

Poverty, Homelessness & Addiction in Metro Vancouver

Metro Vancouver is one of the world's most desirable areas to live in, but it's also one of the most expensive. An increasing amount of our neighbours are finding themselves struggling with poverty, homelessness, and addiction. We're continuing to learn just how pressing these social issues are in our communities:

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3,600+ people are homeless
.....

Vacancy rates for affordable rental units are **below 1%**
.....

5 people become homeless each week
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63% of homeless people struggle with addiction
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4 people tragically overdose per day
.....

13% of all Metro Vancouverites lives in poverty
.....

There's no single reason why poverty, homelessness, and addiction are three of the most pervasive social issues in our communities. Common causes include the high cost of living, housing crisis, opioid crisis, personal health crises, and family breakdown and trauma. That being said, each person's story is unique, and root causes are complex.

Given individual complexity, there's no one-size-fits-all way to help repair broken lives. That's why Union Gospel Mission focuses on relationships. With a mission to see whole lives transformed, we come alongside a person in their journey, empowering them each step along the way.

While lives are restored at UGM, transformation is only possible because of our community's compassion. Because kind-hearted donors, volunteers, and local businesses uniquely contribute to UGM, we can meet our neighbours' whole needs.



To start a conversation about how you and your business can make an impact in the community, contact our team at corporategiving@ugm.ca



How Your Company Can Help Transform Lives

Help feed hope and change lives.

FINANCIAL PARTNERSHIP

CORPORATE DONATIONS

Donate to support specific programs or projects that align with your corporate culture, or simply give where it's needed most. We'll report back to you on your impact, so that you'll know how your gifts are making a difference.

EMPLOYEE GIVING & MATCHING PROGRAMS

Engage employees, attract new talent, and enhance your brand with an Employee Giving Program. Encourage your team toward social good through opt-in payroll deductions, one-time gifts, fundraising events, or monthly giving. Inspire even more generosity by matching your employees' gifts!

All donations qualify for a charitable tax-deductible receipt.

COMMUNITY ENGAGEMENT

SPONSOR A DAY OF MEALS

Your company can be the provider of an entire day's worth of meals—that's relieving a burden for over 700 vulnerable people through a nourishing meal! Your employees will also staff our kitchen for the day, preparing, cooking and serving all the meals to our guests.

SPONSOR A MAJOR EVENT

Support a UGM event to help provide vital services to the community. Not only will this elevate your businesses' profile, but also engage your employees through unique volunteer experiences. Sponsorship opportunities for events are limited.

HOST A FUNDRAISER

Inspire your employees, vendors, or customers to get creative in giving back by hosting your own fundraiser for UGM. Our online tools and resource kit will help transform your ideas into reality. We've seen everything from casual days and fun runs to clothing drives and BBQs.

GIFTS IN KIND

CARE KITS

Basic necessities and hygiene items are a daily need in our community. Assemble care kits with hygiene items, drop them off at UGM, and our Outreach Workers will supply them to our neighbours in need.

CHRISTMAS HAMPERS

Christmas is a difficult time for those affected by poverty—especially families with children. Team up at your workplace to provide hampers to people in need. You'll be assigned a family with specific needs, bringing to life their wish list, and making this Christmas one to remember.

OTHER ITEMS

Consider donating other goods if your company has sample, excess, or out-of-season inventory, such as clothing, shoes, furniture, office supplies, or hygiene products. Contact us with your specific offer for a need assessment, or to receive a list of current material needs.

Gifts in kind may qualify for a charitable tax-deductible receipt.

AWARENESS & EDUCATION

LUNCH AND LEARN PRESENTATIONS

Want to gain a better understanding of Vancouver's most critical social issues: poverty, homelessness, and addiction? Contact us to arrange a presentation, where we'll share about the needs in our city, and how your colleagues can get involved.

EDUCATIONAL TOURS

Learn more about UGM's rich history, and see firsthand what we offer to the community through an educational tour of our purpose-built facility in the Downtown Eastside.

EXECUTIVE LEADERSHIP DAYS

Because business leaders shape our community, your executive team is invited to experience UGM's frontline. Your team will tour the facility, serve meals to guests, and meet inspiring individuals who are living examples of just how great of an impact your involvement has.



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Why Partner With Union Gospel Mission?

Good for the community, good for your business.

YOUR BUSINESS WILL BENEFIT FROM OUR BRAND

CORPORATE SOCIAL RESPONSIBILITY

Employees and consumers are increasingly valuing companies who exercise corporate social responsibility. By choosing UGM as your charity of choice, you're helping tackle Metro Vancouver's most critical social issues: poverty, homelessness, and addiction—demonstrating that your business is socially conscientious.

BRAND ALIGNMENT

UGM is well known as a non-profit social service leader in Metro Vancouver, serving people in need of a hand up, without discrimination. By aligning your company's brand with ours, your brand enhances, taking on a humble heart to serve our community with excellence.

PROMOTING YOUR VALUES

Through our social media channels, we can promote to the local community—your customers—the amazing impact your company is making. By giving a testimony of your partnership, your company will be known to value helping those in need, positioning your company as compassionate and caring.

ENGAGE EMPLOYEES & ATTRACT TALENT

Partnering with UGM positively affects your team's longevity. Corporate opportunities to engage with philanthropy through employee giving programs are shown to reduce turnover. It's also a draw for potential talent—people desire to work for companies that reflect their personal values.



71% OF CANADIAN EMPLOYEES WANT TO WORK FOR COMPANIES THAT COMMIT TO SOCIAL AND COMMUNITY CONCERNS.

CORPORATE SOCIAL RESPONSIBILITY MADE EASY

SOCIAL MEDIA PARTNERSHIPS

We can work together strategically to amplify your partnership through UGM's growing social media channels, making sure our community-caring audience is aware of your company's involvement.

MY.UGM.CA

Create a unique fundraising page in minutes. Our peer-to-peer fundraising platform, my.ugm.ca, is a great way to engage your employees, fulfilling their sense of social responsibility. Start a campaign anytime—you can even centre your fundraiser on UGM's three major meals: Christmas, Thanksgiving, and Easter.

Need help getting the ball rolling? We can set up your campaign! All you'll need to do is set a goal, spread the word, and see your staff's compassion flourish.

WE'RE HERE TO HELP

UGM's Corporate Giving team is here to help figure out how you can give back to the community! We'd love to get to know your business, walk you through who we are, and shape personalized involvement opportunities that fit your corporate culture.



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