

Welcome Hall Mission 2022 Annual Report



Shelter.Food.Love



Welcome Hall
MISSION

A word from Cyril Morgan

President of the Board, Welcome Hall Mission



Cyril Morgan (Left) and Sam Watts (Right)

This year the Mission celebrated 130 years of service to Montrealers in need. This doesn't happen without solid management and quality governance. I am very grateful to my colleagues on the board for their committed service. Marcelle McPhaden is stepping down after more than nine years and I want to express the board's appreciation for her dedication to the cause.

The past few years have been both exciting and challenging as our services have expanded, we've lived through a global pandemic and we have had to make a variety of changes to how the Mission responds to growing needs. The board has appreciated the strength and resilience of the management team. The strength of the Mission is a function of the extremely capable team of senior leaders and the frontline managers who guide the individual teams in the various departments of the Mission.

Welcome Hall Mission isn't a financial enterprise but the objectives of the Mission cannot be addressed unless the financial fundamentals of the Mission are sound. I am pleased to report that 2021-22 was characterized by good financial results and a balance sheet with excellent ratios. This has been due to the valuable support of many donors, government funders and institutional partners. The Mission is consistently recognized by funding agencies for the rigour of its financial systems and its transparency. The Mission posts its financial results online and is fully accountable to its stakeholders.

In the past few years the Mission has established a strong position of influence in the city and province. This year WHM was one of the principal catalysts of a plan that was developed to recalibrate the way that homelessness was addressed. The plan recommended recurring funding for 24/7 housing-oriented services. It was presented to the Quebec government and the city of Montreal.

Many elements of that plan have been adopted and are in the process of being further refined. The essential premise is that it is possible to reduce emergency services (which are very costly) if there are efficient pathways that help people exit quickly from an emergency situation via accompaniment into supported housing.

The Mission is also responding to major needs in the northeast sector of Montreal. Five years ago, the Mission operated in the downtown core but we sensed a need in the Montreal North area. In the past few years Youth Services and Marche Bon Accueil have become critical to the borough and the Mission has become the main point of entry receiving references from the local elected officials, the CIUSSS and CLSC.

In 1892 Welcome Hall Mission was primarily a soup kitchen serving a few dozen less fortunate people. The realities in Montreal were different. As the Mission heads into its 131st year of service the needs are different, and they are becoming more complex and more challenging. However, that is why the Mission exists – to meet unmet needs, and to serve the disenfranchised and the vulnerable with compassion and excellence.

A word from Sam Watts

CEO, Welcome Hall Mission

I wish to express my deep gratitude to the competent, passionate team that I'm privileged to work with everyday. I'd like to thank our board for their guidance, our government partners for their support and our incredible volunteers for their devoted service. I particularly want to thank our thousands of loyal donors for their unbelievable generosity.

For more than 130 years, Welcome Hall Mission has been providing emergency help to people in need. However, the Mission provides far more than emergency services. In the past few years we've shifted our focus to ensure that any emergency service we provide is followed by a next step. We call this a solution-oriented approach. If someone needs a meal or free groceries their needs go well beyond the hunger they are experiencing. They need a pathway that leads them towards an exit from poverty. If a person is experiencing homelessness, they don't just need a free meal and a bed for the night. They need a permanent place to call home. When a person doesn't have access to basic health and social services, they need assistance in connecting to services that are available to them. Our team members on the front lines can recount plenty of stories about people who simply didn't know who to call or where to go in order to obtain the help they need. This is where Welcome Hall Mission positions itself. We identify unmet needs that people have, we provide immediate assistance and accompany them on a process that helps them gain access to services, which in turn responds to longer term needs.

The work of the Mission is multifaceted. Unlike many non-profit organizations that focus on one single issue, Welcome Hall Mission is a community leader in providing emergency and permanent housing solutions and operates the largest direct-to-public food security service in Quebec. In addition, the Mission partners with the healthcare network to provide free dental care, mental health services, social reinsertion programs, seniors' support services, and youth services built around prevention and housing. Over the course of the past few years, the Mission has stepped up to work alongside local authorities because they are well aware that civil society organizations, like the Mission, represent an essential piece of the puzzle as it pertains to social welfare.

The challenges of poverty, hunger and homelessness are far more complex than ever. The necessary solutions require federal, provincial and municipal governments to implement what is called a "whole of government" approach to bear on the problem. This is not something that can be resolved by acting in silos or by allocating arbitrary amounts of money each time an emergency arises.

Increasingly, Welcome Hall Mission's thought leadership and sector knowledge is being recognized. In 2022 I was honoured to be appointed to the National Housing Council by the Honorable Ahmed Hussen, Minister of Diversity, Inclusion and Youth in Canada. This is a body that exists to hold the government accountable to act on its commitment to the human right to housing. In 2023, I will be serving as the chair of Canada's very first "Review Panel", tasked by the Minister and the Federal Housing Advocate to hold national hearings on a specific housing related concern.

Our work is challenging – but it is vitally important and matters because people matter. Every person is valuable. Thank you so much for your encouragement. With your support and guidance, we will continue to serve the marginalized and the vulnerable in our society with excellence and compassion.

Our year in numbers



Dossou, Macaulay Emergency Services Beneficiary

Homelessness and Housing



140,000

Nights of safe shelter
at our various locations



3,523

New people were sheltered



327

People successfully transitioned
from homelessness into permanent housing



5,876

Visits from unique individuals, including
4979 men, 858 women and 39 trans people

“Welcome Hall Mission is a ray of sunshine at a dark time.”

Dossou, Macaulay Emergency Services Beneficiary

Our year in numbers



Food Security



270,000 +

Healthy and nutritious meals were served from Welcome Hall Mission kitchens



85,000 +

Visits to our two free Marché Bon Accueil grocery stores



2,830

New individuals registered at Marché Bon Accueil



1.5 million +

Kilograms of food was recuperated (An approximate value \$10,000,000)



3,000

Close to 3,000 grocery deliveries were made to the elderly or disabled

“The food is exactly like what you get at the grocery store, so I don't have to feel embarrassed. I am so grateful.”

Laurent, 'Marché Bon Accueil' Beneficiary

Our year in numbers



Programs and Reintegration



3,200

Total visits to the Jim Lund Dental Clinic
(An approximate value of over \$330,000)



152

New files were opened for women benefitting
from the 'Cœur à Sœur' program



1,900

Total children were equipped for back to school
with backpacks and supplies

“Prices are increasing everyday, it’s terrible.
And school supplies are a lot of money.
We’re just blessed that events like this exist.”

Flora, 'Rentrée la tête haute' Beneficiary



Dentist Sofia Kholmogorova

Looking ahead: The Jim Lund Dental Clinic Expansion

It has long been understood that dental care is an integral part of health care and at Welcome Hall Mission we believe that much like shelter and food, everyone deserves access to adequate dental services.

The Jim Lund Dental Clinic, a partnership with the McGill University Faculty of Dentistry, was established in 2011 in order to help facilitate dental services for people who could otherwise not afford them.

Over the years the clinic has seen tremendous success and with that a growing wait list. But thanks to the outstanding generosity of our loyal donors, we will be doubling the size of our operation, while offering extended hours and more specialized services in 2023.

The clinic not only offers critical dental care to marginalized Montrealers, but it also acts as a teaching facility for hundreds of dental students and assistants every single year.

We look forward to this expansion and to The Jim Lund Dental Clinic continuing to offer an integral part of dental care in Montreal!

“Words are not enough to thank you, you saved my life. I had a big problem with my teeth and gums that at times was so severe I would break down in tears. It would have cost a fortune to fix and my situation was very complicated. You really saved my life, thank you very much.”

Zéghina, new arrival to Canada and Dental Clinic Client, 2022



JUSTE POUR RIRE AIDE MONTRÉAL



MONTREAL HELPS MONTREAL



Partnerships

Welcome Hall Mission is proud to partner with likeminded organizations in Montreal and beyond who share the unified goal of eliminating precarity among our fellow citizens.

Over the last several years we have been incredibly fortunate to partner with the Home Depot Canada Foundation, who's vision of ending youth homelessness in Canada is emulated by Welcome Hall Mission. A very generous donation in 2021 allowed us to open our Youth Services Office in Montreal-North and the bi-annual Orange Door Campaigns through the Saint-Henri and Anjou Home Depot stores allow us to continue to serve youth in need all across the city.

A new partnership, formed in 2022 with the Just For Laughs organization here in Montreal has blossomed tremendously. JFL is interested in Welcome Hall Mission's work surrounding mental health and both parties recognize that by leveraging the strength of comedy together, anything is possible!

Montreal Helps Montreal

Over the last two and a half years, we have created an outstanding community of likeminded Montrealers who are motivated to see their city transformed. We've had close to 220 volunteer participants from all corners of Montreal- some well-known, some regular Montrealers and even some Welcome Hall Mission beneficiaries. All with the common goal of uniting the city!

Our volunteer participants quickly became ambassadors to the cause after they recognized the positive impact we are having on the vulnerable Montrealers who access our services every day.

Notable ambassadors include people such as TV Personality Malik Shaheed, interested in our Youth Services operations. Soccer Star, Patrice Bernier, immensely touched by the families accessing our Food Security resources. And Influencer, Anne Lovely Etienne, who was particularly moved by the young, single mothers in our 'Cœur à Sœur' program.

The goal of awareness and informing the public that Welcome Hall Mission offers so much more than just services for people experiencing homelessness has been achieved and then some.

We are and will remain the largest doorway to help for ALL Montrealers in need!

A special thanks to our partners Outfront Media Canada and the Home Depot Canada Foundation for their unwavering support.



Compassion Pathways: An urban health project

The population of Quebec is aging and with the pandemic, seniors have become more and more isolated from the very society in which they have contributed so much.

Compassion Pathways is an Urban Health Pilot Project through Welcome Hall Mission which aims to bridge the gap between low-income seniors experiencing social exclusion and the services in health and social welfare that they so desperately deserve.

With the help of a dedicated team of intervention workers, this three-year pilot project will identify seniors in the community who have fallen through the cracks and who would otherwise be left to fend for themselves.

The objective falls under the following three points:

1. Facilitate access to groceries (food) on a regular basis
2. The integration of the elder person into a community of peers; mobilization of family member
3. Facilitate access to SSSS (Health authority) or other relevant professionals



Volunteering at Welcome Hall Mission: MBA Ambassadors

Did you know that Welcome Hall Mission relies on over 3,000 volunteers every single year to keep our operations afloat? This equates to approximately 40,000 volunteer hours at a value of close to \$610,000 in services rendered. Our volunteers are truly a part of our family and are the best promoters of our cause. We call them our **MBA Ambassadors!**

MBA Ambassadors perform tasks such as triaging food for Marché Bon Accueil, serving meals at our various shelters or delivering free groceries to the elderly or disabled.

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MISSION Bon Accueil

If you would like to get involved and become an **MBA Ambassador**, please email us at:
[benevole@missionba.com!](mailto:benevole@missionba.com)

Welcome Hall Mission Board/Leadership

Board of Directors

Cyril Morgan, President of the Board

Willy Kotiuga, Vice-President of the Board

Marcelle McPhaden, Secretary of the Board

Enzo Gabrielli, Treasurer

Rosalie DelVasto, Administrator

Linda Ratzlaff Campbell, Administrator

Hannu Jaiilos, Administrator

Leadership Team

Sam Watts, CEO, Executive Director

Marcello Lamberti, Vice President, Chief Financial Officer

Joan Anderson, Vice-President, Operations and Planning

Emmanuel Lafontant, Vice-President, Intervention and Accompaniment

Marika Skladan, Legal Counsel and Director of Human Resources

Katie Whitehead, Director of Development & Communications

Hans St-Just, Director of Community Support



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