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April 1, 2014 - March 31, 2016

# THE FACE OF HOMELESSNESS IS CHANGING AND SO ARE WE



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.

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.

Eric Maldoff
Chair, Board of Directors

Matthew Pearce
President and CEO

# FUNDRAISING CAMPAIGN

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.



Left to right: Matthew Pearce, President & CEO of the Old Brewery Mission, Marie Claire Morin, Executive Director of the Old Brewery Mission Foundation, and Louis Audet, Chair of the 2014-2020 Major Fundraising Campaign

"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

PRIVATE SOURCES

\$26 M

THREE TIERS OF GOVERNMENT

+ \$29.5 M

\$55.5 M

## **CAMPAIGN CABINET**



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Executive Director
Foundation



MICHEL BOUCHER Chair & Treasurer, Board of Directors, Old Brewery Mission Foundation



CORINNE CADOU
Director, Major Gifts & Major
Fundraising Campaign,
Old Brewery Mission Foundation

### **PATRONS OF HONOUR**

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 F. 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



## **AWARENESS CAMPAIGN**



## A PLACE TO CALL HOME

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.



**Georges Ohana**, Director of Housing, Urban Health & Research



## INNOVATIVE APPROACHES TO MENTAL HEALTH



## 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.



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



**Émilie Fortier**, Director of Services, Saint-Laurent Campus

### **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



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.



Florence Portes, Director Women's Services



A flowery mural entitled 'Éclosions' produced by MU and created by artist Annie Hamel and a team of six apprentice muralists now adorns the Patricia Mackenzie Pavilion.

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.



Morrie Cohen and Lise Watier celebrating the 5<sup>th</sup> anniversary of the Pavilion that bears her name

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



Maggie, at home at last at the Lise Watier Pavilion

"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



Communal kitchen, Les Voisines program at the Patricia Mackenzie Pavilion

### **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.

# THE MISSION'S 125TH ANNIVERSARY FUNDRAISING EVENT

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 125<sup>th</sup> 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.



Isabelle Maréchal, Master of Ceremonies

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



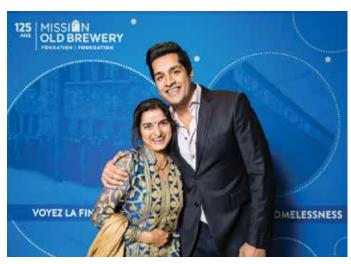
Left to right: Serge Gouin, Dominique Lambert, Louis Audet, Marie Claire Morin, Rick Leckner

### **Thanks to the Organizing Committee**

Dominique Lambert, Chair Suzanne Caron Mia Dumont Diane Juster Danielle LaRivière Lise Ponton Florence Portes Marie Marchand Jill Martis Andrea Wolff

Marie Claire Morin Corinne Cadou Katherine Digby

## A SUCCESS, THANKS TO YOU



Ankitaa Rajaa, counsellor at the Patricia Mackenzie Pavilon and Sugar Sammy

### Thanks to the Evening's Sponsors

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### Thanks to the Evening's Donors

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The Stellabar Foundation

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Katie Wong

## ANNUAL KEN REED GOLF TOURNAMENT



"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



Matthew Pearce, Stephanee Legault, Paul Fischlin, Michael Owston, Elliott Brott, Jim Wilson, Kim Nguyen, James S. Ross, Marie Claire Morin, Eric Maldoff

### **Organizing Committee**

Jim Wilson, Chair Elliott Brott Paul Fischlin Stephanee Legault Jack Malric Micheal 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 12<sup>th</sup> Annual Ken Reed Golf Tournament.

### **Thanks to our Sponsors**

Presented by THE TENAQUIP FOUNDATION

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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 TENAOUIP FOUNDATION

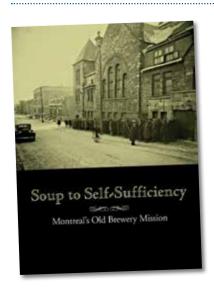
Partners

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

## **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 125<sup>th</sup> 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**





Marc Lacroix, Matthew Pearce, Marie Claire Morin, Benoit Girard

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.

## **FAMILY CAMPAIGN**

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



Alexander Rojas, Sylvain Bombardier, Marie Claire Morin, Paula Van Den Bosch, Vincent Ozrout, Matthew Pearce, Jennifer Carroll, Ellen Luu, Daniel Vachon, Patrick Lamontagne, Kim Nguyen

### **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.

Matthew Pearce, Marie Claire Morin, Carmine Venditti

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.



Anne Belliveau, Matthew Pearce, Marie Claire Morin

## **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

### **OLD BREWERY MISSION FOUNDATION**



Donations from other charitable organizations \$828,740

Individual and corporate donations \$2,595,086

Net investment income \$1,035,870

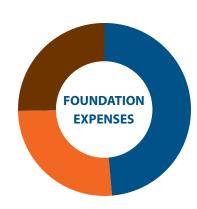
Total revenue: \$4,459,696



**Charitable programs** \$7,916,949

Administration and management \$1,138,600

Total expenses: \$9,055,549



Administration and management \$971,505

Fundraising \$522,967

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

Total expenses: \$3,724,472

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

## **EXPENSES & REVENUES**

April 1, 2015 to March 31, 2016

### **OLD BREWERY MISSION 1**



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

### **OLD BREWERY MISSION FOUNDATION**



Donations from other charitable organizations \$1,232,847

Individual and corporate donations \$2,229,004

Net investment income (\$148,829)

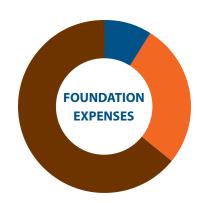
Total revenue: \$3,313,022



Charitable programs \$8,301,003

Administration and management \$1,117,957

Total expenses: \$9,418,960



Administration and management \$433,315

**Fundraising** \$1,308,176

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

Total expenses: \$4,841,491

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

# 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** 

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Power Corporation of Canada

### AMBASSADOR \$100,000-\$499,999

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### PARTNER \$25,000-\$99,999

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### ANNUAL CAMPAIGN DONORS

April 1, 2014 to March 31, 2016

### **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
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### \$10,000-\$24,999

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Special thanks go out to our anonymous donors.

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### THE MEETING PLACE



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)

II 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.

