

Housing UP! in Action: Creating Sustainable Solutions for Permanent Housing

2025 NATIONAL CONFERENCE ON
ENDING HOMELESSNESS



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How did a small Canadian non-profit re-house over 550 people in under 5 years? This session uses a two-hand stage show to share scalable, adaptable strategies for enhancing housing outcomes. Through compelling storytelling, we'll illustrate real-world challenges, solutions, and the blueprint for success. Join us and learn 'how' you and your teams can overcome barriers, foster partnerships, and create lasting, person-centered housing solutions that can transform your community.



HOUSING UP! IN ACTION:

**CREATING SUSTAINABLE
SOLUTIONS FOR PERMANENT
HOUSING**



Shawn MacKeigan



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A woman with blonde hair and blue eyes is looking upwards with a curious expression. The image is split vertically: the left side has a blue background with several black question marks of varying sizes, and the right side is white with a few black question marks. The text 'STAY CURIOUS' is centered over the woman's face.

**STAY
CURIOUS**



The background of the image is a composite of two photographs. The left side, which is larger, is a blue-tinted image showing a group of people in business attire. In the center, two hands are shaking in a firm handshake. Below the handshake, there are several documents spread out on a table, featuring various charts, graphs, and data tables. A calculator and a pen are also visible on the documents. The right side of the image is a smaller, vertical strip showing a person in a brown suit jacket standing and looking down at a document on a table. The overall scene suggests a professional business meeting or partnership agreement.

FOSTERING PRIVATE MARKET PARTNERSHIPS



HOUSING UP!: ACTIONING A PHILOSOPHY



HOUSING UP!

631 (SINCE APRIL 2020)

8% SOCIAL HOUSING

92% PRIVATE MARKET

INDIVIDUALS HOUSED

HOUSING UP!

72

INDIVIDUALS HOUSED UP

HOUSING UP!

U\$ 5,260.50 / CLIENT (ANNUALLY)

AVERAGE DOLLAR SPENT

HOUSING UP!

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