



MEDIA RELEASE
April 8, 2026

100 More Homes Expands to Regional District of Okanagan-Similkameen *Successful United Way BC-supported collaboration moves ahead*

Penticton, B.C. – United Way British Columbia (United Way BC), in partnership with the City of Penticton and the Regional District of Okanagan-Similkameen (RDOS), is expanding **100 More Homes** to support a coordinated, regional approach to homelessness prevention and housing access across the South Okanagan-Similkameen.

Guided by a new three-year Memorandum of Understanding (2026-2028), United Way BC will continue to serve as the backbone organization for 100 More Homes, providing neutral community coordination, staffing support, data infrastructure, and facilitation for partners working to make homelessness rare, brief, and non-recurring.

Originally launched in Penticton in 2016, 100 More Homes has grown from a small grassroots initiative into a formal collective of nearly 50 organizations working across housing, health, social services, and government. The regional expansion recognizes that housing instability is a shared challenge and aims to strengthen supports within RDOS communities so residents can access help closer to home.

“Penticton has seen first-hand how effective coordinated action can be. Since launching 100 More Homes in our community nearly a decade ago, we’ve watched it grow into a model that others want to learn from,” said City of Penticton Mayor Julius Bloomfield. “Expanding this work across the region builds on that foundation and ensures more residents can benefit from the same collaborative, data-driven approach that has strengthened supports here at home.”

“Housing and homelessness are regional challenges that require regional solutions, and this partnership reflects our shared commitment to working beyond municipal boundaries,” said Mark Pendergraft, RDOS chair. “The RDOS is proud to collaborate with the City of Penticton, United Way BC, and 100 More Homes to collect data, and align resources and leadership through a collective impact approach to deliver long-term outcomes for residents across the region.”

“This expansion reflects what we know works – strong regional partnerships, shared data, and coordinated action,” said Naomi Woodland, Director, Housing Initiatives at United Way BC. “By supporting communities to plan and respond together, we can build systems that are more effective and efficient, more equitable, and better able to meet the needs of people across the region.”

As part of the expansion, United Way BC and 100 More Homes will strengthen regional data collection and coordinated access through the BC Tri-Lateral Alignment Project, which brings together provincial, federal,

and Indigenous partners for data gathering and sharing, advance non-market housing initiatives for youth and seniors, support emergency response and preparedness, and enhance community engagement across RDOS communities.

The impact of 100 More Homes has been recognized beyond its city of origin. Recently, other municipalities across BC, observing 100 More Homes' success in Penticton, have contacted United Way BC to ask how this approach might be replicated in their communities.

Additional information about United Way BC and its work across the province is available at uwbc.ca.

-30-

ADDITIONAL INFORMATION

Additional information can be found at: uwbc.ca/100

About United Way British Columbia

United Way BC helps build healthy, caring, and inclusive communities across our province. We strengthen vital connections that support people in need with a focus on emergency response, kids and youth, seniors, mental health, food security, and housing.

uwbc.ca

About 100 More Homes

Over the past nine years, 100 More Homes has evolved from an informal community group into a formal collective of more than 27 organizations working together to improve housing outcomes. In 2018, collective efforts supported the creation of more than 200 housing units and wrap-around supports. The initiative continues to work toward a community where every resident has access to safe, affordable housing.

uwbc.ca/100

Interviews are available. Please contact:

Dara Hill

Marketing & Communications

United Way British Columbia

darah@uwbc.ca

Direct: 236-427-1265

UNITED
for people in need