



You Hold the Key: Fix The Co-op Housing Crunch!
YOU HOLD THE KEY Campaign

***“Your piece of the puzzle”* Co-op Member Engagement Event outline**

THE IDEA



This is a family-friendly, all-ages activity-based event concept to support the CHF BC YOU HOLD THE KEY Campaign. It's designed to educate co-op members about Campaign key messages and give them a way to express their feelings about the strengths of their co-op community visually. It's a fun, inspiring way to bring co-op members closer together and to connect them to our province-wide campaign for a Rent-Geared-to-Income (RGI) program to assist co-op communities facing the end of the federal operating agreements. It is structured to take just over an hour and targeted primarily at (but not limited to) co-ops facing You Hold the Key issues in 2014-2017. The CHF BC Campaign Team will come to your co-op to stage the

event. All they need from you is a space (like your common room), a table and your co-op members' enthusiasm and creativity. The event will be documented for use by the Campaign Team.

SOME BACKGROUND

The clock is ticking for low-income co-op members (i.e., seniors, disabled, single-parent) who rely on rent subsidies to stay in their homes. Between now and 2017, one quarter of B.C.'s housing co-ops will lose rent-geared-to-income subsidies as their federal housing agreements end. That number will climb to 3,000 households by 2020.

The B.C. government has federal money to fund the RGI program needed to keep these people in place. CHF BC is proposing a program that's a cost-effective way to keep these members in their homes. We believe the mechanism to resolve the problem exists, has worked well for over 25 years and has predictable costs.

EVENT FORMAT

The format for the “Your piece of the puzzle” event has three segments: Presentation, Representation and Appreciation.

1. Presentation (app. 20 minutes)

The You Hold the Key Campaign Team will give your co-op community a short presentation of the campaign's goals and key messages. It will feature video clips, a PowerPoint Presentation and other elements. This will be followed by a Q&A session. We hope this will get everyone's creative juices flowing for the next stage: Representation.

2. Representation (app. 30 minutes)

Each co-op member will be given blank, giant puzzle pieces ap. (5-1/2 inches X 8 inches). The You Hold the Key Campaign Team will also supply markers and arts and crafts materials. Members will be asked to use them to create a visual representation about what living in a diverse co-op community means to them in order to create a Community Puzzle. This can be done simply by drawing a picture on the puzzle piece or more elaborately (some groups using this technique have glued small toys and arts and craft pieces onto their pieces for a more 3-D effect). Once their pieces are done, the members will assemble their Community Puzzle by fitting all the pieces together on a backing board suitable for display purposes.

3. Appreciation (app. 10-15 minutes)

Once the puzzle is complete, the You Hold the Key Campaign Team will lead the co-op members through an appreciation of what they've achieved, solicit any further comments/volunteer offers and answer any further questions. Your co-op community will then pose around their puzzle creation for a final group photo-op.

AND PICTURE THIS...

The CHF BC You Hold the Key Campaign Team will video and photograph the event. This will provide content for the campaign's social media platforms, document co-op members' stories, and provide an invaluable visual element that can be used at external communications events. Telling our stories is the most powerful means we have to convince the provincial government to do the right thing and implement an RGI program to assist co-op communities.

SO PUT YOUR PIECE IN THE PUZZLE!

Staging a *Your Piece of the Puzzle* event has lots of advantages: educating your co-op members about You Hold the Key Campaign key issues and messages; connecting them to the campaign; providing content for the campaign's social media platforms; documenting co-op members' stories and providing a powerful visual element that can be used at External Communications Events. If you'd like to stage an event at your co-op community, let us know!

For further information, please contact:

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