December 2017

To Whom It May Concern:

The Downtown Winnipeg BIZ and End Homelessness Winnipeg organized the 6th Annual CEO Sleepout in the fall of 2017 and raised over $90,000 for our program that provides people who experience homelessness with employment opportunities.

Learn more about the CEO Sleepout here: www.theceosleepout.ca.

Now that funds have been raised, we invite your organization to review the attached funding application and policies. If your program fits the mandate of the CEO Sleepout program and you participated in the 2017 CEO Sleepout or commit to participating in 2018, we strongly encourage you to apply for funds.

Please find more information on the criteria that is required in the funding request form.

If you are unsure if your program meets the requirements of the application, please contact the Downtown Winnipeg BIZ to discuss further: info@downtownwinnipegbiz.com or 204-958-4640.

The deadline for applications is January 22, 2018 at 4pm CST.

More than one agency may be awarded funding. Organizations/agencies that are approved for funding will be required to provide follow-up updates about how said funds are being used, how they are supporting programming, etc.

For programming, the CEO Sleepout funds are specifically targeting the funding at employing people for building capacity, social enterprise/social incubators to be part of the solutions in downtown, general beautification, serving the community, and/or working within some of the Downtown Winnipeg BIZ priorities upcoming including placemaking projects, public toilet maintenance, customer service and more.

Some examples of past projects that have received funding (note, these are just examples and aren't meant to exclude your potential opportunity from CEO Sleepout funding):

Graffiti Art Programming
- 4 participants hired for 3,200 hours of employment
- Program will connect at risk youth with job shadowing or work placement opportunities within the downtown. In addition, youth will engage in hands-on, structured tasks involving dance, visual arts, community building, and beautification projects downtown.

Red Road Lodge
- 10 participants hired for 4,130 hours of employment
- Participants will engage in cleaning and beautification projects on Main Street through litter removal and snow shoveling, in addition to community art projects with individuals living at Thunderbird House and Salvation Army. The program targets individuals on EIA Disability who face significant social and economic barriers.

Siloam Mission
- 8 participants hired for 4,554 hours of employment
- Participants will engage in the beautification of downtown through litter removal, snow shoveling, and event/festival clean up, collectively walking over a thousand kilometers.

Artbeat Studio Inc.
- 15 participants hired for 3,000 hours of employment
- Participants will manage a boutique gallery at Portage Place, an initiative that will provide career path development opportunities in vocational areas such as retail sales, customer service, education, and general gallery management. Participants are marginalized individuals who have lived experience of mental illness.

Macdonald Youth Services
- 8 participants hired for 2,560 hours of employment
- At risk youth will be provided hands-on job experience by connecting with businesses in the downtown.

Union Gospel Mission
- 5 participants hired for 2,080 hours of employment
- Participants will engage in downtown beautification and placemaking efforts by supporting set up for downtown events and festivals and upkeep of public space through placement of bistro tables/chairs in front of businesses, planting, litter pickup, and general maintenance.

CAN WE GET YOU ANYTHING?

Thank you for the work that you and your organization continue to do for our downtown community. Everyone has a role to play when addressing the complex issue of homelessness and we invite you to be part of the solution.

We look forward to hearing from you and welcome any questions you may have.

Sincerely,

Stefano Grande, M.C.P., B.Sc.
CEO,
Downtown Winnipeg BIZ