

IMPACT

HERE TO PUT AN END TO HOMELESSNESS

“The Old Brewery Mission is fast becoming a national leader in ending homelessness. It’s a role model for emergency shelters across the country who are following the Mission’s lead to shift from the provision of emergency services to solving homelessness once and for all.”

TIM RICHTER

President and CEO
Canadian Alliance to End Homelessness



MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS ERIC MALDOFF AND OUTGOING PRESIDENT AND CEO MATTHEW PEARCE

The year 2019-2020 is filled with notable achievements that underscore the Old Brewery Mission's impact on the community, as well as the many ways in which our donors, volunteers, staff and partners contribute to improving outcomes for people experiencing homelessness in Montreal.

Thanks to the unwavering support of our community, we were able to create over 30 additional housing options, including supervised living environments with on-site medical assistance and subsidized apartments where men and women can reintegrate the community. Our teams are working hard to meet housing objectives, and forecasts for the coming year are promising.

Together with our partners, we made considerable strides in reaching some of our city's most vulnerable citizens. This resulted in increased support for Indigenous people experiencing homelessness and greater access to permanent housing for hundreds of women in need. Veterans and seniors who once called the street home also continued to benefit from vital health and housing services adapted to their needs.

When the COVID-19 pandemic struck in March 2020, our dedicated staff on the frontlines rose to this unprecedented challenge. They continued to work day and night, helping homeless Montrealers access life-saving services and adapt to the evolving crisis.

There is no doubt that community engagement and donations go well beyond a hot meal and emergency shelter. Our purpose is to help pave the way for homeless people to regain their dignity and their rightful place in society through adequate, sustainable and permanent housing solutions.

Your support enables us to continue driving innovations in homelessness, work to rebuild lives and put an end to chronic homelessness in Montreal.

We thank you for being part of the solution.



ERIC MALDOFF
Chair of the Board



MATTHEW PEARCE
President and CEO

“I saw that I had the opportunity to get myself out of a bad situation and seeing how well they were taking care of me, I decided that I had to make efforts in return. I knew I was at the right place because I felt like I was still worth something.”

Normand, previously homeless, today lives in his very own apartment thanks to one of our adapted housing programs.

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OUR WORK

2019-2020 AT THE MISSION:

Over **2,000 men and women welcomed** into our services

322 adapted housing units throughout Montreal

96% of previously homeless people who participated in our housing programs have reintegrated into the community

536 women used our services, including **283 for the first time**

124 women depend on our Women's Services every day

Close to **300,000 meals served**

26,000 shuttle trips to overnight shelters

More than **160 new SPVM¹ recruits** and **880 patrol officers** attended our awareness training

166 men and women with chronic mental health problems supported by our multidisciplinary team

Nearly **800 men** welcomed at Accueil, the gateway to our many services

Our research team took part in **6 conferences** and fostered new and existing partnerships including with McGill University, University of Toronto and the SPVM.

2 major awareness campaigns

4,001 media mentions

EMERGENCY SERVICES FOCUSED ON RAPID RE-HOUSING

Emergency services are available at the Webster and Patricia Mackenzie pavilions 24/7, 365 days a year.



Unconditional welcome and respectful treatment



Access to showers, laundry service and lockers



Professional support to help rejoin the community



Safe place to stay, day and night



Three balanced meals per day



Assistance in finding affordable and permanent housing



Individual assessment, counselling and psychosocial support

Note 01: Service de police de la Ville de Montréal (SPVM), Montreal's police service

HOUSING

In addition to providing emergency shelter, the Mission works tirelessly to offer a variety of housing solutions, including:

60 affordable housing units across Montreal through the Le Pont-TD program

30 studio apartments for men at the Marcelle & Jean Coutu Pavilion

29 studio apartments for women at the Lise Watier Pavilion

14 rooms for homeless seniors at La traversée Grace Dart Foundation

30 affordable housing units in Montreal through Les Voisines dans la communauté

10 places for women at the new Maison des voisines de Lanaudière

23 affordable housing units for veterans through the Sentinels of the Street program

89 housing units under Projet Logement Montréal

37 affordable housing units in Notre-Dame-de-Grâce through the Grand Project

RESEARCH

To tackle homelessness head-on, we have created an in-house research department. Not only does it help us study certain aspects of homelessness in greater depth, but it also opens the door to developing numerous scientific research partnerships.

COMMUNITY SUPPORT


Outreach workers do daily rounds of the usual spots for Montreal's homeless, like métro stations and parks, to hand out warm clothing, food and information about the Mission's services.

PSYCHOSOCIAL SUPPORT

Our targeted support programs assist men and women in building the skills they need to move out of shelter life and into affordable, permanent housing. Each person is assigned an advisor to provide them with support adapted to their ever-changing needs, in a healthy, encouraging environment.

ADAPTED, ON-SITE PHYSICAL AND MENTAL HEALTH SERVICES

The Mission has developed urban health programs to improve access to health services for people experiencing homelessness, including:

Projet de réaffiliation en itinérance et santé mentale (PRISM) for men and women 

Suivi intensif en itinérance (SII) 

Walk-in clinic 

MISSION, VISION AND VALUES

MISSION

The Old Brewery Mission provides a range of services that respond to the needs of Montreal’s homeless people as well as those at risk of becoming so, and endeavours to enable them to take control of their lives and assume their rightful place in the community.

VISION

We see a city where homelessness is prevented, treated and resolved for all.

CORE VALUES

Our actions, services and programs are guided by these core values:

Caring and compassion

Respect and tolerance

Accountability and professionalism

Innovation and collaboration



“I love my small apartment because it reflects me! I like to surround myself with nature, with things I can feel and touch. Finally, I feel at home! It’s a new beginning.”

Stephanie, previously homeless, now resides at our Lise Watier Pavilion.

SERVICES AT THE SAINT-LAURENT CAMPUS

The campus, well known among the homeless population, is the gateway to the many services and programs offered by the Mission.

It is the largest provider of emergency and housing-focused services for men in Quebec as well as the main source of urban health services for people experiencing homelessness in Montreal.

“We cook and serve hundreds of meals, three times per day. But beyond feeding hungry stomachs, we hope that each meal tray served comes across as a gesture of love and compassion to make the person eating the meal feel important and valued.”

Catherine Vachon
Nutritionist and Head of Food Services



OUR SERVICES



NEW: OPÉRATION CHEZ TOIT

Opération Chez Toit, launched in 2019, aims to support homeless veterans or those at risk of homelessness. Here, participants who are struggling with psychosocial, physical or mental health issues find support to transition into an independent living environment. This program is the result of a collaboration between the housing services team and Veterans Affairs Canada.

11 veterans taken in since the beginning of the program

Average stay of 102 days

8 veterans permanently relocated



MEAL SERVICE

The kitchen's mission is to provide fresh, varied, nutritious meals prepared on site and masterfully coordinated by in-house chef and nutritionist Catherine Vachon. Throughout the entire year, participants in all of our programs receive three meals per day.

Over 90% of ingredients used in our kitchen are donated

Meals are adapted as much as possible, including vegetarian options

295,000 meals served at the Mission in 2019-2020



CAFÉ MISSION KEURIG®

While homeless shelters often focus on emergency housing, Café Mission Keurig® is a day centre that takes a more human and systemic approach. The coffeehouse stands out for its inclusive environment and for how it welcomes a varied, diverse homeless population, including some of the most marginalized members of our society.

Free coffee, Internet and computer access

Support from psychosocial counsellors

Nearly 300 women and men welcomed each day in 2019-2020



ACCUEIL PROGRAM

Men who are experiencing their first episode of homelessness are admitted to the Accueil program at any time. Following an assessment, participants can access psychosocial counselling and help to find housing. Accueil provides people who are newly homeless with an opportunity to plan their reintegration into the community.

791 people welcomed in 2019-2020

Average length of stay: 31 days



THE MISSION'S SHUTTLE BUS

Our winter shuttle service, which begins each year on December 1, is the focal point of the Mission's winter protocol. A driver and a crisis counsellor drive around the streets of Montreal every night, offering homeless men and women safe transport to the various shelters that will provide a bed for the night.

More than 26,000 trips made throughout the year



HEALTH SERVICES

This year, in partnership with the CIUSSS du Centre-Sud-de-l'Île-de-Montréal, we have broadened the scope of our Projet de réaffiliation en itinérance et santé mentale (PRISM). This program provides ongoing access to psychiatric and physical health services within our establishments and those of our partners, namely Accueil Bonneau and Welcome Hall Mission, for homeless people with serious mental health disorders.

44 beds for homeless men and women living with serious mental health problems across Montreal

13 beds for men at the Saint-Laurent Campus



YOUNG AND ON THE STREET

A high percentage of the young people who end up on the street grew up in foster homes or in the care of youth protection services. Many agencies provide services to homeless youth up to the age of 24, after which many are left to fend for themselves, vulnerable and alone.

Young adults (age 18-35) represent 24% of our clients

“To overcome the challenges brought on by the housing crisis, we have to think outside the box when it comes to developing new projects with our various partners, in order to identify and take better advantage of available housing options.”

Georges Ohana
Director of Housing, Urban Health
and Research Initiatives

HOUSING SOLUTIONS

Over the past few years, we've expanded our housing services to meet the increasingly diverse and complex needs of homeless people in Montreal. We aim to quickly get people off the street and mitigate the impact of the housing crisis on this population.

OVERVIEW OF OUR SERVICES

SUPPORT TAILORED TO SENIORS

Seniors who are homeless or at risk of becoming homeless require adapted services. However, emergency shelters and private housing are not designed to meet their needs. The La traversée Grace Dart Foundation program therefore addresses an important need in terms of providing services to the elderly. The Mission wishes to extend its heartfelt thanks to the Grace Dart Foundation for helping homeless seniors age in dignity.

A stable **90%** occupancy rate

14 residents, including **8 newly welcomed** seniors

The start of a new **collaboration with the CIUSSS du Nord-de-l'Île-de-Montréal** to better support seniors

Given the success of the program, the number of people taken in is expected to double, if not triple, in the coming years.

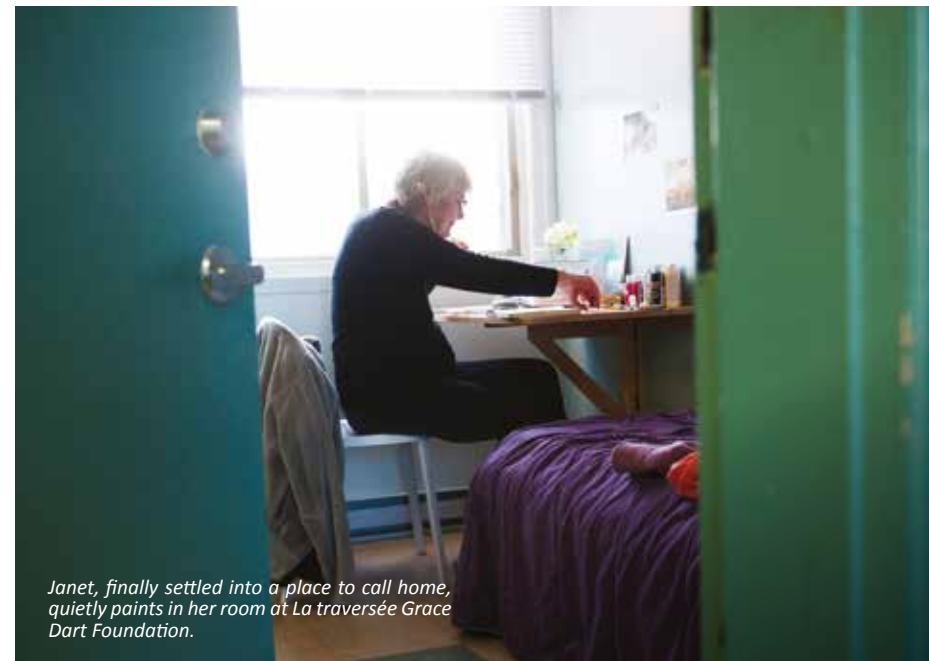
STUDIO APARTMENTS FOR MEN

In 2019-2020, a number of achievements have highlighted the importance of the Marcelle and Jean Coutu Pavilion for people experiencing homelessness in Montreal. In addition to being housed in an apartment, residents benefit from the support of the psychosocial team. Some achievements worth mentioning this year include:

5 men moved out from the Marcelle and Jean Coutu Pavilion to apartments in the community

13 men moved into a studio apartment to start their journey toward long term stability

Provides stability and a sense of community for men who experienced trauma and homelessness



Janet, finally settled into a place to call home, quietly paints in her room at La traversée Grace Dart Foundation.

A LONG-TERM HOME

The Le Pont-TD program is intended to provide long-term support and holds great promise for the residential stability of its participants.

More than 60 affordable housing units available to people who have experienced homelessness

An occupancy rate of **97%**

Shows that housing can play a pivotal role in helping a homeless person get back on their feet

Participants are given access to resources to help them get settled permanently in their community as well as ongoing support to cope with mental health issues or addiction.

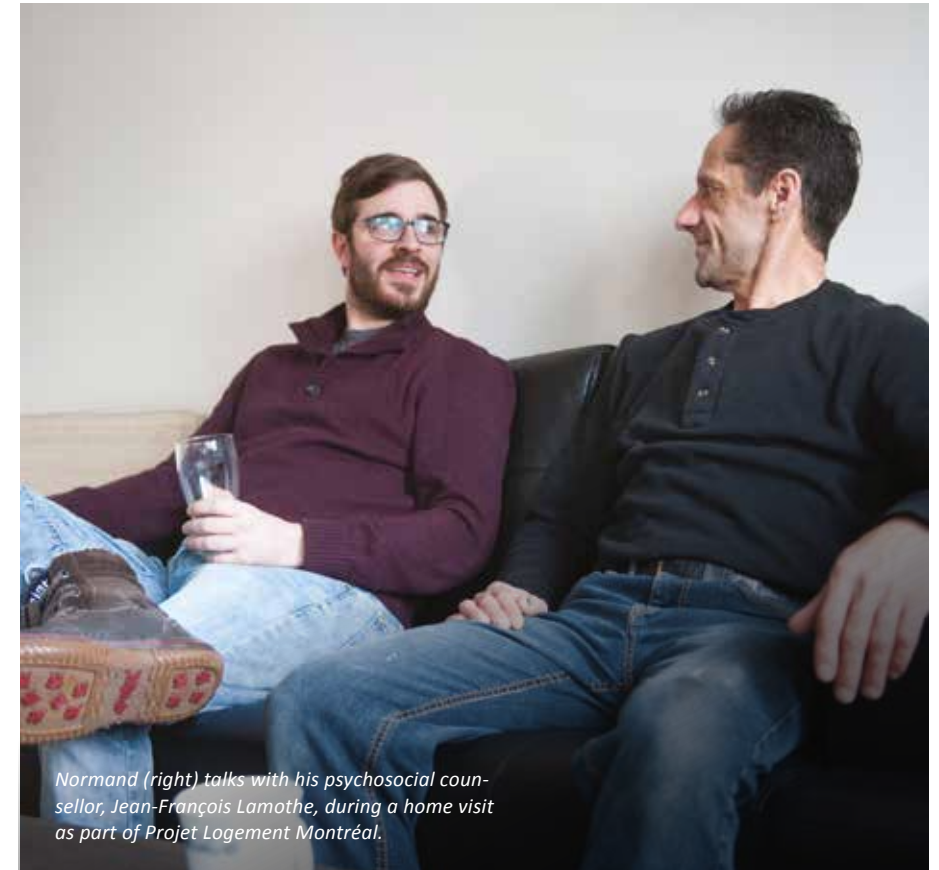
HOUSING STABILITY FOR VULNERABLE MEN AND WOMEN

In an effort to reduce homelessness in Montreal, Projet Logement Montréal (PLM) strives to find stable housing solutions for people experiencing chronic or episodic homelessness. PLM is a partnership between the Old Brewery Mission, Welcome Hall Mission, Maison du Père and Accueil Bonneau.

Since 2014: **112 people housed** and supported by our psychosocial team

Second year of partnership with the Office municipal d'habitation de Montréal (OMHM) and the PLM team

In 2019-2020, the Mission served the Indigenous population under the **PLM Autochtone** project: it has already made an impact within the community and will expand in the coming years.



Normand (right) talks with his psychosocial counselor, Jean-François Lamothe, during a home visit as part of Projet Logement Montréal.

“There is still a great deal of prejudice against our Indigenous clientele within our society, making the outreach and support work of our case managers that much more important.”

Georges Ohana
Director of Housing, Urban Health and Research Initiatives

A ROOF FOR VETERANS

The goal of the Sentinels of the Street program is to find housing for homeless veterans in Montreal.

Over 20 program participants in 2019-2020

6 veterans were housed and received at-home psychosocial support from our team

7 housed veterans ended their psychosocial follow-ups and became fully autonomous

HOUSING SERVICES DEDICATED TO WOMEN

The Mission offers a range of programs and resources specifically designed to house women experiencing homelessness: from emergency services to housing in the community with support, we've helped almost 550 women in 2019-2020. Pages 20 to 27 of this report outline our key initiatives when it comes to women's homelessness.

URBAN HEALTH

In 2013, we partnered with the CHUM to launch the *Projet de réaffiliation en itinérance et santé mentale (PRISM Cogeco)*, an innovative care model designed to improve the lives of homeless people diagnosed with a chronic mental illness.

Providing access to mental and physical health services is vital to helping homeless people get off the street.

The challenges faced by homeless men and women when accessing health services include obtaining a proper discharge plan and medical follow-up appointments. To address the issue, we've worked to set up and develop urban health services in partnership with public health.

“I love creating opportunities for the participants to strengthen their social and life skills, and build character and perseverance. My work gives me a sense of purpose and fulfillment. It helps me grow as well, and I’m very grateful for that.”

Ankita Rajaa

Psychosocial Counsellor, Projet d'accès aux soins de santé (PASS), who works with men living with hepatitis C or other serious illnesses on their journey toward healing, residential stability, and community reintegration.

To her right is Richard, a participant in the PASS program.



OUR INITIATIVES

PROJET DE RÉAFFILIATION EN ITINÉRANCE ET SANTÉ MENTALE

Since its launch in 2013, PRISM has provided adapted services involving on-site support by a dedicated, multidisciplinary team. Its goal is to facilitate progression toward stability, healing, and safe and affordable housing for homeless men and women struggling with mental illness.

AT A GLANCE

13 beds for men at the Webster Pavilion

10 beds for women at the Patricia Mackenzie Pavilion

Average occupancy rate of 70% for men and women

Average stays of 50 days (men and women)

Three meals per day

Six-week intensive intervention program with psychiatric, medical, and psychosocial follow-up

Partnership with the CIUSSS du Centre-Sud-de-l'Île-de-Montréal and de l'Ouest-de-l'Île-de-Montréal

SUIVI INTENSIF EN ITINÉRANCE AND WALK-IN CLINIC

The SII's multidisciplinary team works on site at the Mission with two of its counsellors to closely monitor **60 people in the community** who are homeless or at risk of becoming homeless and who suffer from serious mental health disorders.

Through this same partnership with the CIUSSS du Centre-Sud-de-l'Île-de-Montréal, we opened a walk-in clinic tailored to the needs of homeless men and women in Montreal, a stone's throw away from Café Mission Keurig®.

SERVICES TAILORED TO WOMEN

Our mandate is to provide the most vulnerable women in our community with unconditional access to life changing services. Every day, we strive to find solutions that will help women reclaim their rightful place in the community. To do so, we combine the strengths of our team, our partners, and the women who take part in our services.

When it comes to services tailored to women, there is a serious lack of funding; yet the need is urgent. Finding public funding is essential to diversify our sources of revenue as well as to develop and expand our services. It is also crucial that we establish more housing and health-care partnerships to be able to refer women to the appropriate resources.



OVERVIEW OF OUR SERVICES

Women's homelessness takes many forms, which means services tailored to women must reflect their very diverse experiences.

At the Mission, the Patricia Mackenzie Pavilion (PMP) is the headquarters for our services for women. We do, however, have many complementary services available in our various pavilions and programs, each with a specific mission and serving a specific clientele.



WOMEN'S SERVICES IN NUMBERS

536 women used our services

283 new women used our resources for the first time

486 women have spent at least one night in our emergency services

167 women have joined the Étape and Étape+ transition programs

41 women have participated in the **PRISM** mental health program

36 women went on to join the *Les Voisines* program at PMP

30 women housed through *Les Voisines dans la communauté*

15 women housed at the *Maison des Voisines de Lanaudière*



THE PATRICIA MACKENZIE PAVILION

The Patricia Mackenzie Pavilion provides women with a safe and welcoming place to stay. Emergency services are available at all times, as well as transition services to help guide women toward autonomy and reintegration.

The PMP is currently undergoing a major transformation. Although initially designed to provide emergency services, it will become a gateway and referral point to permanent housing as well as a resource hub to a range of support services. We hope to replace the dormitories with more long-term housing solutions.



Women having a meal in the dining room of the Patricia Mackenzie Pavilion, nicknamed La p'tite cantine d'Anne, in recognition of the Barclay family's contribution to the Mission's Women's Services.

THE LISE WATIER PAVILION

The Lise Watier Pavilion, whose strong and vibrant sense of community helps break the isolation experienced by women, celebrated its 10-year anniversary. Developed in collaboration with UQAM, the Lise Watier Pavilion has changed the lives of so many women, helping them to become more self-reliant and confident.

The pavilion fosters the spirit of community, inclusion and solidarity in an all-female environment.

29 fully furnished, permanent, affordable housing units

Located across from the **Maisonneuve public market** in the heart of the Mercier-Hochelaga-Maisonneuve borough

Community garden

Counsellors and intervention workers on site during the day

Workshops and special activities in collaboration with partners from various sectors



“If I won the lottery, I would give it to the shelters here in Montreal—that’s my dream. I want homeless and Indigenous people to know that we are worth getting off the street. I want them to know that there are people at the Mission who are here for them, who care for them and who are putting them first.”

Shoshan
Resident at the Lise Watier Pavilion



According to the latest count, Indigenous people make up only 0.6% of Montreal’s population yet account for 12% of the visibly homeless.

A MESSAGE FROM SHOSHAN, RESIDENT OF THE PAVILION

Shoshan is one of many Indigenous people who have experienced homelessness in Montreal. According to the latest count, Indigenous people make up only 0.6% of Montreal’s population yet account for 12% of the visibly homeless. Homeless Hub maintains that “homelessness amongst Indigenous Peoples can be traced back to historical trauma, oppression, racism and discrimination.”¹

Originally from the Naskapi Nation of Kawawachikamach, a small community of a few hundred people in the Côte Nord region of Quebec, Shoshan today lives in her cozy apartment at our Lise Watier Pavilion, in the Hochelaga-Maisonneuve neighbourhood.

She keeps in touch with her long-time friends in downtown Montreal. Their relationship is based on deep, mutual respect: “They tell me stories about what they’ve been up to and we give each other updates. I listen to them,” she says. For Shoshan, it’s about making up for lost time as much as it’s about supporting her community.

Nicole Graffe, coordinator of social housing for women at the Lise Watier Pavilion, has followed every step of Shoshan’s journey. “She was in the street for many years and still has memories of sleeping on the ground and having no money to eat. The stability that came with having a place to call her own gave her the tools she needed to get back on her feet and find herself. She’s a whole new person. She shares her message of gratitude with other women living in the pavilion and has such a positive influence.”

Shoshan dreams of returning to Kawawachikamach to share her experience with young people. Her message to everyone experiencing homelessness is loud and clear: “We deserve to get off the streets.”

Note 01: Homeless Hub : <https://www.homelesshub.ca/about-homelessness/population-specific/indigenous-peoples>

MAISON DES VOISINES DE LANAUDIÈRE

The Maison des voisines de Lanaudière is rooted in the principle of social diversity, housing and psychosocial support. The project helped us provide housing to women living on the streets right in the heart of Plateau Mont-Royal, a popular Montreal neighbourhood. The ten women involved in the project share three apartments in a building that belongs to the Mission, thanks to the Marcelle and Jean Coutu Foundation.

“The apartments are nicely decorated, and we make sure to take the tenants’ personal preferences into account. We believe that a home should be a haven that reflects the person who lives there.”

Florence Portes
Director of Women’s Services

Residents are selected on a voluntary basis and according to their level of autonomy to encourage community involvement, beyond the walls of the triplex. The Mission ensures that each woman receives the support she needs to thrive there. The initiative gives residents the chance to see that they, too, deserve a nice, clean place they can call home. The project is proof that access to housing, when combined with financial support and long-term psychosocial follow-up, is an excellent solution in the fight against homelessness.

“We planted an outdoor garden around the triplex, and to me, watching it grow and bloom reflects just how successful this project has been,” says Florence Portes.



COMING OUT OF THE DARK: LANIBELLE’S STORY

“I met such kind and compassionate people here. They don’t judge you. They look at you as a person.”

Lanibelle
Resident of the Maison des voisines de Lanaudière

Lanibelle came to Canada from the Philippines 31 years ago in the hopes of creating a better life for her family. In 2016, she started to have trouble with her right eye: “Because of my vision, I could no longer give my 100% at work. It was the breaking point for me,” she remembers.

Her vision continued to deteriorate. “At my lowest point, I didn’t know where to go or who to turn to. I felt like I’d never be able to get out of it,” explains Lanibelle.

She showed up at the Patricia Mackenzie Pavilion’s emergency services unit and then made her way to the Maison des voisines de Lanaudière residence. “I met such kind and compassionate people here. They don’t judge you. They look at you as a person and help guide you.”

Surrounded by caring counsellors, Lanibelle found hope. “Despite not being able to see very well, I finally felt at peace, like everything was falling into place. Deep down, I knew that I was in a safe place,” she says.

Lanibelle finally managed to get the operation she needed to regain her vision. Today she lives in her very own apartment.



Lanibelle, at home at the Maison des voisines de Lanaudière.

RESEARCH

Our permanent Research Department supports knowledge building and sharing about homelessness. As the only research facility of its kind in Canada, it acts as an independent and powerful driver for social change. Research priorities are based on the Mission's front-line experience with the goal of finding sustainable solutions to homelessness.



A MISSION CENTRED ON RELIABLE DATA AND KNOWLEDGE SHARING

Our research team works with **McGill University's School of Social Work** on the Sentinels of the Street and Patricia Mackenzie Pavilion projects.

In tandem with the **University of Toronto's Centre for Criminology**, the department continues to develop the partnership between the SPVM and the Mission, focusing its efforts on assessing the training provided to police officers.

The **Women's National Housing and Homelessness Network (WNHHN)** and the Mission's research department work with several women and non-binary individuals across Canada to promote research and increase political visibility around women's homelessness.



Since 2017, our research team has participated in **16 conferences**, including the Canadian Alliance National Conference on Ending Homelessness. The future of the Mission's research department is promising: new projects will be added to those currently under way, and a Ph.D. study will be conducted on issues of homelessness beginning in September 2020.

“Up until recently, homelessness was treated as no more than a philosophical issue, and not as a stand-alone subject worthy of scientific research; the research we do here helps us study homelessness as a complex, multidimensional system. We work on promoting a systemic and scientific approach that seeks to understand and, ultimately, put an end to homelessness.”

Hannah Brais
Research Coordinator



INNOVATIVE PARTNERSHIPS

Building partnerships to help our initiatives reach their full potential is part of the Mission's DNA. Over the years, key stakeholders from diverse backgrounds have joined us in the fight against homelessness.

“Cooperation and solidarity between the health-care system and homelessness resources make all the difference in the world. It's like an intricate ballet between us and the people we help. We're much stronger when we work together—and that's a fact! I'm proud to be a part of this partnership that's grown and flourished over the years.”

Dr. Lison Gagné

Psychiatrist for the PRISM and SII programs. To her left, Nathalie Ménard, social worker for the CIUSSS at the Mission.

PARTNERSHIPS THAT MAKE ALL THE DIFFERENCE

THE SPVM AND THE ÉCOLE NATIONALE DE POLICE DU QUÉBEC (ENPQ)

Together, the Mission, the SPVM, and the ENPQ aim to improve the relationship between police officers and homeless people.

Our employees provide ongoing training to new police officers to educate them about the realities of homeless people. SPVM police officers gather several times a year to serve meals at the Mission, which helps to break down the barriers between the police and homeless people in a positive, informal atmosphere.

In 2019-2020, more than 160 new recruits and 880 patrol officers attended awareness workshops

SPVM police officers served hundreds of meals

PROJETS AUTOCHTONES DU QUÉBEC

We value research and use it to better understand the needs of Indigenous people experiencing homelessness. Projets Autochtones du Québec, a non-profit organization that focuses on the social and professional development of First Nations, Métis, and Inuit communities in Quebec, is helping us to achieve this goal.

CIUSSS DU CENTRE-SUD-DE-L'ÎLE-DE-MONTRÉAL AND CIUSSS DE L'OUEST-DE-L'ÎLE-DE-MONTRÉAL

We collaborated on many projects with the CIUSSS du Centre-Sud-de-l'Île-de-Montréal and the CIUSSS de l'Ouest-de-l'Île-de-Montréal. The Webster and Patricia Mackenzie pavilions have an on-site support team for homeless men and women with serious mental health disorders. This partnership has also helped us provide adapted health care services for homeless people.

A multidisciplinary team monitored 166 men and women with mental health disorders in 2019-2020

Since the beginning of the partnership:

A walk-in clinic was opened for homeless people

The PASS program was created, providing access to hepatitis C treatment for homeless people

MCGILL UNIVERSITY

Our partnership with McGill University has generated compelling data on the impact of our work and ensures that funds are invested wisely.

OFFICE MUNICIPAL D'HABITATION DE MONTRÉAL (OMHM)

Putting an end to homelessness requires collaboration with a number of public sector partners. That's why we work with the OMHM to provide living arrangements to homeless men and women in its effort to promote sustainable, adapted reintegration.

VETERANS AFFAIRS CANADA

In 2019, the federal government—through Veterans Affairs Canada—awarded funds to run the Sentinels of the Street program for the next five years. This program provides homeless veterans and those at risk of becoming homeless with the support they need to find stability and transition back into the community.

PARTNERSHIPS IN THE SECTOR

The Mission promotes and engages in collaborative efforts with the main players in the fight against homelessness. We work with Welcome Hall Mission, Maison du Père and Accueil Bonneau to move from traditional ways of providing emergency services toward a collective, comprehensive approach centred on housing and reintegration.

“Sharing our experience in dealing with homelessness with SPVM police officers is a valuable way to promote the integration of homeless people into the community and to progress as a society.”

Émilie Fortier

Director of Services, Saint-Laurent Campus



An SPVM police officer serves meals at the Saint-Laurent Campus as part of the Supper Experience.

NATIONAL AND INTERNATIONAL REACH

While the core of our work takes place in Montreal, the impact of our actions extend far beyond the city.



TRANSFORMING CANADIAN SHELTERS



Sandra Clarkson and Matthew Pearce talk Housing First at the CAEH 2019 conference in Edmonton.

Matthew Pearce, outgoing president and CEO, co-chairs the Canadian Shelter Transformation Network (CSTN), a brand-new national initiative with a mission to transform homeless shelters. Backed by the Canadian Alliance to End Homelessness (CAEH) and bringing together shelters across Canada, the CSTN aims to revamp the traditional shelter model and foster dialogue between homeless organizations in Canada.

Our innovative approaches and programming have sparked interest from similar organizations around the world. Whether based in Australia, Belgium, the Netherlands, Sweden, France, or the United States, many organizations have reached out to draw on our experience and learn from the tools and programs we've developed to address the needs of homeless men and women.

“I look forward to the opportunity to work more closely with the Mission, to practice open source sharing, shift the narrative and help pave the way for others to be an engine to ending homelessness. That would be truly phenomenal.”

Sandra Clarkson

Executive Director, Calgary Drop-In Centre



THE MISSION IN THE MEDIA

Awareness and education are an integral part of the work we do. In the media, the Mission jumps at every opportunity to shed light on and speak to the lesser-known facets of homelessness, including the lack of affordable housing for veterans, the gross underfunding of services for homeless women, and the types of issues faced by the homeless LGBT+ community.

In 2019-2020:

3 opinion pieces published in the media

4,001 mentions in online news platforms, on television, and on the radio

24 articles published on our website



National Geographic in Australia and Cottage Life in Canada aired *Mutant Weather*, a documentary series on climate change. In an episode called *Heat*, Vincent Ozrout (an intervention counsellor at Café Mission Keurig®) describes how Montreal heat waves affect the homeless population and what the Mission does to help.



AJ+, an online news channel run by Al Jazeera and available on social media, looked at the early stages of the pandemic and its impact on homelessness. In an interview in the spring of 2020, president and CEO Matthew Pearce talks about the main issues to overcome after the first positive case is detected among our service users.

COVID-19

The pandemic and confinement measures were trying times for all and especially trying for homeless Montrealers. However, our teams have been on the frontline to keep our most vulnerable citizens safe.

Jean-Marc, resident and volunteer at the Webster Pavilion, took part in our media campaign in spring 2020. In doing so, he helped raise awareness about the pressing needs brought on by the pandemic for homeless people.



COPING WITH CHANGE ON THE FRONT LINES AMID THE PANDEMIC

The pandemic was a wake-up call to society, highlighting the essential contribution of front-line workers. It serves as a reminder of our collective vulnerability and our power to overcome it.

To limit the risk of spreading COVID-19 within our facilities and to ensure client and staff safety, all new admissions to the Mission were rerouted to temporary facilities in the city. Together with the City of Montreal, the CIUSSS du Centre-Sud-de-l'Île-de-Montréal, and our service partners, we were able to provide each and every one of our clients with a safe place to stay during this crisis.

Our front-line staff also pulled off a real feat in making sure homeless people in Montreal still had access to essential services, while complying with public health directives. Several of our team members had to isolate themselves from close family members to continue working with our clientele. This sacrifice once again demonstrated just how dedicated Mission staff members really are.

Émilie Fortier, single mom and director of services at the Saint-Laurent Campus, had some hard choices to make during this crisis. "My son lived with my parents for several weeks while I continued to work. I had to take things one day at a time. I had no idea when I'd be able to see my family again as I was exposed to the risk of catching COVID-19 while remaining dedicated to providing and reorganizing homelessness services. Fortunately, my family understood the Old Brewery Mission's crucial role in this time of great need."

The pandemic has been a real struggle for staff working in the various services and programs at the Mission. It has also underlined how fragile our social safety net is. But it has also raised the profile of the men and women who devote their time and energy to helping society's most vulnerable.

The crisis has taught us to challenge the status quo to come up with innovative solutions. Barely a few months ago, the idea of using government buildings to shelter homeless people was unheard of. Evicting tenants who couldn't pay their rent was considered an unfortunate but standard procedure. However, many tenants experienced financial hardship as a result of the economic slowdown, forcing decision-makers to take a different approach to the fundamental issue of housing: making sure that people have a roof over their heads is now a public health issue.

For the Mission, this is an historic opportunity to lobby the government for permanent, affordable housing so that our most vulnerable citizens, those without a permanent home, can find one.

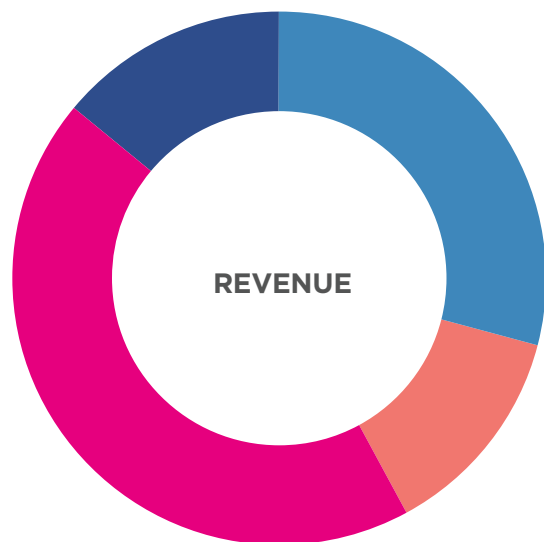
“ I’ve had the opportunity to see the true meaning of courage. Our staff adapted to the situation as quickly as it evolved, implementing physical distancing measures, following thorough cleaning procedures, and ensuring that our clients stayed safe and healthy. As front-line workers, they work for the greater good of the community, and that’s what makes them heroes.”

Matthew Pearce
President and CEO

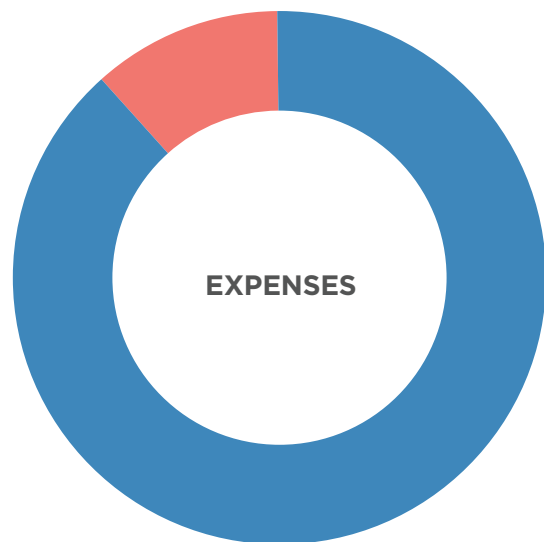


FINANCIAL STATEMENTS

MISSION FINANCIALS¹



\$3,590,427	Donations from the Foundation ²
\$1,595,309	Donations from individuals, corporations and organizations
\$5,398,701	Government funding
\$1,727,537	Other
\$12,311,974	Total revenue



\$11,031,557	Programs and services
\$1,456,248	Administration and management
\$12,487,805	Total expenses

Note 01: Amounts listed include the following organizations: Old Brewery Mission and the Patricia Mackenzie Pavilion. Information for each entity available on the CRA website.

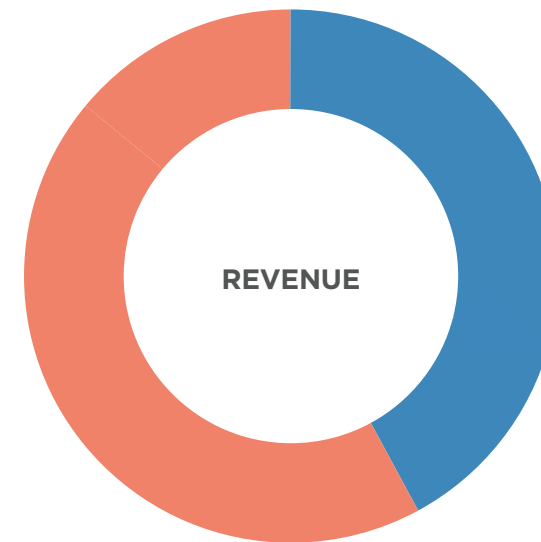
Note 02: The difference of \$9,573 regarding the donation made by the Foundation to the Mission (\$3,600,000-\$3,590,427) is the portion of the donation, capitalized in the Mission's books, used for the purchase of fixed assets.



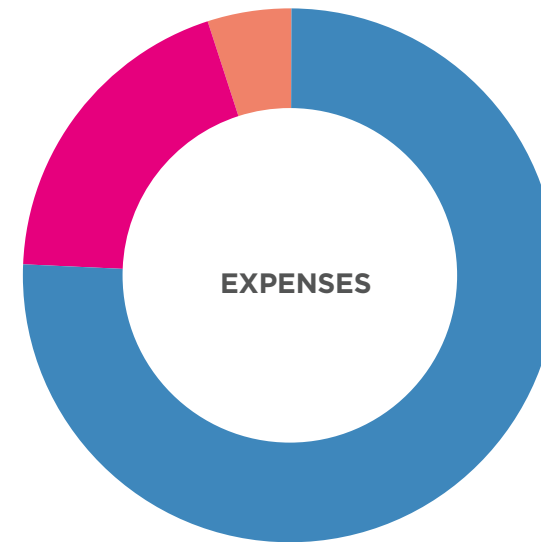
In 2020, Charity Intelligence Canada awarded the Mission a 5-star rating and highlighted our transparency, need for funding and demonstrated impact.

Charity Intelligence also reported that 83%³ of every dollar donated to the Old Brewery Mission went to frontline operations and services, and that plays a large part as to why the Mission is now part of this select group of charities.

FOUNDATION FINANCIALS



\$2,315,937	Donations from other philanthropic organizations
\$3,435,314	Donations from individuals, corporations and organizations
-\$1,547,346	Net revenue from investments
\$4,203,905	Total revenue ⁴



\$3,600,000	Donations to the Mission ²
\$929,050	Fundraising programs
\$237,137	Administration and management
\$4,766,187	Total expenses

Note 03: Charity Intelligence Canada: <https://www.charityintelligence.ca/charity-details/780-mission-old-brewery>. Audited financials available on our website.

Note 04: Revenues described are issued from T3010 reporting and include donations that are deferred in the audited financial statements.

COMMUNITY ENGAGEMENT



Marie-Josée Coutu (right) welcomed Kim Nguyen to the Marcelle and Jean Coutu Foundation's offices to talk about philanthropy and ways to help people in need, in particular homeless women.

“It’s deeply moving to see our donors’ passion and commitment to ending chronic homelessness in Montreal. Thanks to their ongoing support, the Old Brewery Mission has helped countless men and women get back on their feet and regain their dignity.”

Kim Nguyen
Director of Development

2019-2020 was an especially busy year filled with fundraising events and opportunities to connect with our loyal donors and supporters, who play an essential role in our pursuit to end homelessness.

MISSION POUR ELLES FUNDRAISING GALA CELEBRATING 20 YEARS OF THE PATRICIA MACKENZIE PAVILION

“ The issue of women’s homelessness must be heard and supported. The Mission’s volunteers and teams work hard to provide a comfortable and respectful living environment for women in need. With the support of its donors and partners, the Mission aims to provide a normalized setting away from overcrowded emergency facilities. ”

Dominique Lambert
Chair, Patricia Mackenzie Pavilion
Chair, Old Brewery Mission Women’s Services Committee

On May 7, 2019, more than 200 people attended the Mission pour Elles fundraising gala at Club Soda. The event raised **\$307,030** in support of Montreal’s vulnerable and homeless women.

Heartfelt thanks to event co-chairs Johanne Berry and Christiane Germain and the organizing committee, chaired by Dominique Lambert: Suzanne Caron, Mia Dumont, Muriel Joly, Diane Juster, Marianne Lemieux, Nathalie Léveillé, Jill Martis, Caroline Phaneuf, Florence Portes, Phoudsady Vanny, and Andrea Wolff. Special thanks to the entertainers, Kim Richardson and the Blok Note Big Band orchestra presented by Musiciens à la carte.

Special thanks to our donors and sponsors, whose names are listed on page 53.



16TH ANNUAL KEN REED GOLF TOURNAMENT



Photographed during the 16th edition of the golf tournament, from left to right: Matthew Pearce, President and CEO; Paula Shannon, Organizing Committee Chair; Shirley Reed, wife of the late Ken Reed; and David Leduc, Executive Director of Development – Major Gifts.

“I’ve seen firsthand the impact of the Mission’s work—and it’s impressive! Its doors are open to our city’s homeless men and women 24/7, not to mention the one-on-one counselling they get and the range of adapted health services tailored to each person’s specific needs.”

Paula Shannon
Chair of the Organizing Committee

On August 5, 2019, 103 golfers took advantage of the great weather to take part in the annual Ken Reed Golf Tournament, presented by the Tenaquip Foundation at the Beaconsfield Golf Club in Pointe-Claire. The event raised a record \$261,655 in 2019 and nearly \$3,000,000 since 2003 to help put an end to chronic homelessness in Montreal.

THE SUPPER EXPERIENCE



The Supper Experience is a rewarding volunteer experience that strengthens group dynamics, while helping people to better understand the issues surrounding homelessness.

The Royal Canadian Legion and its various Quebec branches are fully committed to helping homeless veterans. In this photo: A group of Canadian Armed Forces members, led by David Brodeur, before serving hundreds of meals.

THIRD-PARTY EVENTS



Karen Hosker and Susan Porter are both passionate about art and charitable giving. The result? In addition to acting as volunteer curators at Galerie Carlos, the art gallery on display in our Saint-Laurent Campus dining room, they organize the annual Square Foot Exhibition fundraiser.

The event is a day when local artists get together to sell their work for the cause. Since 2016, it has raised \$16,581 for the Mission, including \$6,320 in 2019-2020.

Susan Porter (left) and Karen Hosker, photographed in front of Galerie Carlos at the Saint-Laurent Campus.

NEW ONLINE FUNDRAISING PLATFORM

The members of the new Action OBM youth committee, created by Hannah Maldoff and Camille Fournelle, used our new online fundraising platform, Make it Happen, to launch a campaign to address the urgent situation related to COVID-19.

Backed by author and television host Sandra Sirois, they launched the #BrewforOBM challenge, which encouraged people to donate the amount they would have otherwise spent on a gourmet coffee if they hadn’t been in lockdown. In just a few weeks, they raised over \$11,000!



Sandra Sirois challenges her followers to #BrewforOBM in a video shared on her social networks.

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Foundation registration number: 89201 3608 RR0001

The 2019-2020 Impact Report would not be possible without the steadfast dedication of our staff: over 200 talented, capable people from various backgrounds and disciplines who contribute, in multiple ways, to improving the lives of Montreal's homeless men and women. We wish to extend our sincere gratitude for their extraordinary work and commitment to restoring dignity and ending chronic homelessness in our city.

April 1, 2019 - March 31, 2020

MISSION BOARD OF DIRECTORS

Eric Maldoff, Chair
Glenn Munro, Vice-Chair
Caroline Vermette, Treasurer
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Louis Audet, Director
Anthony Cardone, Director
Suzanne Caron, Director
Adrien Desautels, Director
Roger Fournelle, Director
Jennifer Gabriele, Director
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Dominique Lambert, Director
John Parisella, Director
Lysanne Rochon-Goyer, Director

HONORARY BOARD

The late Ronald E. Lawless,
Honorary Chair
Morrie Cohen, Honorary Vice-Chair
Jill Martis, Honorary Director
Terry Mosher, Honorary Director

TRIBUTE

Tribute to Frank E. Collins
Tribute to Andrée Beaulieu

FOUNDATION BOARD OF DIRECTORS

Caroline Vermette, Chair
Adrien Desautels, Secretary and
Treasurer
Glenn Munro, Director

Kavy, contemplative and hopeful on the cover page, participated in the Accueil program for men experiencing homelessness for the very first time. He is part of the rising number of young adults seeking help from the Mission.