



Welcome Hall
MISSION



ANNUAL . REPORT

2020

Shelter . Food . Love

"Complex social challenges can only be resolved by aligned efforts."

A Word from Sam Watts

Due to the profound impact of the global pandemic, it would be a major understatement to begin this message by saying that 2020 has been an unprecedented year. The disruption caused by the virus known as Covid-19 has been felt in virtually every part of our planet. It continues to threaten the health and well-being of millions of people, even with the imminent deployment of treatments and vaccines.

Welcome Hall Mission was founded in 1892 and operates 365 days each year in a challenging environment, serving vulnerable people who are experiencing homelessness and those who are poor or disadvantaged. We are well accustomed to managing in the middle of a crisis. However, when the spread of Covid-19 began, it became evident that we were heading into uncharted waters. Our leadership team held its first crisis meeting in early March 2020 to implement a variety of

policies that aligned us with recommendations made by public health experts. When other front-line agencies were closing their doors or suspending their services in late-March, we were determined to find safe ways to continue to serve those in need. We were fully supported in our resolve by our highly qualified professional employees who, while being aware of the existence of risks, immediately stepped forward.

Our first step was to ensure that our employees and volunteers could operate safely. We rigorously implemented protocols like social distancing, hand washing, mask wearing and monitoring the health of people entering our facilities. Our team members have the status of health care workers and are considered essential workers. This provided us with accelerated access to resources like personal protective equipment.

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“When other front-line agencies were closing their doors or suspending their services in late-March, we were determined to find safe ways to continue to serve those in need.”

We promptly suspended activities that could not be undertaken safely. More critically, we developed tactical adjustments that allowed us to continue to offer core services like housing, temporary shelter, food security and counselling. As an example, we reconfigured our free grocery stores to ensure that those in need could obtain healthy food while respecting social distancing. This was a large undertaking that altered almost all internal processes. With the help of dedicated volunteers, we started a delivery service to provide food to people who were mobility impaired or immunocompromised. In addition, we suspended the formal registration requirement in our Marché, ensuring that anyone in need had access to free, healthy food.

Along with our partners, we worked with the City to establish and run five different temporary shelter and daycentre locations throughout the city from the months of April through August. During the late spring, we were routinely sheltering 600 people each night in these facilities. This necessitated the hiring, training and deployment of 100 temporary staff. In August, we worked with the CIUSSS Centre-Sud and Old Brewery Mission to re-open the Ross Pavilion at the old Royal Victoria Hospital as a pre-housing center for up to 160 women and men who were prepared to return to supported housing.

Most of these shelter and housing related efforts were financed by emergency funds deployed by the Federal Government as part of its “Reaching Home” program.



“Emergency help should be part of a broader plan that guides each person towards wholeness and independence.”

In a crisis, the culture of an organization becomes obvious. The core values of Welcome Hall Mission include compassion, generosity, teamwork, integrity, inclusivity, and excellence. We are blessed with considerable institutional capacity but this capacity is only useful when it is applied in harmony with our values. Our teams came together to best serve our clients; they

showed up every day with energy, compassion and a determination to honour and apply the Mission’s core values. Despite extreme pressure, our front-line people served those who came into our various buildings while enforcing protocols that placed them at a suitable physical distance. Everything from cleaning and disinfecting to hiring and accounting contributed to a well-coordinated, accelerated and successful effort.

I would like to thank our board of directors for their unwavering confidence in the leadership team and for the freedom they provide us to fulfill our vision and purpose. Special thanks to our outstanding leadership team, Marcello, Joan, Emmanuel, Marika and Katie. A huge shout out to our passionate team of over 130 full time employees, approximately 100 contractual employees and close to 700 volunteers who are serving the disadvantaged on the frontlines or helping to keep things running behind the scenes. Finally, I would like to extend a huge and heartfelt THANK YOU to all our valuable donors. This year you contributed a record level of individual donations to Welcome Hall Mission. On behalf of those we serve, thank you for your outstanding generosity.

Sam Watts, CEO/Executive Director

Shelter

Welcome Hall Mission's ultimate objective is to find permanent and sustainable housing for Montrealers experiencing chronic homelessness. Our Emergency Shelters establish a very important first connection between the person and the resources available on the journey to finding a permanent home. With the help of Doctors, Nurses, Social Workers and the Intervention Team, Welcome Hall Mission rehabilitates and reintegrates people back into society.

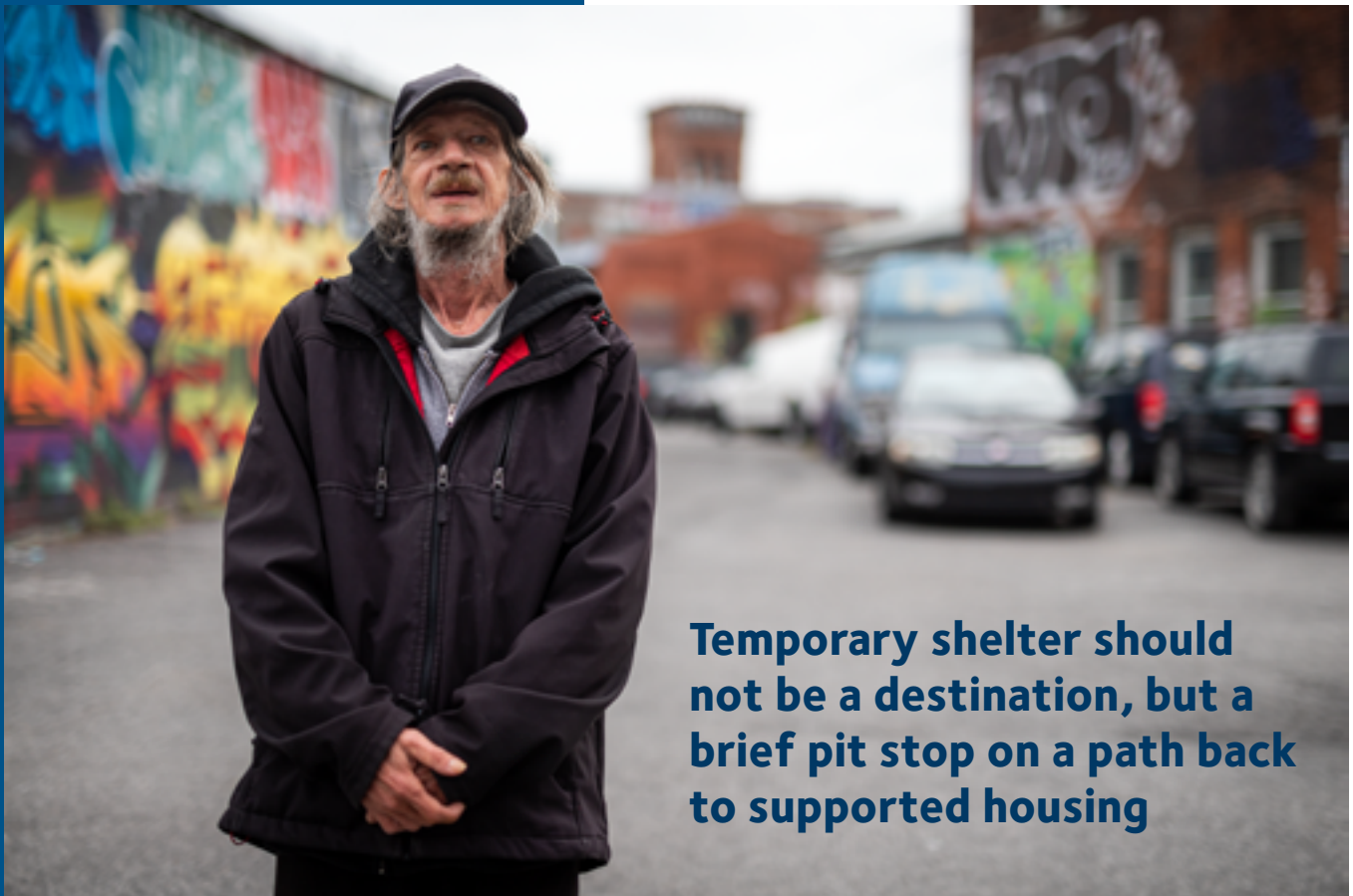
In **2020**

More than **113 880** nights of safe shelter were provided

82 people were admitted into our transitional housing program, **Résidences Bon Accueil**

79% of PRISM participants successfully completed the mental health program

197 people successfully transitioned from homelessness into permanent housing



Temporary shelter should not be a destination, but a brief pit stop on a path back to supported housing

Food

Hunger is invisible. The pandemic has only intensified this reality and we are serving more young families, youth in crisis and people who are employed than ever before. We don't realize how many of our fellow Montrealers, neighbors and their families go without food from one day to the next.

Welcome Hall Mission remains dedicated to a dignified approach, sustained support and a positive and helpful relationship with all our clients. At our Marché Bon Accueil locations, we continue to offer free groceries to Montrealers from all corners of the city, ensuring no one leaves hungry. Like our Emergency Shelters, our Marché Bon Accueil locations offer clients a connection, resources and opportunities that pave the way to complete independence.

In **2020**

Over **244 680** healthy and nutritious meals were served

More than **71 000** appointments for free groceries were made

1000+ new families registered at Marché Bon Accueil

Over **1.1 million** kg of food was recuperated across Montreal



Our Marché, ensures that anyone in need has access to free, healthy food

Love



A supportive community recognizes that everyone needs connection and love

In **2020**

Over **3500** children received Christmas toys during our Noël Pour Tous event

More than **100** young mothers were supported and received much needed supplies through our Coeur à Soeur program

95 children benefitted from tutoring through our Family Services Homework Program

Establishing connections and support encourages people in need to flourish. This year, many of our annual events were modified to adapt to health and safety recommendations associated with Covid-19. These challenges only fueled our staff and volunteers to build on their LOVE, COMPASSION and MISSION to serve Montreal's most vulnerable people. Thanks to their dedication, the generosity of our donors and our clients' trust to keep them safe, the majority of our special programs and events were safely and successfully carried out.

Volunteers



We say it often, but it really cannot be said enough: WE COULD NOT AND WOULD NOT EXIST WITHOUT OUR VOLUNTEERS. Because many of our regular volunteers are over 60, they were understandably concerned for their health and were unable to be with us. This had a dramatic effect on our programs until we discovered that with many people off work, we were lucky to usher in a new wave of volunteers who were ready and willing to help us in our time of need. These kind, compassionate and generous individuals quickly became part of the Welcome Hall Mission family and, thanks to their dedication and flexibility, we were able to continue food distribution, triage goods and even deliver groceries to people quarantining throughout the city.

In **2020**

Thanks to **659** individual volunteers

33 557 total volunteer hours

More than **93 600** delivery kilometers were logged

\$419 462.50 in estimated working value of hours donated

Partners



Our successes are only made possible thanks to the ongoing support of our valued partners. From monetary donations during times of need, to in-kind contributions which are crucial to sustaining our operations year-round, our sincerest gratitude goes out to the partners listed below and the hundreds of companies, foundations and individuals that have supported us throughout this year. We would not be here without your commitment, kindness and generosity. Thank You on behalf of our clients and staff.

Major In-Kind Donors:






Moisson Montréal
The Home Depot Canada Foundation
Avon
Entrepot Provigo
Beverages Cott
Vert Nature
Distribution Marc Boivin
Speroway
Midland Transport Ltee.

Conagra Foods
Premiere Moisson
W. Maxwell
Sysco Grand Montréal
La Tablée des Chefs
Les Viandes Premiere
Naya
Viau Food (Viau-Sila)
Blue Orchid Waters Inc.

Jardins Paul Cousineau & Fils
Les Serres Biologico Inc.
Les Vergers Leahy Inc.
Regroupement des Magasins-Partages de l'île de Montreal
Casino de Montréal
Distribution Epicerie CTS Inc.
Cafe South Side
Expresco Foods

Financials






Revenues (Thousands of dollars) + %

Donated Merchandise		\$10,915 (40.3%)
Donations		\$8,568 (31.7%)
Subsidies and Government grants		\$5,978 (22.1%)
Sales, Rent and Service Fees		\$1,222 (4.5%)
Other		\$391 (1.4%)

Expenditures (Thousands of dollars) + %

Program costs and reserves		\$21,555 (89.2%)
Administrative fees		\$2,620 (10.8%)

Distribution of donations (Thousands of dollars) + %

Individual donations		\$6,919 (80.7%)
Foundation donations		\$942 (11.0%)
Company donations		\$496 (5.8%)
Bequests		\$151 (1.8%)
Other NIL		\$60 (0.7%)

Welcome Hall Mission

Board of Directors:

Mr. Cyril Morgan- Chairman

Mr. Willy Kotiuga- Vice President

Mr. Enzo Gabrielli- Treasurer

Mrs. Marcelle McPhaden- Secretary

Mrs. Linda Ratzlaff-Campbell- Administrator

Mr. Hannu Jailos- Administrator

Mrs. Rosalie DelVasto- Administrator

Leadership Team:

Sam Watts- CEO/Executive Director

Marcello Lamberti- Vice-President and Chief Financial Officer

Joan Anderson- Vice-President, Family Services

Emmanuel Lafontant- Vice-President, Intervention and Accompaniment

Marika Skladan- Legal Counsel and Director of Human Resources

Katie Whitehead- Director, Partnership Development and Donor Engagement

If you are interested in volunteering your time with us,
please email us at benevole@missionba.com.

To make a monetary donation, please visit our website at
www.welcomehallmission.com/donate.

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