



Board of Directors

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Introducing the new APCH

WE HAVE A 'BRAND' NEW LOOK AND WE'RE EXCITED!

A Place Called Home has partnered with Stratta Creative Inc. to develop a new branding and image campaign. A new logo, marketing materials and image will allow our organization to increase awareness, host more effective fundraisers and better represent those who use our services. As their charity of choice, Stratta offered to provide APCH with \$20,000 worth of creative services including this newsletter design, the new website and marketing expertise. The efforts of Stratta combined with contributions from a local foundation and the Community Futures Development Corporation has resulted in a fresh look and more positive image for our organization.

New Website



Please visit us at
www.apch.ca

A struggling shelter.....

GOVERNMENT FUNDING CHANGES AFFECT THE SHELTER

Many business models allow for increasing income through sales, memberships or passing costs on to clients. With the nature of our client base, this is impossible for us. Many of our clients are in crisis and cannot afford basic needs, how can we ask them for money?

We rely heavily on the support and donations of the community to ensure that we can continue to serve people in need in our community. Thank you for your continuing support!

Tax Receiptable Donations

All donations over \$10.00 are eligible for a tax receipt.

Didn't get a receipt?
Call our office or email
dave@apch.ca

The numbers speak...

JANUARY 2013

This January our shelter served 40 people including 27 single individuals and 5 families with children. We were full for 28 days of the month. In 2012, our shelter was full over 85% of the year and served over 350 men, women and children.



compassion



moving people
forward



shelter



reversing the
stigma

Ongoing Events IN SUPPORT OF APCH

Victoria and District Masons Raffle
Draw Date July 17th

Lindsay Creative Quilters Guild
Draw Date May 26th

Supporting Partners



E-Newsletter

Would you rather receive this electronically?

Please send an email to Dave@apch.ca and we will add you to our e-news listing

Donate Online



Emergency Home Energy Program Client Story

Well into this winter an elderly woman approached us for some assistance with both her Hydro and oil bills. She had been struggling for some time due to debts left when her husband had passed away and her current income just wasn't sufficient to cover her expenses. This 82-year old client had tried lowering her costs by selling her house and downsizing her life, but it wasn't enough. After a careful financial review our EHER Program was able to negotiate a payment arrangement for her with Hydro One and provide an interest free loan so she could maintain the heat in her home. The Emergency Home Energy Program's intervention reduced a significant burden on this local resident and ensured she could stay in her home.

Going forward with Fundraising - Zita Devan

APCH SEEKING EVENT CONVENERS

A Place Called home is in need of Fundraising Conveners. Event organizers are very important for APCH as they play a key role; working with our office staff and other volunteers to plan, organize and present a fundraising event. It's perfect if you enjoy a short term commitment that provides personal rewards and has a measureable impact on our organization. I have convened a number of events over the years and have enjoyed working with other volunteers and the community at large in the promotion and success of these events. Putting the "FUN" in Fundraising while raising FUNDS in support of the Homeless of our community; it's a great feeling!



Zita Devan

Calendar in support of APCH and the United Way



2013/Calendar on sale now!
14-month calendar featuring local celebs and their comments about what home means to them.

Please visit our office to purchase your 2013 Calendar. All proceeds to APCH and the United Way

Available for a cost of \$20.00 at the following locations:

Canadian Tire ♦ Wally's Haircutting for Men ♦ Evergreen Home & Cottage ♦ Stratta Creative