



**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**LOCAL BUILDER SUPPORTS AFFORDABLE HOUSING INITIATIVE**

Leadership Waterloo Region to receive \$30,000 in funding from Activa to ignite affordable housing partnership.

**Waterloo Region (June 12, 2019)** – When you ask Tony Giovinazzo, CEO of Activa, why they do what they do, it’s all about families and building community. That’s why, when the opportunity arose to support the partnership between Leadership Waterloo Region (LWR), the Waterloo Institute for Social Innovation and Resiliency (WISIR) and Wellbeing Waterloo Region (WWR), they jumped at the chance to make a bigger impact. Shares Giovinazzo, “We build homes and communities for families and it is our intent, with an investment in LWR, that together we can find solutions to our community’s most pressing issues, which in turn, affects the lives of every family in our Region.”

On April 5<sup>th</sup>, LWR announced that the revitalized Community Leadership Development Program (Core Program) would focus their project work on one of the top three “Big Ideas” announced by WWR: Affordable Housing. In collaboration with Waterloo Wellbeing, Leadership Waterloo Region’s Class of 2020 will work under WISIR’s Director, Dr. Sean Goebey to systems map Affordable Housing in Waterloo Region and ultimately, through prototypes, make recommendations to Wellbeing Waterloo Region to identify and recommend possible systemic changes to the many social issues that cause the need for more affordable housing.

“We are thrilled to have Activa’s support for this critical work,” shares Dr. Goebey. “Affordable Housing is a complex issue that touches on many other issues like poverty, mental illness, addiction and access to transportation. This investment will enable our community identify and act on serious systemic challenges.”

Diane Wiles, CEO of LWR is equally excited about Activa’s decision to invest in the Core Program. “Activa’s core values of community align with LWR. Under Tony’s leadership, the team at Activa understands that we need to be involved in our community and build a culture of giving. LWR is enthusiastic about this partnership.” To ensure the ongoing success of the revitalized Core Program, LWR is still looking for two more investors. Adds Wiles, “it really will take a village to make the Affordable Housing project a success, and that means further investment from the community.”

The enhanced learning opportunities don’t end with the Affordable Housing project. “The project work, while very exciting, isn’t the only critical learning the Core Program students will undergo,” reminds Wiles. The Core Program, with help from leadership experts is also being revamped. The 2020 Class will be experiencing a program that includes the best of the tried and tested learning experiences from the past 20 years, while infusing innovative and relevant topics and approaches.

Recruitment for the 2020 class is underway and applications are being accepted until June 28<sup>th</sup>. Details can be found at [www.leadershipwvr.org](http://www.leadershipwvr.org) or by e-mailing Diane Wiles ([diane@leadershipwvr.org](mailto:diane@leadershipwvr.org))

### **About Leadership Waterloo Region**

Leadership Waterloo Region is committed to building a continuum of leaders committed to Waterloo Region's excellence through community understanding, relationship building, collaborative leadership and community readiness.

For more information, visit [leadershipwaterlooregion.org](http://leadershipwaterlooregion.org)

Twitter: @LeadershipWR

Instagram: @LeadershipWR

Facebook: @LeadershipWaterlooRegion

### **About Activa**

Activa is Waterloo Region's largest and most active home- and community builder, bringing life to communities through our home designs and neighbourhood planning. Activa proudly offers a unique customer experience journey for its homeowners to reduce the anxiety and stress that often comes with building a home and is committed to going above and beyond minimum building code practices through participation in programs like ENERGY STAR®.

For more information, visit [activa.ca](http://activa.ca)

Facebook: @builtbyactiva

Instagram: @builtbyactiva

Blog: [activa.ca/learn](http://activa.ca/learn)

### **About the Waterloo Institute for Social Innovation and Resilience**

The Waterloo Institute for Social Innovation and Resilience (WISIR) is committed to generating trans- and interdisciplinary knowledge about social innovations and the social innovation process (the dynamics of learning, adaptation and resilience). Our approach is to pursue collaborative research and projects that bridge academic departments, involve researchers from around the world, and engage with communities beyond academia.

### **About Wellbeing Waterloo Region**

Community wellbeing is shaped by a wide variety of conditions and systems in which individuals and communities are born, grow, work, live, and age.

Wellbeing Waterloo Region is a community-led initiative working together across sectors to improve wellbeing. Our vision is a community where everyone thrives, and no one is left behind. We gathered community input on the vision, priorities, and actions to better wellbeing in Waterloo Region, and developed our wellbeing plan which focuses on 3 priority areas:

- Social Inclusion
- Healthy Children and Youth
- Affordable housing

There are many ways to get involved in our work. Check out our [Calendar](#) and [Subscription List](#) to get started.

### **For more information or to arrange interviews, contact:**

Bethan Llewellyn

Manager, Brand Communications & Community Engagement

[bethan@leadershipwr.org](mailto:bethan@leadershipwr.org)

519-807-4260