

Refine
Reimagine
Rethink...



Annual Report
2021 - 2022

Your Gift Changes Lives

"Monday at the Mission Store"

We often say the Mission Store is more than just a thrift store. The retail space and warehouse support the Emergency Voucher Program, an outreach program providing clothing, essential hygiene products, and household items at no cost to neighbours in need. Last year, the program distributed over \$85,000 in goods and regularly serves thousands of unique individuals in a year.

These are just a few of the people accessing the program on a single Monday morning:

Douglas

It has been two years since Douglas has had a place to call home, but he is hopeful today will be a new beginning.

"I came in to get a new pair of shoes [through the Emergency Voucher Program]", he says. "But what I really need is to get some ID so I can maybe find a place to live."

While at the Mission Store, Douglas waits to meet Justine, a Streetscape outreach worker who will help him with the paperwork to apply for a birth certificate. The store acts as a community hub, where relationships can form and trust can be



built among Emergency Voucher Program participants and staff members who can help them access additional supports.

For someone like Douglas, trust is not easily come by.

"I've tried staying in emergency shelter but it just isn't right for me," he confides. "I'm an older guy and I like having my own space."

It's hard to share a room, listen to other people's music, have people coming in when I'm trying to sleep."

Douglas spent the past winter trying to navigate a housing system that is ever more reliant on technology. He struggles with accessing housing listings and resources without access to a phone or computer, and without the knowledge of how to use the tools.

"I was homeless before when I was 34," he says. "I've gotten out of it before and I'll do it again."

Fariha

The Emergency Voucher Program has made a huge difference for Fariha and her family. She has been shopping for clothing for herself, her husband and two daughters for the past three years.

"The kids grow so quickly," she says. "They need different sizes all the time, especially their shoes. It's so helpful to have somewhere that I can get their things because otherwise it is

just so expensive."

Coming to London from Syria was a big adjustment, but Fariha considers herself fortunate to have received the support of a sponsor family. Their housing came with many household items, but they have still struggled in their new country.



"We are a low income family," Fariha says. "Even outside of the voucher program, I still shop here because the prices are just so much lower than everywhere else. There's no other store like it – it is just so easy and nice to shop here."

Fariha shops at the store mainly for clothing, although she has also purchased electronics before. "I don't want to take more than we need," she says. "We don't use the voucher program for everything because other people need to be taken care of too."

Timothy

Timothy discovered the Emergency Voucher Program online when he was looking for community support. He injured his back two years ago while lifting heavy items at his job in the restaurant industry, and has yet to be able to rehabilitate the injury because of pandemic-related delays.

"I'm looking for work right now while I wait to start those appointments," he says. "I need a job that's easier on my body but nobody seems to want to hire a 55 year old."



This is Timothy's second time coming to the store to receive clothing, but he says the service is an important one for the community.

"From a psychological point of view, it's just wonderful. It's nice to be able to freshen up and present yourself better," he says. "When you look good, you feel better."

Despite his injury and struggles to find employment, Timothy feels grateful he has maintained his housing. He knows not everyone has that same experience.

"When I come here, I try to take only what I need," he says. "There are others out there who are experiencing even harder struggles than I am. I want to make sure they get taken care of too."

**Names and images have been changed to protect the privacy of program participants.*

From the Board President and Executive Director

The 2021-2022 fiscal year was unpredictable, yet productive, as it allowed Mission Services of London to discover new ways to continue to support a caring community where all people are accepted, valued and can thrive. Notably, it spurred us to reimagine how we can more effectively serve our community.

The Board of Directors completed its new strategic plan, charting three bold directions to Refine, Reimagine and Rethink the operations of Mission Services of London. The plan to be revealed at the 2022 Annual General Meeting, concluded a process of engaging various stakeholders including funders, partners, donors, participants, volunteers and staff.

Several programs ran their natural course and the experience gained is informing how we reimagine services. We diligently collaborated with the City of London, by providing emergency shelter programs specifically in response to Covid-19; these programs have now wound down after the two years of funding ended. The leasing of houses from the City of London along the proposed Bus Rapid Transit route, gave us insight and knowledge to apply in our search of new partnerships with private landlords.

Community Mental Health Programs (CMHP) learned valuable lessons in providing services during Covid-19. These lessons enabled CMHP to reimagine a more integrated delivery of essential services by connecting with participants through multiple locations in all of our branches.

Even while the opioid crisis continued, because of Covid-19 restrictions, Quintin Warner House (QWH) had to reduce the number of men admitted to addiction treatment over the last several years. We are thrilled now to reimagine how and where we continue to provide enhanced addiction treatment services. We learned late in the fiscal year that we would receive funding to double our addiction treatment bed

capacity. This will mean a move in physical location, involving renovation to our former CMHP space on York Street.

We welcome Mike Toth, Director of Shelters, to the Senior Leadership Team. Mike will be charged with leading the change in emergency shelter services. Over the next several years, we will collaborate with service partners and the City of London in rethinking how shelter services are provided in our community.

We also welcome Susan Fahner, our first Director of Retail Operations and Social Enterprise. We are beginning to reimagine how we serve and build our community, not just through the retail space of the Mission Store, but through more social enterprise opportunities.

Sadly, we mourned two friends of the Board of Directors who recently passed away: Deb Peckham, who was Board Secretary and provided significant insight into the social challenges our community faces; and John de Vries, a former Board Member who had a servant's heart; he served on the Board on two separate occasions.

The year began and ended in a way no one could have predicted. Nevertheless, we were again blessed by, and extremely thankful for, community support. It is only with community support, your support, that we are able to bridge the gap between government funding and the necessary expenses to provide services with compassion, hope, integrity and diligence.

The challenges of addictions, poverty and lack of affordable housing persist in our community. Yet, they provide opportunity to positively respond to need, affirm dignity and inspire hope. As we remember the blessings of the past, and reimagine what can be, we remain extremely optimistic as we endeavour to love God and love others.

Wendy Broadhead
Board President



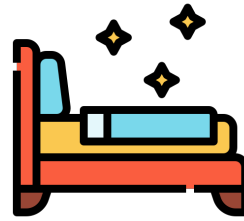
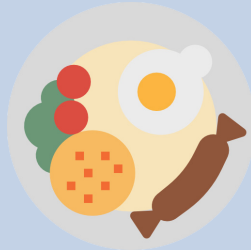
Peter Rozeluk, JD, CPA, CA
Executive Director



Making a Difference 2021-2022

NEARLY 160,000 MEALS SERVED

across all branches of service and community service partners



76 SINGLE BEDS & 20 FAMILY ROOMS

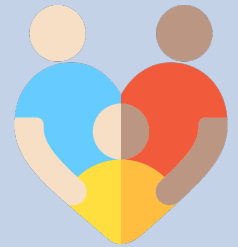
of emergency shelter available each night



13,154 CMHP interactions with or on behalf of participants

108 EMERGENCY SHELTER DIVERSIONS

achieved for families through the Rotholme Prevention of Homelessness Among Families program



1,655 UNIQUE INDIVIDUALS

accessed Mission Store emergency vouchers



Over \$85,000 IN VOUCHER GOODS

issued by the Mission Store at no cost to clients

We Thank Our Volunteers

94

Average volunteers per month

Total volunteer hours

19,633

Approx. \$325,000

Value of volunteer hours*

Value to our mission

Priceless



2,545 DAYS

of live-in addiction treatment at Quintin Warner House

Warm Hands—Warm Hearts Outreach Program



Number of Participating Schools:



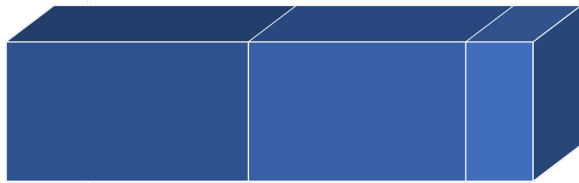
*We are a Living Wage Employer. This value is calculated using the living wage for London, ON (as of the end of the 2021-2022 fiscal year) as the base.

Financials 2021-2022

Mission Services of London closes the year strong with **total revenues of \$10.6 million**. Our financial position remains robust, and we are thankful for our incredible donors for this achievement.

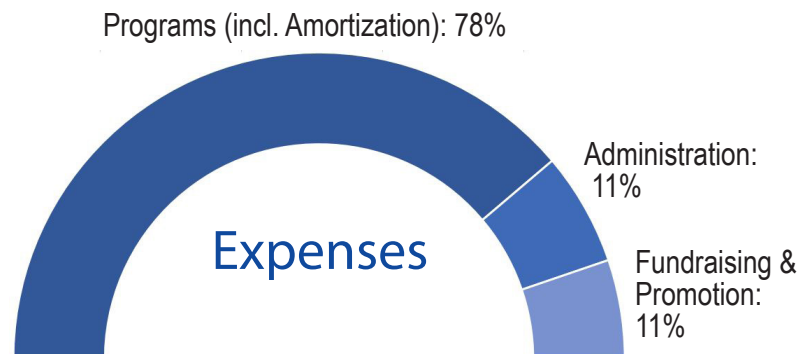
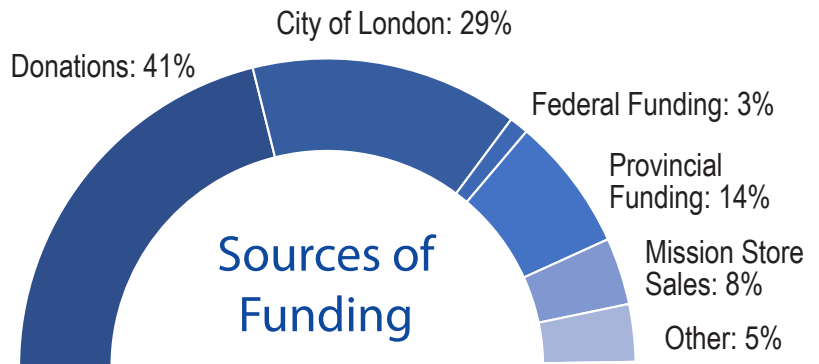
Total Revenue

- Government Funding: \$4.9 million
- Donations: \$4.3 million
- Other Sources: \$1.4 million (including Mission Store sales)



Expenses remain stable, showcasing successful and deliberate efforts to rethink resources. We close the year with a **total net asset balance of \$9.6 million**. The agency is well positioned financially to sustain future challenges and deliver on the new Strategic Action Plan.

Sarah Davis
Director of Finance



With Gratitude

In Fiscal 2021-2022, even as we kept our focus on the day to day and made the adjustments needed in the evolving pandemic landscape, we also began to think about the years ahead. A new strategic plan took shape and we are looking forward to sharing updates on the reimagining that is taking place. In this report, however, we take a moment to look back and to celebrate our community's partnership in this important labour of love this past fiscal year.

Back to school season 2021 was an interesting time for children in our area – and that was no different for children whose families were staying at, or receiving services from, Rotholme Family Shelter. The Fill Up the Bus campaign (usually a gift-in-kind drive) was reimagined to include an online catalogue, which featured much-needed items to set children up for scholastic success.

Later in the year, we virtually hosted Liz Murray, whose life story is the basis for the film *Homeless to Harvard: The Liz Murray Story*. At the November 2021 Hope Banquet &



Our Fill Up the Bus colouring contest winner, Maeve, is all smiles at the chance to ride the bus!



The Lewkowitz Financial Challenge led to \$170,000+ raised to provide emergency shelter services to families



Liz Murray shares her story at the 2021 virtual Hope Banquet & Silent Auction

Statement of Financial Position

(As at March 31)	2022	2021
Assets		
Current Assets	4,774,740	4,645,482
Tangible Capital Assets	5,800,293	6,062,306
Total Assets	10,575,033	10,707,788
Liabilities		
Current Liabilities	925,790	887,215
Long-Term Debt	0	52,425
Net Assets		
Operating Fund	266,369	266,368
Property Fund	5,747,868	5,962,783
Restricted Fund	3,635,006	3,538,997
Total Liabilities and Net Assets	10,575,033	10,707,788

The financial information has been extracted and summarized from the 2021-2022 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)	2022	2021
Revenue		
Government	4,892,695	6,989,531
Donations (incl. MS Voucher)	4,366,241	4,648,348
Investment Income	9,494	21,369
Loss on Disposal of Tangible Asset	0	0
Other Revenue (incl. MS Sales)	1,361,277	1,239,787
Total Revenue	10,629,707	12,899,035
Expenses		
Programs & Amortization	8,317,089	8,424,406
Administration, Fundraising and Promotion	2,431,523	2,445,937
Total Expenses	10,748,612	10,870,343
Net Revenue for the Year	(118,905)	2,028,692
Net Assets Beginning of Year	9,768,148	7,739,456
Net Assets End of Year	9,649,243	9,768,148

Silent Auction, Liz shared authentically about her early life with parents who loved her, but struggled with addiction. Her journey from homelessness to graduation from Harvard University was not easy, and yet it leaves anyone who hears it inspired – inspired to see inherent dignity in all people, and inspired to help others achieve their full potential.

With December came also the Christmas holiday season, which can be both physically and emotionally difficult for neighbours who struggle.

With the help of General Dynamics Land Systems – Canada, and hundreds of other generous donors, the holiday season saw us provide hundreds of meals to hungry men, women and children. This was made possible in part by proceeds from the 27th annual Scan Away Hunger™ campaign, which continued to run at tills in participating locations throughout London.

As the clock struck midnight on New Year's Eve, marking the start of 2022, the Libro Financial Year-End Challenge came to an end.



General Dynamics Land Systems - Canada donates \$15,000 to Scan Away Hunger™ and to Rotholme



Women's Auxiliary to Mission Services of London alumnae unveiling a recognition display at the Mission Store



CTV's Nick Paparella helps kick off the 2022 Coldest Night of the Year fundraising walk season

Volunteering Gifts & Talents

The sound of buzzing and the peal of laughter mean Jeffrey has arrived for his weekly volunteer session at the Resource Centre within Men's Mission.

Jeffrey, a barber for the past 30 years, has been offering his services to men in need since March 2022.

"I like to give back to the community by coming and cutting hair," Jeffrey says. "I'm just happy that I have the experience and the time to be able to make a difference in the men's lives."

Jeffrey has become popular. Under his careful focus, the men experience a physical – and psychological – transformation.

"You can see it. When they first walk in, they don't look at you and they don't say much," Jeffrey notes. "10 minutes in the chair, they're sitting up straighter, sharing their story. It's more than just a haircut, it's validation that they are human."

While being taken care of, the men share details of their lives. An upcoming job interview, a father who struggled with Alzheimer's, a childhood spent in a small town. Jeffrey's buzzers never stop moving, exposing the faces of men who long to be seen.

"The men are being brought back to themselves, refinding themselves," Jeffrey says. "God has blessed me with this opportunity to help others, to bring them back to who He created them to be."

Chuck works in the Resource Centre and is grateful for volunteers like Jeffrey. Their involvement is an important way to remind men experiencing homelessness, that they are part of a larger community.



Jeffrey at the Resource Centre

"Every week there is a waiting list for haircuts", he says. "He does a great job and the gentlemen are all very grateful to have him."

"He is a true blessing to the men."

It was a challenge to Londoners to raise at least \$20,000 in the last week of the year, helping families on the verge of homelessness to start the year off with hope. Thank you to all who responded to the challenge!

In February 2022, Londoners bundled up to participate in the Coldest Night of the Year neighbourhood walks; together, we raised more than \$108,000 to fill urgent needs like: emergency shelter, assistance securing stable housing for families, access to showers and personal hygiene products, addiction treatment for men, services for those

who struggle with both homelessness and mental illness, and much more.

We remain thankful for each person who gives of their time, talent and treasure to come alongside men, women and children in need. Your support makes vital services available; it helps neighbours journey through what may at first seem like insurmountable difficulty. Grateful thoughts go out to you because you make this important work possible. Thank you once again!

Ericka Ayala Ronson, Director of Development & Communications



December Year-End Challenge inspired support to prevent homelessness for families



Bernie's Crew made several gifts-in-kind in honour of their grandfather Bernie, a long-time supporter of Quintin Warner House



The Mission Store was voted London's Best Thrift Store for 2022



Board of Directors 2021-2022

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Wendy Broadhead

Vice President

Allen Page

Secretary

Catharine Campbell

Treasurer

Peter Dale

Board Members

Kimberley Cechetto

David Cuellar

Suzanne Larouche

Susan Mitchell

Deb Peckham

Tyler Stiller

Tom Timmerman

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

Ericka Ayala Ronson, Director of Development & Communications

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Rotholme Family Shelter

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519-673-4114

Thank you to our government funders:



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