



WHISTLER INDEPENDENT  
SUPPORTED HOUSING

# The WISH Binder

The first permanent supportive housing project in Whistler.

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WISH Society  
Charity No. 78756 0739 RR001



## How to Use this Binder

This Resource Binder has been designed as a modular tool to support conversations about Whistler Independent Supported Housing Society (WISH) and the proposed supported housing development at 1100 Legacy Way.

Rather than functioning as a single, static report, this binder contains a series of stand-alone sections that may be removed and shared. Individual sections can be shared with partners, funders, donors, or members of the public as needed.

All users are encouraged to share and review:

- **Project & Delivery** section when discussing implementation or how supported housing will operate
- **Financial Sustainability** section to demonstrate how a donor's contribution supports long-term affordability
- **Community Need & Impact** sections for public engagement or donor conversations
- **Governance** section when accountability or oversight information is requested

Individual sections may be shared with donors, advisors, committees or the public as needed.

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# Organizational Identity

Founded in 2019, the Whistler Independent Supported Housing Society (WISH) was created by a group of proactive parents, family members, and community leaders united by a shared concern: what will happen to adults with developmental disabilities when their families can no longer support them?

WISH exists to advance inclusive, supportive housing solutions that enable adults with developmental disabilities to live independently, with dignity, belonging, and long-term security, in the community they call home.

## Who We Are & Strategic Approach

WISH Society, a registered charitable non-profit, was established to address a critical and longstanding gap: the lack of appropriate long-term housing for adults with developmental disabilities. While Whistler has a strong track record of delivering non-market housing for its workforce, current eligibility policies often exclude adults with developmental disabilities who are unable to work full-time.

### PURPOSE

Establish supportive housing for individuals living with developmental disabilities in the Whistler community.

### VISION

Individuals with developmental disabilities are valued members of the Whistler community and have access to independent, supportive housing, allowing them to live safe, healthy, and fulfilling lives.

### MISSION

Advocate for and create supportive housing for individuals with developmental disabilities.

### VALUES

Inclusion • Trust • Advocacy • Respect • Compassion

### STRATEGIC PRIORITIES

- Strengthen Board Governance
- Enhance Community Outreach & Engagement
- Raise Funds
- Define long-term housing model

*“People who don’t have a disabled child don’t realize how we don’t get a break. It’s us 100% of the time.”*


– PETE BOEDA

*“The inevitable is that we’re not going to be here forever, and we need something to take care of our kids after we’re gone.”*

– JILL & GREG COLPITTS

*“As a member of the Whistler community, I personally recognize the importance of creating safe, supportive, and independent living opportunities for people with developmental disabilities.”*

– MAYOR JACK CROMPTON



These voices  
represent the  
heart of  
WISH.

## Why This Work Matters

For families of adults with developmental disabilities, the future is often filled with uncertainty. Many parents continue caregiving well into older age, with few viable housing options available for their loved ones. In the Sea to Sky region, extreme housing costs intensify this reality.

WISH exists because housing is not just about shelter. It is about safety, stability, and belonging, and because the need for long-term solutions has never been more urgent.

## Our Journey to Housing

WISH explored a wide range of housing approaches, including land-lease models and partnerships with existing organizations. Through this process, we learned that housing designed exclusively for people with developmental disabilities can unintentionally create isolation and limit access to funding and services.

Guided by best practices and community input, WISH chose an inclusive model: supported housing integrated within a mixed, vibrant community. Through this work, WISH began building a relationship with Whistler Sport Legacies (WSL), and in 2025 successfully secured ten housing units in WSL's upcoming 110-unit Traverse building at 1100 Legacy Way, exclusively for WISH clients - people with developmental disabilities.

## Governance & Leadership

WISH is governed by a dedicated volunteer Board of Directors and supported by engaged committee members who bring expertise in governance, finance, fundraising, communications, and community-based housing development. The Board provides strategic leadership, fiduciary oversight, and accountability, and oversees staff responsible for implementing the organization's programs and initiatives.

As WISH's housing initiatives and operations grow, staff capacity is being expanded thoughtfully and in alignment with operational needs. This approach ensures the organization remains efficient, responsive, and well-positioned to deliver high-quality housing and support services over the long term.



# Board of Directors

The Board provides strategic oversight, fiduciary stewardship, and community leadership to advance WISH's mission and ensure long-term sustainability.



**SUE HARGRAVE** *Board Chair*

Sue brings lived experience, strategic leadership, and strong community roots to her role as Board Chair. She is a passionate advocate for inclusive, long-term housing for adults with developmental disabilities. Sue has guided WISH through key milestones, including strategic planning, partnerships, and its agreement with Whistler Sports Legacies, while championing governance, financial sustainability, and meaningful community connections.



**GREG COLPITTS** *Vice Chair*

Greg contributes strategic insight, analytical thinking, and strong problem-solving skills to the Board. As a parent and long-time Whistler resident, he has been actively involved in evaluating housing models, partnerships, and operational considerations, supporting WISH's focus on practical, inclusive solutions that balance compassion with long-term feasibility.



**TAMA-LYNN LAURIE** *Secretary*

Tama-Lynn brings a deep personal commitment to inclusive housing as a WISH board member and mother of an adult son with developmental disabilities. She offers lived experience and insight, with a background in education, business, aviation, and real estate. She is passionate about creating inclusive homes rooted in dignity, choice, and connection.



**JILL NOTMAN COLPITTS** *Treasurer*

Jill serves as Treasurer, bringing financial oversight, diligence, and long-term perspective to WISH's work. As a parent advocate, she combines personal commitment with fiscal responsibility, helping guide the development of WISH's financial model, endowment strategy, and sustainability planning to ensure the organization's long-term viability.



**SHERI GLOVER** *Director*

Sheri provides organizational leadership and governance support, ensuring strong board processes. Her contributions support WISH's outreach, communications, and engagement efforts, helping ensure that the voices of families and the broader Whistler community remain central to the organization's work.

# Community Need & Impact

## A Place in the Whistler Community

Adults with developmental disabilities are valued and active members of the Whistler community. Many contribute through employment and volunteering at organizations such as Creekside Market, Independent Grocery Store, Nesters Market, Whistler Food Bank, Meadow Park Rec Centre, Whistler Blackcomb, Whistler Museum, and Whistler Golf Course. WISH members are deeply engaged in community life, enjoying everything from biking and hiking to swimming and skiing. Much of this is made possible through the ongoing support of the Whistler Adaptive Sports Program (WAS), which has been supporting athletes since 1999, and the Special Olympics.

## Why Housing Matters

Despite their contributions and strong community ties, affordable and stable housing options remain extremely limited. In Whistler, where housing costs are among the highest in Canada, adults with developmental disabilities face an increasing risk of displacement. Without intentional action, valued members of our community may lose the opportunity to continue living in the place they contribute to and call home. This means leaving family, friends, and loved ones in order to seek support.

Ensuring safe, stable, and affordable housing is not just a housing issue- it is about inclusion, dignity, and protecting the diversity that makes Whistler a strong and compassionate community.

## Jesse's Story

Jesse has grown up in Whistler, where the mountains, lakes, and everyday life of the community are part of who he is. From winter skiing to long summer days by the water, Whistler is more than the place he lives — it is home. He loves music, spending time with friends, and taking part in community events. Jesse thrives when he is included, recognized, and valued, bringing warmth, honesty, and a strong sense of connection wherever he goes.

Like many young adults, Jesse wants greater independence: the opportunity to make his own choices, develop daily routines, and build a life that reflects his strengths and interests. His hope is simple — to live in a home of his own in Whistler, close to the people and places he loves, with the support he needs to succeed. Independent, supportive housing would give Jesse the foundation to grow confidently into adulthood while staying connected to his family and community. Because he is well known in Whistler, there is also real potential for successful employment and meaningful community participation. He especially loves the library, where he feels safe, comfortable, and able to fit in with ease.





## How We Will Measure Success

WISH will measure success through housing stability, resident well-being, community inclusion, financial sustainability, staffing retention, and model replication. Residents will be surveyed annually for five years post-occupancy, and outcomes will be publicly reported to ensure transparency and accountability.

Tools for measuring success:

- Annual resident wellbeing surveys
- Community inclusion outcomes
- Waitlist demand
- Housing stability (5-year retention tracking)
- Staff retention rates
- External organizations engaging WISH for model replication
- Feasibility studies to expand housing and services
- Family feedback

## Sarah's Story

"I want to be a cartoonist," says Sarah. Born with an undiagnosed cognitive disorder, she faces developmental challenges but has built a rich, active life. Today, she works at a local grocery store, creates art, competes as an athlete, and serves as both a client and mentor with the Whistler Adaptive Sports Program. She is a valued member of the Whistler community, and her involvement helps challenge societal misperceptions of intellectual disability and mental illness.

After high school, Sarah became heavily dependent on her family. While school provides structured support through aides and counsellors, that system disappears after graduation. Like anyone, people with developmental disabilities want independence, friendships, and the chance to pursue their dreams and careers.

Sarah has been encouraged to move to Squamish or Pemberton for supported housing. But her family, friends, job, social life, and sense of belonging are in Whistler - her home.



# Project & Delivery

## The Opportunity at 1100 Legacy Way

Through the partnership with Whistler Sports Legacies (WSL), WISH has secured ten housing units within a new 110-unit rental building located at 1100 Legacy Way. The building, *Traverse*, will be a six-storey building which is scheduled for completion in 2028. The ten housing units will be a mix of one- and two-bedroom homes. These homes will provide stable, inclusive housing for up to 16 residents, including 10 adults with developmental disabilities, allowing them to live independently in the community they call home.

*WISH is not the building owner – instead, we secure and stabilize access to units within it.*

## Partnership with Whistler Sports Legacies

The building will be owned and managed by Whistler Sport Legacies (WSL).

- WSL will oversee overall property and asset management.
- WSL will engage professional property management services to support with operations.
- WISH residents will enter into a tenancy agreement with WSL, in coordination with the property manager. Having their own tenancy agreement will ensure residents have a sense of pride and ownership of their units.
- WISH will recruit and hire a part-time housing coordinator to support residents in maintaining their tenancies and assisting with tenant responsibilities.



## How the Housing Model Works

WSL will manage building maintenance, and WISH will provide resident support.

- Building-wide maintenance (exterior, systems, structural components) will be managed through WSL's property manager.
- Day-to-day unit upkeep is the tenants' responsibility. Residents may be eligible to receive additional supports through a live-in caregiver or a Community Living BC (CLBC)-funded outreach worker.
- WISH staff will focus on resident support, community inclusion, and stable affordability.
- Clear separation between the roles of resident support and property management ensures operational efficiency and accountability.

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## Rental & Financial Model

Tenants will pay rent directly to WSL, and WISH will help subsidize rents.

- Residents will pay rent aligned with WSL's affordable housing structure.
- Provincial shelter allowance currently provides up to \$500/month toward housing.
- The WISH Barrier-Free Endowment is designed to bridge the rental gap and provide support services plus a community space.



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## Resident Support & Programming

- Spread throughout the building, WISH will support 10 tenancies for people with developmental disabilities:
  - High-functioning residents will live independently within one-bed self-contained units. Residents will live with a Support Staff (aka "Buddy") funded by CLBC in the two-bed units.
- Outreach workers and support services will be coordinated through appropriate agencies and funding streams (e.g., CLBC pathways where applicable and grant opportunities).
- WISH staff will be available to residents for day-to-day inquiries and tenancy support, and will steward community-building initiatives within the shared common space.
- Families & volunteers will be involved through resident groups and social committees (i.e. starting a knitting club, etc.)

This creates a model that is:

- Housing-first
- Community-integrated
- Financially sustainable for generations
- Draws from successful frameworks in other communities
- Replicable across BC

## Why This Model Works

This is not a capital build requiring WISH to manage development or construction risk.

Instead, WISH has strategically partnered with an experienced developer/operator, allowing the Society to focus on its mission and values:

- Affordability
- Resident wellbeing
- Long-term sustainability
- Endowment stewardship
- It is a lower-risk, high-impact model

WISH will oversee applications, tenant selection, support long-term tenancy management, and oversee the supportive housing framework.



# From Vision to Keys in Hand

2019

## Vision & Foundation

- WISH Society established
- Community engagement & family consultations
- Governance framework developed
- Partnership discussions initiated



2025

- Who We Are video made. The video is titled: Whistler Is Our Home

## Securing the Homes

- MOU signed with Whistler Sport Legacies
- 10 units secured (housing up to 16 residents)
- Dedicated common space included



2027

## Build & Prepare

- Construction ongoing
- Resident selection framework finalized
- Staffing & operational planning
- Furnishing & accessibility sponsorships



2028

## Keys in Hand

- Building complete
- Residents move in
- Support model operational
- Baseline well-being survey begins



2023

- Charity Registrations confirmed
- First donation from 100 Women Who Care – Whistler ‘Seed money’

2026

## Planning & Campaign Growth

- Housing Needs Assessment completed
- Assistant Executive Director hired
- Governance & bylaw updates
- \$5M Barrier-Free Endowment Campaign launched & Major donor cultivation begins
- Foundation & grant applications submitted

## Groundbreaking

- Public Groundbreaking Ceremony
- Construction begins
- Major gift phase accelerates
- Community sponsorship opportunities

2029

## Measure & Expand

- Annual resident wellbeing surveys
- Financial sustainability reporting
- Community inclusion tracking
- Expansion feasibility review

Sharing our vision with future projects in BC  
Expanding capacity

# A Flexible Supported Living Model

## Independent Living with Outreach Support

The first model is for the one-bedroom units in which the tenant can reside independently with the support of outreach workers who provide weekly assistance to help the tenant with life skills.

## Home Share/Shared Living Model

The second model is for the two-bedroom units in which the tenant resides with a live-in caregiver. The live-in caregiver provides guidance and assistance with daily tasks as required. As outlined in the Memorandum of Understanding (MOU) between WISH and Whistler Sports Legacy (WSL), the tenant is the primary leaseholder, and the rent may be paid jointly by the tenant and caregiver.

## Shared Community Programming Space

WISH will operate a ~1,000 sq. ft. amenity space where programming to support life-skills training, day programming, communal meals, and gatherings will take place. There will also be opportunity for community use.



These dedicated units at the *Traverse* building will provide housing for up to 10 individuals with developmental disabilities— more than doubling the current supported housing opportunities available in the Sea to Sky corridor.



## Eliza's Story

She knows the trails, the bus routes, the coffee shops, and the rhythm of this town. She volunteers, she skis, she greets familiar faces in the village. This is her home. Like many adults with developmental disabilities, Eliza dreams of living independently - with her own key, her own routines, and the pride that comes from managing her day-to-day life. She wants to cook dinner in her own kitchen, invite friends over, and walk to work or recreation without leaving the community she loves.

Yet independence in Whistler is not affordable on a \$500 per month shelter allowance. WISH represents more than housing for Eliza. It represents security for her family, belonging for her future, and the dignity of being a valued member of this community, not someday, but permanently.

With stable, supported housing at 1100 Legacy Way, Eliza and others like her will have the opportunity to thrive, contribute, and live with confidence in the place they call home.

# Bricks, Mortar & Forever

*Buildings create homes. WISH is making them accessible.*

In Whistler, building affordable housing is only the first step. The greater challenge is ensuring that people can remain housed safely, affordably, and with dignity over the long term. For adults with developmental disabilities, stability is not optional; it is foundational to independence, well-being, and belonging.

The homes secured by WISH at 1100 Legacy Way represent a rare and powerful opportunity: purpose-built, accessible housing embedded within a vibrant, inclusive neighbourhood. These bricks and mortar provide safety, permanence, and a place to belong in the community residents know and love.

But bricks alone cannot absorb rising rents, fixed disability incomes, or the long-term costs of support. Without a permanent financial foundation, even the best housing can become fragile over time. That is why WISH has paired this housing opportunity with a Barrier-Free Housing Endowment. The endowment ensures that affordability does not erode as costs rise. Supports will remain consistent, and residents will never be displaced due to financial gaps. The Barrier-Free Housing Endowment allows WISH to plan responsibly, reduce reliance on unpredictable annual fundraising, and focus on what matters most: supporting people to live full, connected lives.

In a community like Whistler, known for its commitment to inclusion, resilience, and taking care of one another, this model reflects our shared values. It is a promise that when families can no longer provide lifelong care, there is always a place for people with developmental disabilities in the community.

Bricks create the home. WISH will ensure the doors stay open: **forever.**





## Reducing Risk Through Housing Stability

Adults with developmental disabilities face disproportionately high rates of poverty, unemployment, housing insecurity, and victimization. These challenges are often intensified by social isolation and a lack of stable, appropriate housing with access to meaningful supports. Without secure housing, individuals are more vulnerable to exploitation, declining health, and disconnection from community life.

WISH exists to reduce these risks by creating stable, inclusive housing that supports independence, safety, and lasting connection.

Whistler is uniquely well positioned for a project like this. It is a community known for its strong social networks, commitment to inclusion, and history of collaborative, community-led solutions. With accessible recreation, reliable transit, engaged service organizations, and a culture that values belonging and participation, Whistler offers an environment where supported housing will succeed. When individuals with developmental disabilities are housed within the community — not separated from it — they are better able to thrive, contribute, and build meaningful lives.

Risk Category	Identified Risk	Likelihood	Impact	Mitigation Strategy	Monitoring Method
<b>Construction &amp; Timeline</b>	Construction delays beyond 2028 occupancy	Moderate	High	Project managed by experienced developer (WSL); formal MOU securing units; ongoing milestone check-ins	Quarterly update from WSL; board review
	Construction cost overruns affecting building completion	Low-Moderate	Medium	WISH not responsible for construction financing; risk held by developer. Increased capital cost may impact rent rates	MOU clarity; annual confirmation
<b>Fundraising</b>	Endowment target (\$5M) not fully reached by occupancy	Moderate	High	Phased campaign can continue after occupancy. The program will still exist even if target is not made by occupancy. A portion of units will be rented at market rate until the funding target is met. Injection options like families contribute or less units are occupied.	Monthly fundraising dashboard; quarterly board review
	Donor fatigue in small community	Moderate	Medium	Expand beyond Whistler (regional/provincial outreach); seek funding from foundations; corporate partnerships	Annual donor diversification review
<b>Operational Sustainability</b>	Budget gap larger than projected	Moderate	High	Conservative financial modelling includes a buffer for increased rent rates	Annual financial audit; endowment performance review
	Endowment investment performance below expected return	Low	Medium	Diversified investment strategy; professional fund manager; conservative withdrawal policy	Annual IPS review

<b>Staffing &amp; Support Model</b>	Difficulty recruiting long-term support staff in a high-cost community	High	High	Early workforce planning; collaboration with CLBC/Vela; explore staff housing partnerships; competitive compensation planning	Annual staffing retention metrics
	Support funding from CLBC is insufficient	Moderate	Medium	Early engagement with CLBC; family-centred agency model; blended funding streams	Annual review of funding agreements
<b>Community Acceptance</b>	NIMBYism or neighbourhood resistance	Low-Moderate	Medium	Early education campaign; transparent communication; community integration events; positive storytelling	Community feedback monitoring
<b>Governance &amp; Leadership</b>	Leadership transition or board turnover	Moderate	Low	Governance succession planning; board matrix; committee structure; documented policies	Annual governance review
<b>Regulatory &amp; Compliance</b>	Changes to provincial housing or disability policy	Low	Low	WISH will not rely solely on provincial contracts for funding. Active monitoring of BC housing/CLBC landscape; adaptive planning will be important for long-term success	Annual policy review
<b>Reputation</b>	Concerns regarding resident safety or public perception	Low	Medium	Clear safety protocols; insurance coverage; incident response plan; communication strategy	Incident tracking; annual risk audit



# Financial Sustainability & Funding Overview

## Sustainable Operating Model

The monthly funding gap is calculated as follows:

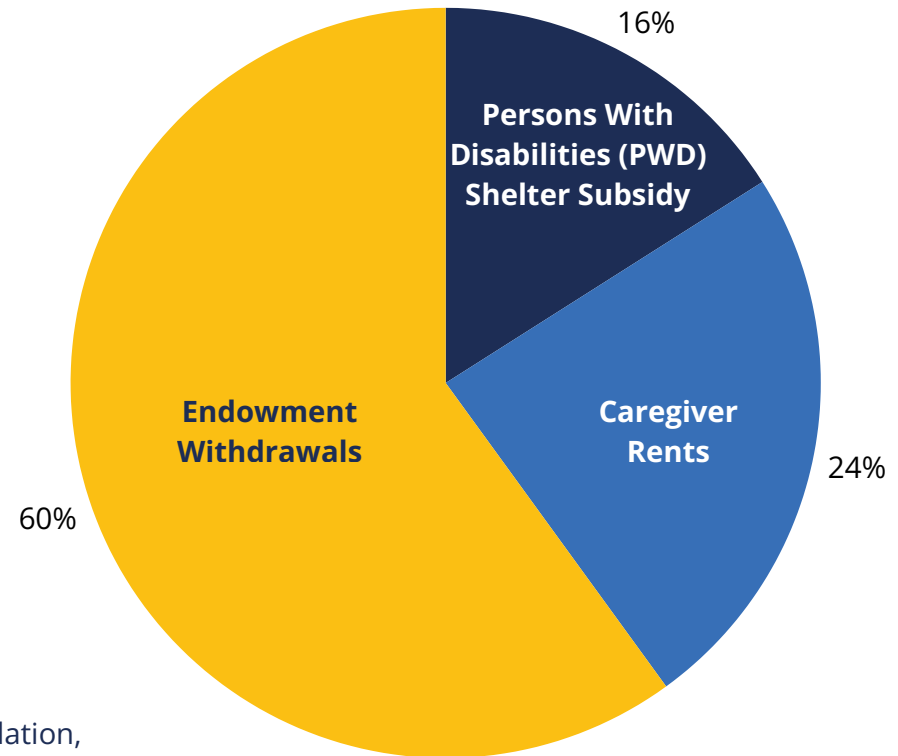
Rent (2-bedroom unit): **\$2,500/mo**

Persons With Disabilities (PWD) Shelter Subsidy: **-\$500**

Live-in Caregiver Contribution (50% of rent): **-\$1,250**

Remaining funding gap: **\$750/mo**

Based on this model, WISH estimates an **annual operating deficit just shy of \$250,000**, which will be addressed through endowment withdrawal.



Operating costs are estimated to be \$250,000 annually. A barrier-free endowment fund that generates annual revenue for WISH is a key element of long-term operational stability.

A \$5 million permanent endowment fund, administered by a foundation, will generate annual dollars to help pay building and programming operating costs, including rents, salaries and wages, utilities, insurance and overhead costs.

Donations to the fund are permanently invested and generate revenue year over year to support people in the Sea to Sky region.

Over time, the endowment will grow and continue to give back more and more. This is a great way for a gift to become a legacy.

## The Operating Budget

Revenue	Year 1	Year 3	Year 5	Year 10
<b>PWD Subsidy</b>	\$60,000	\$60,000	\$60,000	\$60,000
Caregiver Rents	\$90,000	\$90,000	\$90,000	\$90,000
Endowment Income	\$225,000	\$240,000	\$250,000	\$295,000
<b>Total</b>	<b>\$375,000</b>	<b>\$390,000</b>	<b>\$400,000</b>	<b>\$445,000</b>

Expenses	Year 1	Year 3	Year 5	Year 10
Administration	\$36,000	\$37,500	\$39,000	\$43,000
Bank Charges & Interest	\$600	\$625	\$650	\$700
Insurance	\$6,000	\$6,250	\$6,500	\$7,200
Legal & Professional Fees	\$2,500	\$2,600	\$2,700	\$3,000
Rent	\$261,600	\$272,100	\$283,000	\$312,600
Salaries & Wages	\$45,000	\$47,000	\$48,700	\$53,800
Utilities	\$12,000	\$12,500	\$13,000	\$14,500
Contingency	\$6,000	\$6,250	\$6,500	\$7,200
<b>Total</b>	<b>\$369,700</b>	<b>\$384,825</b>	<b>\$393,550</b>	<b>\$442,000</b>

<b>Surplus (Deficit)</b>	<b>\$5,300</b>	<b>\$5,175</b>	<b>\$6,450</b>	<b>\$3,000</b>
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# Fundraising Strategy

## FUNDRAISING TARGET



	Year 1: 2026	Year 2: 2027	Year 3: 2028	Total
Individual Major Gifts	\$500,000	\$750,000	\$500,000	\$1.75M
Corporate Sponsorships	\$250,000	\$150,000	\$100,000	\$500K
Public Sector (Grants)	\$500,000	\$1,000,000	\$250,000	\$1.75M
Foundations/Institutions	-	\$100,000	\$750,000	\$850K
Community/Monthly Donors	-	\$100,000	\$150,000	\$250K
<b>Total</b>	<b>\$1.25M</b>	<b>\$2.1M</b>	<b>\$1.75M</b>	<b>\$5.1M</b>

# Year 1 (2026): Foundation & Visibility

**ANNUAL GOAL: \$1.25M**

## 1.1 Strategic Preparation

- Engage a fundraising consultant or coordinator to support campaign logistics.
- Develop a case for support (short and long versions for different audiences).
- Finalize branding, core messaging, and print/digital materials (video, one-pager, slide deck, etc.).
- Build and update donor database (e.g., Zeffy, Charitable Impact).

## 1.2 Private Donor Cultivation

- Identify top 50 prospects (local philanthropists, aligned families, past event attendees).
- Host 3 cultivation events (e.g., hosted dinners, home tours, or speaker panels).
- Launch “Founding Donors Circle” for first 10+ donors over \$50K.
- Goal: \$500K from individual major gifts.

## 1.3 Corporate Sponsorship & Partnership

- Develop corporate partner package (tiers, naming opportunities, media recognition).
- Approach 20 local/regional businesses (e.g., Vail Resorts, real estate firms, tourism orgs).
- Goal: \$250K from sponsorships, in-kind, and corporate donations.

## 1.4 Public Sector Grants

- Apply for municipal (RMOW), provincial (CLBC, BC Housing), and federal grants.
- Build relationships with Whistler Council, MLA, MP, and BC Housing leads.
- Goal: \$500K in grants (early planning and capacity-building dollars).



## A PARENT'S VOICE

*“As parents, we spend our lives helping our children build independence, step by step. But when your child lives with a developmental disability, independence often depends on whether housing is affordable and stable. WISH gives us something we rarely speak about out loud: peace of mind. It means our loved ones can remain in Whistler, safely, confidently, and with dignity, long after we are no longer able to stand beside them.”*

# Year 2 (2027): Acceleration & Public Launch

**ANNUAL GOAL: \$2M**

## 2.1 Capital Campaign Launch

- Publicly launch “Home for All” Capital Campaign with an event and PR outreach.
- Launch community-based peer-to-peer campaign (toolkits, pledges, monthly donors).
- Highlight personal stories from families and future residents.

## 2.2 Expand Donor Outreach

- Build monthly donor program: “Sustainers of Supported Living”.
- Increase 1:1 meetings with high-net-worth individuals (local and Lower Mainland).
- Leverage Board connections for top 10 “stretch” gifts (\$100K+ donors).
- Goal: \$750K from major gifts and \$100K from monthly/individual giving.

## 2.3 National & Provincial Funding

- Apply for Canada Mortgage & Housing Corporation (CMHC) Seed or Co-investment Funds.
- Reapply and expand applications to BC Housing and CLBC capital funds.
- Explore Whistler Community Foundation and Vancity community investment.
- Goal: \$1M in public funds.

## 2.4 Corporate Growth

- Secure title sponsor for event (e.g., Halloween Gala).
- Introduce naming rights opportunities (room sponsorships, garden, community hub).
- Goal: \$150K in corporate partnerships.



# Year 3 (2028): Completion & Sustainability

**ANNUAL GOAL: \$1.75M**

## 3.1 Close the Campaign

- Final push through a “100 for \$10K” challenge (100 donors at \$10K).
- Launch community match campaign (existing donor matches public donations).
- Target \$500K from community-driven initiatives.

## 3.2 Institutional & Foundation Outreach

- Apply to larger national foundations: Vancouver Foundation, McConnell, Lawson, Real Estate Foundation.
- Develop long-term partnerships with health and social justice-focused foundations.
- Goal: \$750K from foundations and institutions.

## 3.3 Multi-Year Commitments

- Secure multi-year funding commitments for staffing, maintenance, and programming.
- Transition capital campaign donors into ongoing operational funders.
- Goal: \$500K committed toward operational support beyond capital build.



## Success Factors

- Clear and emotionally compelling storytelling (housing = dignity, inclusion, independence).
- Active Board engagement in outreach and donor introductions.
- Community presence and trust-building.
- Responsive stewardship and timely reporting for all funders.
- Celebrating milestones publicly (e.g., “Groundbreaking” or “Donor Wall Reveal”).

# The Barrier-Free Endowment

## What is a Barrier-Free Endowment?

In British Columbia, donating to an endowment is often considered superior to funding capital costs (like buildings or equipment) for donors seeking long-term impact, legacy creation, and financial efficiency. While capital donations provide immediate, one-time results, endowments are invested to provide a permanent, sustainable source of income for charities.

Individual donors receive tax benefits by contributing to an endowment. For instance, donating publicly traded securities to an endowment in-kind allows you to eliminate capital gains tax on the appreciated value, a significant advantage under Canada Revenue Agency (CRA) rules, especially for high-net-worth individuals. Donors receive immediate, valuable tax receipts for their contributions, which can be used to offset income taxes. In addition, donors know they are making an impact in perpetuity.

For organizations, endowments provide a reliable income stream, relieving charities from the burden of annual, high-pressure fundraising for basic operations.

There are different types of endowments, including term and restricted endowments, in which earnings from investments are expended per the donor's specifications. WISH's Barrier-Free Endowment will be an unrestricted endowment, which means earnings from investment can be spent, saved, re-invested, or distributed at the discretion of WISH based on organizational and community needs.

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*How your gift creates stability.  
Today and forever.*

## ENDOWMENT IN ACTION

### Sea to Sky Hospice Society

In 2021, the Sea to Sky Hospice Society started two endowment funds with a vision of creating more long-term sustainability for funding the services and programs that the society provides to the Sea to Sky community. Each of the local community foundations, the Whistler Community Foundation and the Squamish Community Foundation manage and oversees these endowment funds.

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## ENDOWMENT IN ACTION

### Special Olympics BC

Endowments provide ongoing, dependable funding for Special Olympics athletes, programs and builds a strong foundation for present and future success.

In 2025, the Ron and Alma Jones Family Foundation made a transformative \$1 million endowment to Special Olympics BC. The life-changing gift ensures athletes with intellectual and developmental disabilities in 55 communities across B.C. have access to inclusive sport opportunities for many years to come.

# The Pillars that Hold the Home

**Together, these Pillars Hold the Home.**

Each pillar is essential. Each gift matters.

## PILLAR ONE

### A Home for Life

**\$500,000**

One Individual, Forever.  
A gift at this level provides permanent housing affordability and support for one resident for their lifetime, plus future residents.

#### This pillar ensures:

- Long-term rent stability despite rising housing costs
- Ongoing access to support and coordination
- Security, dignity, and peace of mind — for life

This is a transformational gift that creates a living legacy, ensuring that one person will always have a safe place to call home in Whistler.

## PILLAR TWO

### A Year of Stability for All

**\$250,000**

All 10 Residents, One Year.  
This pillar funds the entire annual operating gap for WISH's supported housing program.

#### It covers:

- Rental annual subsidies for all 10 homes
- Part-time staffing and coordination
- Community space operations and programming
- Essential administration and oversight

This level of support guarantees one full year of successful living for every resident, keeping the community stable, supported, and thriving.

## PILLAR THREE

### A Year of Belonging

**\$25,000**

One Resident, One Year. A gift at this level supports one resident for an entire year, ensuring housing remains affordable and supports are in place.

#### It helps cover:

- Rental shortfall beyond disability income
- Access to shared programming and community space
- Ongoing coordination and support

This pillar directly supports independence, inclusion, and connection, allowing one individual to live with confidence and stability in the community.

## PILLAR FOUR

### Community Power

**\$10,000 X 25 Gifts = One Year of Successful Living**

When 25 donors each contribute \$10,000, they collectively fund one full year of successful living for the entire WISH community.

#### This pillar represents:

- Shared responsibility
- Collective impact
- A community standing together

It reflects Whistler's strength — showing that when many people contribute, lasting change is possible.

# Recognizing Our Legacy Donors

Our legacy donors will receive the following:

- Acknowledgement on the WISH website and social media
- Acknowledgement at the ground-breaking ceremony/ribbon cutting
- Attendance/invite to volunteer groups/moving day celebration
- Names on a wall plaque in lobby
- Thank you correspondence from the Board

One major commitment donor may receive naming rights to the community room.

Whether supporting one person for life or joining others to sustain the whole community for a year, every contribution strengthens the foundation that allows WISH residents not just to be housed, but to belong, thrive, and remain in Whistler for their life and beyond.







WHISTLER  
INDEPENDENT  
SUPPORTED  
HOUSING



**WISHSOCIETY**

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