



Alpha House Recovery Community

Introducing our International Overdose Awareness Day campaign to the Broadview Danforth BIA

Who we are

Alpha House is a Toronto recovery community supporting men who are rebuilding their lives after addiction treatment. Since 1972, Alpha House has provided abstinence-based supportive aftercare, 24/7 staffed housing, counselling, relapse prevention, life skills, employment and education support, and a structured community where recovery can take root.

Why we are approaching the BIA

We are reaching out to the Broadview Danforth BIA because this campaign is rooted in the same neighbourhood values that make the Danforth strong: community, public presence, mutual support, and local leadership. Our goal is to invite businesses to help make recovery visible, hopeful, and supported in Toronto's east end.

\$100,000 2026 campaign goal	August 31 International Overdose Awareness Day	Local action Businesses helping recovery become visible
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The campaign

On August 31, International Overdose Awareness Day, Alpha House will host its annual Run for Recovery campaign. The event raises critical funds for recovery housing and aftercare while honouring lives lost, supporting families affected by overdose, and showing that long-term recovery is possible when people have safe housing, connection, and support.

How BIA members can help • Display a Run for Recovery poster or QR code in your storefront. • Share the campaign through newsletters, social media, and staff networks. • Enter a business team or encourage staff and customers to participate. • Contribute as a sponsor, donor, prize provider, or matching partner.	What support makes possible • Keeps recovery housing and aftercare within reach for people leaving treatment. • Helps Alpha House expand public awareness and reduce stigma around overdose and addiction. • Builds a visible neighbourhood response rooted in hope, dignity, and practical support. • Positions Broadview Danforth businesses as leaders in a city-wide recovery movement.
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We would welcome the opportunity to speak with the Broadview Danforth BIA about simple, high-impact ways local businesses can participate. With the BIA's support, this campaign can become a recognizable annual moment of compassion, awareness, and community action along the Danforth.

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