



P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 15.1.6**  
**Halifax Regional Council**  
**September 12, 2023**

**TO:** Mayor Savage and Members of Halifax Regional Council

**SUBMITTED BY:** Original Signed  
\_\_\_\_\_  
Cathie O'Toole, Chief Administrative Officer

**DATE:** September 8, 2023

**SUBJECT:** **Funding for Canadian Alliance to End Homelessness Conference**

---

**ORIGIN**

At the August 22, 2023, meeting of Regional Council, the following motion was passed (item 16.1):

That Halifax Regional Council direct the Chief Administrative Officer to prepare a staff report looking at options for providing municipal financial support to the Canadian Alliance to End Homelessness (CAEH) for their 2023 Conference taking place in Halifax November 8-10, 2023.

**LEGISLATIVE AUTHORITY**

**Halifax Regional Municipality Charter, S.N.S. 2008, c. 39 as amended**

**79A (1)** Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if

- (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;
- (b) the expenditure is in respect of an emergency under the Emergency Management Act; or
- (c) the expenditure is legally required to be paid.

**RECOMMENDATION**

It is recommended that Halifax Regional Council:

1. Suspend the rules of procedure under Schedule 2, the Audit and Finance Standing Committee Terms of Reference, of Administrative Order One, the Procedures of the Council Administrative Order, requiring the Standing Committee to review and make recommendations on proposed changes in any operating or project budget items;
2. Approve an unbudgeted reserve withdrawal from Reserve Q421;

**Recommendation continued on page 2**

3. Direct the Chief Administrative Officer to allocate up-to \$20,000 from the Options Reserve as sponsorship funding to the Canadian Alliance to End Homelessness Conference, taking place in Halifax this November 3<sup>rd</sup> to November 10<sup>th</sup>.

### **BACKGROUND**

The Canadian Alliance to End Homelessness 2023 Conference will take place in Halifax from November 8, 2023 through to November 10, 2023. Previous year's conferences have seen over 1900 participants from across Canada. The conference will include 85 sessions from various experts from across Canada. The full details of the conference can be found in Attachment A – 2023 CAEH Conference Sponsorship Guide.

### **DISCUSSION**

As outlined in Attachment A, the CAEH Conference has 5 different levels of sponsorship ranging from \$10,000 to \$100,000 with various benefits (including delegate passes) associated with each level of funding. A \$20,000 sponsorship would be a "Framing Partner", which would provide the municipality with 4 delegate passes, social media recognition and onsite signage.

Staff have not received a formal request from CAEH to provide a contribution toward the conference. Therefore, staff have assumed the event is fully funded. Typically requests to fund such events are made a year (or further) in advance to ensure that the budget is set appropriately to facilitate such funding.

### **FINANCIAL IMPLICATIONS**

Internal options to obtain the \$20,000, include either using funding from within the existing operating budget or using reserves. Given that the Municipality is currently projecting some financial pressure as of the first quarter projections, the ideal funding source would be reserves. The appropriate reserve for sponsorship would be the Options Reserve, Q421. The Options Reserve has sufficient funding as of the time this report with an uncommitted balance of over \$5 million.

#### **Reserve Account Q421 – Options Reserve**

<b>Net available projected reserve balance (as of Q1)</b>	<b>\$ 5,277,166</b>
Less: Unbudgeted withdrawal	<u>\$ (20,000)</u>
<b>Remaining Balance</b>	<b><u>\$ 5,257,166</u></b>

### **COMMUNITY ENGAGEMENT**

There was no community engagement in the development of this report.

### **ALTERNATIVES**

Regional Council could choose to:

1. Not approve the recommendation and opt-out of funding the Canadian Alliance to End Homelessness 2023 Conference.
2. Increase the funding level above the recommended \$20,000.

**ATTACHMENTS**

Attachment A – 2023 CAEH Conference Sponsorship Guide

---

A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Tyler Higgins, Manager, Budget and Reserves, Finance & Asset Management

---

# 2023 CONFERENCE SPONSORSHIP GUIDE



# CAEH23

## HALIFAX NOV.08-10

NATIONAL CONFERENCE ON ENDING HOMELESSNESS  
CONFÉRENCE NATIONALE POUR METTRE FIN À L'ITINERANCE



# About CAEH23

## The National Conference on Ending Homelessness

Since its inception in 2013, the National Conference on Ending Homelessness, along with its vital and generous sponsors, has been equipping policymakers, funders, researchers, advocates, community leaders, and front-line workers with the inspiration, information, tools and training they need to end homelessness.

Our ambitious program will include 85 sessions delivered by hundreds of national and international experts to up to 2,000 participants from across Canada and the globe. The program includes streams on Reconciliation and Indigenous homelessness; chronic and youth homelessness; lived experience; as well as women's homelessness and other equity seeking groups. New in 2023, we have streams on Advocacy and Campaigning, Veterans Homelessness and Equity in Homeless Systems.

The CAEH23 program will be available in the early summer of 2023 at:

<https://conference.caeh.ca/program/>



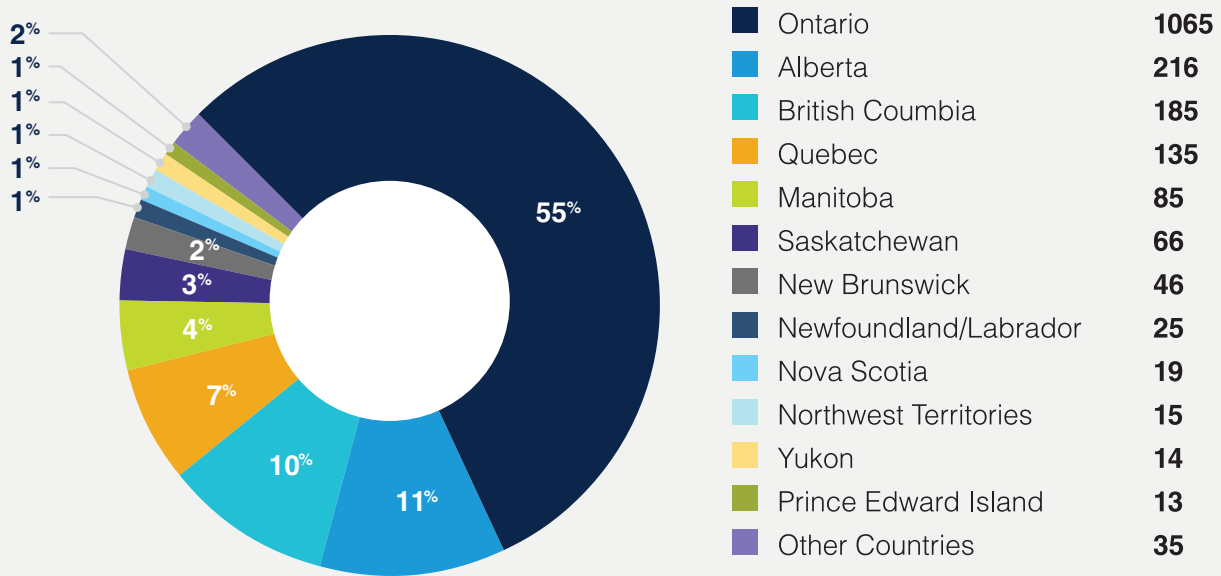
**Together, we can end homelessness.**



# 2022 Conference Stats

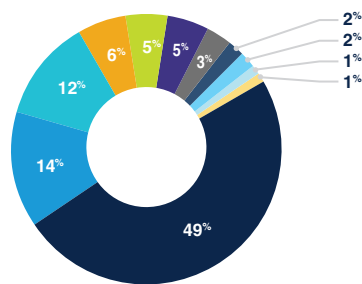
## Locations of CAEH Conference Participants\*

1921 from all provinces & territories + 7 countries



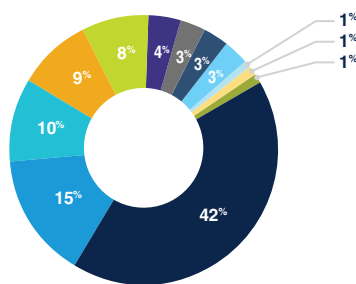
## Organization/Occupation/Sphere of CAEH Conference Participants\*

### Organization



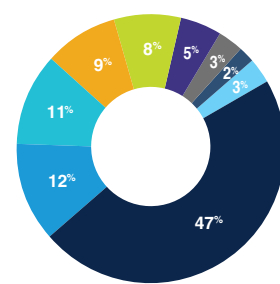
- Not-for-profit Service Delivery Organization
- Municipal Government
- Not-for-profit Advocacy Organization
- Federal Government
- Health Care
- Academia
- Foundation / Philanthropy
- Provincial Government
- Private Sector
- Faith Organization
- Consultant

### Occupation



- Director / Manager / Team Leader
- Front Line Worker
- Researcher
- Executive Director
- Social Worker
- Funder
- Board Member
- Government Relations Practitioner
- Consultant
- Health Care Professional
- Community Investor
- Elected Official

### Equity Seeking Groups

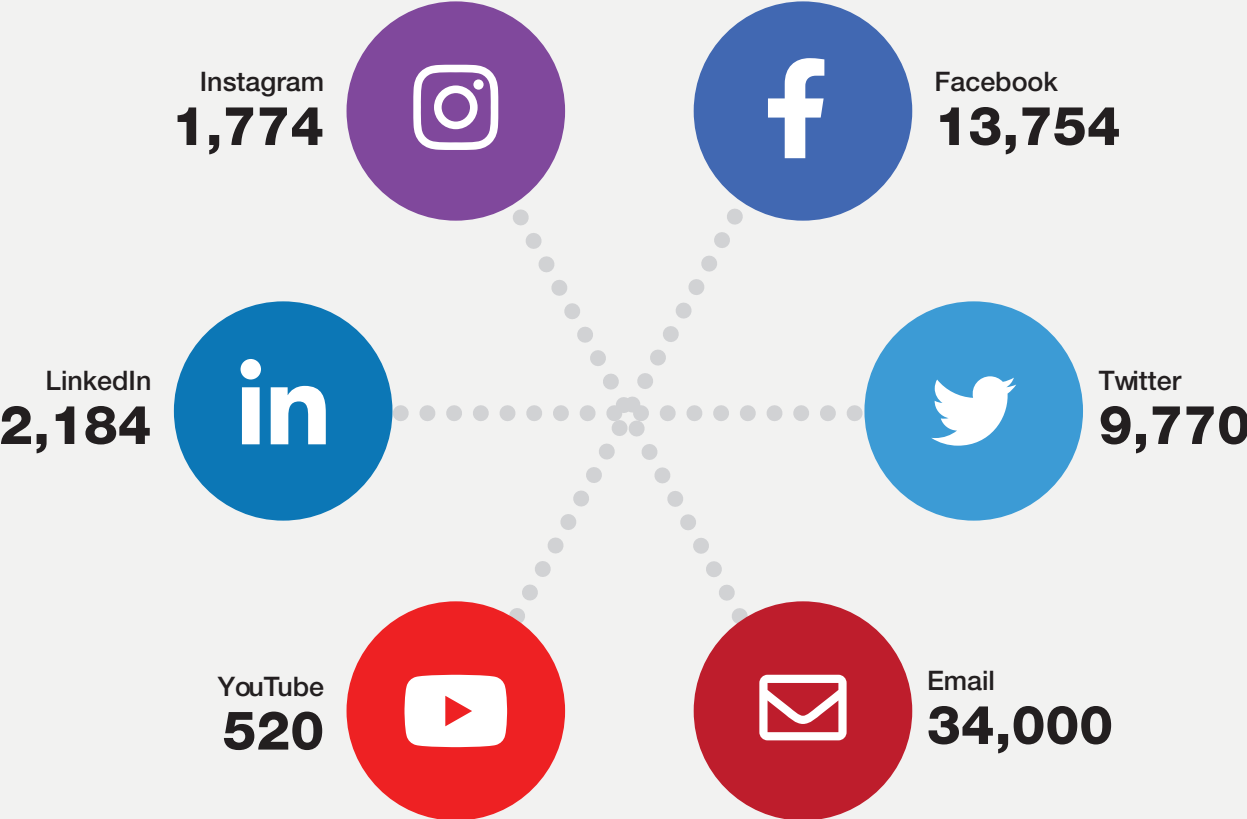


- None
- 2SLGBTQIA+
- Invisible disability
- Indigenous
- Non-indigenous racialized minority
- Immigrant, refugee, or newcomer
- English as a second language/linguistic minority
- Physical disability
- Other

\*based on CAEH 2022 conference statistics

# Our Network

CAEH has a combined reach of 62,000 contacts who are highly engaged in the homelessness and housing sectors. By sponsoring CAEH23, your brand will reach these audiences digitally and in-person at the conference.



## Sponsorship Benefits



**Connect** with individuals, organizations and officials from across Canada and the globe.



**Elevate** your brand with our digital and print communications, materials, platforms and channels plus other key benefits.



**Inspire** a diverse group of participants by showing your support and commitment to seeing an end to homelessness in Canada.

# The Impact of Your Sponsorship Towards Ending Homelessness

In the past year, we have helped ten communities achieve measurable reductions in chronic homelessness, one end chronic homelessness, and two end veteran homelessness in their local areas. Critical to our success is the National Conference on Ending Homelessness. This event empowers, encourages and equips sector leaders, workers, researchers, funders, government officials, and people with lived experience of homelessness who are determined to ensure that everyone has a place to call home.

Homelessness is solvable. Together, we can reverse the policies that caused it and end homelessness.

## Your sponsorship supports:

- Conference affordability for front line workers and individuals with limited resources.
- Additional bursaries for people with lived experience of homelessness, service providers, and student participants.
- Education sessions that equip homelessness sector staff and leaders with the resources and strategies they need to serve their local community.
- Sector alignment and best practices that advance equity and reconciliation.

CAEH has also made an ongoing, conscious decision to set registration fees as low as possible and to offer discounted early bird registration and group discounts. Sponsorship is essential for us to deliver a world-class and affordable conference for the people doing the critical work of ending homelessness in Canada.



## An Introduction to Our Philanthropy Lead

To discover more about how you can partner with CAEH both at the conference and throughout the year, we invite you to connect with Elisabeth, our enthusiastic and friendly Philanthropy Lead. She can also customise a sponsorship package or corporate partnership based on your organizational goals.

Connect with Elisabeth by email:

[elisabeth@caeh.ca](mailto:elisabeth@caeh.ca)





# CAEH23 Sponsorship Opportunities

Sponsor Canada’s largest housing and homelessness conference. This sponsorship plan outlines a variety of options for your review. We’re also happy to have a one-on-one chat and customise a sponsorship experience that fits your unique needs and objectives.

	Windows Partner	Framing Partner	Roof Partner	Foundation Partner	Presenting “Home” Partner (1 available)
<b>Investment</b>	\$10,000	\$20,000	\$40,000	\$60,000	\$100,000
<b>Delegate Passes</b>	2	4	6	8	12
<b>Social Media Recognition</b>	Included	Included	Included	Included	Included
<b>Digital Logo Placement &amp; Ad</b>	Website	Website, small ad on app	Website, medium ad on app	Website, large ad on app	Website, banner ad on app
<b>Printed Program &amp; On-site Signage</b>	Printed program small ad, quaternary spot on signage	Printed program medium ad, tertiary spot on signage	Printed program large ad, secondary spot on signage	Printed program ½ page, primary spot on signage	Printed program full page ad, top spot on signage
<b>Email marketing to CAEH supporters and conference participants</b>	Inclusion of logo	1 placement, introducing your organization and linking to more information.	1 secondary placement	1 primary placement	2 primary placements (over 2 e-newsletters)
<b>Sponsor Video &amp; Introductions</b> <i>(video to be provided by sponsor)</i>	N/A	N/A	30 second video at a plenary	30 second video at plenary + keynote introductions	60 second video at plenary + keynote introductions
Presenting Partner recognition					Included
<ul style="list-style-type: none"> <li>Verbal acknowledgment during keynote addresses, opening + closing introductions</li> <li>“The CAEH 2022 National Conference on Ending Homelessness presented by &lt;your organization&gt;”</li> </ul>					Included
Partner brand materials placed at tables for 1 plenary (Items must be provided by sponsor at own cost.)					Included
<b>Additional Sponsorship Opportunities:</b>					
<ul style="list-style-type: none"> <li>Bursaries and scholarships for people with lived experience of homelessness, students, and frontline workers</li> <li>Conference participant lanyard branding</li> <li>Exhibition booths to showcase your products or services</li> <li>Lived Experience Lounge and other breakout lounges</li> <li>Meals, breaks, and receptions</li> </ul>					

## Become a CAEH23 Sponsor

Go to [conference.caeh.ca/become-a-sponsor](https://conference.caeh.ca/become-a-sponsor) or connect with **Elisabeth Noble**, our Philanthropy Lead, at [elisabeth@caeh.ca](mailto:elisabeth@caeh.ca).



# Thank You to Our 2022 Sponsors

Thank you to the generous sponsors who made the 2022 National Conference on Ending Homelessness possible.





CAEH is a registered charity leading a national movement of individuals, organizations and communities working together to end homelessness in Canada. We are catalysts and conveners bringing people together around a shared vision while supporting them to apply proven approaches to transform homelessness systems, programs and policies toward the goal of ending homelessness in Canada.

OUR WORK INCLUDES:



### **Advocacy**

The CAEH advocates for the federal and provincial policy changes needed to end homelessness.



### **Allied Networks**

The CAEH supports several allied networks working toward our shared mission of ending homelessness.

[caeh.ca/caeh-initiatives/allied-networks](https://caeh.ca/caeh-initiatives/allied-networks)



### **Built for Zero Canada**

Helping a core group of leading communities end chronic and veteran homelessness.

[www.bfzcanada.ca](https://www.bfzcanada.ca)



### **Data & Policy**

Revolutionizing the way communities and governments use data to end homelessness.



### **National Conference on Ending Homelessness**

Join us in Halifax, NS for the 2023 National Conference on Ending Homelessness from November 8 to 10, 2023.

[conference.caeh.ca](https://conference.caeh.ca)



### **Training & Technical Assistance**

Helping communities and organizations end homelessness with expert training and technical assistance..

[training.caeh.ca](https://training.caeh.ca)



**CAEH23**

**HALIFAX NOV.08-10**

NATIONAL CONFERENCE ON ENDING HOMELESSNESS  
CONFÉRENCE NATIONALE POUR METTRE FIN À L'ITINÉRAIRE

[conference.caeh.ca/sponsors](https://conference.caeh.ca/sponsors)



[www.instagram.com/caehomelessness](https://www.instagram.com/caehomelessness)



[www.facebook.com/endinghomelessness](https://www.facebook.com/endinghomelessness)



[www.linkedin.com/company/canadian-alliance-to-end-homelessness](https://www.linkedin.com/company/canadian-alliance-to-end-homelessness)



[twitter.com/CAEHHomelessness](https://twitter.com/CAEHHomelessness)



[@TheCAEH](https://www.youtube.com/@TheCAEH)



**The Canadian Alliance to End Homelessness**  
PO Box 15062, Aspen Woods PO  
Calgary, AB T3H 0N8

1-877-840-0252 / [info@caeh.ca](mailto:info@caeh.ca) / [caeh.ca](https://caeh.ca)