



# Collaborating to Solve Homelessness

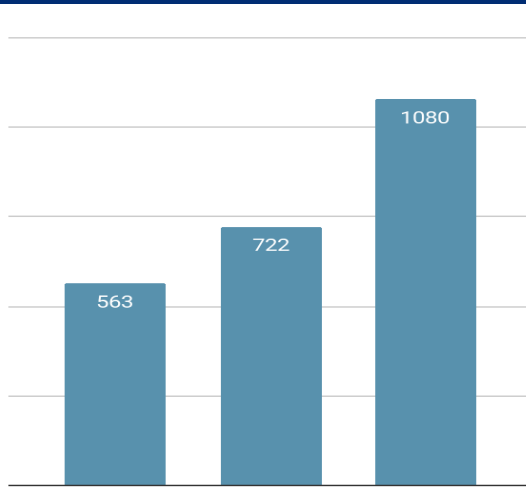
Building a Brighter Barrie, Together.

Campus of Care Introduction

# The Challenge: A Growing Crisis

Homelessness in Barrie is a significant and growing challenge that demands a coordinated, community-wide response. Data from the County of Simcoe reveals a troubling trend that underscores the urgency of the situation.

## Rise in Homelessness



## Key Insights

The number of individuals experiencing homelessness has sharply increased, with a significant portion facing chronic housing instability. This highlights the critical need for long-term, supportive solutions.

**65%**

Of individuals identify as chronically homeless.

**30%**

Are unsheltered, a significant increase from 4% in 2022.

# The Financial Cost of Inaction



The cost of inaction extends far beyond the individual, impacting our entire community and straining taxpayer resources. While the shelter system requires funding, it's a far more cost-effective solution compared to the high costs associated with incarceration and emergency healthcare services.

**\$64**

**Tax-funded shelter bed**

Average nightly cost of a shelter bed in Simcoe County

**\$302**

**Federal correctional institution**

Average nightly cost

**\$1,547**

**Barrie jail cell**

Nightly cost for a minor infraction

**\$16,400**

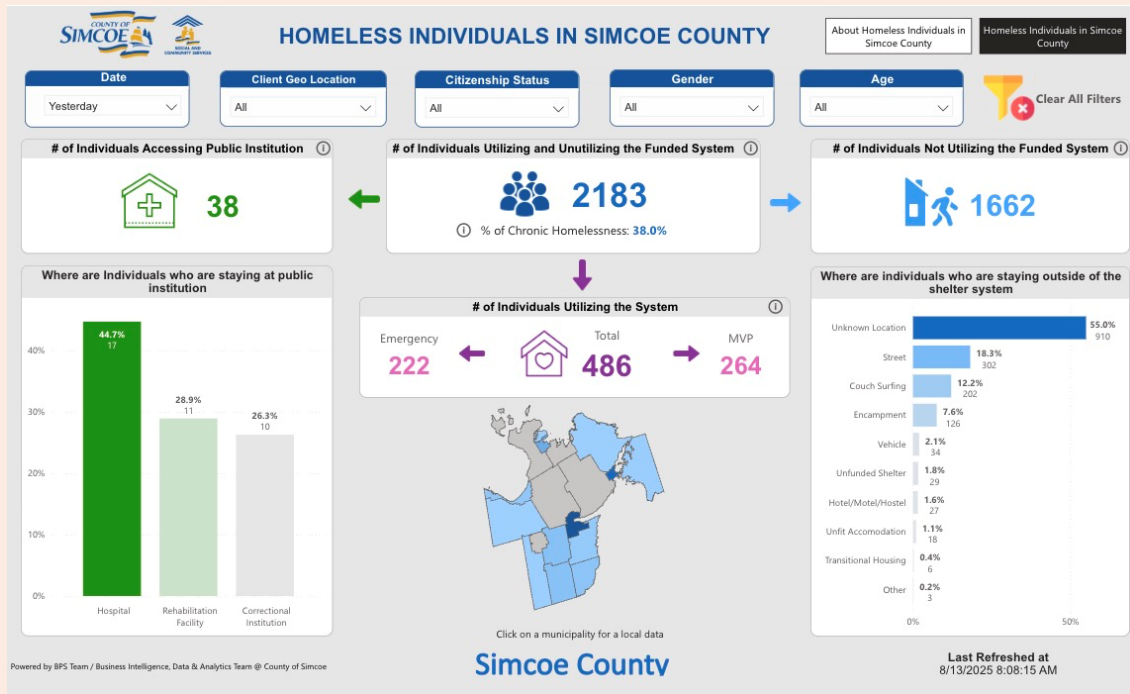
**Hospitalization**

Average total cost – twice the national average

# The Opportunity: Real-time Data



The County of Simcoe's data portal delivers real-time insights on homelessness, giving Barrie Cares the critical information and measurement tools needed to track progress and drive impact.



<https://gisportal.simcoe.ca/arcgis/apps/sites/#/county-of-simcoe-data-portal>

Barrie Cares is a group of passionate community leaders dedicated to solving homelessness through a coordinated and collaborative approach.

We are facilitators and advocates, not a service provider.

## Our Vision

A future where homelessness is a solvable challenge that we overcome together, and no one is left behind.

## Our Mission

To empower our community through collaboration and education, creating a coordinated response to homelessness.

## Our Values

Compassion, Dignity,  
Collaboration, Knowledge,  
Inclusivity, Advocacy

# About Barrie Cares: Our Community Network



## Directors & Members

### Board of Directors

James Massie, Rowley Ramey, Paul Larche

### Active Members

Dino Melchior, John Alousis, Dave McCullough, Wayne Hay, Maria Cernak, Gord Menzies, Lynn Strachan, Barb White, Jessie Larche

**Barrie Cares is the lead agency under the Community Safety & Wellbeing Plan**

## Key Partners

- Gail Hunt & Brandon Lewicki - RVH
- Kevin Weaver & Suzie Addison Toor - Georgian College
- Craig Nixon - City of Barrie
- Val Gates & Peter Dewsnap - Barrie Police
- Mina Fayez-Bahgat & Andrew Scavarelli - County of Simcoe
- Sarah Banbury - CMHA SCB
- Paul Markle - Barrie Chamber of Commerce



Canadian Mental Health Association  
Simcoe County  
*Gambling, Substance Use and Mental Health Services*



# Our Solution: Two-Phased Campus of Care

Guided by our members and partners, Barrie Cares is creating a transformative permanent **Campus of Care** — a central hub redefining how our community tackles homelessness. This two-phase plan delivers urgent relief now while building a lasting pathway to dignity, stability, and hope.

## Phase 1: Temporary CoC (2025)

Repurpose Paramedic Building at **113 Tiffin St.** to address urgent needs while permanent CoC is developed and built.

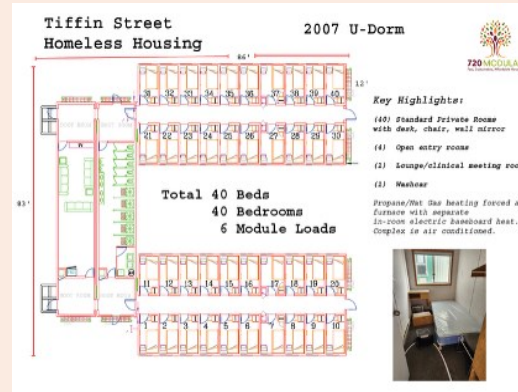
- Kitchen and dining area
- Urgent care service rooms
- Showers and Laundry services
- Warming space and food security services
- 40 shelter beds (funded by the County)

# Phase 1: Immediate Need for Temporary CoC



Fundraising Goal  
**\$250,000**

Needed for infrastructure changes to Parametric building to accommodate kitchen, dining area, urgent care service rooms and warming space for Winter 2025.



**Modular Building**

40 temporary Beds to be provided by County of Simcoe



## Phase 2: Permanent CoC (Location TBD on City of Barrie Land)

The permanent Campus of Care will be a fully funded, **centralized physical intake and assessment facility** to augment the current homelessness and emergency shelter system. This facility will be equipped with **health, wellness, and social support services**.

### Phase 2: Permanent CoC (2026-28)

**A fully funded, 30,000 sqft centralized intake and assessment facility.**

- Short-term stays (up to 60 days) for assessment and stabilization.
- 50-bed, 24/7 secured structure
- Showers, laundry, food services, storage
- Direct coordination with County Services, CMHA SCB & RVH
- Health & wellness clinic: medical, dental, vision, pharmacy
- Addiction, mental health, housing navigation, justice support
- Pet-friendly, with transportation to treatment & housing programs
- Dedicated transportation: To help individuals connect with treatment and recovery programs (i.e. HART of Simcoe County, CMHA SCB), housing programs, along with other crucial life stability supports and services.

# Our Strategic Timeline



A clear, phased approach ensures we can provide immediate relief while building a permanent solution.

2025	2026	2027	2028-29
<b>Phase 1: Temporary CoC</b> <ul style="list-style-type: none"><li>• Fundraise \$250,000.</li><li>• Launch temporary CoC site</li><li>• Advocate for public and political support</li></ul>	<b>Phase 2: Permanent CoC</b> <ul style="list-style-type: none"><li>• Finalize land agreements and zoning</li><li>• Launch permanent CoC Capital campaign.</li><li>• Approve final architectural drawings</li></ul>	<b>Phase 2: Permanent CoC</b> <ul style="list-style-type: none"><li>• Expand Permanent CoC Capital campaign</li><li>• Begin Construction</li></ul>	<b>Phase 2: Permanent CoC</b> <ul style="list-style-type: none"><li>• Open the Campus of Care</li><li>• Operated by Country of Simcoe</li></ul>

# Expected Outcomes

The Campus of Care will create a more efficient and humane support system, leading to measurable positive outcomes for individuals and the community.

**100%**

receiving intake  
assessments within  
48 hours.

**80%+**

Successful referrals  
to recovery, housing,  
or mental health  
services.

**Reduced  
Burden**

On ERs, first  
responders, and  
social services.

**Public  
Awareness**

Increased public  
support, empathy  
and reduced stigma

**Note:** The benefits outlined above, including formal data reporting and KPI tracking, will be further clarified through extensive engagement with key community stakeholders.

# Our Ask: Join Us in Building a Brighter Barrie

Barrie Cares is a catalyst for collaboration — uniting partners, resources, and community will — not a service provider. We are securing the capital to build the Campus of Care and driving awareness to inspire action. Your support is the key to making this vision a reality and building a community where no one is left behind.

## Donate

Help us reach our \$250,000 goal for the temporary Campus of Care infrastructure. Every contribution makes a difference.

## Advocate

Spread awareness about homelessness in Barrie and the solutions we're implementing. Your voice matters.

## Collaborate

Partner with us. Whether you're a business, organization, or concerned citizen, there's a place for you in this effort.

Contact us at [info@barriecares.ca](mailto:info@barriecares.ca) to learn how you can get involved in building a brighter Barrie, together.