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Canadian Housing and Renewal Association

CHRA Kick off to Federal Election 2019

Coup d'envoi à l'élection fédérale 2019

Federal Election 2019/ *L'élection fédérale 2019*

- Prime Minister Trudeau has confirmed an October election (October 21, 2019). *Le Premier ministre Trudeau a confirmé les élections d'octobre (21 octobre 2019)*
- 338 seats up for grabs / *338 sieges à gagner*

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Election Plan – Up to Now (1) / *Plan d'élection 2019 - Jusqu'à maintenant (1)*

- Congress 2018: Sought feedback from members on messages and tactics
- Summer/fall 2018: CHRA Advocacy Committee and Board discussed key messages and advocacy plan
- October 2018: "Housing on the Hill" Day began testing key messages with Members of Parliament
- November - February 2019: Met with political parties to influence content of party platforms

- *Congrès 2018: Sollicitation des réactions des membres sur les messages et les tactiques*
- *Été / automne 2018: le comité des relations gouvernementales et le conseil d'administration ont discuté des messages clés et du plan de défense*
- *Octobre 2018: la journée «Le logement sur la colline» a commencé à tester les messages clés avec les députés*
- *Novembre-février 2019: rencontre des partis politiques pour influencer le contenu de leurs plateformes*

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Election Plan – Up to Now (2) / Plan d'élection 2019 - Jusqu'à maintenant (2)

- November - March 2019: Communicated with other national associations to align messages
- November - April 2019: Worked with Canadian Alliance of Non Profit Housing Association (CANPHA) to coordinate efforts and discuss regional events
- January - March 2019: Used key messages in response to federal developments (eg, Budget 2019)
- March - April 2019: Worked with private consultant to finalize website and develop additional materials

- *Novembre - mars 2019: communication avec d'autres associations nationales pour aligner les messages*
- *Novembre - avril 2019: Collaboration avec l'Alliance canadienne des fournisseurs de logements à but non lucratif pour coordonner les efforts et discuter des événements régionaux*
- *Janvier-mars 2019: Utilisation de messages clés en réponse aux développements fédéraux (ex, Budget 2019)*
- *Mars - avril 2019: Collaboration avec un consultant privé pour finaliser le site Web et développer du matériel supplémentaire.*

Today's Launch / *Lancement d'aujourd'hui*

Today, we will / *Aujourd'hui, nous allons*:

- Unveil the campaign theme / *Dévoiler le thème de la campagne*
- Share with you key messages / *Partager avec vous des messages clés*
- Unveil the campaign website / *Dévoiler le site de la campagne*
- Provide opportunities to get involved / *Fournir des occasions de s'impliquer*

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CHRA Election Campaign / *Campagne électorale de l'ACHRU*

A Home For Everyone

Un Toit Pour Tous

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Three Key Asks / *Trois demandes clés*

- Develop and implement an urban, rural and northern Indigenous Housing Strategy to raise housing standards for Indigenous peoples to that of the non-Indigenous population.
- *Élaborer et mettre en œuvre une stratégie de logement pour les Autochtones des régions urbaines, rurales et nordiques afin d'élever les normes de logement des peuples autochtones à celles de la population non autochtone.*

- Preserve and enhance the existing stock of community housing by making federal rent subsidies permanent, increasing access to capital for renewal, and increasing federal investment in social supports.
- *Préserver et améliorer le parc existant de logements sociaux et à but non lucratif en rendant les subventions fédérales au loyer permanentes et en augmentant les investissements fédéraux dans les aides sociales.*

- Increase the supply of community housing through greater access to capital for new construction, and expand the Federal Lands Initiative.
- *Accroître l'offre de logements sociaux et à but non lucratif grâce à un meilleur accès au capital pour les nouvelles constructions et élargir l'Initiative des terres fédérales.*

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AHomeForEveryone.ca / *Toitpourtous.ca*

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WE NEED YOUR HELP. SEND A LETTER TODAY TO YOUR REPRESENTATIVE.

SEND A LETTER

Affordable housing is a national social issue, but *all politics is local*. That means local representatives will be more willing to act when they know federal issues are affecting people in the area they represent. As a voter, it is up to you to share your priorities with MPs and candidates in your riding. We have developed a tool that makes it fast and easy for you to make your voice heard.

If you'd like, once you've sent a letter, you can join our campaign to receive updates and to keep the pressure up for social and affordable housing in Canada.

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WHY DO WE NEED TO PROTECT AND EXPAND COMMUNITY HOUSING?

There are approximately **600,000 subsidized homes in Canada**, housing over a million people.

By not protecting and expanding community housing, **we run the risk of increasing homelessness** and leaving hundreds of thousands of people in Canada without access to proper housing that they can afford.

WHAT CAN THE FEDERAL GOVERNMENT DO?

The National Housing Strategy, established in 2017, was a welcome step toward needed reinvestment in community housing. Three opportunities for further improvement include:

1. **Develop and implement an urban, rural and northern Indigenous Housing Strategy** to raise housing standards for Indigenous peoples to that of the non-Indigenous population.
2. **Preserve the existing stock of social and non-profit housing** by making federal rent subsidies permanent and increasing federal investment in social supports.
3. **Increase the supply of social and non-profit housing** through greater access to capital for new construction, and expand the Federal Lands Initiative.

THE NEXT FEDERAL GOVERNMENT NEEDS TO ENSURE 'A HOME FOR EVERYONE'

Take action by sending a letter to your local representative or sharing our campaign materials on social media.

SEND A LETTER

SOCIAL MEDIA

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CAMPAIGN GRAPHICS FOR SOCIAL MEDIA:

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Events / *Événements*

- CHRA is discussing with the Canadian Alliance of Non Profit Housing Associations (CANPHA) the option of organizing regional events.

- Any member willing to organize an all candidates meeting, we can help!

- Attend all candidates meetings, ask about housing.

- September 2019, expecting to relaunch the Rental Housing Index (date TBD, likely Toronto)

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How Can You Get Involved? / *Comment pouvez-vous vous impliquer?*

- Check out our website – www.ahomeforeveryone.ca / *Consultez notre site Web– www.toitpourtous.ca*
- Learn about the issues / *En savoir plus sur les problèmes*
- Follow developments via the CHRA Election newsletters / *Suivez les développements via les bulletins d'information sur les élections de l'ACHRU*
- Communicate with your local candidates using the online tool / *Communiquez avec vos candidats locaux à l'aide de l'outil en ligne*
- Request and share handouts / *Demander et partager des documents*
- Discuss on social media - #ahomeforeveryone / *Discuter sur les médias sociaux- #untoitpourtous*
- Attend events in your region (or organize one on your own!) / *Assistez à des événements dans votre région (ou organisez-en un vous-même!)*

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Next Steps / *Prochaines étapes*

- **Today / *Aujourd'hui***: Informing members of launch / *Informer les membres du lancement*

- **May-July / *Mai - julliet***: Communicating and promoting the campaign / *Communication et promotion de la campagne*

- **September-October / *Septembre - octobre:*** Regional events, relaunch of Rental Housing Index / *Organisation d'événements régionaux, relance de l'indice du logement locatif*

- **October 21 / *21 octobre***– Election Day! / *Jour des élections!*

- **November – December / *Novembre - décembre***: Meet with new Minister responsible for housing / *Rencontre avec le nouveau ministre responsable du logement.*

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Thoughts/Feedback?
Pensées / Commentaires?

Thank you!

Merci!

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