- **Affordable Housing:** To effectively end homelessness, affordable housing with the proper support must be a priority. The CHF focuses on providing housing to the most vulnerable, and works with frontline agencies to provide case management support to tenants.
- **Homeless Management Information System:** The CHF is working with agencies to implement an electronic system to collect consistent information about Calgary's homeless population throughout the system of care. It will improve research for evidence based decision making, and help shorten the length of time people are homeless. It is essential to the success of the 10 Year Plan.
- **Programs Support:** The CHF directs funding to local agencies for prevention and re-housing programs, in order to develop a homeless-serving system that ensures Calgarians at risk of or experiencing homelessness have the support they need to achieve and maintain housing stability.
- **Research & Policy:** The 10 Year Plan calls for improved data and systems knowledge, in order to ensure the evolution of the 10 Year Plan, reform mainstream systems, improve the homeless-serving system, and guide and measure progress of homeless-serving agencies working on the Plan.
- **System Planning:** Those at risk of or experiencing homelessness must navigate more than 130 different agencies to access services. In order to prevent and end homelessness, we need to move away from disjointed individual responses, and instead build a System of Care.



2011 CALGARY FOOD BANK FAST FACTS

70%
INCREASE

in client visits since the start of
the recession (2006/07)

146,947

Calgarians received food
from our Emergency Food
Hamper Program

80 - 100

people volunteer every day



33%

of households requesting a
food hamper had at least one
employed person

81%

of clients visited us three or
fewer times

40%

of clients visited only one time



4,379 VOLUNTEERS
gave an INCREDIBLE 112,330 HOURS

We welcomed

17,313
NEW CLIENTS

42%

of our clients were children



22,365

clients were referred by other
service providers

We provided

12,061

families and individuals with
referrals to 266 agencies



We distributed quality emergency food worth **\$25.3 million**
with **\$5.4 million** of funds.

MILK



68,860 litres and 2,821 containers of baby formula delivered to 1,974 homes through the **Children's Milk Program**

21,934 litres served to children participating in community programming through the **Children's Milk Program**

7,898 deliveries made by our refrigerated **Moo Juice Van**

13,507 adolescents 13 to 17 years old received milk through the **Macleod Dixon Milk for Teens Program**

HAMPERS



17,909 distributed to homeless Calgarians

56,338 distributed to low-income Calgarians

1,366 distributed to low-income expectant mothers

5,361 distributed to families with children under 3 years old

120 distributed to clients with Celiac Disease

BULK FOOD



4.5 million pounds distributed to 62 food banks in south and central Alberta, Whitehorse and Yellowknife through our **Regional Food Distribution Program**

3.2 million pounds distributed to 99 Calgary-based charities through the **Food Link Program**

*The **Calgary Food Bank** is neither a government nor United Way agency. We rely solely on the generous support of donors like you! These numbers reflect the Food Bank's fiscal year of September 1, 2010 to August 31, 2011.*