

For Immediate Release

**Vancouver's inner city needs us to be kind, calm and safe to help them through the holiday season**

(November 30, 2020 – Vancouver) There is a profound urgency to respond to the threat of COVID-19 and support our most vulnerable neighbours as they face the devastating health and economic impacts, and [Central City Foundation](#) is calling on British Columbians to follow Dr. Bonnie Henry's call to be kind, calm and safe to support community-led solutions in our inner city.

"For more than 100 years, Central City Foundation has been bringing British Columbians together to help our neighbours in need improve their lives," says Jennifer Johnstone, President and CEO of Central City Foundation. "While the inner city has been extremely challenged by the coronavirus and the opioid crisis, I have been truly inspired by the power of philanthropy to mobilize resources, foster connections and provide opportunities to invest in helping people during these extraordinary times."

These past few months, our most vulnerable neighbours have faced terrible consequences of the COVID-19 pandemic, including the hundreds of people forced out onto city streets when others were asked to stay home and stay safe. The lives of people in the community who are marginalized by poverty and systemic racism, who have struggled for generations with the resulting trauma, all while facing the deadly consequences of the ongoing opioid crisis and widespread gender-based violence, have been made so much harder during this pandemic.

"However we have also witnessed an unprecedented collaborative effort led by community organizations to provide critical support – providing food, shelter, and basic health supplies, as well as information and connection – to show kindness, calm, and keep individuals and families safe in this pandemic," says Johnstone.

As the holiday season nears closer and the colder winter months approach, Central City Foundation is urging people to consider answering Dr. Henry's call to be kind, calm and safe, and remember the inner city community needs their help.

Central City Foundation is working hard to meet the community's needs during the ongoing challenges of COVID-19, and to ensure that community-led solutions receive essential support and funding. To join in this effort, make a gift to Central City Foundation at [centralcityfoundation.ca](https://centralcityfoundation.ca).

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**About Central City Foundation:**

Since 1907, Central City Foundation has been helping people in the inner city improve their lives. We believe in the intrinsic value of all human beings. Our goal is to build an inclusive, resilient community where everyone can participate, prosper and reach their full potential. The foundation's capital is mobilized for good through investments in Vancouver-area social purpose real estate, grants and programs that support a diverse array of community-led solutions. Central City Foundation currently owns five properties in BC that help provide low-income housing, support for families, Indigenous-led programs, addiction treatments and support for social enterprise.

Jennifer Johnstone, President and CEO of Central City Foundation is available for interviews or comments upon request.

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