



Welcome Hall
MISSION

2021 IMPACT REPORT

A YEAR OF IMPACT



Together, we can do incredible things...

Addressing Hunger in Montreal

Bringing Joy and Dignity through Food Security Initiatives



At Welcome Hall Mission it's not just about making sure people have healthy meals—**it's about sharing joy, dignity, and pleasure through food.**

Over the past year, all of our donors have made a BIG difference by helping our community put food on their tables and we want to say an even bigger **THANK YOU!**

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“At the beginning of the pandemic everything was difficult. I lost my job because of closures which made life for me and my daughter much more challenging. When a friend told me about Marché Bon Accueil I knew that it would be a big help until I was able to find another job or finish my nursing degree. I have now passed my nursing exam and am back to work full time. I look back on the services and groceries received from Welcome Hall Mission with so much appreciation.”

– Gynlowe, Marché Bon Accueil User



When Gynlowe was between jobs, she was relieved to be able to feed her son with fresh groceries from the Marché.

Marché Bon Accueil

Over the years, the *Marché Bon Accueil* has grown into a massive food security entry point in Montreal.

The *Marché* is different from other food banks because it creates a dignified shopping experience. It feels like a regular grocery store, where people can choose from fresh fruit, vegetables, frozen meat, dairy, and more.

The first step is making sure families have enough to eat, **but the end goal is helping people achieve long-term independence** by connecting them with other transformational support services.

Community Meals

Community meals represent much more than just a hot plate of food. They connect people to life-changing programs and services, becoming a doorway to help for so many people.

Last year, donors provided an incredible 270,774 meals served from Welcome Hall Mission kitchens!



Meals at the Mission are so much more than food! They create a sense of community and that makes *all* the difference while someone works to rebuild their life!



GENEROUS DONORS LIKE YOU MADE A HUGE DIFFERENCE THROUGH OUR FREE 'MARCHÉ BON ACCUEIL' GROCERY STORES LAST YEAR

..... LET'S LOOK AT THE RECEIPTS

30,011 VISITS TO MARCHÉ BON ACCUEIL GROCERY STORES

3,000 FAMILIES SERVED EVERY WEEK

1 M KILOGRAMS OF FOOD DISTRIBUTED

3,000 GROCERY DELIVERIES MADE TO ELDERLY OR DISABLED CLIENTS

40.55% OF MARCHÉ CLIENTS WERE CHILDREN

2 LOCATIONS OPEN 5 DAYS A WEEK

71.4% OF CLIENTS WERE NEW ARRIVALS TO CANADA

Women, Children & Youth Programs

Planting Seeds for
Long-Term Success

LAST YEAR,
**THANKS
TO DONOR
SUPPORT...**



150

Women were helped
through our *Cœur à
sœur* program



1,000

Single mothers found safe
and permanent housing

Create strong futures for
women and children in need.
Please give generously.

The *Cœur à sœur* program began 12 years ago.

Every woman who has come through our doors seeking assistance has had their own story. Many were fleeing an abusive situation. Others were immigrants in need of help navigating systems to find housing, employment, health care, child care, and understanding their rights in their new country.

Recently, we received a heartfelt letter from Céline, one of the very first women we ever served. **Her words of gratitude show how far-reaching the impacts of *Cœur à sœur* really are.**

Hello Nancy and Kerline,

I have been thinking about you both a lot in the last few months and asked for your email address to write to you. I wanted to give you an update since *Cœur à sœur* and hear what's been going on with you.

Avril will be 9 years old in December. I can't get over it. I have not had another child and I still live alone with her. We just moved to a great apartment. For my part, I have completely changed careers.

I went for a diploma in damage insurance. Since the pandemic, I have been working from home and I absolutely love it. Everything is perfect in my job. I have been working there for 2 years and I am already in the top 10 of the best employees.

Avril is in grade 3, she started at a new school and she loves it. She is really smart.

I wanted to say a big thank you. If you only understood how much I needed the help you and your team gave me when I was pregnant. The confidence that it brought me. You have helped me become the mother I am today, and I'm extremely grateful to you. I always have a beautiful smile when I talk about Welcome Hall Mission.

I do not know if *Cœur à sœur* still exists. If so, it will be so nice to see each other again, hehe!

I look forward to hearing from you,

—Céline

Noel pour tous

Noel pour tous was incredibly special this year. Thanks to all of our generous donors and volunteers over the Christmas season, **3,500 toys were distributed to children in need!**

Thank you for bringing joy to so many Montreal families!



Rentrée la tête haute

Every year, at the *Rentrée la tête haute* event hundreds of backpacks filled with school supplies are handed out to children. Setting kids up for success in school means setting them up for life. **Thank you for helping us equip hundreds of kids for success!**



“As a single mother I can’t help but feel nervous about back to school because I need to get all these supplies and I don’t know where the money is going to come from. It’s all very stressful, but I’m just so grateful for the Mission and this event.”

– Adelia, Rentrée la tête haute Back to School event beneficiary.

Youth Services Centre

After two years of delay due to the COVID-19 pandemic, **the new youth services center is now open in Montreal North thanks to the generosity of The Home Depot Canada Foundation!** The centre aims to help youth living in precarious situations by offering career counselling and academic support.

Our team provides personalized one-on-one support to help break the cycle of poverty through education and prevent homelessness among youth ages 15–30. Since opening the centre, **over 90% of the youth we serve have decided to stay in school and graduate!**



The Macaulay emergency shelter exists to make sure no one is left out in the cold. There, clients are given clean clothes, new underwear, hygiene products, hot showers, and support services. They are also given a nice hot meal.

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“Thank you to the entire staff for getting me off the street and into a great apartment. My stay there was excellent. The food is great! I had a great, clean room. I was treated with great service and care. Hard to find a better organization in Montreal! I will remember you always.”

– Carmine, Residences Bon Accueil User

Housing and Urban Health Care

Closing the Gap

Program Bienvenue

Finding permanent, supportive housing really is the best way to end homelessness. And in early April 2021, Welcome Hall Mission set the ambitious goal of rapidly rehousing up to **100 individuals** experiencing homelessness, all within the span of **three months**. Thus, *Programme Bienvenue* was born, generously funded by the CIUSSS Centre-Sud and donors like you.

By partnering with other like-minded organizations, 85 leases have been signed, **placing 94 people into permanent housing—that’s 9 couples and 76 individuals!**

Due to the program’s success, *Programme Bienvenue* has moved out of the pilot program phase and now has a dedicated team in place at Welcome Hall Mission. **Their sole focus is to help more people move off the streets and into their own homes.**

THANKS TO THE GENEROSITY OF DONORS LIKE YOU IN 2021...



143,231

Nights of shelter provided at our various locations



161

People benefitted from the ‘Residences Bon Accueil’ transitional housing and rehabilitation program



3,696

New people sheltered



5,876

Unique individuals

VISITS INCLUDED:

 **4,979** men

 **858** women

 **39** trans people

Urban Health Care

For urban Montrealers who are experiencing poverty or homelessness, accessing quality healthcare can present many challenges. That's why it's important to provide health services in locations and settings that are comfortable and accessible. **When a person's health is taken care of, it has far-reaching effects on their wellbeing and ability to function in society.**



Jim Lund Dental Clinic

For Montrealers struggling with poverty or homelessness, seeing a dentist can be nearly impossible. This year, the Jim Lund Dental Clinic, a partnership with McGill University, will be expanding its capacity. Its team of professionals will be able to provide **twice as many individuals** and families with free top-quality dental care.

PRISM

Mental illness is a complex health condition that requires ongoing expertise and support—something that most shelters are not equipped to handle on their own. **The PRISM program was specifically designed to bridge the gap between hospitals and shelters.**

Since most people without homes don't have a permanent address or phone number, follow-up care after visiting a hospital is rare or non-existent. PRISM works to overcome this barrier by travelling to shelters to provide care onsite.

In the past year, **23 people have transitioned into housing**, and many more were helped in other ways!



Breast Health Initiative

In honour of Breast Cancer Awareness Month, Welcome Hall Mission held its first-ever Breast Cancer Information Session called "The Breast Health Initiative." With **25 people in attendance**, not only did we meet capacity, but almost **20 women went on to schedule mammograms** and follow-up appointments at the Cedars Cancer Center. Many participants were new arrivals to Canada and were thankful to have help navigating the healthcare system.

Thank you so much for your dedicated support

As I reflect on the past year, I feel an overwhelming sense of gratitude to you, our amazing donor community. The past two years have presented many unexpected challenges, but through it all you have been there to help your neighbours in need. I couldn't be more grateful for your generosity.

As you read through this special Impact Report, I hope you see evidence of the many lives you have helped transform. People are making their way into healthier lives with bright futures, and it's all thanks to you.

At Welcome Hall Mission, our goal is to assist people who are hungry, to help those who don't have a permanent place to call home, and to equip young people who have experienced trauma to find a path forward. Ultimately, success is when a person is effectively established with a suitable level of ongoing community support. Rather than offering mere charity, we focus on developing real long-term solutions.

Thanks to support from our donors and partners, we can now realistically envision a city where everyone will have access to affordable permanent shelter, be able to enjoy healthy food, and experience the support of a loving community.

Thank you so much for your dedicated support and making all of this good work possible!

Gratefully,



Samuel Watts
CEO/Executive Director

