



**BC Non-Profit  
Housing Association**

# **Ready to Build: A Call to Action for Housing Delivery in B.C.**

**Member Engagement Toolkit**

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## Overview

In the February 17, 2026 provincial budget, the Government of British Columbia cancelled the July 2025 intake of the Community Housing Fund (CHF) and delayed progress on the Indigenous Housing Fund (IHF).

These decisions have:

- **Stalled thousands of affordable home projects** across the province
- **Left projects that were months, and in some cases years,** in development on hold
- **Created financial strain** for organizations and communities that invested in good faith

This is not a theoretical issue. It is already affecting families, communities, and local economies across British Columbia. Based on initial member survey results, at a minimum:

- **29 organizations** have active proposals affected
- **49 projects** are impacted
- **Over 4,000 homes** are at risk
- **At least \$21 million** has already been spent on pre-development

BCNPHA continues to engage government, partners, and members to identify solutions and restore pathways for housing delivery.

# How to Use this Toolkit

This toolkit supports your existing advocacy work by providing shared messaging, context, and practical tools that can be adapted to your organization and community.

You can use this toolkit to:

- **Prepare for conversations** with MLAs, media, and partners
- **Align your messaging** with broader sector advocacy
- **Communicate local impacts** using consistent framing
- **Support coordinated outreach** across the province

This is a supportive resource to help align and amplify member voices, not a prescriptive guide. Members bring deep expertise, and this toolkit is designed to complement that work.

**Use your voice to help government move forward the projects that are ready to deliver homes in communities across B.C.**

## Why Member Voices Matter

As we move into this phase of engagement, member voices are critical. Government decision-makers respond most strongly to:

- Clear, consistent messaging
- Real examples from communities
- Demonstrated readiness to deliver housing

Coordinated communication across the sector helps reinforce shared priorities while allowing members to reflect on their local context.



# Political Context

The Province is operating in a constrained fiscal environment, with competing priorities across multiple sectors. At the same time, housing delivery, affordability, and economic stability remain central government priorities.

In this context:

- Advocacy is most effective when it is solutions-oriented and grounded in delivery
- Demonstrating readiness to move projects forward is critical
- Clear, consistent messaging across the sector strengthens impact

## What We Are Asking Government to Do

- Create a pathway for projects from the July 2025 Community Housing Fund intake to move forward and restart stalled Indigenous Housing Fund projects
- Provide targeted support for organizations that have incurred pre-development costs
- Restore stability, predictability and confidence in non-market housing programs.

## Why This Matters to Government

This issue directly impacts the Province's ability to:

- Deliver on housing targets
- Maintain construction activity and jobs
- Demonstrate progress on affordability

Restoring project pathways is not just a sector priority. It is essential to achieving government's stated housing and economic objectives.

# How Members Can Take Action

Members can:

- Reach out to local MLAs using the template provided
- Share project-specific impacts and examples
- Align public communications with shared messaging
- Participate in coordinated outreach opportunities

Use your voice to help government move forward the projects that are ready to deliver homes in communities across B.C.

# Messaging

Messaging will continue to evolve as additional data becomes available.

## Core Message

The cancellation of the Community Housing Fund intake and delays to the Indigenous Housing Fund are slowing housing delivery at the exact moment British Columbia needs more homes, faster.

Non-profit, co-operative, and Indigenous housing providers are ready to build. A clear pathway is needed to move these projects forward.

## 30-Second Overview

Members may find it helpful to have a short, clear way to describe the issue in conversations with government, media, or community partners.

## Example

“Right now in B.C., thousands of affordable housing projects that were ready to move forward are stalled due to recent funding decisions. Non-profit and Indigenous housing providers have already invested significant time and resources, and communities are now at risk of losing these homes. We’re ready to build – what’s needed is a clear pathway from government to get these projects moving again.”

## Message Pillars

Members may wish to draw from the following message pillars depending on audience and context.

### PILLAR 1

#### This is a housing delivery issue

- Projects that were ready to move forward are now stalled or cancelled
- Over 4,000 affordable homes are at risk across British Columbia
- 12,500 new affordable homes are needed every year in British Columbia
- Delays in non-market housing increase pressure across the entire housing system

**Framing line:** “This is about homes that are ready to be built but cannot move forward.”

### PILLAR 2

#### The sector acted in good faith

- Non-profit and Indigenous housing providers advanced projects based on established government programs
- Organizations invested significant time and financial resources
- These investments were made in good faith, in alignment with government direction

**Framing line:** “The sector did exactly what government asked. Now those efforts are at risk.”

### PILLAR 3

#### The impacts are being felt by people and communities

- Projects have been paused or cancelled after months or years of work
- Organizations are facing financial losses related to pre-development costs
- Communities are losing affordable housing opportunities
- Vulnerable populations, including seniors, families, and Indigenous peoples, are directly affected

**Framing line:** “This is already affecting people and communities across the province.”



## PILLAR 4

### **This affects the broader housing system and economy**

- Non-market housing is a key part of the overall housing supply
- Delays impact construction activity, jobs, and local economies
- Local governments have fewer tools to meet housing targets

**Framing line:** “When non-market housing stalls, the entire housing system feels the impact.”

## PILLAR 5

### **There are practical solutions**

- Government can create a pathway for advanced projects from the July 2025 intake to move forward
- Targeted support could address pre-development costs incurred in good faith
- Continued investment in Indigenous housing is essential to meeting urgent need and advancing reconciliation
- The sector is ready to work with government to identify practical, implementable solutions

**Framing line:** “There are solutions available that can move projects forward quickly.”

# Communications Guidance

Members are encouraged to:

- Use clear, plain language
- Focus on real, local impacts
- Reinforce alignment with government priorities
- Emphasize solutions and readiness to deliver

Consistency Matters: Using shared messaging helps strengthen the collective voice of the sector. Where possible, align with the message pillars while tailoring to your audience.

# Tailoring Your Message

## Government

- **Lead** with solutions
- **Acknowledge** fiscal and policy constraints
- **Emphasize** delivery readiness and alignment

## Media

- **Lead** with impact and urgency
- **Use** numbers and concrete examples
- **Connect** policy decisions to real-world outcomes

## Community

- **Focus** on local relevance
- **Highlight** who is affected and how
- **Connect** housing to broader community

## Storytelling guidance

Housing advocacy is strongest when it is human and grounded in real experience.

### What to include

- The impact of delayed or cancelled housing on individuals or families
- The impact on your organization's ability to deliver housing
- Broader effects on your community

### Consent and privacy

- Ensure individuals have provided informed consent before sharing their stories
- Avoid using identifying details where not necessary
- Protect dignity and accuracy in all storytelling

### Connecting stories to policy

Always link personal stories back to:

- The policy decision related to CHF or IHF delays
- The impact on housing delivery
- The need for practical solutions

# Appendix

## A: MLA Outreach Template

Dear [MLA Name],

I am writing to you as a [organization type] serving [community].

Our organization has been working to advance [project description], which would deliver approximately [#] affordable homes for [community group]. This project was developed in alignment with provincial housing priorities and required significant investment of time and resources.

The cancellation of the July 2025 intake of the Community Housing Fund (CHF), alongside delays to the Indigenous Housing Fund (IHF), has put this work in jeopardy.

In our community, this means:

- [#] homes delayed or at risk
- [Impact on specific populations]
- [Local economic or community impact]

We are asking the Province to take action to move forward projects that are ready to deliver homes in our community by:

- Creating a pathway for these projects to move forward
- Providing targeted support for pre-development costs
- Restoring stability and predictability in housing programs

We remain ready to deliver housing in our community and would welcome the opportunity to discuss this further.

Sincerely,

[Name]

[Organization]



## **B: Social Media Guide (Optional)**

Members may wish to use social media to reinforce key messages, highlight local impacts, and support coordinated advocacy efforts.

This guide is intended to provide simple, adaptable content that can be tailored to your organization and community.

### **How to Approach Social Media**

Where appropriate, members are encouraged to:

- Align posts with the message pillars in this toolkit
- Focus on local impacts and real examples
- Use clear, plain language
- Reinforce solutions and readiness to deliver
- Tag relevant partners or elected officials where appropriate

### **Key Themes to Highlight**

Members may wish to focus on:

- Projects that are ready but stalled
- Impacts on people, communities, and organizations
- Investments made in good faith
- The broader impact on housing supply and the economy
- The availability of practical solutions

### **Sample Posts**

Members are encouraged to adapt these examples to reflect their local context.

#### **Housing Delivery**

Projects that were ready to deliver homes in our community are now on hold. We're ready to build – what's needed is a clear pathway to move forward. #bcpoli #housing

#### **Good Faith Investment**

Our organization has invested significant time and resources to advance housing in our community. These projects are now at risk. We're ready to move forward.

#### **Community Impact**

Delays to non-market housing don't just affect projects – they affect people, families, and communities. The need for these homes hasn't changed.



### **System Impact**

When non-market housing stalls, it impacts the entire housing system – including affordability, jobs, and local economies.

### **Solutions-Oriented**

There are practical solutions that can move these housing projects forward quickly. We're ready to work with government to deliver homes in our community.

### **Using Hashtags and Tagging**

Where appropriate, members may wish to:

- Use relevant hashtags such as #bcpoli #housing #affordablehousing
- Tag:
  - BCNPHA
  - Local MLAs
  - Municipal partners

### **Visual Content**

Posts may be strengthened by including:

- Project photos or renderings
- Community images
- Simple graphics with key data points

Ensure that any images used respect privacy and consent considerations.

