

Social Return on Investment

CHRA May, 2017



Greater Victoria Housing Society

- * GVHS operating since 1956
- * Mission: *To provide affordable rental housing*
- * Registered charity with 11 member board of directors

Greater Victoria Housing Society

15 buildings(Victoria,
Colwood, Saanich,
Esquimalt)

765 units/townhouses for
seniors, adults with
disabilities, families, and
“workforce”



Pembroke Mews



- * Low income workers
- * 25 apartments
- * Incomes under \$35,000
- * Rents from \$610 to \$775

Pembroke Mews: Before



Pembroke Mews: Who Helped Us

- Knappett Projects Inc
- CMHC
- United Way of Greater Victoria
- Coast Capital Savings
- Home Depot
- BC Housing
- City of Victoria
- Capital Region



SROI Outcome Pembroke Mews

- * Who Benefited
 - * Tenants
 - * Local Business
 - * Government
 - * Community
- * The SROI Ratio: 1:2.37



Dahli Place



- * Workforce housing
- * 68 Apartments
- * Maximum Incomes allowed based on unit type
- * Rents from \$675 to \$1300

Dahli Place: Who Helped Us



- * City of Victoria
- * Capital Region
- * BC Housing
- * Three private donors

SROI Outcome: Dahli Place



- * Who Benefitted
 - * Tenants
 - * Local Business
 - * Staff
 - * Government
 - * Community
- * The SROI Ratio: 1:1.96

Using the Study Results

- * Government and Grant Funding applications
- * Rezoning applications
- * Fund Raising

Why it Matters

My husband and I have struggled for 21 years to keep working, struggled to make ends meet on disability pensions, struggled to keep moving forward. I shudder to think what might have happened to us.

GVHS is a lifeline for us. We have a home we love for as long as we need it. This gives us peace of mind - a precious gift.” (A tenant at Balmoral Garden Court)





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