



**Mission
Services**
of London
Always an Open Door



Annual Report



2010
—
2011

...meeting need at the point of need



MESSAGE FROM THE **Board Chair**



Mission Services of London is actually 60 years old this year! For the board, it conjures up so many positive words - mature, steady, persistent, faithful, and vigilant. Many, many lives have been changed over those sixty years. Many meals served. Many words of encouragement given. Many acts of kindness done. Many beds slept in and safe shelter from the harshness of life offered. G.K. Chesterton once said "The things we see every day are the very things we actually never see or notice at all." At this point in our history, we need to stand up and notice - to celebrate and to value the rich heritage in this organization over these past sixty years, so much of it unseen and unrecognized by those around us. Godly leadership, caring staff, committed volunteers, generous donors - all important parts of who we are. This past year has had many joys and wonderful opportunities as well as many challenges and deep losses. But together we continue to grow and serve.

Sixty years old may also have negative connotations for some - stodgy, unchanging, taken for granted, just plain old. We are here to declare that sixty is the new forty. We may be middle-aged but we believe that presents to us all kinds of opportunity going forward. We like to think of it like this: mature enough to embrace new ideas and to keep on changing with measured wisdom, steady enough to pursue excellence in our programs and care, persistent enough to not give up caring for the most vulnerable in our city even when it is difficult - not as a passing fad but as an active passionate commitment, faithful enough to keep on giving and caring, and vigilant enough to not "let the light in the window" go out - we want to shine even brighter for the next sixty years.

Sue Gowan

MESSAGE FROM THE **Executive Director**



Since becoming the Executive Director of Mission Services of London in August 2010, I have had the pleasure of visiting all of our branches and I am continuing to gain a deeper understanding of our various ministries. I have been struck by many things, our commitment to service, financial discipline in a difficult economic environment but most of all the talent and dedication of all the Mission Services of London staff. As an organization we have been blessed by many resources that have been entrusted to us.

This past year has been a year of change. Some of the change struck an emotional chord unlike previous years and poignantly reminded us that sometimes resources that are entrusted to us are not permanent. We mourned the loss of Leaurie Noordermeer and of Fred Hagglund, who embodied our connection and our hearts not only to present ministry but to the past. And through the year we mourned the loss of several clients that we were able to help through our many services.

Much has been achieved over the last 60 years but it seems the work is only beginning. Our achievements are collective achievements, a direct result of the contributions of staff, board members and donors. Our future accomplishments will likewise reflect the contributions of all of us. Our goal is to build on the momentum achieved in the past 60 years. We continue our participation with the City of London and its goals and strategies of reducing poverty and homelessness. We continue exploring new opportunities of opening doors of help and hope in our city and for our neighbours. The work is underway as we set a new course and prepare to meet new challenges.

Peter Rozeluk

Quick Facts

(all branches included)



Provided **73,810** nights of accommodation



Served **213,078** meals



Provided services* for **1,749** persons in our residences



Provided services* for additional **1,641** individuals living on the street with a mental illness



Served **12,000** people through our voucher program at The Mission Store**

*Those services ranged from a free meal to free clothing and household articles, from safe overnight accommodations to weeks of shelter and daily meals, from counseling to connections with other social service agencies and government services.

** The voucher program is a referral system used by over 40 community agencies to assist individuals and families who are in need of free clothing and household items.

2010-2011



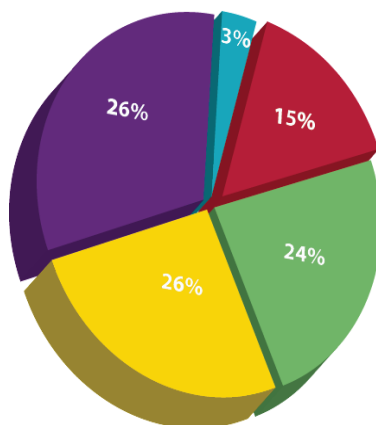
"Generous hands are blessed hands because they give bread to the poor."

~Proverbs 22:9

Supportive Generosity

Mission Services of London would like to thank all of its partners that work with us in caring for our neighbours, helping us offer "cups of cold water" in the name of Christ, and valuing and appreciating the dignity of all people residing in our city.

From individuals who volunteer their time, donate their income and invest their future wealth, to businesses and corporations that allow their employees to build meaningful relationships and express their concern for their seen and unseen neighbours, to all levels of government that appreciate the vital role of non-profit agencies in promoting the well being and ensuring the safety of all its citizens, we express our humble gratitude with a joyful and resounding THANK YOU! Together we have celebrated many accomplishments, and only together will we continue our progress!



Where your cash donation was used 2010-2011:

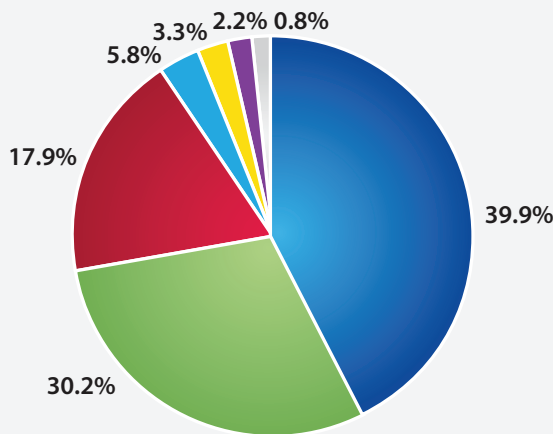


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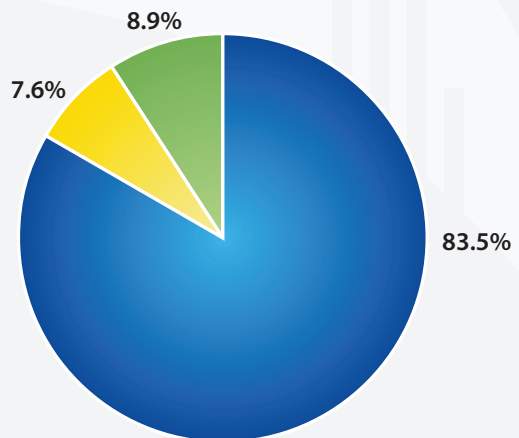
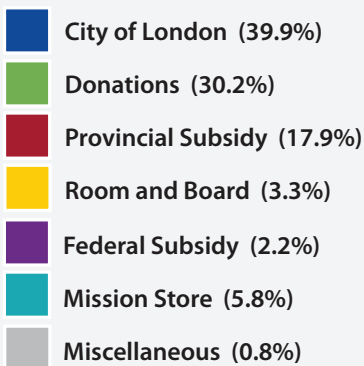


Our founder called it “meeting need at the point of need”. Today we call it “engagement” with individuals, at whatever point in life they find themselves. We identify their immediate needs and walk the journey with them as they look for help to take positive steps forward. We serve as a connecting point between the compassionate in London and those in need. We strive to steward our resources carefully with 83% of your donations and funding going directly toward supporting programs.

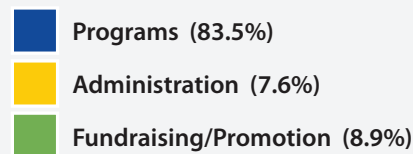
Where the Money Comes From and Goes To:



Total Income 2010-2011



Total Expenses 2010-2011



2010-2011

By the Numbers

April 2010 - March 2011

Statement of Operations / Changes in Net Assets

For The Year Ended March 31, 2011

	2011	2010
Revenue		
Government	4,275,144	4,343,177
General Donations	2,156,419	1,975,245
Other Revenues	699,752	684,859
Total Revenue	7,131,315	7,003,281
Expenses		
Program Expenses	6,030,726	6,038,498
Administrative Expenses	1,189,724	1,132,623
Total Expenses	7,220,450	7,171,121
Net Revenue (Expenses) for the Year	(89,135)	(167,840)
Net Assets Beginning of Year	17,779	17,777
Transfer To Property Funds	(56,096)	(59,171)
Transfer From Restricted Funds	145,231	227,011
Net Assets End of Year	17,779	17,779

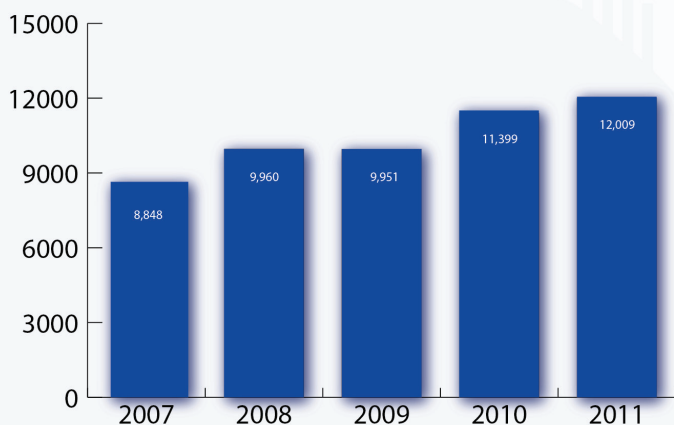
Condensed Balance Sheet

March 31, 2011

	2011	2010
Assets		
Operating Funds	1,059,777	858,251
Property Funds	7,078,097	7,327,528
Restricted Funds	2,151,723	2,046,158
Total Assets	10,289,597	10,231,937
Liabilities		
Operating Funds	1,041,998	840,472
Property Funds	1,847,098	1,900,314
Long-Term Debt	519,959	548,300
Net Assets		
Operating Funds	17,779	17,779
Property Funds	4,711,040	4,878,914
Restricted Funds	2,151,723	2,046,158
Total Liabilities & Net Assets	10,289,597	10,231,937

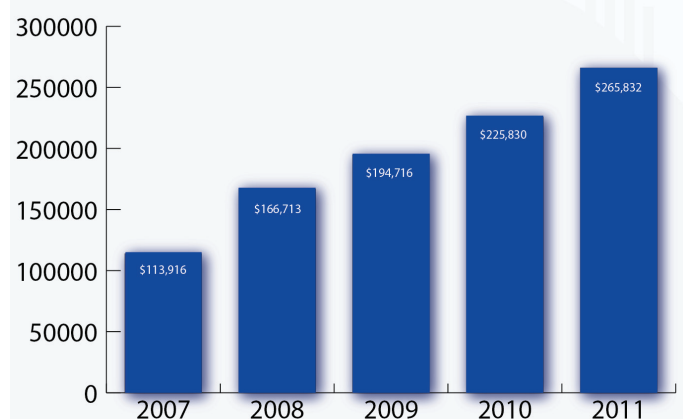
These financial statements are condensed from the unaudited Financial Statements. Audited Financial Statements are available upon request from Mission Services of London.

The Mission Store Voucher Program - Number of Participants



2007-2011

The Mission Store Voucher Program - Value of Goods Distributed



2007-2011

Note: This year we are highlighting our Mission Store Voucher Program. The graphs above show that for the last five years, both the the number of participants referred to us by other community agencies and the dollar value of assistance provided has steadily increased. Strides are made each day for individuals that use our programs. But some needs keep growing. In some ways this program takes us back to our roots as a charitable organization because we do not receive any government funding for this program. It is operated solely through donations.

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ALWAYS AN OPEN DOOR

A Year in Review

Mission Services of London has a 60 year history of accomplishments. Some of our successes in 2010-11 related to our strategic action plan were:

Continually Improve the Quality of Service

We are thrilled that our initiative to foster on-site health services was accomplished with the collaboration of the South West Community Care Access Centre and St. Elizabeth Health Care. A one year trial program, using Community Mental Health Programs space that will address physical health needs for those who have been referred for home care services but who have no home. Our hope, is that this will result in better health outcomes.

The installation of a debit machine at The Mission Store offers convenience and a payment alternative to customers, and enhances the opportunities of our thrift store. The revenues from store sales contribute to our ability to offer unique programs, such as the Voucher Program. The Voucher Program, which provides hundreds of thousands of dollars worth of clothing and housewares free to participants (check out page 5), is a dynamic illustration of our heart for the less fortunate. Donor and volunteer participation in this program is extraordinary.

Promote a Safe, Supportive & Engaging Environment

We are concerned not only with our physical work and service environment, but with our surrounding natural environment. We are called to be good stewards of creation. WIPE, or "Washing Initiative to Protect our Environment" was a program started in 2010 by the City of London. The kitchen at Men's Mission & Rehabilitation Centre was the first kitchen to try the program, in which Mission Services of London worked closely with the city in this project over an 18 month period. Grease trap waste and burdens on the dishwashers were significantly reduced. Many large corporations and institutions have since become partners in the program, in which Mission Services of London was a pioneer.

Excel in Development of Resources

The re-development of our website has re-energized our on-line presence with a bold fresh look, and provides an opportunity to: engage the next generation of donors; increase volunteer accessibility; and spread the word about our ministry in London via contemporary methods. We anticipate that the development of new planned giving materials will assist our Major Gifts Officer in inviting new participants to join us through their wills, annuities, major gifts and endowments.

Build Community Commitment in Advocating for the Homeless

One of our initiatives was to foster positive relationships in and with our community neighbours. Our employees are the hands and feet of Christ and show their dedication to our clients every day. They also display their broader commitment to our community by participating in community events such as the Dragon Boat Races. Our participation is totally organized and run by employees helping to support other charities in London.

Exploring Emerging Trends

Our dedicated staff continue to sit at various tables to participate and contribute to the development of community initiatives that address homelessness and related issues including, the London Housing Strategy, the London Community Plan on Homelessness, development of Shelter Standard Guidelines and Policies, and investigating new trends in treatment of addictions and care for the those with mental health issues.

As we celebrate our 60 year history, we thank God for His blessings and assistance in completing our assigned tasks and serving literally thousands of people. We fondly remember what we have been able to achieve, we acknowledge our friends currently around us who need our help and we also begin to turn our gaze towards the horizon, to new neighbours soon to be appearing, and new opportunities not yet contemplated. 2011-12 is already promising to be an exciting year. Mission Services of London does exciting things. We do great work! Join us!

"Love never gives up. Love cares more for others than for self."

~1 Corinthians 13



Mission Services of London Foundation

A Foundation in the Heart of the City



Mission Services of London Foundation was established to receive planned gifts and legacies to benefit the work of Mission Services of London, to invest those gifts prudently and wisely and to support the important work of Mission Services of London into the future through the maintenance of endowment and special purpose funds. The funds in the Foundation allow Mission Services of London to plan for the future, to ensure that there will be sufficient resources to carry out its many programs and to respond to new opportunities to serve the disadvantaged in the heart of the city.

Making a planned or legacy gift to Mission Services of London Foundation is a way that you can help ensure that Mission Services of London remains on a firm foundation in the heart of the city.

Please call 519.433.2807 or visit www.missionservices.ca for more information on the Foundation and how you can help.

David A. Broad – President, Mission Services of London Foundation

The Management Team

The following persons were the Senior Management Team of Mission Services of London for 2010-2011:

Peter Rozeluk, Executive Director
Martha Connoy, Director - Community Mental Health Programs
Jon DeActis, Director - Quintin Warner House
Betty French Director - Finance & Human Resources
Leaurie Noordermeer, Director - Rotholme Women's & Family Shelter
Heather Rall, Director - Development & Communications
Carol Ristine, Director - The Mission Store
Gordon Russell, Director - Men's Mission & Rehabilitation Centre



Board of Directors (2010-2011)

The following persons were either elected or reconfirmed to our Board at the Annual General Meeting on June 24, 2010. The standard term for Board Members is three years up to a limit of two consecutive terms.

John J. Allen +
Mike Caskanette
Susan Gowan
Yvonne Hill
Karen Perkin +
Doug Steinburg

Diane Bewick
Jon De Vries +
Stephen Hebden
Debra Miller
Paul Pickering
Kathy Wilkins +

Allison Carnegie
Bill Fox +
Christine Henderson
Terry Olver +
Kyle Sobko
Deb Wiltshire +

Peter Rozeluk, ex officio
Donna Gordon, recording secretary

+Retiring Members

*Jesus said,
"Love the
Lord your God
and love your
neighbour as
yourself."*

~Matthew 22:39

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Men's Mission & Rehabilitation Centre

459 York Street, London, ON N6B 1R3
519.672.8500

Rotholme Women's & Family Shelter

42 Stanley Street, London, ON N6C 1B1
519. 673.4114

Quintin Warner House

477 Queens Avenue, London, ON N6B 1Y3
519.434.8041

The Mission Store

300 William Street, London, ON N6B 3C4
519.438.3056

Community Mental Health Programs

457 York Street, London, ON N6B 1R3
519.672.8500

Streetscape

457 York Street, London, ON N6B 1R3
519.439.7700

Mission Services of London Foundation

415 Hamilton Road, London, ON N5Z 1S1
519.433.2807

Administrative Offices

415 Hamilton Road, London, ON N5Z 1S1
519.433.2807

Charitable Registration

#119302578RR0001

www.missionservices.ca

facebook.com/missionservicesoflondon



who we are

Whether it's providing emergency shelter for an individual or family, or caring for those with mental health needs, Mission Services of London is there with a message of hope through faith. We are a Christian faith-based charitable organization committed to serving London and area. We do this within our mission and vision statements.

our mission

Mission Services of London opens doors of hope to those seeking emergency shelter and support, by offering safe shelter, food, and clothing and by facilitating rehabilitation as needed, in an atmosphere of compassion.

our vision

To be a self-directed sustainable charitable social service organization grounded in the Christian faith, proactively addressing and meeting the needs of the homeless and disadvantaged of the London area; well recognized and supported by the community.