



# Proposal Guidelines for Reaching Home

2026-2028 REQUEST FOR PROPOSALS

Rural & Remote Homelessness, NB



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## 1. Reaching Home – Canada’s Homelessness Strategy

Reaching Home is a community-based program aimed at preventing and reducing homelessness by providing direct support and funding to Designated Communities (urban centers), Indigenous communities, territorial communities, and rural and remote communities across Canada.

Reaching Home supports the goals of the National Housing Strategy, in particular, to support the most vulnerable Canadians in maintaining safe, stable, and affordable housing and to reduce chronic homelessness nationally by 50% by fiscal year 2027 to 2028. Reaching Home will fund activities that contribute to the objectives of the program while reflecting local realities and community needs and opportunities. The eligible activities and expenses for the 2026-2028 Request for Proposals (RFP) must correspond to the categories described in the Reaching Home Directives.

For more information on Reaching Home please access the federal government website at <https://esdc.gc.ca/eng/communities/homelessness/index.shtml>

## 2. Community Entity and Rural Advisory Board

The Human Development Council (HDC) acts as the Community Entity (CE) and is responsible for the administration of Reaching Home in the designated cities of Fredericton, Moncton, Saint John, and Bathurst, as well as for the Rural & Remote Homelessness stream, which includes activities and outcomes *outside* of those communities.

The Rural Advisory Board (RAB) represents a variety of agencies and organizations having direct involvement and/or interest in preventing and reducing homelessness in these rural and remote communities, and assists in review and recommendation of projects for funding under this RFP. The HDC has engaged with the RAB, front-line service providers, and other key representatives in community working within the local systems to inform this 2026-2028 RFP.



### 3. Proposal Requirements

**General requirements:** In order to be considered for funding applicants will be expected to meet the following requirements:

- **COORDINATED RESPONSE:** While communities with projects funded through the Rural & Remote Homelessness stream are not explicitly required to participate in local Coordinated Access (CA) Systems (should those communities have such a thing), there is an expectation that proponents make reasonable efforts to coordinate and communicate with local and regional authorities, service providers, and governments about their initiative and its outcomes.
- **HIFIS:** Similarly, while projects funded under the Rural & Remote Homelessness stream are not explicitly required to participate in the use of the Homeless Individuals and Families Information System (HIFIS), there is an expectation that successful proponents make every effort to track data in an effective, secure, and appropriate manner. It is possible that funded projects may take place in communities that utilize HIFIS presently or in the future, and in such case it would be expected that funded projects be willing to adopt HIFIS usage at an appropriate time.
- **GOOD STANDING:** Proponents must be in good standing with the HDC and with HICC in terms of any previous funding agreement, including completion of financial or activity reports.
- **SCOPE:** Proposed projects must deliver services and outcomes *outside* of the Designated Communities of Bathurst, Fredericton, Saint John, and Moncton. Proposed projects must deliver services and outcomes within New Brunswick. All proposed projects must be completed by March 31<sup>st</sup>, 2028, and all allocated funds must be spent by such time.

**Proposal requirements:** The following information under the three identified sections must be provided for each project proposal submitted:

#### Section A: Organizational Details

Please ensure that your application contains the following:

- Legal name of organization, mailing address, telephone number.
- Contact person, title, telephone number and email address.
- Organization's Mandate (primary work of organization, mission, objectives, etc.).
- Please describe if the organization has undergone any important transformations in the past two years (e.g., change in leadership in the board of directors, or at the executive level, an important reduction, increase or turn over in staff, a merger or split with another organization, change in mandate etc.).

#### Section B: Project Details

Please ensure that your application contains the following:

- A brief descriptive project title.

231 Regent St. Suite 104  
Fredericton NB E3B 3W8

139 Prince Edward St.  
Saint John NB E2L 3S3  
[www.sjhdc.ca](http://www.sjhdc.ca)

236 St. George St. Unit 110  
Moncton NB E1C 1V9



- An executive summary that provides high level detail of the proposed project and clearly identifies which priority area(s) the project is addressing.
- Information about how the anticipated outcomes/results of the project will assist in achieving any or all of the following outcomes:
  - Chronic homelessness in the community is reduced.
  - Homelessness in the community is reduced overall and/or for specific populations
  - New inflows into homelessness are reduced
  - Returns to homelessness are reduced
  - Identification of specific populations the project seeks to serve and rationale/evidence/data to support identified need.

Please ensure that your proposal includes any or all of the following, as relevant:

- The number of individuals your program expects to serve over the duration of the project, broken down by program area if you seek to deliver multiple programs (i.e. Prevention, transitional housing, and outreach/intervention)
- The number of staff hired, titles, employment terms and descriptions, and rough salary ranges (if your project does not involve new staff, please provide rationale for how new program/project operations can be completed without new staff, except in the case of capital costs)
- Information about organizational structure and how you anticipate supporting increased demands from the program or project in terms of HR, training, evaluation, administration, and reporting
- A schedule or operational plan that describes the anticipated project activities and milestones - including start/end dates and key milestones.
- Background information and description of the organization's ability to manage projects.
- A description of how the proposed project fits with your organization's other activities.

## Section C: Budget & Financial

Please use the budget template that was included, if possible, and ensure that all costs correspond to each eligible Reaching Home category.

Please provide the following:

- The total amount of Reaching Home funding being requested
- The source and amounts of other funders contributing to the project, indicating if they are confirmed or pending
- A brief description of your organization's financial accounting practices
- A brief description of how activities will be sustained should the proposed activities not be completed by March 31 of the respective year, and if there are ongoing costs associated with these activities.

All submitted budgets must include a breakdown of funding that indicates specifically which of the five Reaching Home project areas that particular activities take place in, in alignment with the Reaching Home Directives put forth by HICC. The Reaching Home Directives can be found [HERE](#), and contain

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specific information about each of these areas, what is and is not eligible for spending within that area, and supporting information to help a proponent determine how best to structure their proposal, and the activities within it. These Directives should be considered required reading, and applicants are strongly encouraged to contact the HDC if there are any questions about these Directives.

Please submit your organization's most recent audited financial statements as an appendix.

Please ensure that your application is submitted by an official, authorized representative of your organization. We will require that a signing authority authorize all subsequent documents (People with signing authority are normally one or more of the executive members of the board of directors [president, vice president, secretary or treasurer] and employees of the organization [chief executive officer, executive director, chiefs of finance or human resources]).



## 4. Review Process

Proposals will be reviewed by a selection committee based on their ability to demonstrate strong results in each of the following areas:

- Overall proposal quality, clarity, and direction
- Operational effectiveness and impactfulness of proposed project
- Organizational capacity to complete project successfully, including change-readiness and capacity
- Comprehension of and alignment with community homelessness priorities
- Organization's ability to work within the Coordinated Access System (if relevant), including collaboration, and non-duplication of effort
- Proposed project's ability to track and report outcomes
- Project budget and financial controls

Each of the above areas will be weighted equally in evaluation, and a project must demonstrate strong results in each of these areas. The Community Entity reserves the right to reward project funding to none, one, or more of the top scoring organizations based on the availability of funding and has the discretion to accept or reject any submission or any portion of item thereof. The Community Entity further reserves the right to request clarification from any or all organizations submitting a funding proposal.



## 5. General Conditions

The following conditions apply to this Call for Proposals:

- Organizations submitting a funding proposal acknowledge and agree that the Human Development Council will not be responsible for any costs, expenses, damages, or liabilities by any organization as a result of, or arising out of submitting a funding proposal, requesting clarification, the communication of any information contained in a funding proposal to any party, including the public, or due to the Human Development Council acceptance of one or none of the submissions received as a result of this funding proposal.
- The Human Development Council makes no representations or warranties concerning the completeness or accuracy of the information contained in this package. Organizations are responsible for satisfying themselves as to the completeness and accuracy of all information. Information submitted by organizations may only be released with the agreement of the organization if properly requested, and if the information is not exempt from disclosure from any Act. If respondents consider any information submitted in response to this Request for Proposals to contain proprietary or confidential information, such information must be submitted in a separate secure method of online communication clearly marked "CONFIDENTIAL" or submitted via a separate sealed envelope and clearly marked "CONFIDENTIAL".
- Applicants should be aware that proposals may be read and reviewed in part or in full by members of the review committee as well as various federal, provincial, and municipal officials serving on the committee. Information submitted will be treated as confidential to Reaching Home funding and programming process.
- Applicants should be aware that all Reaching Home projects, related funding commitments, and anticipated outcomes will be publicly available.

Proponents are encouraged to contact the HDC in advance of submitting a proposal to discuss the project in mind.



## 6. Submitting the Proposal

Proposals can be submitted by form online at <https://airtable.com/appGqyeuFkmVPb2z3/pag8SU7PN1KreoTxp/form>, by email according to instructions below, or by letter mail according to instructions below.

### **By Email:**

Please email your proposal in Word or PDF format to: Admin@SJHDC.ca and include Reaching Home Funding Application and the name of your organization in the subject line.

### **By letter mail:**

Human Development Council  
Reaching Home Funding Application  
Third Floor, Social Enterprise Hub,  
139 Prince Edward St.  
Saint John, NB  
E2L 3S3

If you have any questions about the RFP, please contact Cory Herc at Cory@SJHDC.ca. Late or misdirected submissions will not be accepted.