

July 7, 2017

Dear friends of Bruce House,

We have come a long way together.

When people with AIDS had nowhere to go, the community rallied and created Bruce House—a place where people could go to live, and often die, with dignity. Much has changed in the nearly three decades since as dying from AIDS has been replaced by living with HIV. Throughout those changes Bruce House has adapted, grown, weathered storms, and always stayed true to the mandate given by the community: to provide care and support for those who are often left behind. Though the details have changed the mission has not: people impacted by HIV/AIDS in Ottawa have a place to turn to for compassion, housing, care, and support.

Bruce House has grown, struggled, thrived, and sometimes faltered—but always found a way past all obstacles. Community generosity made up for lack of funding; volunteers supported every aspect of programs and services; and staff found creative ways to achieve the seemingly impossible.

At every step the community who gave us this charge has supported us, and today we humbly turn to you—our community—for your support and understanding.

We need your help.

Our bills, like yours, continue to grow. This includes a significant rent increase for our office space, the ever-increasing cost of utilities at our Transition House, and increasing client assistance costs. Our funding, however, has remained flat for years, and in some cases has been reduced or cut.

The gap between funding and the cost of providing our programs and services has simply become too wide and deep—we now count on donations and fundraising events to provide 24% of what we offer our clients.

The economic reality is that people have less to give. Proceeds from *A Taste for Life* have decreased by 35% in the past five years. We made the difficult decision to cancel the *Ottawa AIDS Walk for Life* a few years ago as revenues had dropped to the point that the staff time involved in planning the event could no longer be justified. Fundraising events are, ironically, expensive.

And that brings us to today. The past year has been a “perfect storm” with higher than normal professional fees and unexpected one-time costs, all at a time when much of our contingency fund has been used to meet past deficits. We cannot continue as we have, hoping for a brighter tomorrow.

We have a way forward.

Bruce House staff, management, and the Board of Directors have been working diligently to manage both the short-term and long-term financial outlook. We are aggressively seeking out grant opportunities, speaking with current funders, and rekindling relationships with past funders.

We are looking at all expenses, suppliers, and cost, on an ongoing basis. We have reduced staffing costs by eliminating one staff position, converting two part-time positions to casual relief, and leaving another position vacant for the time being. We have sub-leased surplus office space. We have restructured to work smarter, make better use of resources, and do more with less. We have new data-gathering procedures which will ensure that we have the information needed to secure long-term funding.

All this will give us the stability to sustain our programs and services, but the process will take some time; we still need to address our immediate shortfalls. Without an influx of money today we will have to consider significant cuts to programs and services.

We will do it together.

We have confidence in our long-term plans, and fervently wish to continue offering our current levels of assistance and support. We can do this with your help.

We are one of the few places where people impacted by HIV can turn to for hope, support, compassion, and dignity. While HIV can now be a manageable health condition, that management requires a safe place to live, food and other necessities, and access to medical care... and so many people in our society lack these. We are now coming to understand the health impacts of living with HIV long-term, which can come with a host of additional medical issues. In short, we at Bruce House fully expect the need for our services to continue to grow.

Your generosity today will give us the breathing room we need to continue moving towards a more sustainable financial position without making painful cuts to the supports and services we provide our clients.

You can donate now by visiting www.BruceHouse.ca/donate or using the attached form.

Your contribution to will be recognized (with your consent) via social media, newsletters, and at our annual general meeting.

*The staff, volunteers, management, Board, and clients of Bruce House thank you,
and as ever we are grateful to be part of this community.*

BRUCE HOUSE 402-251 Bank St. Ottawa, ON K2P 1X3

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<input type="checkbox"/> Please charge my credit card \$ _____	Address: _____
Card #: _____	City: _____
Exp.: ___/___ Signature: _____	Prov., PC: _____
<input type="checkbox"/> Please send me your email newsletter.	Phone: _____
<input type="checkbox"/> You may list my name as a donor to this campaign.	Email: _____

*All donations of \$20 or above will receive a tax receipt.
You may also donate online, please see www.BruceHouse.ca/donate*