

Parkwood **Expansion**

Independent Living – Affordable Housing Project

Building a Community for All.



My Community. **My Home.**

Campus and Community.



Our Values

- Kindness
- Faith
- Truth
- Excellence
- Accountability

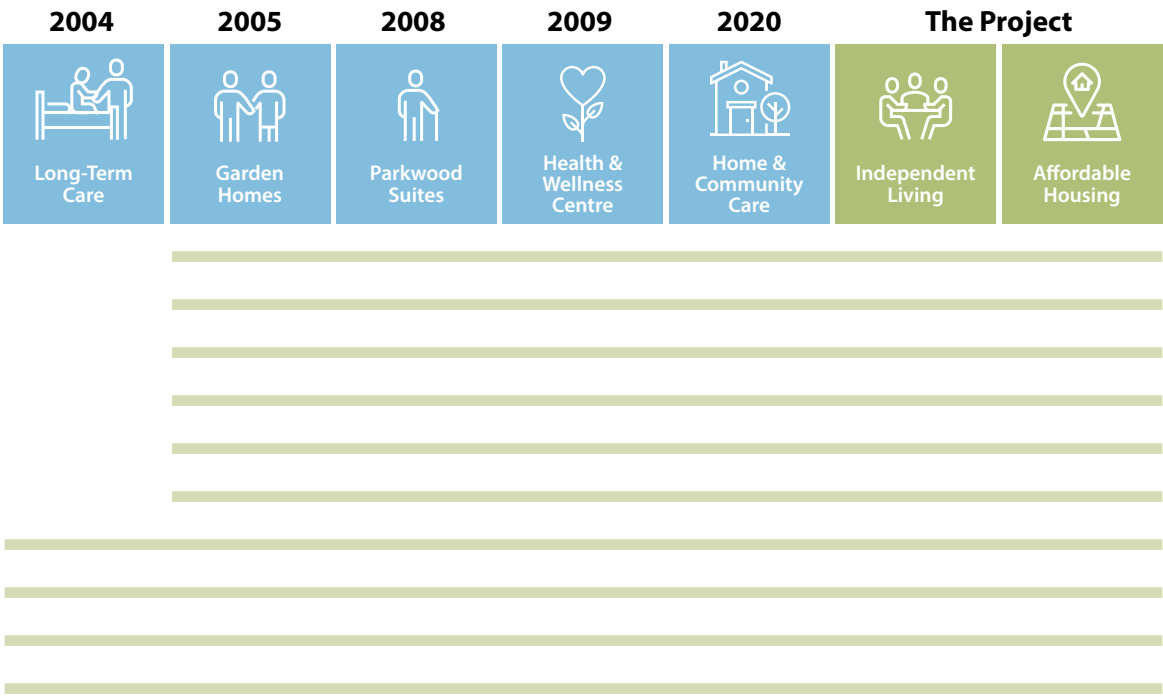
Parkwood offers more than a housing solution. We are a faith and values-based not-for-profit senior-friendly community on a vibrant campus.

While the world of senior living has changed a great deal, our faith-based values continue to guide and inform the work we do.

What differentiates and defines us is our commitment to ‘Build a Community for All’; to relieve poverty; to provide equitable access and treatment, and to support the whole person: mind, body and spirit.

You can see our values in action on Parkwood’s Campus. It has been purposefully designed and expanded to create a sense of community for older adults where all are welcome, with an exceptional range of amenities to provide physical, mental and spiritual care.

The chart below demonstrates the Campus model that provides the foundation for the community we have built.



“Parkwood can provide a housing solution on its vibrant, active campus for residents to enjoy both a community and a safe, comfortable home. Our beautiful eight-acre site in Waterloo is shovel-ready.”

Bob Shantz, Campaign Co-Chair

The Need for Affordable Housing.



We help seniors live with dignity

There is an urgent need for affordable housing for older adults of modest and middle income means in the Region of Waterloo.

Seniors population is growing:

In Waterloo Region, between 2011 and 2016, the population growth rate for those over the age of 65 was 21.4 per cent, notably higher than the 5.5 per cent growth rate for the overall population.

More seniors living in poverty:

Approximately 1 out of 7 people in Waterloo region were over the age of 65¹, with 10 per cent (7,475) of senior households living with a low-income compared with 7 per cent (3,625) in 2005².

Housing costs rising:

10,015¹ senior households were paying more than 30 per cent of their income on housing costs.

Seniors need affordable housing:

More than 1,110 senior led households are waiting for housing – nearly one-quarter of the list.³

“The housing gap means seniors get missed. They are struggling. We are in a unique position to help bridge that gap and change lives.”

Ed Nowak, Campaign Co-Chair

Fairview Parkwood Communities was envisioned nearly 80 years ago to be an ‘Old People’s Home’ for Mennonite Pastors who served the church and to be a Christian method of discharging the church’s obligation to care for the poor.

When considering this expansion, we sought a project that would continue to align with our values and offer older adults of modest to middle means a wonderful retirement opportunity. **With this apartment building we have arrived at a housing solution that:**



- Relieves poverty
- Lessens the chronic shortage of senior-friendly affordable housing
- Provides equitable access and treatment
- Offers an enriched retirement opportunity for seniors with many backgrounds and a range of financial means – modest, middle and comfortable

¹ Based on the 2016 Census.

² Measured using the Low-Income Measure After Tax.

³ September 2019.

The Project, Concept and Design.



Our vision is to offer 30% of the new building as affordable housing

Our vision is to offer 30% of a new six-storey, 90-unit building as affordable housing.

This project is a good fit for Parkwood.

We have decades of experience providing affordable housing for older adults at our Fairview Seniors Community in Cambridge with a proven, senior-friendly, affordable home and community campus model that can be expanded to Parkwood.

Architect's Schematic Design



Building with an eye on the future.



Accessibility

- Barrier-free common areas
- 31% of units will meet accessibility standards
- Onsite Home and Community care



Energy Efficiency

- 26% above National Energy code
- 15% reduction in Greenhouse Gas emissions



Proximity to Services

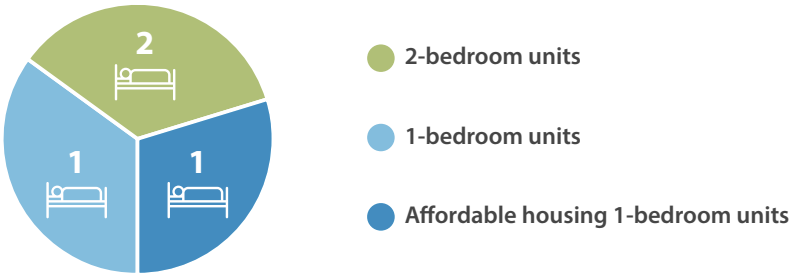
- Campus model includes onsite Seniors Health & Wellness Centre
- Public transit, grocery store, pharmacy, library



To achieve our goal we must raise \$6.5 million

The new building will provide 60 one-bedroom apartments, including 28 affordable housing units, and 30 two-bedroom apartments.

Every person who chooses Parkwood will enjoy a safe, comfortable home complete with underground parking, a roof terrace, and dedicated event space. Residents will also have equal access to a beautiful campus, many amenities and congregate activities, purposefully designed to create a sense of community for older adults.



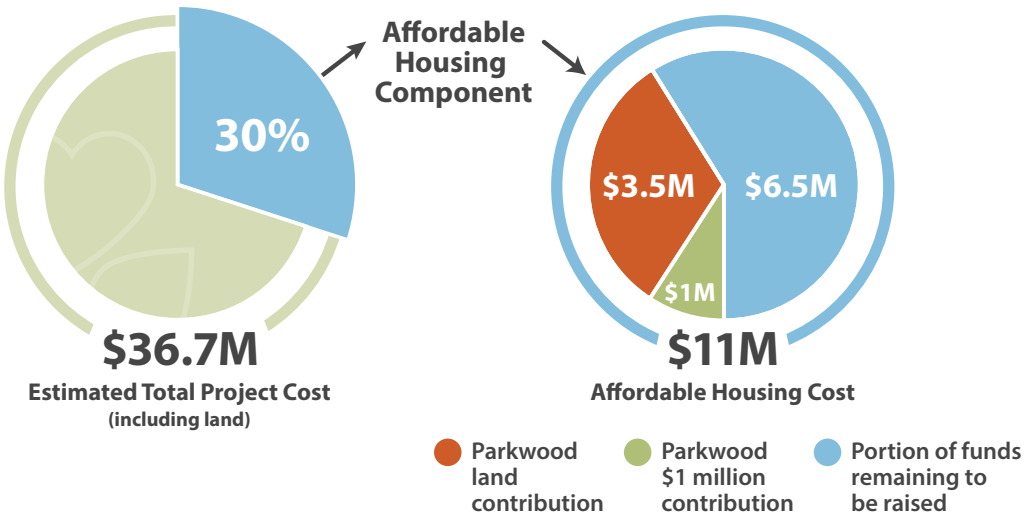
The total cost of the project is \$36.7 million.

Most of the project will be funded and sustained through existing channels, including CMHC Co-investment funding.

Parkwood will contribute the land, valued at \$3.5 million.

The affordable housing portion – \$7.5 million – must be raised through the community’s generosity.

Affordable Housing Financial Plan



“On behalf of the Board of Directors, I am pleased that we are able to make the first donation toward this project with a \$1 million gift from our reserve funds, accrued through careful financial management. We invite the community to partner with us to raise the remaining \$6.5 million.”

Marion Good, Chair, Board of Directors

Building a Community for All.



Our Faith-based values are our foundation and springboard

- We care for the whole person
- We provide peace of mind
- Kindness is built into our culture

For many decades, friends and donors have demonstrated their commitment to relieving poverty and ensuring others may enjoy their senior years in a safe and comfortable home.

We thank you for your kind support and are grateful for all it has enabled us to achieve.

Now, once again, we ask for your help.

We understand that everyone's financial situation and philanthropic aspirations are unique. We would be happy to schedule a time to answer your questions and share why we feel this project will have a real and lasting impact on older adults in our community.

Ways to support this project

If you have a preferred way of giving, please let us know. We welcome gifts of any size and can offer flexibility in how they are structured.

Donations can be made with cash, cheques, stocks and credit cards. If you prefer to offer support through a special event, please ask us about our 'Walk the Kindness Way' fundraising event.

Pledges are also welcome and can be paid on a schedule of your choosing over a period of five years.

Recognizing your generosity

Parkwood is pleased to recognize donors who make cumulative gifts of \$1,000 and over on our donor recognition wall in the main lobby.

Gifts over \$125,000 may be recognized through a unique naming opportunity within the new building as well. If you wish to remain anonymous, we will ensure your privacy is maintained.

Contact us

To learn more, please reach out to one of our Committee Members by emailing capitalcampaign@parkwoodmh.com or calling 519.653.6683.



Committee Members

Ed Nowak, Co-Chair
Bob Shantz, Co-Chair
Marion Good, Board Chair
Deb Dueck
Brenda Hallman
Tim Kennel
Doug Shantz
Elaine Shantz, MA (Leadership), CEO
Erna Koning, Director, Policy Legislation Strategy

You are
Welcome
Here.



We have always
welcomed people of
all faiths, cultures
and ethnicities



As a community founded in God's love for all and grounded in faith, each person is valued and respected.

We honour the spiritual dimension of the human experience and believe that, with love, the extraordinary is possible.

Parkwood Seniors Community has always welcomed people of all faiths, cultures and ethnicities. As a not-for-profit charitable organization and a home for so many, we understand the importance of sustainability. We follow our faith-based values to guide us on where we reinvest surplus funds to fulfill our commitment to 'Build a Community for All'. This expansion demonstrates our values in action.

When our new building is completed in late 2023, we will be able to offer all levels of living options on one vibrant campus within an enriched and welcoming community.

At Parkwood, this means more than having a place to live. It means access to the amenities, services and supports that help meet the changing physical, spiritual, social and emotional needs of older adults. It means choices to reach out and live a meaningful life in a safe, welcoming community. And most importantly, it means peace of mind for residents and family members in a place that is truly a home.

"When our new building is completed, we will welcome residents who wish to embrace a unique culture of kindness, a warm community and an opportunity to live on a vibrant, active campus. This includes those who are struggling as well as those of comfortable means who prefer to live modestly, in alignment with their values and the faith-based values reflected at Parkwood."

Elaine Shantz, CEO

Fulfilling
the Vision.



**Partner with us to
raise the remaining
\$6.5 million**



“For many years, Parkwood has demonstrated its commitment to building a community for all. I have family and friends who have personally experienced the culture of kindness that continues to welcome a diverse community and embrace new opportunities, including a Francophone initiative.

Now, Parkwood is taking the next step to address a critical need for affordable housing for older adults. We all know someone who needs and deserves the opportunity to enjoy a fulfilling retirement. I can imagine them hearing... ‘Welcome to Parkwood! This is your home. This is your community. Everyone has an equal place at the table.’ That’s why I’m supporting this initiative where no one is left behind.”

Rick Martin, Donor



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Parkwood Mennonite Home Inc.
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