

# Enercare donates \$12 000 to the Fresh Start Program

In Canada, at least 235,000 Canadians experience homelessness every year, of which 27% are women and 19% are youths. In addition, 450,000 – 900,000 Canadians represent the 'hidden' homeless, which are people temporarily living with others but without guarantee of continued residency or immediate prospects for accessing permanent housing. With rapidly increasing housing costs across the country, it is getting harder for families to keep up and these numbers are expected to rise.

For this reason, Enercare created their signature corporate social responsibility program, the Enercare Fresh Start Program, designed to support families as they transition from temporary shelters to a home of their own.

The goal of the Enercare Fresh Start Program is to give back to the communities where their employees live and work by partnering with local organizations to give families the Fresh Start they deserve in their new homes. The program helps disadvantaged families living in a shelter due to unfortunate and unforeseen circumstances to get back on their feet by providing personalized Fresh Start Comfort Packages. Each package is customized to the unique needs of each recipient and contains a wide range of essential and small luxury items intended to help each family feel confident, comfortable and prepared in their new environment.

Since 2016, the Enercare Fresh Start Program has provided over 175 families with Fresh Start packages in partnership with four charity organizations across Ontario, including inaugural partner Yellow Brick House in York Region.

*"For the first time in a very long time the families supported by the Enercare Fresh Start Program feel supported, loved and safe. They feel empowered and have a vision of leading a violence free life. The Enercare Fresh Start Program continues to have a huge impact in our community, helping to save lives and Break The Silence surrounding domestic violence. On behalf of the women and children of Yellow Brick House: Thank You!!!" – Lorris Herenda, Executive Director Yellow Brick House.*

The Enercare Fresh Start Program also works the Red Door Family Shelter in Toronto, Bethlehem Housing and Support Services in Niagara and Cornerstone Housing for Women in Ottawa.

*“The Red Door Family Shelter is proud to partner with the Enercare Fresh Start program. Most families that move to a private market rental after leaving the shelter spend 54% of their income on rent alone and this extra support helps them to save money and stay housed,” explained Carol Latchford, Executive Director Red Door Shelter.*

Bethlehem Housing and Support Services will be using the additional funds for the 127 families that will be moving in their new affordable housing building in downtown St. Catharines.“

*“Since 2017, the Enercare Fresh Start Program has provided over 50 Fresh Start kits to families transitioning from our year-long temporary housing program to a permanent affordable home in the community. The employees at Enercare’s Ontario West team have gone above and beyond to provide our families with personalized household items to help each family feel confident, safe and prepared in their new environment. We are thankful for Enercare’s Fresh Start Program, helping families transitioning from Bethlehem Place to a home of their own.” – Lori Beech, Executive Director Bethlehem Housing*

Enercare, being one of North America’s largest home and commercial services and energy solutions companies, has found creative ways to fundraise for the Fresh Start Program. One of them being with Buybac, ElectroBac’s corporate mobile device trade-in service. As the IT department was trading-in their mobile devices with Buybac, the team decided to donate the \$12,000 they received to support even more families through the Enercare Fresh Start program.



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