



**Mission
Services**
of London

Annual Report 2019 - 2020



From the Board President and Executive Director

Throughout the 2019-2020 fiscal year, Mission Services of London (MSL) has continued to serve marginalized and vulnerable people in our community, guided by our faith-based values of Compassion, Hope, Integrity, and Diligence. This work took on added urgency and became more challenging when the COVID-19 crisis hit. Through it all, many lives were touched and transformed by the dedicated work of our staff. Here are just a few examples:

The need for family shelter in our community continued through the 2019-2020 period, and Rotholme Family Shelter was frequently over-full. The good news is that 64 families were able to move out of shelter into stable housing this year. Perhaps even better news is that Rotholme managed to divert 97 families this year, providing assistance in finding housing so they did not actually have to move into emergency shelter. MSL has also been able to add to the critical supply of affordable housing in our community by leasing homes from the City of London (temporarily vacant as a result of planning for the potential BRT route) and subletting them to families.

Despite a strong community focus on the prevention of homelessness, there are still many in need of temporary shelter. Men's Mission continues to operate at capacity, meeting the needs of those experiencing homelessness, providing a safe haven, and helping clients move along the continuum to stable housing wherever possible.

For much of the year, the Mission Store continued to

meet a variety of community needs through student placement opportunities, the Emergency Voucher Program, and affordable merchandise. When the provincial lockdown occurred in March, the Mission Store was closed, but reopened with appropriate safety measures in place on June 1st.

Quintin Warner House (QWH), MSL's addiction treatment centre, admitted 40 participants to the program over the last year: 17 have graduated and 9 are still in treatment as of this writing. Several are waiting to return once COVID-19 is resolved. Many thanks to our collaborative, creative QWH team who have continued to meet the needs of those in treatment and aftercare during the coronavirus crisis.

Our Community Mental Health Programs (CMHP) teams have adapted well to the physical distancing requirements of COVID-19 times, reaching out to clients and maintaining consistent contact and service through virtual means. They are a lifeline to many.

Streetscape, the CMHP program featured in this year's Annual Report, has prudently stayed informed of the changes in the delivery of social services and availability of community resources. They continue to help clients access needed supports during the pandemic. Their resilience has been remarkable.

Although the year ended in a way that no one could have predicted, we are thankful that, with God's blessing and your help and support, MSL can continue to live out its mission and values in our community.

Peter Rozeluk, JD, CPA, CA
Executive Director



Kim Cechetto
Board President



Your Gift Changes Lives

Streetscape, Community Mental Health Programs (CMHP)



"I had a huge panic attack. I thought it was a heart attack". After arriving at the hospital by ambulance, Nick* was connected with Michelle, a Transitional Case Manager who assists individuals in accessing health, mental illness, addiction, and social services. Michelle offers support to her clients for up to nine weeks, but when that time came to an end with Nick, he expressed an interest in seeking longer-term support.

"I haven't seen my children in a long time, so [my biggest goal] is navigating through family court," he explained. To provide Nick with opportunities to reach his goal, Michelle introduced him to Sarai, a Streetscape Outreach Worker. In Streetscape, staff walk alongside individuals to help them navigate community supports that empower them to achieve self-identified goals through skill development and access to community resources.

"I think we made a connection right from the get go," Nick said. "[Sarai] went above and beyond what I expected. For example, she got approval to go to the Kitchener court because that's where my children are... That was a huge moment".

Nick also appreciated knowing he always had Sarai's support and assistance through every step of his journey – both big and small. "[She helped with] the prep work, going to meet lawyers, and being an emotional support as I was going through that".

Art and creativity also played an important role in Nick's journey with Streetscape. "The thing I find most therapeutic, I call them 'word pics'," he said. A word pic is an illustration in which the image describes the words, and the words describe the

image. "I'll give an example: I found that I kept asking 'Why?'. But when I asked 'Why?' it was in a panic and an emergency. So instead, I started to ask 'How and when will this change?'" Rephrasing the question allowed Nick to look to the future with hope instead of worrying about the past. Illustration lent the perfect outlet for this transformational healing process.

Throughout his journey with Streetscape, Nick also took to creative writing including a re-write of the popular Dr. Seuss book, *Oh, the Places You'll Go!*. The theme of the book resonates with Nick as he continues to look onward at the different paths he may follow. "I'm trying to make better choices," Nick shared. When he re-wrote the book, he changed the theme to focus on addiction and mental health. "It's all about leaving stuff behind and going to better places. It talks a lot about different choices and what road you're going to go down".

When Nick shared his art with Sarai, she was proud and impressed with his creativity and growth. "That's the part I love about my job – we meet different people and different aspects of their lives. I learn from each and every single client and their individual gifts... I feel like I get more out of working with people than I give," she admitted gladly.

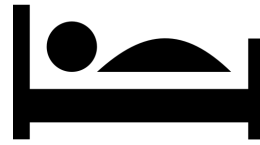
At this time, Sarai is connecting Nick with online therapy sessions during this time of physical distancing while he continues to work towards his goals. Nick is grateful for the support along the way and appreciates the collaborative approach of the Streetscape team. "They're very supportive and meet you where you're at. They walk alongside you and help you work on your goals [for a different life]".

*Nick's photo has been changed to protect his privacy.

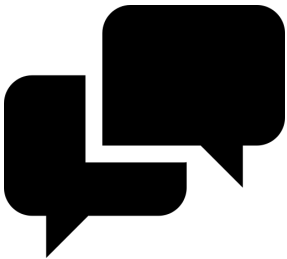
Making a Difference 2019-2020

**196,685
MEALS
SERVED**

across all branches
of service



**111 SINGLE
BEDS & 20
FAMILY ROOMS**
of emergency shelter
available each night



**1,959
REFERRALS**
made by CMHP to
community service
partners

**74% OF
FAMILIES**

who accepted shelter
diversion services were
successfully diverted
from shelter through the
Prevention of Homelessness
Among Families program



**4,263
UNIQUE
INDIVIDUALS**

accessed Mission Store
emergency vouchers



**\$217,114 IN
VOUCHER
GOODS**

issued by the Mission
Store at no cost to clients

We Thank Our Volunteers

198

Average volunteers
per month

Total volunteer
hours

34,002

\$528,061

Value of volunteer
hours*

Value to our
mission

Priceless



4,651 DAYS
of live-in addiction
treatment at
Quintin Warner
House

*As a Living Wage Employer, this value is based on the living wage calculated for London, ON in the 2019-20 fiscal year.

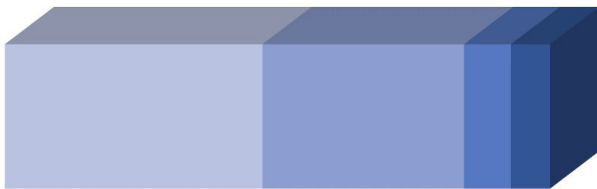


Financials 2019-2020

MSL closes the year with total revenues of \$9.8 million. We are grateful for our dedicated staff and volunteers, and thankful for having such generous donors, who all supported the agency during this challenging year that experienced the beginning of COVID-19 impacts.

Total Revenue

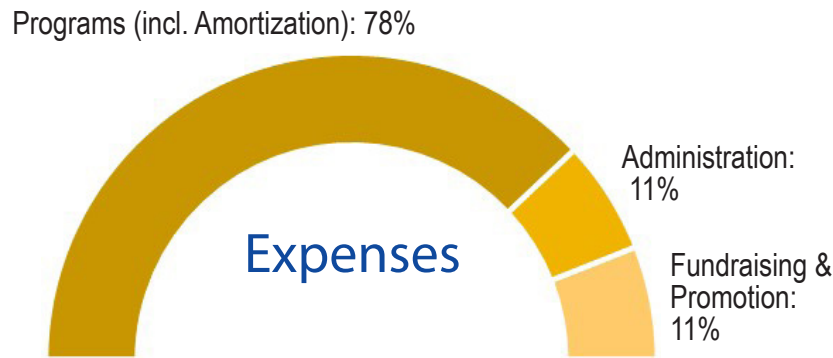
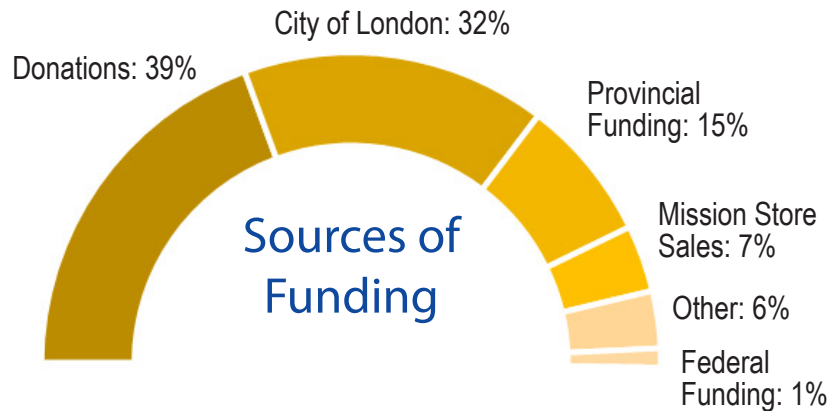
- Government Funding: \$4.7 million
- Donations: \$3.8 million



- Mission Store Sales: \$700 thousand
- Other Sources: \$600 thousand

Overall, we close the year with a net increase in assets restricted for use in programs of \$213 thousand. The agency ends fiscal year 2020 well equipped to navigate the initial operational challenges brought on by COVID-19.

Sarah Davis
Director of Finance



With Gratitude

Fiscal 2019-20 began and ended in what feels like two different worlds.

It was toward the end of this fiscal year that we first learned about something called COVID-19, and when we began to see its impacts worldwide. But today, I will not dwell on COVID-19.

Today, I would like to dwell on the generosity of donors,

volunteers, sponsors, partners and friends like you. You have sustained and encouraged us through the highs and lows of Fiscal 2019-2020, but also through 69 years of service to neighbours in need in London and area.

We celebrate and express our gratitude to each and every individual, business and organization that chose to reach out to struggling neighbours – to lend a helping hand this past fiscal year. Were it not for your partnership in this labour of love that we call Mission Services of London, hundreds of men, women and children would lack the basics that lend dignity, health and wellbeing –



School supplies collected during Fill Up the Bus for children at Rotholme Family Shelter



The Crochet Club of London's donation of over 100 blankets for neighbours in need



Inspirational Speaker Perdita Felicien speaking at the 2019 Fall Banquet & Silent Auction

Statement of Financial Position

(As at March 31)	2020	2019
Assets		
Current Assets	2,375,773	2,083,670
Tangible Capital Assets	6,332,092	6,484,626
Total Assets	8,707,865	8,568,296
Liabilities		
Current Liabilities	868,886	868,558
Long-Term Debt	99,523	146,591
Net Assets		
Operating Fund	136,386	55,443
Property Fund	6,186,681	6,294,506
Restricted Fund	1,416,389	1,203,198
Total Liabilities and Net Assets	8,707,865	8,568,296

Statement of Operations & Changes in Net Assets

(Year ended March 31)	2020	2019
Revenue		
Government	4,651,120	4,774,320
Donations (incl. MS Voucher)	3,822,748	4,415,652
Investment Income	16,341	15,098
Loss on Disposal of Tangible Asset	-7,869	0
Other Revenue (incl. MS Sales)	1,312,116	1,019,549
Total Revenue	9,794,456	10,224,619
Expenses		
Programs & Amortization	7,445,331	7,957,548
Administration, Fundraising and Promotion	2,162,815	2,238,208
Total Expenses	9,608,146	10,195,756
Net Revenue for the Year	186,310	28,863
Net Assets Beginning of Year	7,553,147	7,524,284
Net Assets End of Year	7,739,457	7,553,147

The financial information has been extracted and summarized from the 2019-2020 audited financial statements.

A complete set of audited financial statements is available online at missionservices.ca

not only physically but mentally and emotionally. Thank you for opening doors to a different future for so many who struggle!

This fiscal year, we cheered as we learned that the Mission Store had been nominated for the London Chamber of Commerce's 2020 Business Achievement Awards in the Corporate Social Responsibility category. This nomination is an honour that we dedicate to every donor, partner, volunteer and staff member who has helped shape the Mission Store into the agent of good it is today.

Speaking of agents of good, we thank the hundreds of donors and partner locations in the Scan Away Hunger™ campaign, which celebrated its 25th Anniversary in 2019. You have played an important role ensuring that hungry men, women and children have access to nutritious, hearty meals at our branches.

We are also grateful for everyone who took part in the 2019 Fall Banquet & Silent Auction, where Olympic Hurdler, Perdita Felicien, shared her story of family homelessness. She urged us to see the potential in every child and funds raised have helped families exit or



Celebrating the 25th year of Scan Away Hunger™



Receiving \$110,000 from Drewlo Holdings to fund the return of 24/7 staffing at Quintin Warner House



The winning team at Homes for Hope Funspiel, a third party fundraiser for nutritious meals

Volunteering Gifts & Talents



“It was probably the greatest experience of my life,” Dana reflected on her time as a placement student with the Streetscape program. “Growing up, I had addictions of my own that I have overcome. I’ve been clean –

it’ll be six years in July. After overcoming my own addictions, I knew I wanted to work with people to help them overcome their addictions too”.

When Dana entered the Social Service Worker program at Fanshawe College, she originally wanted to work with teenagers struggling with substance use. However, after interviewing with Rob, the Crisis Outreach Worker with Streetscape, and learning about the five branches of service at Mission Services of London, she was inspired to broaden her approach to social work.

“After finding out what Mission Services does, that was my top choice for placement. There’s so many different avenues that would give me the most

avoid homelessness today – but also into the future.

Thank you to the more than 300 people who participated in Coldest Night of the Year in a variety of ways. You raised over \$80,000 to offer emergency shelter, addiction treatment, mental health supports and much more to program participants across MSL.

Last, but not least, I highlight the dedication of the nearly 200 volunteers who, every month, give time and talent for the benefit of people in need. Some of you volunteer in direct care and others behind the scenes,

experience for when I actually graduate and get out into the field.”

Dana was particularly interested in the Landlord and Tenant Board where she experienced tremendous growth in her skillset. “The first time I went, I observed Rob. The second time I went, he said, ‘you’re doing opening statements today’. It was nerve wracking the first few times but I got comfortable doing it... [Rob] was very supportive”, she said. “I enjoyed doing it because it opened my eyes to the rights of tenants. They get papers in the mail saying they have to go to tribunal and they automatically think they’ll be homeless but, in reality, it can be fixed... I found it rewarding to [help someone] keep a home. To keep a family housed is the main goal”.

As Dana’s confidence grew, she was able to achieve what she described as her biggest accomplishment – “It was the first time I heard someone crying out and I said, ‘Do you want to talk with us and we’ll see where we can get with your case?’ I was able to get the situation resolved so they still had a home to live in”.

Dana has recently graduated and is hoping to put her Streetscape experience to great use in the social work field, particularly in an emergency shelter.

but each of you in your own ways makes this corner of the world better because you are here.

Thank you does not seem enough to express how much we at Mission Services of London appreciate you, but if words fail, we hope you will be proud of the outcomes that your contributions (in their many forms) have achieved: lives have changed and you helped make it happen. Thank you!

Ericka Ayala Ronson
Director of Development & Communications



Accepting a Finalist Plaque at the Business Achievement Awards Finalist Presentation Speeches



The highest fundraising team for Coldest Night of the Year: Canada Life Freedom Walkers



Reggie wearing PPE secured from community donations while working at Men's Mission



Motivated by our love for God and for others, and moved by compassion:

Board of Directors 2019-2020

President
Kim Cechetto

Vice President
Wendy Broadhead

Secretary-Treasurer
Wayne Gray

Board Members
Keith Vincent
Tom Timmerman
Alex Verdun
David Cuellar
Deb Peckham
John de Vries
Lilian Robinson
Matt Stiller
Sheldon Wood

Our Vision

That all people are accepted, valued, and can thrive in a caring community.

Our Mission

We actively respond to people experiencing need, affirm human dignity, and inspire hope.

Our Values are Grounded in Faith:

Compassion
Hope
Integrity
Diligence

Gordon Russell, Director of Shelters
Men's Mission
459 York Street, London, ON N6B 1R3
519-672-8500

Rotholme Family Shelter
42 Stanley Street, London, ON N6C 1B1
519-673-4114

Martha Connoy, Director
Community Mental Health Programs (CMHP)
457 York Street, London, ON N6B 1R3
519-672-8500

Martha Connoy, Interim Director
Quintin Warner House (Addictions Treatment)
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Thank you to our government funders:



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missionservices.ca/impact/finances

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