



Media Alert
July 21, 2008

**Fife House launches *A Place to Call Home:*
Capital Campaign in Support of Wellesley Residences**
**First-of-its-kind building at 490 Sherbourne will offer integrated supportive housing for
individuals and families living with HIV/AIDS and senior citizens**

Time/Date/Location: 5-7pm Wednesday July 23/08
Rekai Centre 160 Wellesley Street East

**Fife House's goal is to provide a family-like atmosphere for a diverse group of people
desperately needing acceptance, community and ongoing support – 490 Sherbourne Street
will truly be a "Place to Call Home."**

The Launch Event:

On Wednesday July 23 – Fife House will host a celebration cocktail party and exclusive tour of our new 490 Sherbourne Street apartment complex for our donors, volunteers and friends. This exciting event will introduce everyone to the new building and the critical supportive programs and services we will offer our tenants as we launch the final stages of our Capital Campaign.

Capital Campaign: Current Status, Goal & Need for Support

"Fife House has been working on this Campaign for 2 quiet years and as we reach 85% of our \$1.1 million goal we are thrilled to be celebrating and introducing our new building that will serve the needs of hundreds of people living with HIV/AIDS who are in desperate need of housing," says Dr. Tom Reynolds, Fife House's Capital Campaign Chair.

Fife House Mission and Overview

Fife House recognizes that access to secure and affordable housing is a key determinant of health: people living with HIV/AIDS do not have access to the full range of treatments available without a permanent address. The agency runs three supportive housing facilities -- Denison, Hastings, and Gladstone – and Jarvis, an 82-unit apartment building, and provides 75% of the available supportive housing to people living with HIV/AIDS in Toronto, serving 490 individuals and families living with HIV/AIDS last year.

Fife House is Canada's largest provider of secure and supportive housing and support services for persons living with HIV/AIDS. They recognize the vital importance of secure housing – with new breakthroughs people are living longer and healthier lives. Today, stable housing is key to a healthy life-- without it treatment can be compromised.

Fife House & WoodGreen in Partnership: A Very Different Approach

Fife House is working to increase the number of units of supportive, affordable housing for people living with HIV/AIDS. The partnership of Fife House, WoodGreen Community Services and the Wellesley Institute, resulting in a new entity – Wellesley Central Residence -- means

they combine the community's best resources and programming in one housing solution. This unique building will integrate individuals and families living with HIV/AIDS and senior citizens in its 112 units; plus, the building represents a 35% increase in supportive housing available to people living with HIV/AIDS in Toronto and will allow Fife House, for the first time, to provide housing for families.

"Families are often forgotten in the mix – we all know the stigma and struggles of individuals and seniors to find housing but imagine being a single parent or a child who is living with HIV/AIDS - the isolation and terrible fear that goes with feeling ostracized and without support" says Fife House Executive Director Keith Hambly.

Additional Quotes

Executive Director: Mr. Keith Hambly *"This building is uniquely designed with housing, programming and community recreation areas – it includes a brightly designed children's playroom, beautiful community gathering space/large kitchen for celebrations and tenant events – along with a city-view roof top healing garden, a wellness centre and many accessible health services."*

Fife House Client: *"In the spring of 2007, I moved into my first one-bedroom apartment and my health has also improved significantly! I am extremely proud to say that I have been living substance free for one year and continue to this day. I have a home and I have hope again. For this I am forever grateful"*

Contact Information

For more information on this event and to explore other topics of interest related to HIV/AIDS and housing in Toronto, please contact Fife House Executive Director Keith Hambly. For a Fife House complete overview visit www.fifehouse.org.

Contact: Keith Hambly, Executive Director, W: 416-205-9888, ext. 251/C: 416-550-0082

Fife House Growth Timeline

1988	Fife House established as charitable organization
1990	First residence, Denison, opens
1991	Second residence, Hastings, opens
1994	24-hour attendant care introduced at both residences
1996	Fife House starts offering support services to clients at Jarvis apartment complex; Third residence, Gladstone, opens
2000	Homeless Outreach Program established
2002	Developed partnership between community-based AIDS service organizations (ASOs) and researchers from York and McMaster Universities to study the housing needs of people living with HIV/AIDS (PHAs) as they relate to health and well-being
2003	Fife House awarded the Ontario HIV and Substance Use Training Program by the Ontario Ministry of Health
2006	Construction begins on Sherbourne apartment complex – first new housing for people living with HIV/AIDS in Toronto in over a decade
2008	Construction on Sherbourne apartment complex scheduled for completion Summer 2008. Occupancy to follow immediately.