

The image is a composite of two photographs. The top photograph shows a man in profile, wearing a light-colored fedora and a green button-down shirt, resting his chin on his hand and looking thoughtful. He is in front of a brick wall, and a desk lamp is visible to his right. The bottom photograph shows a group of people, including a woman in a grey hoodie and a man in a blue tank top, working in a garden. They are crouching and tending to plants. The overall lighting is warm and golden, suggesting an indoor or evening setting for the top photo, and cooler, natural light for the bottom photo.

Thinking Differently Acting Collectively

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April 1, 2013 – March 31, 2014

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"My work allows me to help people every day. Being able to provide personalized support to our program participants is the best thing about my job."
Jackie,
Counsellor



*In memory of Paul Guy Desmarais (1927-2013)
whose exceptional contribution to the Old Brewery Mission
inspired and propelled true change.*

For 125 years, the Old Brewery Mission has acted as a safe haven and symbol of hope for Montreal's most vulnerable citizens.

Today, as we help courageous men and women transform their lives, it is a constant reminder and inspiration that we must go beyond soothing homelessness, and instead end homelessness.

With your help, we can realize a future where every citizen has a place to call home and a right to a better quality of life.



Thinking Differently

Since 1889, the Old Brewery Mission has been providing life-saving services to Montreal's homeless men and women. Each year, over 4,000 homeless people pass through the doors of our seven pavilions, where they are treated with respect, offered a clean bed, nutritious meals and a change of clothing.

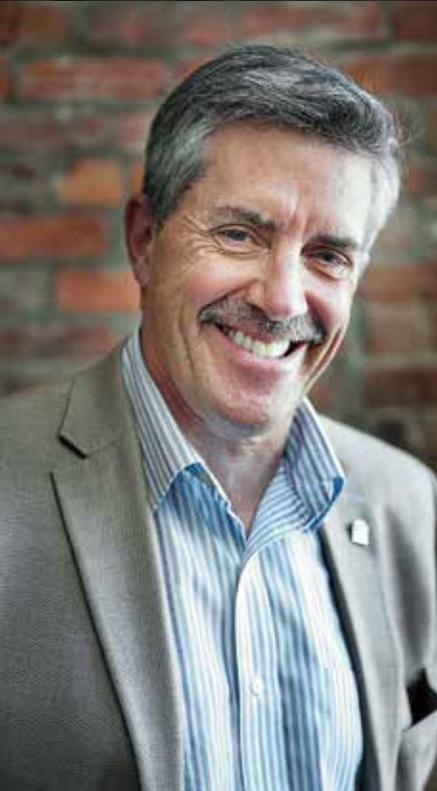
However, our role is not limited to providing emergency services. We must think differently to ensure our city's most marginalized citizens have equal access to decent, affordable housing, adapted healthcare services and a community support network.

In 2013-2014, we have made significant progress in getting our message across: homelessness is not a given. There are solutions. Our partners such as the CHUM hospital, the Douglas Mental Health University Institute, McGill and McMaster Universities, CSSS Jeanne-Mance, and many others, have effectively joined us in the quest to end homelessness.

In this milestone year, our 125th anniversary, we invite you to see the bold, exciting work we are doing, innovative new programs we are launching and the impact the Mission has made.

Eric Maldoff
Chair
Mission Board of Directors

Matthew Pearce
President and Chief Executive Officer
Old Brewery Mission



Acting Collectively

Every year, the Mission relies chiefly on the generosity of 9,000 donors whose collective contributions go a long way in helping our homeless citizens rebuild their lives.

Together, with the inspiration of our leadership and stakeholders in the community, we also laid the groundwork for our most ambitious fundraising effort yet: a major campaign to raise 55.5 million dollars over the next six years, 26 million of which will come from private sources. These funds will enable the Mission to build on its current capacities and enhance its ability to offer permanent solutions.

We wish to highlight the exceptional support of Mr. Jean Coutu and his family, the Lise Watier Foundation, Power Corporation, as well as The Tenaquip Foundation, whose commitment to our cause carried the Mission's innovative programs to new heights.

In 2013-2014, the generosity of our donors enabled the Mission to help over 600 people leave homelessness behind, regaining their self-confidence and especially, their dignity. We thank you from the bottom of our hearts.

Geneviève Falconetto
Chair
Foundation Board of Directors

Marie Claire Morin
Executive Director
Old Brewery Mission Foundation





Brian says he volunteers from time to time at the Mission as a way to give back to an organization that has always been there for him.

Surviving Montreal's Streets

While our goal is to end chronic homelessness, the Old Brewery Mission will always offer emergency shelter, food and clothing.

EMERGENCY SERVICES

The Webster Pavilion is the largest resource for homeless men in Quebec, providing essential services to more than 300 clients every night. And our Patricia Mackenzie Pavilion, the largest resource for homeless women in Canada, welcomes up to 80 women per night.

The Mission provided emergency services to over 4,000 homeless people. We served 248,000 meals at our Webster Pavilion alone, and provided over 24,000 articles of clothing.

ACCUEIL

In 2012, we created Accueil, a program designed specifically for people who are homeless for the first time. Newcomers work intensively with counsellors to deal with issues that led them to our door. The program works to stop homelessness before it becomes a way of life.

250 men participated in the program. Nearly 75% of participants move on to stable housing or access resources that will allow them to regain their autonomy.

CAFÉ MISSION

Offering warmth in the winter and air-conditioning in the summer, Café Mission is a place where Mission counsellors can connect and establish trust with people who are considered chronically homeless, and refer them to appropriate programs.

Seven people were referred to the *Projet de réaffiliation en itinérance et santé mentale* (PRISM), 31 people were referred to Accueil, and Étape and Escalé transition programs, as well as other resources.

Results



"The winter of 2013-2014 was especially grueling... Extra emergency measures ensure that no one is left out to sleep in the cold."

Matthew Pearce,
President & CEO

New Winter Response Strategies

Imagine trying to find a safe place to sleep in Montreal during the winter months when the mercury can dip down to the -20s and -30s at night.

Many of our city's most vulnerable "sleep rough" — in an alleyway or over a metro grate in an effort to prevent hypothermia. The very nature of Montreal winters calls for new strategies to ensure that homeless men and women are safe and have a place to stay warm and sleep.

During the exceptionally harsh winter of 2013-2014, Mission staff implemented extra emergency measures to accommodate the need. Occupancy rates in our emergency shelters soared by 123% between January and March 2014. We rearranged the Webster Pavilion to set up an additional 50 beds. A shuttle service was also put in place to transport people to other emergency shelters, when necessary.

The Mission staff used the shuttle to locate and gather homeless men and women off of Montreal's downtown streets. Thousands of people were taken in during the frigid winter months.

Results



Afflicted by persistent mental health issues, James lived on the streets for decades.

Through harsh winters and scorching summers, he survived, eking out an existence with the help of the Mission's emergency services. In November 2013, CHUM psychiatrists Dr. Lison Gagné (shown in the photo) and Dr. Olivier Farmer reached out to him, and James was welcomed into the Mission's PRISM pilot-project.

Today, he lives in a stable social housing environment, thanks to the Mission's innovative mental health services and partnerships — and the generous support of our donors.

Healthcare & Homelessness

Life on the street makes overcoming mental and physical illness almost insurmountable. Homeless people often won't go to hospitals and inadequate patient discharge planning and follow-up care only compound the issue. With your help the Old Brewery Mission is:

ADDRESSING MENTAL HEALTH

In partnership with the CHUM hospital, the *Projet de réaffiliation en itinérance et santé mentale* (PRISM) — the first of its kind in Canada — provides homeless people with severe and persistent mental health problems with a safe living environment and on-site access to one-on-one support from a Mission counsellor, as well as a nurse, social worker, and psychiatrist from the CHUM.

Within five months, 46 people were assessed, 22 were admitted for follow-up, and 13 (59%) left the PRISM program to begin a new life in the community.

PROVIDING MEDICAL ASSISTANCE

In October 2013, in partnership with the *Centre de santé et de services sociaux Jeanne-Mance*, the Mission opened a walk-in medical clinic adapted to the particular health needs of Montreal's homeless population.

Within the first five months of opening, 180 homeless people got the medical assistance they needed to begin their journey back to health.

CURING HEPATITIS C

Montreal's homeless population is particularly affected by hepatitis C, a treatable yet potentially fatal infectious disease. The Mission launched Canada's first pilot hepatitis C treatment project for homeless people. In an intensive regimen, *Projet d'accès aux soins de santé* (PASS) helps up to 14 patients at a time follow their prescribed treatment plan.

The program admitted 27 people in 2013-2014, and 20 have been cured.

Results



Denis, picking up a few items on his way home, and in his tidy kitchen, right, showing off his full pantry.



A Home of One's Own

Le Pont is an award-winning program that helps homeless men and women gain access to decent, affordable housing in Montreal, with rent-subsidized housing units and access to psychosocial support from the Mission's counsellors.

Since its launch in 2009, Le Pont has been a resounding success.

In November 2013, the Mission earned an Excellence Award from the Health and Social Services network in the category *Soutien aux personnes et aux groupes vulnérables*, an award we also won in 2010 for our transition programs.

In 2013-2014, the Mission was also able to increase the number of subsidized housing units up from 15 to 30 throughout the city.

Results

Conference on Social Housing Alternatives

In March 2014, the Mission's Services for Women team hosted a two-day conference at the Cinémathèque québécoise, reuniting delegates from France, the United States and Quebec, to discuss alternative housing models implemented throughout the world. Under the theme *Habiter autrement* the sold-out conference garnered media attention and shed new light on the crucial link between access to housing and homelessness.

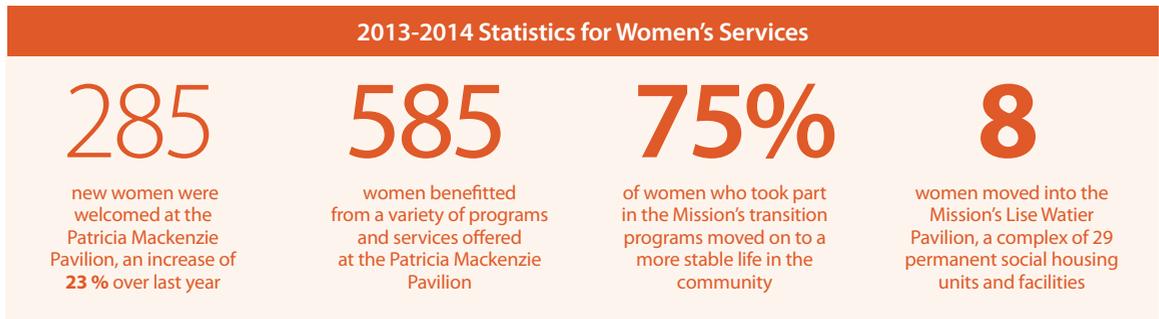


Deborah, at ease in her studio apartment at the Lise Watier Pavilion. Here, she says she feels comfortable and especially, safe.

Women & Homelessness

Over the past few years, the Mission has seen an increase in the number of homeless women who knock at our door.

The staff at our Patricia Mackenzie Pavilion, Canada's largest resource for homeless women, are driven by a common goal: to help women get back on their feet and return, at their own pace and rhythm, to a more stable life in the community. The shelter acts as a safety net while providing counselling services and crisis support to women who find themselves homeless. Open 24/7, 365 days per year, the shelter is also a gateway to the Mission's transition programs, as well as to other helpful resources in the community.



Extra Emergency Measures

The winter of 2013-2014 being especially arduous, workers at the Patricia Mackenzie Pavilion had to increase the shelter's capacity by adding 10 extra beds, bringing the availability up to 40 emergency beds.



Kenny and Abel (in white), counsellor at the Mission, working on a plan to assist Kenny on his journey out of homelessness.

Knowledge-Based Innovation

In 2012, the Old Brewery Mission partnered with the McGill University School of Social Work for a five-year research project designed to identify new perspectives for developing treatment methods and programs to eliminate chronic homelessness.

Phase I of this study revealed that several different types of homeless people use the Mission's services:

80%

are temporary users, needing a place to sleep for just a few nights

15%

use our services occasionally

5%

are chronic users, staying long periods of time or returning frequently

The lowest number, that of the chronic users, takes up 50% of our resources. These numbers compare to shelter realities across North America, therefore promising practices implemented elsewhere can apply in our context. This data has also fuelled our planning around measures designed to facilitate the process of socially reintegrating chronically homeless people into the community. Additional research is continuing, and we expect to know the results in 2016.

In 2013-2014, we reconfigured our services to closer examine our chronic-needs clients. With a deeper understanding of root causes, the Mission will be able to implement ways to break the "revolving door" cycle of homelessness.

Results

On Location at the Webster Pavilion

In January 2014, the cast and crew of Micheline Lanctôt's latest feature film *Autrui* were on location at the Mission's Webster Pavilion to shoot several scenes for the movie.

Telling the story of a shy young woman (Brigitte Pogonat) who meets a homeless man (Robin Aubert), the film also provided an opportunity for the Mission's clients and volunteers to be cast as extras. The film premiered in local theatres in February 2015.



Micheline Lanctôt and Matthew Pearce during the shoot.

Art at the Mission

In March 2014, the Mission's Webster Pavilion took part in the 15th annual MONTREAL EN LUMIÈRE festival by inviting the public to visit its facilities.

It was during *Nuit blanche*, the festival's closing celebration, that Montrealers got to see another facet of the Mission: the works of seven local artists adorned the walls of its cafeteria and adjoining Café Mission, transforming the space into a contemporary art gallery. Their work was chosen based on quality and originality, as well as for their sensitivity to the reality experienced by homeless people. Mission staff and volunteers were on site to greet guests and accept donations.

Artists: Carlos, Stewart Fletcher, Anna Gedalof, Scott Macleod, Mychèle-France Mainville, André Pijet, Bruce Roberts

FACT: The Mission's Webster Pavilion is also home to an art gallery. The gallery is an initiative of Carlos Anglarill, counsellor at the Mission since 2005 and the gallery's curator since its inception in 2009. Every two months, the cafeteria walls are decked with original creations that can be admired by Mission clients, staff and volunteers.



Because of You

The Mission and Foundation have accomplished so much during our 2013-2014 year. Our success belongs to you and your generosity. During this milestone year, the Old Brewery Mission's 125th anniversary, your ongoing support is critical.



THE SUPPER EXPERIENCE

Another way for individuals, families and corporations to contribute, give back and get to know our clients is to serve supper at our Webster Pavilion.

We particularly wish to thank **Hospira, John Abbott College, Micheal Kors, and Standard Life** for helping us serve thousands of meals in 2013-2014, while raising

\$139,000
for the Mission.



Matthew Pearce, Paul Fischlin, Jim Wilson, Graham Wells, Johanne McDonald, Michael Owston, James S. Ross

10TH ANNUAL KEN REED GOLF TOURNAMENT

After a sunny day on the greens, over 150 guests attended a special evening and dinner hosted by CTV's Paul Graif. The event included a presentation by Canada's award-winning political cartoonist Aislin (Terry Mosher) and a silent auction. James S. Ross, Chair of the Organizing Committee, was honoured for his exceptional commitment to the cause.

A record
\$240,000
was raised

2013 ORGANIZING COMMITTEE

Chair

James S. Ross

Honorary Member

Graham Wells

Members

Paul Fischlin

Michael Owston

Jim Wilson

Johanne McDonald

Corinne Cadou

We wholeheartedly thank the Reed family and The Tenaquip Foundation for their unwavering support of our Annual Ken Reed Golf Tournament.

2013 TOURNAMENT SPONSORS

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LEGACY GIVING

Planned gifts enable the Mission to deliver essential programs and services to Montreal's homeless men and women. In 2013-2014, a total of \$295,112 was attributed to the Mission thanks to your generosity.

We respectfully acknowledge the following donors and their families for their legacy gift to the Mission:

ATKINSON, Kathleen

BONNETT, Joan

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IN-KIND DONATIONS

Donations of non-perishable food items, as well as essential goods and services are appreciated as they help lower the Mission's operational costs.

We are very grateful for the contributions of Ivanhoé Cambridge, Subway Québec, Keurig Canada, Agropur, Aliments Ouimet-Cordon Bleu, Lesters and Sublime Desserts, as well as many others.

\$100,000 TO \$500,000

Mr. Jean Coutu and his family
Lise Watier Foundation
Power Corporation
The Tenaquip Foundation

\$50,000 TO \$99,999

Echo Foundation
The George Hogg Family Foundation
The J.W. McConnell Family Foundation
The CSL Group

\$25,000 TO \$49,999

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The Larry & Cookie Rossy Family Foundation

\$10,000 TO \$24,999

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Mr. Herbert Liverant, in memory of his wife Roslyn
Mrs. Patricia N. Mackenzie
John and Phyllis Rae
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Roasters Foundation
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The Hay Foundation
The Peacock Family Foundation
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\$5,000 TO \$9,999

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Canadian Forest Navigation Co. Ltd.
CN's Employees' and Pensioners' Community Fund
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Mr. James Farquhar
Foundation of Greater Montreal
Franklands Foundation
Holdun Investments Inc.
Hospira
PricewaterhouseCoopers Canada Foundation
Sibylla Hesse Foundation
The Adair Family Foundation
The Lloyd Carr-Harris Foundation
The Newall Family Foundation
Zakuta Family Foundation

Thank You

Our donors are responsible for the transformative things happening at the Old Brewery Mission. We are forever grateful for their support.

\$1,000 TO \$4,999

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Mr. and Mrs. Christopher J. Winn
Mr. Simon Young

FEDERAL, PROVINCIAL AND MUNICIPAL GOVERNMENTS, OUR KEY PARTNERS

Support from the federal, provincial and municipal governments to the Old Brewery Mission represented a significant portion of our revenues in 2013-2014. Funding is primarily provided by the ministère de la Santé et des services sociaux du Québec, Société d'habitation du Québec, the Douglas Mental Health University Institute, Service Canada, Société d'habitation et de développement de Montréal and the City of Montreal.

We wholehearted thank the 9,000 individuals and organizations who have helped support the Old Brewery Mission in 2013-2014, not all of whom have been listed here.

A special thank you to our anonymous donors.

Revenues & Expenses

April 1, 2013 to March 31, 2014

OLD BREWERY MISSION



Individual and corporate donations¹
\$2,845,508

Government funding
\$4,292,261

Other revenues
\$1,319,579

Total revenue:
\$8,457,348



Direct operating expenses
\$7,279,393

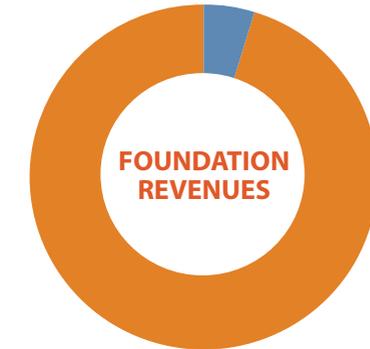
Administration and management
\$1,053,681

Fundraising
\$619,091

Total expenses:
\$8,952,165

-\$494,817

OLD BREWERY MISSION FOUNDATION



Individual and corporate donations
\$80,900

Net investment income
\$1,578,460

Total revenue:
\$1,659,360



Administration and management
\$207,050

Fundraising
\$36,244

Donation to the Old Brewery Mission
\$500,000

Total expenses:
\$743,294

\$916,066

¹ Represents revenues and donations from the Old Brewery Mission Foundation; excludes a \$500,000 donation from the Foundation to the Mission

125
YEARS

MISSION OLD BREWERY

OLD BREWERY MISSION

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