SEE THE END OF HOMELESSNESS

2014-2016 ANNUAL REPORT
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Homelessness speaks to the values of a society. While the Old Brewery Mission will always be there to help people transition out of homelessness, community engagement is what inspires real change. People will inevitably continue to experience hardship, but together we can make sure these don’t lead to a perpetual life on the street.

While the Mission has sought to increase the government’s participation and ongoing funding for emergency services, we have also been careful to not solely rely on government money. We are continuously cultivating our network of community and corporate partners to develop lasting solutions to this societal problem. Together, we are changing our approach to homelessness from an emergency response system to a multifaceted resource that provides solutions.

The Mission’s decision-making is also rooted in knowledge. Early results of our research initiatives in partnership with major Canadian universities reveal that 80% of our shelter users are temporarily homeless. Most of them quickly resolve their situation with the help of the Mission and many return to a more stable life. The good news is, only 20% of our clients need more specific care. This information guides the creation of innovative programs and ensures funds are efficiently targeted and carefully invested.

Our donors know that the Mission will provide nutritious meals to those in need, but they also know that homeless men and women can depend on the care and attention of a Mission counsellor to overcome their plight. The trust of our donors is a precious thing.

With all my heart, I thank our generous donors and community partners for their confidence and unwavering support.

Eric Maldoff
Chair, Board of Directors

Matthew Pearce
President and CEO

Whatever their situation, each of our clients has a unique and often painful story to tell—of struggles, losses and great sorrows, but also of resilience, friendship and hope. Getting to know everyone who turns to the Old Brewery Mission for help is a constant source of inspiration.

Since 1889, the Mission has been providing essential services to Montreal’s homeless people. Each year, more than 4,000 homeless men and women pass through the doors of our seven pavilions, where they are treated with respect, given a clean bed, a change of clothes and nutritious meals.

However, our role is not strictly limited to providing emergency services. The Mission has evolved greatly in recent years. Thanks to the See the End of Homelessness 2014-2020 Major Fundraising Campaign and the support of generous donors and partners, the Mission has been able to expand its existing programs and services—including ones that give homeless people the opportunity to move into a place of their own. Part of the solution to the problem of chronic homelessness consists in helping people gain access to safe and affordable housing.

In fact, for the first time in the Mission’s history, housing units now outnumber the number of beds in the shelter. The Mission is ramping up its efforts to give homeless people improved access to the medical, psychosocial and psychological support they so badly need in their rehabilitation process and reintegration into society.

It’s this approach that positions the Old Brewery Mission as a leader in the fight to end chronic homelessness in Montreal.
To put an end to chronic homelessness, we need to think differently and act collectively. That is why, in October 2014, the Foundation launched the See the End of Homelessness 2014-2020 Major Fundraising Campaign—the largest in the history of the Old Brewery Mission, with a goal of raising $55.5 million, including $26 million from thousands of individuals and companies.

These vital funds will enable the Mission to implement its multifaceted action plan to end chronic homelessness in Montreal.

"Together, we can look forward to a future in which all Montrealers have a place of their own and the ability to improve their quality of life."

Louis Audet
President and CEO, Cogeco

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<th>PRIVATE SOURCES</th>
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The longstanding commitment and key contributions of the following people are the foundation on which the Old Brewery Mission continues to grow. We are very proud to honour them.

- Ann & Denis Barclay (1932-2015)
- Andrée (1932-2011) & Roger Beaulieu (1924-1992)
- Denis Coderre, Mayor of Montréal
- Morrie M. Cohen
- Marcelle & Jean Coutu
- Jacqueline & Paul G. Desmarais (1927-2013)
- Ronald E. Lawless
- Patricia (1922-2015) & Donald Mackenzie (1925-1999)
- Hartland Molson (1907-2002)
- Jill & Derek Price
- Ken Reed (1932-2006) & Shirley Reed
- Lise Watier & Serge Rocheleau
- Meredith & Lorne Webster (1928-2004)
- L. Campbell Webster
SIX KEY PRIORITIES

Our work with homeless men and women is based on a comprehensive plan consisting of six key priorities to put an end to chronic homelessness.

- EMERGENCY SERVICES
- AFFORDABLE & STABLE HOUSING
- TRANSITION PROGRAMS
- COMMUNITY OUTREACH & SUPPORT
- ADAPTED PHYSICAL & MENTAL HEALTH SERVICES
- KNOWLEDGE BUILDING & SHARING
“I was living a peaceful life with my family in the country when I had to move to the city to find work. I was totally out of my element. Then I got sick and was completely out of commission. I lost my way and I ended up homeless.”

– Denis

“I grew up in a neighbourhood just like yours, I got a university degree, and I opened up my own dance school, where I also taught. I went through a separation and then a divorce. That same year, I lost my mother, I lost my business, I lost my way, and I ended up homeless.”

– Claudie
For the first time in the Mission’s history, the number of affordable housing units outnumbers the number of beds in its shelter—a turning point for the Mission and a step toward independence for our clients.

**Le Pont:** This program, which helps homeless people find affordable housing in Montreal, has seen the number of housing units increase from 15 to 40 since being launched in 2009. In addition to a new partnership with the housing team from the Homelessness Partnering Strategy (HPS), the Mission was able to give Walmart gift cards worth $250 each to 12 homeless people moving into their own apartments.

**La Traversée:** This program, designed to meet the specific needs of homeless seniors, was introduced in May 2015. Fourteen homeless people age 50 and over now have access to adapted housing in a warm and friendly community environment that offers support, stability, and peace and quiet.

**Projet Logement Montréal:** With the goal of creating 250 housing units by 2020 on the Island of Montreal for the chronically or episodically homeless populations, this program stems from a partnership between the Old Brewery Mission and La Maison du Père, the Welcome Hall Mission, and Accueil Bonneau.
INNOVATIVE APPROACHES TO MENTAL HEALTH

Launched in 2013 in partnership with the CHUM, the *Projet de réaffiliation en itinérance et santé mentale* (PRISM) continues to break new ground, offering intensive follow-up and an adapted living environment to homeless people with severe, persistent mental health problems.

In 2015-2016, an assertive community treatment team for homeless persons, overseen by the CHUM, was created at the Mission. This multidisciplinary team, which includes a caseworker from the Mission, monitors 70 homeless people with severe mental health problems in all parts of Montreal.
AN UNCONDITIONAL WELCOME

No one chooses to live on the street. The causes of homelessness vary from person to person: a breakdown of the family, the loss of a job, mental illness or addiction. These are only a few of the catalysts that can cause a previously stable person to end up on the street.

ACCUEIL PROGRAM

This program was created in 2012 for clients who are staying at the Mission for the first time.

The number of beds increased from 36 to 44 in 2015-2016 and 60% of participants found housing or took advantage of resources that helped them to get back on their feet.

In 2015-2016

- 258,310 meals served
- 23,440 items of clothing given out

A safe place and a helping hand, Accueil program at the Webster Pavilion

Émilie Fortier, Director of Services, Saint-Laurent Campus

Ricardo (middle) receiving advice on how to create a personal budget
CHRISTOPHER’S STORY

As an 11-year-old kid, I was very angry and defiant. I was in kindergarten the first time I was expelled for acting out. My parents divorced and my mother never really figured out how to handle me. She sent me to live with my father, who didn’t know what to do with me either. Three weeks later, he threw me out of the house with my teddy bear, a blanket, and $20 in my pocket. What a way to celebrate my eleventh birthday! With $18.25 left to my name, I found myself homeless in downtown Vancouver.

“Never give up, take it one step at a time, one day at a time. You don’t learn from your successes. Your best teacher is your last mistake!”

My first night on the street was special, to say the least. I stepped off the bus, walked about five feet, and sat myself down under a lamppost, in the middle of everyone walking by. At 1:30 in the morning, a passing police officer strongly recommended that I go home. He said, “Get home any way you can because the streets are no place for a kid. You’ll be dead by the morning.” At the end of his shift, as I was still sitting there, alive and well, he bought me breakfast.

Later, I was in school trying to finish grade 10 at a senior high in Vancouver. I completed my compulsory courses, but the school rules required me to show up in person every two weeks, which I didn’t know. So, no graduation for me. Later on, a friend of my father took me under his wing and made me an apprentice baker. I was still homeless.

I eventually had a family and children of my own, but my wife divorced me, and I haven’t seen my kids since. I’m now living in Quebec, hoping to get back on my feet once and for all.

*Christopher has been homeless for about 25 years. He’s had a difficult life but wants to share the following message of hope: “Never give up, take it one step at a time, one day at a time. You don’t learn from your successes. Your best teacher is your last mistake!”*
HELPING WOMEN TO REBUILD THEIR LIVES

The Women’s Services team is dedicated to offering unconditional support to the most vulnerable women in our community, with the main goal of identifying lasting ways to allow each one to reclaim her rightful place in society.

MENTAL HEALTH SUPPORT

The addition of the Projet de réaffiliation en itinérance et santé mentale (PRISM) to the Mission’s Services for Women in March 2015 marked an important shift in the type of services offered by the Patricia Mackenzie Pavilion.

For the women who have been in and out of the Mission for years, or for those referred to us by the hospitals, PRISM is an effective, respectful service offering that meets their needs directly where they live.

A multidisciplinary team overseen by the CHUM works with participants to address challenges in their daily life and to organize intensive or variable follow-up in view of an imminent transfer to permanent housing.

Of the 39 homeless women who participated in PRISM in 2015-2016, 29 went on to become independent and enjoy a better quality of life in an apartment or centre tailored to their needs.

We wish to honour the memory of Mrs. Patricia Mackenzie and of Mr. Denis Barclay, whose outstanding contributions to the cause of homeless women inspired true change in Montreal.
LISE WATIER PAVILION: CELEBRATING FIVE YEARS

In June 2015, Lise Watier, her friends, our partners, all the women who live or have lived at the Pavilion, and several staff members from the Mission and Foundation gathered at 4450 Ontario Street East to mark the fifth anniversary of the Lise Watier Pavilion.

• 29 studio apartments located in the heart of the Hochelaga-Maisonneuve district
• A community garden
• Safe and affordable housing

“It’s so important that we let the women know that we believe in them, that we want to see them succeed, command respect, and take pride in themselves again. That’s why I stand by the Old Brewery Mission.”

Lise Watier

LES VOISINES

Routine activities, like shopping, preparing a meal or even socializing, can feel overwhelming to people who have been living on the street. Les Voisines is a program that helps women at risk of slipping into chronic homelessness practice essential life skills. Through individual and group counselling and staff support, participants build their self-confidence and capacity to fully integrate into society.

Since October 2012, 98 women have participated in this program, 85% of whom have not used our emergency services since.
On October 21, 2014, close to 400 guests gathered at the Montréal Science Centre for a benefit dinner presented by Cogeco in celebration of the Old Brewery Mission’s 125th anniversary and to officially launch the See the End of Homelessness 2014-2020 Major Fundraising Campaign.

Hosted with warmth and compassion by Isabelle Maréchal, the evening featured a performance by comedian Sugar Sammy and appearances by several well-known personalities.

We wish to thank the evening’s Honorary President, Serge Gouin, the Chair of the organizing committee, Dominique Lambert, and the Patrons of Honour for their unwavering support of the Old Brewery Mission’s vision.

The evening raised over $440,000 for the Old Brewery Mission’s Services for Women

Thanks to the Organizing Committee
Dominique Lambert, Chair
Suzanne Caron
Mia Dumont
Diane Juster
Danielle LaRivièere
Lise Ponton
Florence Portes
Marie Marchand
Jill Martis
Andrea Wolff
Marie Claire Morin
Corinne Cadou
Katherine Digby
A SUCCESS, THANKS TO YOU

Ankita Rajaa, counsellor at the Patricia Mackenzie Pavilion and Sugar Sammy

Thanks to the Evening’s Donors

**Partners**
Jacqueline Desmarais
Fiera Capital Corporation
Larry and Cookie Rossy Family Foundation
Hydro-Québec

**Associates**
Martin Wong
Birinco Inc.

**Friends**
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Scotiabank
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Laurent Beaudoin
BMO Financial Group
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Rona
Paul B. Singer and Lise Ponton
The Stellabar Foundation
Uni-Sélect Inc.
Katie Wong

Thanks to the Evening’s Sponsors

Presented by
COGECO

Gold
**BELL LET’S TALK**
CN
**NATIONAL BANK FINANCIAL - WEALTH MANAGEMENT**
**LETKO BROSSEAU**
**QUÉBECOR**
**STIKEMAN ELLIOTT**

Silver
**CIBC**
**DELOITTE**
**EY**
**FASKEN MARTINEAU**
“Ken never forgot about the men who lined up in front of the Mission, which is why, many years later, the Tenaquip Foundation still feels so strongly about supporting the Old Brewery Mission. The Mission does fantastic work, and it’s both an honour and a privilege to help them achieve their goals.”

Shirley Reed, wife of the late Ken Reed

A total of $454,000 was raised during the 11th and 12th Annual Ken Reed Golf Tournaments

Thanks to our Sponsors

Presented by
THE TENAQUIP FOUNDATION

Gold
CONSORTIA, CN, PIPE & PILING SUPPLIES LTD.

Silver
CHARTWELL SHIPPING LTD., FASKEN MARTINEAU, FEDNAV, LAPOINTE ROSENSTEIN MARCHAND MELANÇON, LETKO BROSSEAU

Bronze
BMO BANK OF MONTRÉAL, MARCOLIN & ASSOCIATES, REITMANS

Thanks to our Donors

Presented by
THE TENAQUIP FOUNDATION

Partners
CIBC, TRANSFORCE, WALLACE DENVER

Friends
DENIS BARCLAY, CHOCOLAT IMAGINE, DYNAMIC FUNDS, FONDATION GUSTAV LEVINSCHI, GLADSTONE INVESTMENT CORPORATION, PLATS DU CHEF, RONALD E. LAWLESS, SILVERSTAR MERCEDEZ-BENZ MONTRÉAL, ZAKUTA FAMILY FOUNDATION

Organizing Committee

Jim Wilson, Chair
Elliott Brott
Paul Fischlin
Stephanee Legault
Jack Malric
Michael Owston
James S. Ross

Marie Claire Morin
Kim Nguyen
Mylène Filiatrault

Dr. Olivier Farmer, Psychiatrist at the CHUM’s Notre-Dame Hospital, speaking about PRISM at the 12th Annual Ken Reed Golf Tournament.
NEW BOOK, NEW IMAGE

The book *Soup to Self-Sufficiency: Montreal’s Old Brewery Mission* was launched on December 3, 2015 at Montreal’s Paragraphe Bookstore. It transports the reader back 125 years as two Montreal women, Mina Douglas and Eva Findlay, started a modest soup kitchen in an abandoned brewery that would later become the Old Brewery Mission.

“A coffee table book filled with poignant photographs and eloquent text…”
Terry Haig, RCI Radio Canada International

Editorial Committee
John Aylen, Philip Johnston, Ronald E. Lawless, Matthew Pearce, William Stavert
Produced courtesy of John Aylen Communications.

AN INSPIRING VIDEO

A 12-minute video was produced to highlight the Mission’s evolution from soup kitchen to a diverse network of facilities, programs and services at the forefront of the quest to end homelessness. Featuring interviews with Jean Coutu, Lise Watier, Louis Audet and the late Patricia Mackenzie, as well as Mission and Foundation staff, this inspiring video can be viewed on the Mission’s website and YouTube channel.

Directed by: Simon Edouard Pilon
Director of Photography: Mathieu Élie
Editing and colour correction: Christian Ganea Reitmeier
Producer: Daniel Laforest
Production Manager: Jacob Potashnik

Our thanks to everyone who was involved in the project.

REVAMPED WEBSITE AND IMAGE

The Mission kicked off its 125th anniversary celebrations by launching a fresh, new logo and a revamped website featuring a high-performance online fundraising tool that will go a long way toward helping it to meet its objectives.
SUPPER EXPERIENCE

Every year, the Old Brewery Mission provides nutritious meals to more than 270,000 people. Corporations, families and community groups regularly join us to give their time and help raise funds, transforming poverty and isolation into warmth and caring.

We wish to thank Marc Lacroix from Nav Canada, who dropped by the Mission unsolicited one weekend to serve supper. Deeply touched by what he saw, he decided to rally his colleagues around this important cause. Through a social committee, he organized fundraising events that have raised a total of $16,194 for the Mission, as well as helped to purchase several essential items.

Nav Canada also participated in two Supper Experiences during which several employees served more than 300 meals and got a first-hand look at life on the street.

To take part in the Supper Experience, call us at 514 788-1884 extension 34.
Launched in 2014 under the theme “Mission Possible!”, the Family Campaign exceeded all our expectations by raising $205,150 in pledges. Our heartfelt thanks go out to the numerous staff and board members who came together for the cause.

**Organizing Committee**

Kim Nguyen, Chair  
Sylvain Bombardier  
Jennifer Carroll  
Patrick Lamontagne  
Ellen Luu  
Marie Claire Morin

Vincent Ozrout  
Matthew Pearce  
Alexander Rojas  
Daniel Vachon  
Paula Van Den Bosch

**THIRD PARTY EVENTS**

ALLSTATE’s Warming Hearts Campaign raised $15,000 for the Mission and brought together employees, clients and prospects in an effort to distribute personalized holiday cards to the homeless. They also donated hundreds of pairs of warm socks.

Thanks to its “Holiday Mode” Christmas campaign rolled out on social media and at the Grand Marché de Noël de Montréal, TELUS was able to donate $21,000 to the Old Brewery Mission. For each log fire viewed online and for each smart phone left at a Grand Marché de Noël charging station, a $3 donation was made by TELUS, the equivalent of 7,000 hot meals served at the Mission.
EXPENSES & REVENUES

April 1, 2014 to March 31, 2015

OLD BREWERY MISSION 1

Donations from the Foundation
$2,230,000

Individual and corporate donations
$472,023

Government funding
$4,383,242

Other revenues
$1,222,504

Total revenue
$8,307,769

Charitable programs
$7,916,949

Administration and management
$1,138,600

Total expenses:
$9,055,549

1 Amounts indicated include the following organizations: Old Brewery Mission, Patricia Mackenzie Pavilion and Maison Roger Beaulieu.

OLD BREWERY MISSION FOUNDATION

Donations from other charitable organizations
$828,740

Individual and corporate donations
$2,595,086

Net investment income
$1,035,870

Total revenue:
$4,459,696

Administration and management
$971,505

Fundraising
$522,967

Donation to the Old Brewery Mission
$2,230,000

Total expenses:
$3,724,472
EXPENSES & REVENUES

April 1, 2015 to March 31, 2016

OLD BREWERY MISSION

Donations from the Foundation
$3,100,000

Individual and corporate donations
$239,322

Government funding
$4,550,648

Other revenues
$1,429,855

Total revenue:
$9,319,825

Charitable programs
$8,301,003

Administration and management
$1,117,957

Total expenses:
$9,418,960

1 Amounts indicated include the following organizations: Old Brewery Mission, Patricia Mackenzie Pavilion and Maison Roger Beaulieu.

OLD BREWERY MISSION FOUNDATION

Donations from other charitable organizations
$1,232,847

Individual and corporate donations
$2,229,004

Net investment income
($148,829)

Total revenue:
$3,313,022

Administration and management
$433,315

Fundraising
$1,308,176

Donation to the Old Brewery Mission
$3,100,000

Total expenses:
$4,841,491
SEE THE END OF HOMELESSNESS 2014-2020
MAJOR FUNDRAISING CAMPAIGN

We wish to highlight the outstanding commitment of our donors to the largest fundraising campaign in the history of the Old Brewery Mission. We thank you from the bottom of our hearts.

BUILDER
$1 million and over
Jean Coutu
Fondation J. A. DeSève
Fondation Marcelle & Jean Coutu

LEADER
$500,000-$999,999
Denis Barclay (1932-2015)
BMO Financial Group
Caisse de dépôt et placement du Québec
Cogeco
Echo Foundation
Lise Watier Foundation
TD Bank Group
Keurig
Power Corporation of Canada

AMBASSADOR
$100,000-$499,999
National Bank
Scotiabank
Family Campaign
Cascades
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Industrial Alliance
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PARTNER
$25,000-$99,999
CAE
Deans Knight Capital Management Inc.
Deloitte
Domtar
Hockey Helps the Homeless
Industries Lassonde Inc.
The Liverant family, in memory of Roslyn
SNC-Lavalin
Stikeman Elliott LLP

R. Howard Webster Foundation
Transcontinental
Transforce
Thank You
The support of our loyal donors is what allows the Old Brewery Mission to continue to evolve.
We are extremely grateful to you.

$100,000-$499,999
Fondation Marcelle et Jean Coutu
The J.W. McConnell Family Foundation
Tenaquip Foundation
Power Corporation of Canada

$25,000-$99,999
Bell Canada
BMO Financial Group
CIBC Wealth Management
Jean Coutu
CSL Group
Echo Foundation
Larry and Cookie Rossy Family Foundation
The late Patricia N. Mackenzie
The George Hogg Family Foundation
Samco

$10,000-$24,999
AbbVie Corporation
Allstate Insurance Canada
Brian and Alida Rossy Family Foundation
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The late Mrs. Hélène G. DeCorwin
Nancy Dorey
E.G. Electric Co. Ltd.
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Joseph Newman
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Pelaxa Inc.
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We wholeheartedly thank the 9,000 individuals and organizations who have helped support the Old Brewery Mission over the last two years, not all of whom are listed here.

Special thanks go out to our anonymous donors.

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We would like to thank our government partners for their invaluable support. Funding in 2014-2015 and 2015-2016 was primarily provided by the Ministère de la Santé et des services sociaux du Québec, the Société d’habitation du Québec, the Douglas Mental Health University Institute, Service Canada, the Société d’habitation et de développement de Montréal, and the Ville de Montréal.
Many thanks to the donors who gave generously of their time and money to come to the aid of our city’s homeless people during the Supper Experience.

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The rich tapestry of souls
Tells of a journey
Brings to mind courage
But also speaks of sorrow
Thread by thread
Relationships are woven
Some see the reflection
Of their own existence
Side by side
We walk the path
And so life unfolds
As part of the human condition

Poem by Élaine Langlois
Counsellor at the Old Brewery Mission
(Translated from French by Traduction Proteus)

“In my experience dealing with the many problems facing these marginalized individuals, close follow-up can be a way to help our clients ease into the social reintegration process.”

Élaine Langlois