



# Together, we can lift each other up

By Julian Daly, Our Place CEO

With the holiday season upon us, I've been thinking about what happens when people move together in kindness—like a flock of starlings, thousands of individual movements that, together, create something breathtaking. No single bird leads, and yet the whole sky changes shape.

That's what community looks like when we each respond to the needs of those around us with generosity.

Right now, here in Greater Victoria, the need is immense. People are cold, hungry, and scared. Rents are out of reach. Shelters are full. Families are hanging on by a thread. At Our Place, we see this every day—and we also see hope, compassion, and courage.

But we can't help alone. It is only because of you.

More than 97% of our donations are under \$100. That means nearly every meal we serve, every shower we offer, every bed we provide, every recovery program we run—is made possible by people who gave what they could. People who may have wondered if their donation was too small to matter. It isn't. It never has been. It never could be.

Every single dollar helps someone move one step closer—from surviving to thriving. From a hot meal to a safe bed. From despair to dignity.

I often hear people say, "There's just so much need—so many problems. How can one person, or one small donation, make a difference?" The truth is, it's the only thing that ever has. Every great change starts with one person choosing compassion over despair, and generosity over fear.

And for those receiving help? As someone at Our Place recently told me, "Even if a donation only helped one person—this place saved my life."

It's the season of giving, and the multiplier effect of every act of generosity is enormous. We see this ripple effect every day at Our Place, and this holiday, you can create it with your gift. One mom who comes in for a meal finds the strength to finish her shift and pay her rent. Her child sleeps in a warm bed that night, goes to school rested, and starts to believe that life can be safe again. That's not a small thing. That's how cycles of despair begin to turn into cycles of hope. That's how generational change begins—quietly, sometimes invisibly, one act of care at a time.

It's hard to measure that kind of impact. It doesn't fit neatly into a chart or a spreadsheet. But it is real. It's happening right here, because people like you refuse to look away and instead lean in with kindness.

We keep waiting for that life-changing phone call from a headline-making philanthropist—but until it comes, we'll continue relying on the thousands of small gifts that, together, keep the lights on and the doors open.

If you've ever wondered whether your gift could make a difference, I promise you—it already does. You are part of that flock of starlings, part of something bigger than any of us alone. Together, we can lift each other up and help our neighbours find safety, belonging, and hope.

This holiday season, let's keep our eyes open, our hearts open, and move forward—together.

**Julian Daly**  
Our Place CEO

***P.S.** on the following pages, the Our Place team has put together a catalogue of gifts that create the greatest ripple effect in our city. Every single one has the power to pull someone out of despair and into the warm embrace of the community. Please consider adding one to your gift list this year!*



To donate to Our Place Society,  
please visit us at:  
**[ourplacesociety.com/donate](https://ourplacesociety.com/donate),**  
call **250-940-5060**,  
or email **[donors@ourplacesociety.com](mailto:donors@ourplacesociety.com)**

TV SCIENCE INSIDE



# 12 Days of Giving

Give a meal. Give safety.  
Give a brighter future.

This year, add a gift to your list that means everything to someone in need. These are gifts of comfort and joy.

A cup of coffee builds connection, a counselling session begins healing lifelong trauma, and a computer reconnects families and rebuilds careers.

When you choose one of these gifts, you'll be making the holiday truly special for someone in our city. And with every gift, you'll receive a free print or digital certificate that describes what your gift is making possible. Share it with a loved one for a meaningful holiday present or display it yourself as a reminder of the hope you've given this year.

## Our Place Society Holiday Donation Catalogue



**A CUP OF COFFEE**  
**\$2**

A moment of comfort and connection.



**A CLEAN AND WARM PAIR OF SOCKS & UNDERWEAR**  
**\$10**

A simple gift that provides dignity and prevents many illnesses caused by poor hygiene.

**A HOT MEAL**  
**\$5**

A hot, nourishing meal can be the difference between a good day and an impossible one.



**HYGIENE KIT**  
**\$50**

This gift provides soap, shampoo, a clean and warm towel, hot water, and thorough cleaning of the showers between every use.



**VISIT:** [ourplacesociety.com/donate](https://ourplacesociety.com/donate),  
**CALL:** 250-940-5060,  
**email:** [donors@ourplacesociety.com](mailto:donors@ourplacesociety.com)





**CHRISTMAS GIFTS FOR RESIDENTS AT A HOUSING FACILITY TO OPEN ON CHRISTMAS MORNING**  
**\$175**

This gift ensures there is one wrapped present for every resident to open on Christmas morning.

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**FOOD SECURITY FOR SENIORS**  
**\$250**

A festive group meal for our 55+ club—easing their hunger and fostering community at the holidays, so no one is alone.



**A WARM AND SAFE PLACE TO SLEEP FOR THE NIGHT**  
**\$375**

Sponsor a secure bunk, warm and clean bedding, and the supervision and safety someone needs to get a good rest.

**MENTAL HEALTH COUNSELLING**  
**\$500**

Sponsors a counselling session and the quiet, private space needed for treatment.



**PARAMEDIC EMERGENCY GEAR**  
**\$625**

Whether it's Narcan, wound dressings, or basic medications—you can equip a paramedic with the kit they need to keep saving lives.

**CAREER SUPPORT SESSION (FIND GAINFUL EMPLOYMENT)**  
**\$750**

A session like this gives anyone a chance at rebuilding their life and securing gainful employment again.



**MEALS FOR THE ENTIRE DINING ROOM**  
**\$2,750**

You can make sure every person who comes through the doors is fed a nutritious, comforting meal.

**COMPUTER FOR THE CENTRE**  
**\$5,000**

A computer for public use at the Our Place community centre, basic programs like word processors, and tech literacy support from outreach workers.





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a home  
community  
a meal  
This holiday season, provide a new beginning  
recovery



## Coldest Night of the Year 2026

On Saturday, February 28, 2026, Coldest Night of the Year walkers will take to the streets of downtown Victoria. We will walk in solidarity, raising funds and support for those who are struggling with hurt, hunger, and homelessness in our community.

**Our goal for this year is \$140,000, and with your help, we will reach it!**

Over the coming months, Our Place will continue to expand its shelter and recovery programs while also facing a substantial increase in food costs and a rise in demand for community meals. Funds raised through Coldest Night of the Year Victoria Pandora will be instrumental in helping meet these growing needs and will ensure that individuals continue to receive essential supports.

**Register now at [cnoy.org/victoriapandora](https://cnoy.org/victoriapandora)**