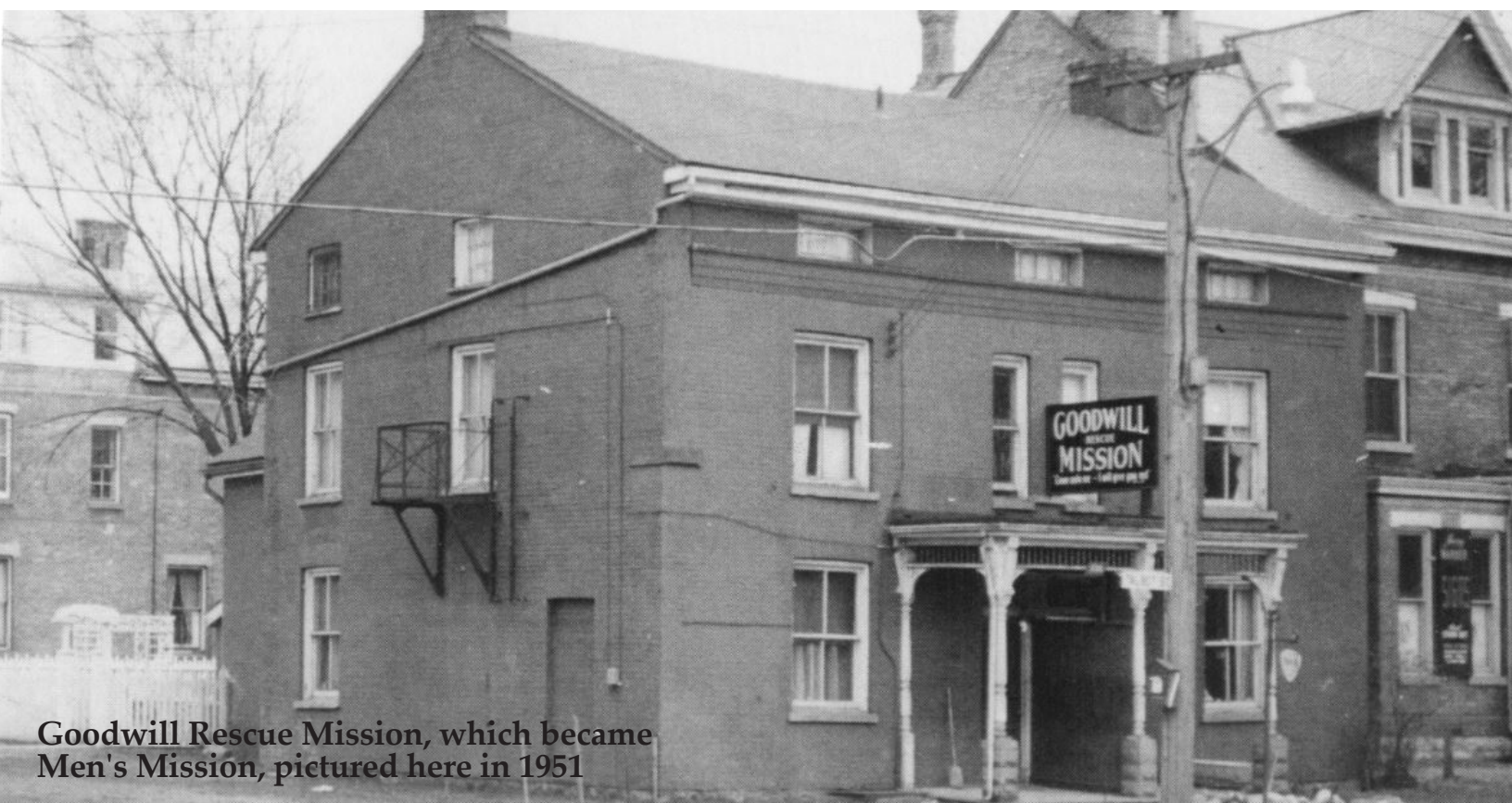




**Mission
Services**
of London

Annual Report 2020 - 2021



Goodwill Rescue Mission, which became Men's Mission, pictured here in 1951

Celebrating 70 Years of Service and Impact

Your Gift Changes Lives

"A Journey I Could Never Have Dreamed Of"

"When I saw him sitting in the front row of the chapel seats, I was shocked," wrote Alvin Roth, founding Executive Director of Mission Services of London (MSL), in his memoir. Most of the men who sought help at Goodwill Rescue Mission (now Men's Mission) were middle-aged and seniors. Hence Alvin's shock when he spotted Roger Smith, a man of only 29 years old. "His gaunt, skinny, and burned out look made me feel that he must be in poor health," Alvin penned.

Raised on the east coast, Roger, a young war veteran, hitch-hiked to Ontario in 1949. Before landing in London, he spent two years in Montreal and various Ontario cities struggling with homelessness, mental illness, and addiction. "I managed to earn a dollar or two by shoveling snow, helping unload a truck, or washing dishes once in a while... I accepted the reality that I was down and out and reduced to a place at the bottom of society," Roger noted in a memoir of his own.

On Labour Day 1951, Roger and a friend made their way from Hamilton to London. Their first stop was a grocery store where they were given bologna sandwiches to enjoy in Victoria Park. Their next stop was Goodwill Rescue Mission. In his memoir, Roger recalled the first time he saw Alvin preaching in the Mission's chapel, "He did appear earthy and practical... and exuded vitality and sincerity".

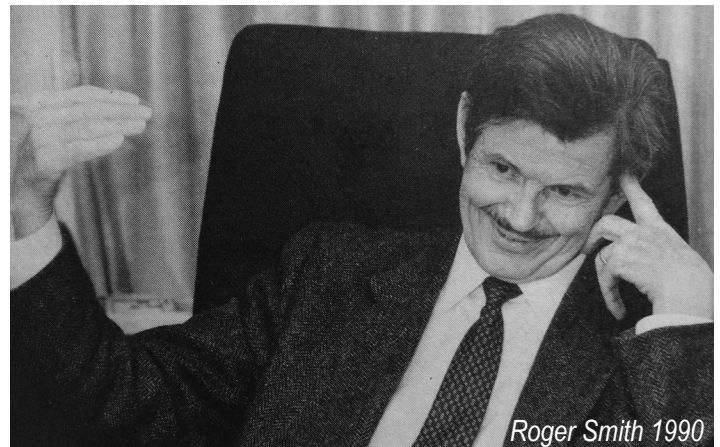
As the end of the year approached, Roger was staying at the Mission more often to limit his exposure to alcohol on the streets. Rather than drinking, he spent his time drawing. When Alvin noticed this, he asked Roger if he would like to try drawing a picture of the Crucifixion, and offered to collect the necessary paper and materials. This led to Roger's first serious exploration of the Bible. On January 2nd, 1952, Roger drew a 20" x 16" sketch of the Crucifixion on water colour paper. Since his time as a soldier, art had been a form of therapy for Roger. "Engrossed in the sketch that afternoon, much of my mental anguish and alcohol withdrawal pain was relieved," he wrote.

Over the following weeks, Roger explored his relationship with God with help from Alvin and other preachers at the Mission. By the end of January, he had opened up his heart to God and faith, and decided to attend a Bible school in Wellesley. This was the same Bible school attended by Alvin many years before. "My spiritual odyssey began," he noted. "I had landed on the first beachhead of a journey I could

never have dreamed of".

When Roger returned from Bible school, he continued his spiritual journey at the Mission. He immediately began volunteering and, only a couple of years later, was hired as a full-time employee. By 1968, Roger became the Assistant Superintendent and later accepted the position of Director of Men's Mission. In 1987, Roger was promoted to Executive Director of MSL.

When Roger retired in 1990, Alvin removed a piece of artwork that had hung in his office since 1952 – Roger's drawing of the Crucifixion. "Even though the painting held precious memories for me, I decided to give this painting back to Roger," he wrote. Alvin knew how much Roger's family would appreciate having the artwork that represented his journey of hope, faith, and transformation.



Roger Smith 1990

A year after his retirement, Roger was presented with the Citizen of the Year award by the City of London. Donna Gordon, MSL Executive Secretary at that time and presently, remembers, "He told me it wasn't the distinction of being Citizen of the Year that impacted him. It was that he was recognized as a citizen".

In the final chapter of his memoir, Roger wrote, "My years at the Mission had seemed more akin to a passion than a job". He built honest relationships with those he served and considered the staff and Board of Directors to be family. "I worked hard for Mission Services. Only I could ever fully appreciate God's goodness and grace extended to me through Mission Services of London".

From the Board President and Executive Director

The 2020-2021 fiscal year was a year unlike any previous year and, at the same time, it was like every year beforehand. One word cannot possibly describe the year that recently ended. Some that come to mind are flexibility, joy, contentment, frustration, gratitude, exhaustion, pride, and grief. Each of these words was appropriate at one time during the year, and that can be said of every non-pandemic year too.

Throughout the past fiscal year, how MSL supported our neighbours necessarily changed in more ways than one. However, our dedication to supporting our neighbours did not waver. Notably, as the pandemic unfolded, we essentially operated a third emergency shelter at a hotel to allow for physical distancing that was not possible at Men's Mission or Rotholme Family Shelter (Rotholme). This allowed us to continue providing essential services to people experiencing homelessness including meals, shelter, and assistance with securing stable housing. Through the Prevention of Homelessness Among Families (PHAF) program, we were also able to continue helping families avoid entering emergency shelter altogether, and providing support for those living in the community so they may maintain their housing for the long-term.

While the pandemic has impacted the lives of many, we are grateful to have had no COVID-19 related deaths in the emergency shelter system in London as of this writing. Sadly, a different and ongoing crisis did take lives at MSL and in the community through opioid overdoses.

Quintin Warner House (QWH) has continued to address this crisis by helping many men struggling with substance use and abuse to overcome their addictions.

Peter Rozeluk, JD, CPA, CA
Executive Director



We are proud of the 15 men who graduated from the addiction treatment program in 2020-2021 having successfully met one challenge and better equipped to face their next one. Community Mental Health Programs (CMHP) has also been a life line to many experiencing addictions, mental illness, and homelessness. Notably, the telephone support line has been busier than ever as neighbours continue to reach out for help with navigating community supports.

One such support, the Mission Store, has also remained diligent in providing affordable goods as well as emergency vouchers for neighbours to receive essential items like clothing and housewares at no cost. While the Mission Store has had to close at times due to provincial orders, they have maintained their readiness to serve whenever possible.

Our successes and challenges of the past year opened our minds and hearts, as well as doors, to new ideas and possibilities. As the Board of Directors develops a new strategic plan in 2021, all of us eagerly anticipate the opportunities ahead.

2021 also marks the 70th anniversary of Mission Services of London. Originally opening our doors to provide shelter and nourishment to nine men on January 29th, 1951, the organization now operates five branches of service for men, women, and children in need. Our service is not possible without every staff member, volunteer, donor, supporter, and community partner. While the world cannot be changed for everyone, you have changed the world of those you have served and supported with compassion, hope, integrity, and diligence every day over the past 70 years.

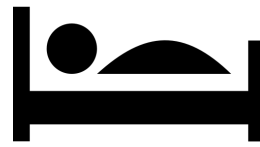
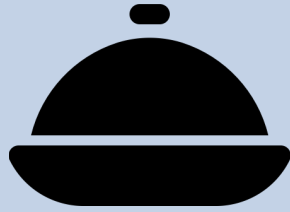
Wendy Broadhead
Board President



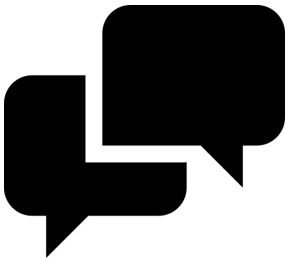
Making a Difference 2020-2021

**182,261
MEALS
SERVED**

across all branches of
service and community
service partners



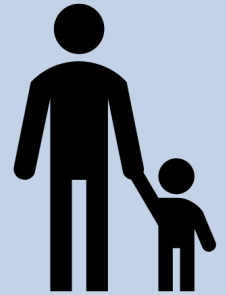
**76 SINGLE
BEDS, 10 FAMILY
ROOMS, & UP TO
50 HOTEL SUITES**
of emergency shelter
available each night



**1,863
REFERRALS**
made by CMHP to
community service
partners

**96% OF
FAMILIES**

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



**1,886 UNIQUE
INDIVIDUALS**
accessed Mission Store
emergency vouchers



**Over \$74,000
IN VOUCHER
GOODS**

issued by the Mission
Store at no cost to clients

We Thank Our Volunteers

74

Average volunteers
per month

Total volunteer
hours

17,162

\$339,000+

Value of volunteer
hours*

Value to our
mission

Priceless



2,494 DAYS
of live-in addiction
treatment at
Quintin Warner House

Warm Hands—Warm Hearts Outreach Program



Number of
Participating Schools:



Fall
2020

33



Fall
2019

32

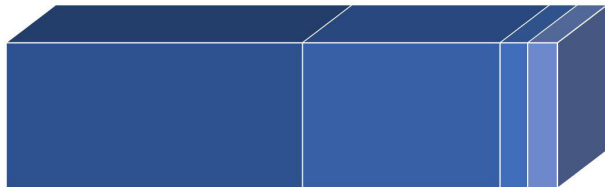
*As a Living Wage Employer, this value is
calculated using the living wage for London, ON
in the 2020-21 fiscal year as the base.

Financials 2020-2021

MSL closes the year with **total revenues of \$12.9 million**. Our financial health continues to improve, and we remain thankful for such generous donors.

Total Revenue

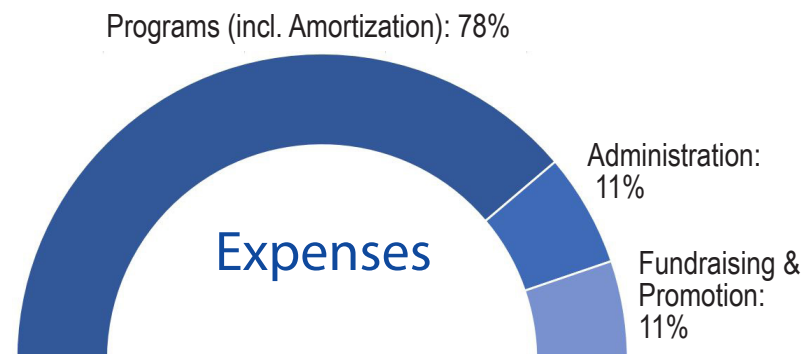
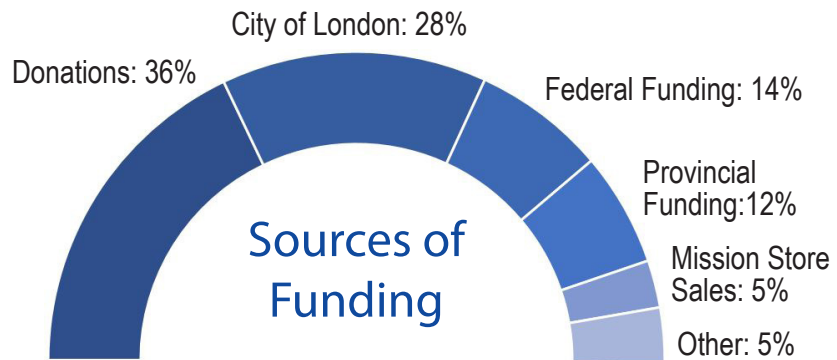
- Government Funding: \$7 million
- Donations: \$4.6 million



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

We are grateful for our dedicated staff and volunteers who continued to provide exemplary care to participants during a challenging time. We close the year with an overall **increase in net restricted assets of \$2 million**; and a significant increase in assets restricted to future use in client care and programs. With these successes, the agency continues to navigate the operational challenges brought on by the COVID-19 pandemic.

Sarah Davis, Director of Finance



With Gratitude

We are humbled to reflect on the seven decades that have led to this point in our history. In the midst of a challenging time because of the COVID-19 pandemic, it can be interesting to think about the challenges faced by generations before us. What ups and downs did they face as they sought to “meet need at the point of need” (as Alvin Roth was famous for saying)?

Beyond pondering the challenges, let us contemplate the fact that those who have gone before us—staff, volunteers, and community—persevered. The labour of love that has become MSL evolved out of admirable qualities in humankind: the desire to help another person; the belief that there is potential and inherent worth in each one of us; compassion, hope, integrity and diligence.

Our hearts are full as we think on the generosity that has enabled MSL to open doors of hope for struggling individuals and families for 70 years. It is you and



Collecting school supplies during Fill Up the Bus for children served through Rotholme



Kindness Above Everything donates winter boots to keep neighbours in need warm and dry



Inspirational Speaker Guy Felicella shares his recovery story at the 2021 virtual Fall Banquet & Silent Auction

Statement of Financial Position

(As at March 31)	2021	2020
Assets		
Current Assets	4,645,482	2,375,773
Tangible Capital Assets	6,062,306	6,332,092
Total Assets	10,707,788	8,707,865
Liabilities		
Current Liabilities	887,215	868,886
Long-Term Debt	52,425	99,523
Net Assets		
Operating Fund	266,368	136,386
Property Fund	5,962,783	6,186,681
Restricted Fund	3,538,997	1,416,389
Total Liabilities and Net Assets	10,707,788	8,707,865

The financial information has been extracted and summarized from the 2020-2021 audited financial statements.

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

Statement of Operations & Changes in Net Assets

(Year ended March 31)	2021	2020
Revenue		
Government	6,989,531	4,651,120
Donations (incl. MS Voucher)	4,648,348	3,822,748
Investment Income	21,369	16,341
Loss on Disposal of Tangible Asset	0	-7,869
Other Revenue (incl. MS Sales)	1,239,787	1,312,116
Total Revenue	12,899,035	9,794,456
Expenses		
Programs & Amortization	8,424,406	7,445,331
Administration, Fundraising and Promotion	2,445,937	2,162,815
Total Expenses	10,870,343	9,608,146
Net Revenue for the Year	2,028,692	186,310
Net Assets Beginning of Year	7,739,456	7,553,147
Net Assets End of Year	9,768,148	7,739,456

people like you throughout the years, who have made hope possible. Thank you for your faith in our work and for coming alongside your neighbours in so many ways.

Coldest Night of the Year raised over \$115,000 for high priority participant needs like emergency shelter, meals, and warm showers. This was the first time in it's 10-year history to cross the \$100,000 mark.

Another first was the shift of the Fall Banquet & Silent Auction to a virtual format. Through your gifts, auction

purchases, and sponsorships, you provided access to after-hours addiction treatment, as well as post-graduation care to men working to break free of addiction and to maintain sobriety. Many men were able to continue addiction treatment thanks to you.

Through donations at participating Scan Away Hunger locations, you raised over \$113,000 to provide more than 36,400 meals to neighbours who would otherwise go hungry. And when Drewlo Holdings issued an \$110,000 Christmas Matching Challenge to help men at Quintin Warner House maintain sobriety, you



Drewlo Holdings donates \$110,000 to maintain access to after-hours addiction treatment supports



Canada Life Freedom Walkers was the highest fundraising team in Coldest Night of the Year 2021



Hockey Helps the Homeless raises \$27,000 to support the Prevention of Homelessness Among Families program

Volunteering Gifts & Talents

"I've been involved with Mission Services since it started in 1951, so that's 70 years ago," Wes Suchard remarked. When Wes met Alvin Roth, the founding Executive Director of MSL, he was immediately interested in Alvin's endeavours to provide shelter and meals to those experiencing homelessness in London. "It was very, very crucial work that he wanted to accomplish," he noted.

Initially, Wes contributed by way of his musical talents. "They always had a gospel meeting on Saturday nights. The men would have dinner and then I played piano for them". As time went on, he was drawn to Quintin Warner House where he conducted a Bible study for men overcoming addiction. "One of these men ultimately bore a son and he named him after me," he divulged. This is one of Wes' most treasured memories of his time with MSL.

Wes has also spent many years volunteering as a Board of Directors member. "I was instrumental in getting the MSL Foundation formed. We thought it would be beneficial to have a foundation that people might be willing to contribute to in their wills," he explained.

While serving as the Chair of the MSL Foundation's

responded with an outpouring of generosity.

Furthermore, you gave not only financial contributions but also provided crucial gifts-in-kind. You helped keep staff, volunteers, and participants safe through your donations of personal protective equipment—things like face shields and masks to name a few. Gifts of time and talent were also plentiful by over 70 volunteers each month. Your dedication is not only inspiring, but also vital for providing care to neighbours in need.

Finance Committee, Wes played a vital role, alongside several other community supporters, in the Campaign of Compassion which funded the expansion of the Men's Mission building in 2005 (see photo above). Today, Wes remains an active member of the MSL Foundation Board of Directors. "The most meaningful part is just being of help when questions are asked of me".



Men's Mission Expansion Opening Day
Left to Right: Wes Suchard, Brayl Copp, Ronald Logan, Fred Hagglund

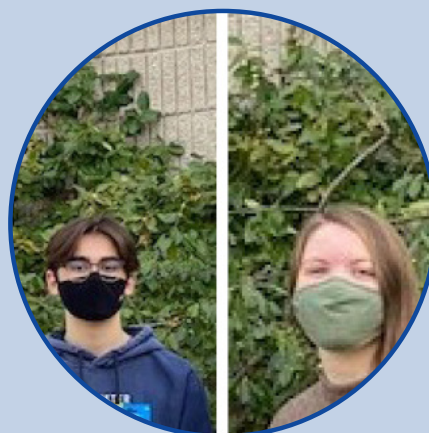
Reflecting on the past 70 years, Wes considers the ways in which MSL has grown and evolved. "It's been a long process for the charity to mature and develop to where it is today," he said. At the same time, he recognizes that much has stayed the same—especially in terms of MSL's mission and values. "I think the commitment to being a faith-based organization is important to Mission Services. Those commitments have remained the same".

The pandemic made things challenging this year, yes. At the same time, that is not the only story worth telling. Kindness, creativity, and generosity came to the forefront many times; we would be remiss to forget to celebrate these—and not only for the past year, but for the past 70 years. Lives like Roger Smith's (and the lives of his family) have changed because of your kindness; time alone will tell how far beyond our sight your kindness will ripple out.

Ericka Ayala Ronson, Director of Development & Communications



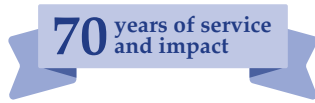
Masking Together Canadian Challenge donates face shields, medical masks, and hand sanitizer



Benjamin and Nora win the Scan Away Hunger Virtual Cooking Contest with their mac & cheese meal plan



Enje Daniel Photography offers family porch-traits to raise funds for vital MSL programs during the pandemic



Board of Directors 2020-2021

President

Wendy Broadhead

Secretary

Deborah Peckham

Treasurer

Alex Verdun

Board Members

Catharine Campbell

Kimberley Cechetto

David Cueller

John de Vries

Susan Mitchell

Allen Page

Tom Timmerman

Keith Vincent

Sheldon Wood

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

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

Mike Toth, 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

Jennifer Vale, Director of Community Mental Health and Addictions Program

Community Mental Health Programs (CMHP)

457 York Street, London, ON N6B 1R3

519-672-8500

Quintin Warner House

477 Queens Avenue, London, ON N6B 1Y3

519-434-8041

Thank you to our government funders:



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Mission Store

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