



Welcome Hall  
MISSION

# SHELTER FOOD LOVE

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*Welcome Hall Mission Annual Report 2019*



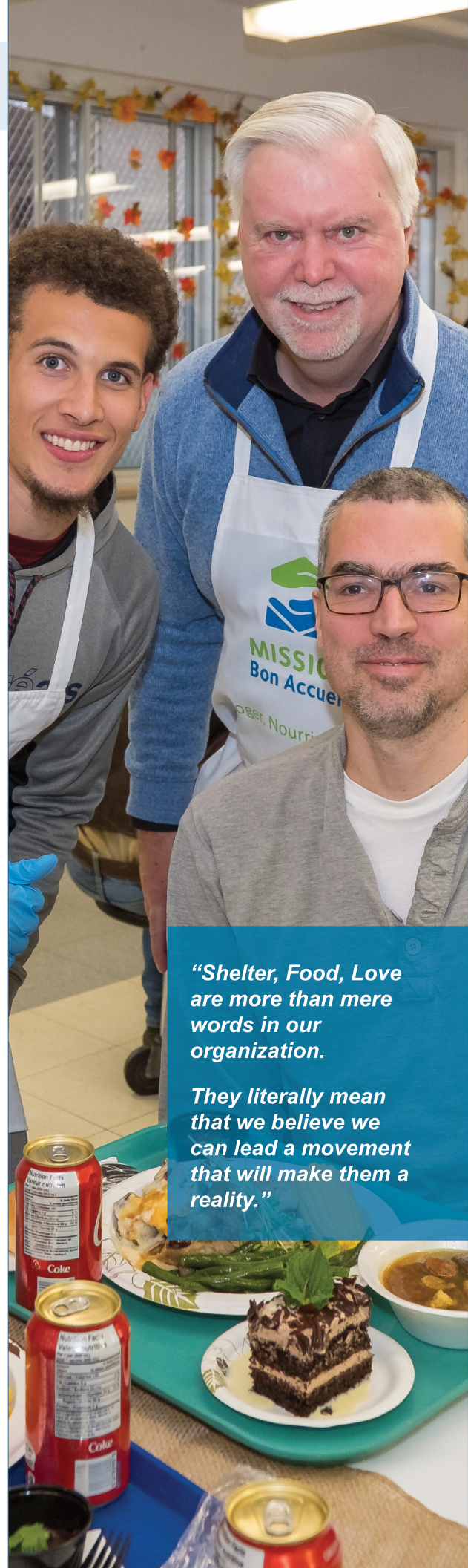
An annual report always invites a certain amount of reflection on the past. It has been three years since the board invited me to serve at the Mission. Since that time, our leadership team and our colleagues have been able to accomplish a number of important things.

- We launched the **Marché**, the innovative grocery store food security operation in St. Henri and then we opened a branch in our newest building in Montreal North
- We harmonized the clinical approach to our continuum of care from the emergency shelter through to our housing services and successfully re-certified the rehabilitation/reinsertion program
- We helped over 200 women and men find and remain in permanent housing
- We opened a housing focused mental health unit in partnership with McGill and the CIUSSS Centre-Ouest
- We led the successful initiative to open a 180 bed overflow emergency shelter at the Old Royal Victoria Hospital

It may be important to recognize some of our accomplishments, but we are focused on the future. We are building our strategy on the foundation of a vision that anticipates the transformation of our city. Shelter, Food, Love are more than mere words in our organization. They literally mean that we believe we can lead a movement that will make them a reality. In a metropolitan city like Montreal, everyone should be able to access affordable housing, obtain enough healthy food to eat and experience love and genuine community. We are communicating this message to our thousands of supporters and donors and inviting everyone to join with us in making this vision a reality.

Somebody asked me recently what single thing was the most rewarding in my job. The answer is easy. The passion, dedication and excellence of our employees. They are like first responders. They enthusiastically step forward when others step back. They genuinely love our clients. They unselfishly serve the vulnerable, disenfranchised and disconnected. Some work behind the scenes while others walk with clients on a journey towards wholeness, a journey that is specific to each client and one that can have a number of detours. Our employees are the best and we expect the best of them. I am grateful to each one of them for who they are and what they do.

Sam



*“Shelter, Food, Love are more than mere words in our organization.*

*They literally mean that we believe we can lead a movement that will make them a reality.”*



# IN 2019 WITH THE HELP OF OUR DONORS, WELCOME HALL MISSION PROVIDED:



SHELTER

250

To an average of 250 every night

1545

1545 different people have benefitted from services at Macaulay Emergency Shelter

*“I know the people by name here. They are kind and they do things to make us feel special. It’s not perfect, but its home for me.”*

Jeff



FOOD

3400

Food to over 3400 families every week

10 000

Over 10 000 people benefited from healthy and nutritious food from Marche Bon Accueil

*“My family and I just moved to this country. Marche Bon Accueil has given us a chance to get our lives started.”*

Andrea



LOVE

52

To 52 new mothers and pregnant women through the Coeur à soeur program

1722

To 1722 people at the Jim Lund Dental Clinic

3000

To over 3000 children who received Christmas gifts, shoes and school supplies at our annual events

72

To 72 People in our employability and reinsertion program

Mission Bon Accueil

# MICRO ENTREPREISE

Welcome Hall Mission

This has been a huge year for the **Micro Enterprise** Program at Welcome Hall Mission. The program, which has been in operation since 2015 and accommodates youth experiencing homelessness or precariousness, saw a rebirth of sorts. The team completely rebranded under the direction of Culinary Training Coordinator, Melissa Clément and Executive Chef, Gabriel Faraone.

In 2019 the program launched a website, an Instagram page, developed and implemented a logo and promotional material and managed to land several catering contracts. These contracts which included the likes of McGill University and the City of Montreal kept the participants and their training coordinator on their toes throughout the entire year. The feedback has been unanimous across the board- the food is delicious and the cause is even better!

All 12 participants have had tremendous success, having made personal and gastronomic discoveries along the way!

**Instagram:** [microentreprisemba](https://www.instagram.com/microentreprisemba)

[microentreprisemba.com](https://www.microentreprisemba.com)





# PARTNERSHIPS



Welcome Hall  
MISSION

You may have already heard about the partnership between Welcome Hall Mission and the Home Depot Canada Foundation. The mission has had a great relationship with the store in Saint-Henri over the last couple of years and this relationship has flourished into one with the Foundation.

The Foundation, which aims to end youth homelessness in Canada, aligns tremendously with Welcome Hall Mission and our vision. They understand that homelessness is more complicated than just not having a home.

Together, we are working towards concrete solutions, programs and services to ensure that at-risk youth in Montreal are accompanied in their journey towards success. With a very generous donation of \$200 000, we have started renovations on a brand new Youth Services office in our Montreal-North location, which will be fully operational in 2020.



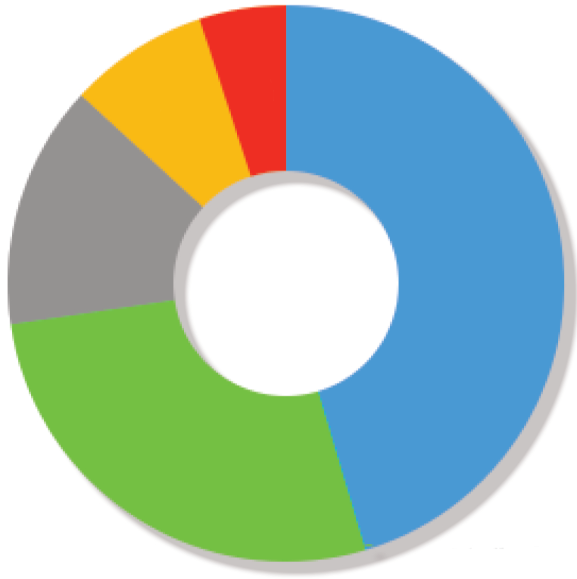
**Bell**  
Let's Talk  
Proud Partner

In January of 2019, Bell Let's talk became a proud partner of the PRISM program with Welcome Hall Mission and allies, Old Brewery Mission and Accueil Bonneau. PRISM, which stands for Programme de réaffiliation en itinérance et santé mentale, provides sustained access to mental health care for individuals experiencing homelessness with severe mental illness.

The program which has been in operation at Welcome Hall Mission since 2017, received an extremely generous boost in the form of \$300 000 from the Bell Let's Talk initiative, split amongst the three organizations. We are extremely proud to announce that in 2019, with the help of Bell Let's Talk, our PRISM program hosted 38 men, with a success rate of moving onto permanent housing of 84%.



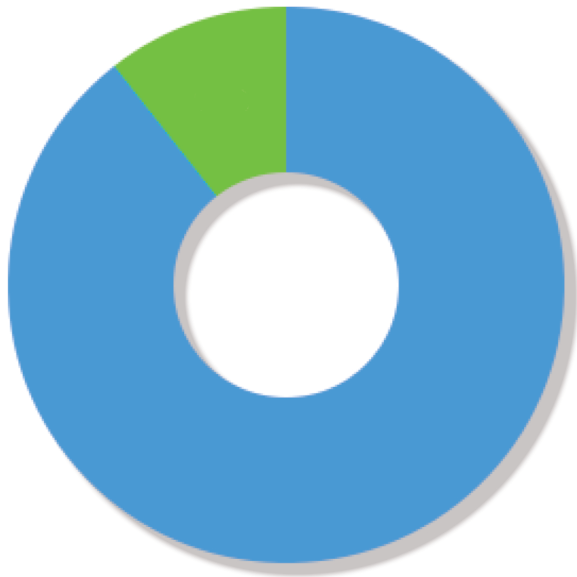
## FINANCIALS RESULTS



### REVENUES

(THOUSAND OF DOLLARS)

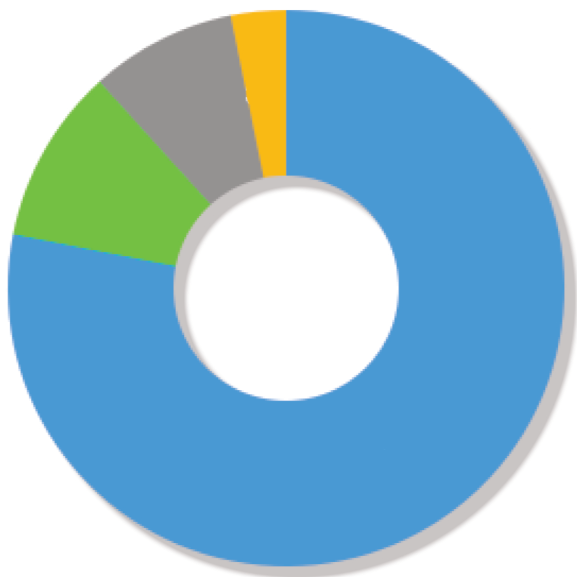
- Donated Merchandise \$10,444 (45.1%)
- Donations \$6,397 (27.7%)
- Subsidies and Government grants \$3,259 (14.1%)
- Ventes, Loyers et Frais de service \$1,878 (8.1%)
- Other \$1,159 (5.0%)



### EXPENDITURES

(THOUSAND OF DOLLARS)

- Program costs and reserves \$19,741 (89.4%)
- Administrative fees \$2,334 (10.6%)



### DISTRIBUTION OF DONATIONS

(THOUSAND OF DOLLARS)

- Individual donations \$4,997 (78.1%)
- Foundation donations \$650 (10.2%)
- Company donations \$542 (8.5%)
- Bequests \$208 (3.2%)
- Other NIL



## AN IMMENSE THANK YOU TO OUR MAJOR DONORS AND PARTNERS

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Amma Canada  
BDG-Appalaches Inc.  
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The Home Depot Canada Foundation  
The KPMG Foundation  
The Larry & Margaret Nachshen Family Fund  
The Rotary Club of Westmount  
The Tenaquip Foundation  
The William and Nancy Turner Foundation  
Tourigny, Ginette  
Tzanet  
UAP Inc.  
Vast-Auto Distribution Ltee.  
Watson, Mackenzie  
Watts, Sam  
Webster, Mary  
Weider, Louis  
Zeller Family Foundation





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#### **Domenico Miceli**

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#### **Viviane Loo-Dustin**

Administrator





If you are interested in volunteering your time with us, please email us at [benevole@missionba.com](mailto:benevole@missionba.com).

If you are interested in making a monetary donation, please visit our website at [www.welcomhallmission.com/donate](http://www.welcomhallmission.com/donate).



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