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Executive Summary:

Cana Village, a visionary project initiated by Matthew's Light, is poised to revolutionize the approach to addressing homelessness in the Greater Houston Area. Unlike conventional solutions that merely provide shelter, Cana Village is committed to fostering a supportive community environment where residents can rebuild their lives with dignity and purpose. The village will feature 500 tiny homes spread across 12 neighborhoods on approximately 110 acres, providing affordable housing to homeless single adults or couples.

At Cana Village, residents will have access to continuous counseling, rehabilitation services, job placement opportunities, and other services that will empower them towards self-sufficiency. By addressing the root causes of homelessness, including unaffordable housing and the lack of family support networks, Cana Village aims to empower its residents towards successful integration into society.

The village's focus on self-sustainability through alternative energy sources, hydroponics, aquaponics, and permaculture will not only reduce operational costs but also promote eco-friendly practices.

Upon completion, the project will cost an estimated \$82 million. The village will be constructed in phases with the initial build focusing on land purchase, infrastructure, community buildings and 100 tiny homes.

Securing funding for this project, and its continued sustainability, will require a combination of government assistance, private donations, corporate sponsorships, and grants. Residents are required to pay rent through either government vouchers or employment earnings that will provide an additional estimated annual revenue of \$3 million.

Cana Village represents a beacon of hope in the fight against homelessness, offering a comprehensive and compassionate solution that not only provides shelter but also fosters community, dignity, and self-sufficiency. With its innovative approach and strategic partnerships, Cana Village' goal is to make a significant and lasting impact on the lives of the homeless in the Greater Houston Area and beyond.

Mission and Vision:

Mission: To provide housing, food, and a dignified path for the most vulnerable to grow into the community.

Vision: Our vision is for Community Unity: Uplifting the most vulnerable to play an integral role in the surrounding community

Market Analysis:

- Studies performed by the Coalition for the Homeless and SEARCH, estimate it costs taxpayers between \$40,000 and \$90,000 per year for each homeless person living on the street.
- From 2022 to 2023 homelessness increased 12%, from 2023-2024 it increased 18% and from 2024-2025 it increased another 18%. We have more homeless in American than ever before.
- 50% of children aging out of foster care will become homeless
- Up to 40% of homeless youths and young adults experience human trafficking
- 36% of homeless are veterans
- 40% of homeless have jobs
- In the greater Houston area, only 10% of homelessness is due to substance abuse
- The number one cause of homelessness is unaffordable housing
- Due to the criminalization of homelessness:
 - the homeless lose belongings, important papers, id's and birth certificates during encampment sweeps.
 - the homeless are issued tickets that they can't pay which eventually impact their credit, further handicapping their ability to successfully apply for rental properties.

Amenities:

- Welcome Center
- Multi-use building for offices, meeting/event room, conferences
- Club House
- Community Farm
- Farmer's Market
- Skills Centers
- Amphitheater
- Pool
- Laundry facilities
- Airbnb rentals
- Farm to table restaurant
- Thrift store
- Convenience store

Products and services:

- Community
- Permanent housing
- Onsite space for case workers, mental health and substance abuse counseling
- Medical clinic
- Job training workshops (resume building, interview skills, etc.)
- Job placement services with PeopleReady® and local businesses
- Micro-enterprise opportunities (crafts, art)
- Sustainable food production
- Therapeutic benefits of gardening
- Education about nutrition and agriculture
- Adult education classes (literacy, GED preparation, etc.)
- Computer literacy and digital skills training
- Life skills workshops (financial literacy, parenting skills, etc.)
- Dedicated Veteran services

Community First! Village:

Cana Village draws inspiration from Community First! Village in Austin, TX. Established in 2015 by the nonprofit Mobile Loaves and Fishes, Community First! Village offers permanent housing to the chronically homeless community who have at least one qualified permanent disability. With a diverse array of housing options, including RVs, tiny homes, and unplumbed homes, Community First! Village has successfully provided permanent shelter and support to homeless individuals. Community First! Village has demonstrated the transformative impact of stable housing, fostering a sense of belonging and dignity among its residents. Community First! Village is now in the process of developing two more communities in Austin that will house an additional 1,400 homeless.

Community First! Village has opened its books and shares valuable insights with organizations seeking to replicate its model. Though not directly affiliated with Cana Village, Community First! Village's Replication Team has offered continued guidance and support to enhance the likelihood of our success.

Expanding on Community First! Village's success, Cana Village will:

- seek to house a more diverse population with the goal of helping them to overcome their current circumstances towards a life of self-sufficiency outside of Cana Village.
- expand from a community garden to a farm with animal husbandry.
- provide education on food preservation.
- have a farmer's market for the residents to sell their excess produce and crafts/art
- construct a farm to table restaurant
- focus on self-sustainability with innovative alternative energy sources
- have permaculture landscaping
- build neighborhoods dedicated to veterans

Cana Village Economic Self-Sufficiency Model

Cana Village is designed not just to house the homeless, but to empower residents and sustain itself financially through a diversified and mission-aligned set of revenue streams. The following are key strategies to ensure long-term economic self-sufficiency:

1. Resident Rental Income
 - Residents will pay rent through earned income or housing vouchers
 - At full capacity (500 homes), projected rent revenue is **\$3 million annually**
2. On-Site Agriculture & Farmer's Market
 - The community will feature a farm using permaculture, hydroponics, and aquaponics.
 - Fresh produce, eggs, honey, and handmade goods will be sold at an on-site public farmers market.
 - Residents will operate stands, gaining job skills while contributing to community revenue.
3. Farm-to-Table Restaurant
 - An on-site café or restaurant will utilize produce from the farm.
 - Open to the public, it will generate revenue, provide job training, and serve as a community gathering place.
4. Event Venue: Amphitheater & Community Spaces
 - The outdoor amphitheater and communal spaces will be available for, concerts, retreats, and public events.
 - These rentals and ticketed events will provide a steady revenue stream.
5. Airbnb & Retreat Rentals
 - A small number of public-facing tiny homes will be used as short-term rentals for tourists, volunteers, and event attendees.
 - Revenue from Airbnb will support operations and offer guests an immersive experience in purpose-driven living.
6. Office Rentals to Nonprofits & Local Service Providers
 - Shared office spaces will be leased to nonprofits, counselors, case managers, and local partners.
 - This encourages onsite collaboration while generating rental income.
7. Educational Seminars & Replication Workshops
 - Modeled after Community First! Village's successful symposium model in Austin, Cana Village will host:
 - i. 2–3 day immersive work shops
 - ii. One-day "vision tours"
 - iii. Virtual seminars and consulting for communities seeking to replicate the model
 - Lodging, meals, and registration fees could yield **\$300,000+ annually**, while also building donor and partner pipelines.

8. Energy & Utility Independence

- Solar and wind systems will reduce or eliminate utility expenses.
- Excess energy may be sold back to the grid or reinvested in infrastructure.

9. Resident-Run Microenterprises

- Thrift shop, coffee stand, lawn care, maintenance, and artisan goods will be resident-operated.
- Revenue supports both individuals and community operations while fostering dignity and responsibility.

10. Strategic Partnerships & Philanthropy

- While designed for long-term independence, Cana Village will continue to seek support for growth and new programs through:
 - i. Corporate sponsorships
 - ii. Government grants
 - iii. Faith-based and philanthropic partnerships

By combining affordable housing with sustainable enterprise, Cana Village creates a closed-loop economic ecosystem where formerly homeless individuals are empowered to become contributors, not dependents. This model reduces public costs, uplifts lives, and demonstrates a replicable path to end homelessness with dignity.

Our Team:



Matthew's Light

Matthew's Light was founded in 2021 by Pastor Edward and Diane Reynolds. After working with the homeless, people living in extreme poverty and those suffering from food insecurity for over 10 years, they felt called to do more. Through outreach events where they've served up to 400 souls with their invaluable volunteers, they've been able to form deep relationships with the people they serve. Understanding their plight and breaking stereotypes is the biggest step in solving the homeless crisis.



Affinal Real Estate Services

Affinal is a comprehensive real estate company that seeks to build community in all of its many branches. Whether it is literally through our Development company or through events and customer relations, we strive to make every person who works with us proud to be a part of our community.

Conclusion:

Cana Village represents a comprehensive approach to addressing homelessness by providing not just housing, but a supportive community environment focused on rehabilitation and self-sustainability. With a clear mission, strategic partnerships, and a sustainable financial model, Cana Village aims to make a significant and lasting impact on the lives of the homeless in the Greater Houston Area. The integration of existing nonprofits, job placement services, and support for self-sustainability through agriculture and energy further strengthens the village's potential to transform the lives of its residents while addressing the pressing homeless statistics in the region. However, we can't do it alone. We need the support of the community, government, businesses, and donors to truly bring this vision to life. Together, with your support, we can make Cana Village a beacon of hope and a model for sustainable community living.

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