

Strategic Plan

2025-2028

Building on Four Decades of Action

For 40 years, the Canadian Centre for Housing Rights (CCHR) has been a driving force for human rights in housing in Canada. What began as a small, determined grassroots effort has now grown into one of Canada's largest non-profits dedicated to advancing the right to housing.

Every day, our team delivers frontline legal support to renters, community education, and research, policy and law reform – linking on-the-ground realities to systems change.

From 2021-2024, CCHR scaled and grew sixfold to meet an escalating housing and homelessness

crisis as renters and communities called for support. The crisis has unfortunately deepened, and so must our response.

Our 2025-28 Strategic Plan charts a bold, decisive path forward. In the next three years, we will drive **community-led systems change**, amplify **rights-based approaches**, and expand proven programs – working in **true partnership with communities** and **centring those most affected**.

Our Approach



Vision

Everyone has an adequate, accessible, and affordable place to call home.



Mission

We advance the right to housing through advocacy, education, and empowerment.



A Powerful Reinforcing Model

CCHR's unique model brings frontline community action and systems change work together under one roof to ensure everyone has an affordable and secure home.



On the Ground

We work closely with communities across the country, listening to renters' stories and co-developing programming and solutions that address the impacts of the housing crisis on communities right now.



At the Policy Table

Insights from our work on the ground guide our research, advocacy, and law reform priorities, informing our efforts to advance housing affordability, equality, and security at the systems level.

Our Goals

Increase Brand Awareness & Visibility

Build broad support for bold government action by amplifying the voices of communities affected by the housing affordability crisis and promoting practical, evidence-based solutions.



Drive Phased & Intentional National Expansion

Form long-term partnerships in at least two new regions to strengthen collective impact and deliver targeted, community-driven solutions.



Refine & Replicate Our Unique Model

Put lived experiences at the heart of research, policy, and advocacy, and share our rights-based model that fuses community work with systems change.



Advance Affordability, Security of Tenure & Equality

Focus our efforts on addressing affordability, strengthening security of tenure, and advancing equality in housing, working with partners to create lasting, rights-based solutions.



Stabilize & Optimize Organizational Capacity

Streamline our internal systems, invest in our people and infrastructure, and build sustainable revenue streams to safeguard our mission for the long term.



A photograph of a man and a young girl looking at a book together. The man is on the left, smiling, and the girl is on the right, also smiling. They are in a room with a wooden dresser and a white towel hanging on a rack in the background.

The Change We're Working Toward

Our three-year plan is one bold step on a much longer journey—driven by the determination to see a Canada where:

- The public recognizes housing as a human right.
- Everyone can access a home that is secure, affordable, and suitable.
- Housing discrimination is eliminated.
- There is enough deeply affordable and supportive housing to end homelessness.