



**RENTAL  
RESCUE**

***FROM HOUSING CRISIS  
TO HOUSING JUSTICE  
OUR STRATEGIC VISION***



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# LETTER FROM OUR CEO

Dear Rental Rescue Community and Friends,

When we launched Rental Rescue in 2023, it was with a simple but bold goal: to help nonprofits compete in Canada's tough real estate market and protect affordable housing for the people who need it most. We knew that without fast action and new tools, too many homes would be lost to for-profit investors—and too many tenants would be left behind.

In just a short time, we've proven what's possible when the right people, partners, and funding come together. Our superhero-like agility and speed have been game-changers in this competitive market. In less than a year, we've acquired two multi-unit buildings in Hamilton - preserving housing for local tenants. What makes our approach revolutionary is our commitment to true collaboration, rather than extractive partnerships. This was exemplified in our inaugural investment from FirstOntario Credit Union - an innovative funding relationship that recognizes the value of community-focused housing solutions. This partnership demonstrates what's possible when financial institutions align their investments with community needs.

Across Ontario, many more nonprofit partners are turning to us for help to acquire and stabilize rental properties that might otherwise slip into the hands of for-profit buyers. We've built strong relationships with municipalities, investors, developers, and service providers. And we've shown that with smart financing, thoughtful planning, and shared values, we can make affordable housing sustainable - not just in theory, but in reality.

Looking ahead, we are more energized than ever. Over the next five years, we plan to help nonprofits acquire and preserve at least 500 affordable homes across Canada. None of this would be possible without the people and organizations who have believed in us from day one. You've helped turn an urgent idea into a real, lasting solution.

Together, we can - and will - change the way affordable housing is done in this country. Upward & onward!

With gratitude and hope,

**Krystal Valencia**

FOUNDER & CEO,  
RENTAL RESCUE



# ***OUR MISSION***

We seek to empower and support Canadian non-profits by enabling them to secure multi-unit residential properties at market speed, which would otherwise be lost to open market forces. By purchasing these properties at market rates, we ensure they remain in the community for affordable residential use and safeguards tenants at risk of precarious housing and homelessness.

# ***OUR VISION FOR IMPACT***

We strive toward a future where non-profits are at the forefront of Canada's housing landscape- equipped with financial tools, powerful partnerships, and a resilient portfolio of homes that protects and grows affordable housing. In this future, non-profit leadership ensures that every community thrives with secure, inclusive and enduring places to call home.



# OUR VALUES

## Community Partnerships

We foster strong partnerships with non-profits, governments, and private investors to maximize collective community impact



## Financial Innovation

We embrace fiscally innovative processes that will increase net new affordable housing, challenging the status quo and leading to scalable, long-term value for communities.

## Holistic Solutions

Our services encompass the entire affordable housing spectrum, ensuring that our tenants receive tailored support services they need to thrive.

## Housing is a Human Right

We believe that housing should be a fundamental right, not a commodity, and our work is geared toward shifting the balance in favour of the public interest.

# ***OUR VALUE PROPOSITION***

We exist to solve one of the most urgent problems in the housing sector: community housing non-profit organizations are losing affordable housing faster than they can build it. We bridge this gap by providing upfront private capital and real estate expertise so that non-profits and community organizations can acquire multi-unit properties before they are lost to the financialized market—without having to wait for the lengthy and uncertain process of new development.

By acting as a turnkey acquisition partner, we enable community housing organizations to expand their housing stock quickly and efficiently, with minimal upfront cost and no need to become real estate experts themselves. Our model not only preserves affordability, but also builds long-term equity and ownership in the hands of mission-driven organizations.





# RENTAL RESCUE

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***Our strategy entails 5 key objectives to our work: acquiring properties for affordable preservation, providing financial tools, managing housing units, and collaborating with municipalities and private-sector partners, and transitioning market assets to community ownership.***

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# OUR OBJECTIVES

## **OBJECTIVE 1:**

Acquiring market housing for affordable housing preservation

## **OBJECTIVE 2:**

Offering financial capital to non-profit housing providers

## **OBJECTIVE 3:**

Managing existing and future units

## **OBJECTIVE 4:**

Leveraging Human Capital

## **OBJECTIVE 5:**

Transitioning market assts for community ownership

✓ **OBJECTIVE 1:** Acquiring market housing for affordable housing preservation, by leveraging private sector capital.

**OUTCOME:** Preservation and transformation of market-rate housing into permanently affordable homes.



✓ **OBJECTIVE 2:** Offering financial capital to non-profit housing providers through different funding structures.

**OUTCOME:** Expanded access to flexible, mission-aligned financing for non-profit housing providers.



✓ **OBJECTIVE 3:** Managing existing and future units, both acquired or developed.

**OUTCOME:** Enhanced long-term sustainability, quality, and affordability of housing stock.



✓ **OBJECTIVE 4:** Leveraging Human Capital by partnering with local municipalities, private sector, philanthropic organizations, and investment/impact agencies to support local affordable housing options.

**OUTCOME:** Strengthened ecosystem of cross-sector collaborators.



✓ **OBJECTIVE 5:** Facilitating the transition of market assets to community ownership

**OUTCOME:** An increase in affordable housing owned by the community





## ***FINAL THOUGHTS***

Our approach is designed to efficiently acquire, stabilize, and transfer properties to non-profits while ensuring long-term affordability and financial sustainability. Given the complexity of real estate transactions and financing, the execution strategy must balance speed for competitive acquisitions, risk management for financing approvals, and long-term viability for stable non-profit ownership. Non-profits are already at capacity, so we offer a seamless opportunity for them to build their affordable housing portfolio, without the additional stress.

Looking ahead, we envision a future where every community housing organization has the tools, capital, and confidence to compete in the open market and secure housing for those who need it most. By transforming how affordable housing is preserved and owned, we are not only preventing displacement today—we are building a foundation for generational equity and long-term community resilience.



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Community Housing  
Transformation Centre  
Centre de transformation  
du logement communautaire



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