



# There's No Place Like Home

## The 2025 Red Slipper Campaign



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Hello friends,

We are pleased to let you know that, thanks to your support of and involvement with SSAO's advocacy efforts, the people of Ontario are on the verge of seeing public funding for effective community care models like PACE, Hub and Spoke, and Naturally Occurring Retirement Communities with support services (NORC-SSPs).

You will also know that the Ontario government has bowed to pressure and has allocated \$2 billion in the Ontario budget to expand home and community care.

SSAO has also launched a Provincial NORC (Naturally Occurring Retirement Community) Expansion Steering Committee, working with Queen's University and University Health Network staff to grow these communities with support services built in across the province.

Based on these developments, SSAO has made the decision to mount a final advocacy push to get "over the hump" that, in addition to continued grassroots advocacy, will include the launch of digital and other media ads designed to amplify the voice of older adults demanding Aging in Place public funding.

As you know, this kind of campaign requires a serious investment and after much conversation, we have decided to mount SSAO's first serious fundraising campaign. While we will be seeking funding support from several sources, as always, we are beginning with our nearest and dearest friends and supporters – our own members - who have a direct interest in our success.

Please ignore this letter if you have recently donated.

Our goal is to raise \$60,000 as soon as possible, so we are asking each of you to contribute as generously as you can.

We would love to speak with you more about the campaign and what we envision for this next phase, so that you are in the strongest possible position to approach others in your circles about how they might support this effort as well. Though of course, if there are others you can ask now, you don't have to wait!

We will be in touch again soon. In the meantime, donations can be sent by e-transfer to <https://www.seniorsactionontario.com/donate>. *Please note that because SSAO is incorporated as a social advocacy organization, not a registered charity, this is not a tax-deductible contribution.*

Thank you in advance for your support – we really can't do it without you!

Best regards,

Patricia Spindel  
Chair, Seniors for Social Action (Ontario)



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