



Welcome Hall Mission 2023 Annual Report



Welcome Hall
MISSION

Shelter.Food.Love

A word from Cyril Morgan

President of the Board, Welcome Hall Mission



Sam Watts (Left) and Cyril Morgan (Right)

I am pleased to share that 2022/23 has been a year of growth and accomplishment at Welcome Hall Mission and it is important to outline key achievements and initiatives.

First, I would like to acknowledge the Board of Directors for their service. The Mission continues to enjoy quality governance year after year. This year we were pleased to welcome André Riendeau, Karl Moore and Steve Dustin to the board and we look forward to adding more key members within the coming months.

I want to acknowledge that Linda Ratzlaff-Campbell left her position in 2023 after 15 years of service. Linda served as board Secretary for quite some time.

Also, Hannu Jailos has left us after nearly 40 years on the board. Hannu was an important contributor, particularly at a time many years ago when we deliberately undertook some innovative efforts to build and re-position the Mission to ensure its health and relevance within the city.

I must also acknowledge the management team at the Mission. This past year has been challenging as our services have evolved and expanded and we have had to adjust many of the ways in which we operate. The management team has undoubtedly risen to the occasion.

There were a number of key financial accomplishments in 2022/23 and I am happy to report that the Mission remains financially stable. Despite rising expenses and inflation, the mission was able to grow revenues and meet the needs of even more people, thanks to a refined fundraising and communications strategy and the expertise of our finance department.

Finally, I would like to highlight some significant new initiatives that are already seeing tremendous success within the Mission.

Parcours Compassion is a program dedicated to vulnerable, isolated seniors who require a connection to both social and health related services. Through Marché Bon Accueil, the program has already been able to identify close to 200 people and connect them to resources that they have benefitted from greatly.

École Amos in Montreal North is a new preventative initiative which deploys mission employees to work inside an existing school. The goal is to assist at-risk youth in an effort to help them complete high school and connect them to further education or vocational training.

Overall, I am very pleased with the successes of the mission and I look forward to the future with anticipation.

A word from Sam Watts

CEO, Welcome Hall Mission



Cyril Morgan (Left) and Sam Watts (Right)

I've had the awesome privilege of serving Welcome Hall Mission since October of 2016. When my mandate began I had no idea how rewarding an experience it would be. Of course, I also had no idea that we would be called on to navigate a global pandemic.

Welcome Hall Mission benefits from an incredible team of employees and volunteers who are committed to excellence in all that we do. Together, we enthusiastically live out our stated purpose which is to actively join with others in transforming our city. We envision a city where nobody is left behind and where everyone can benefit from adequate housing, healthy food and be surrounded by a supportive community.

The work of the Mission is made possible by the valuable support of our various government partners and the CUISSS Centre-Sud. However, most of the services we provide are either fully or partially funded by donors like you – and we are deeply grateful for your generosity.

Welcome Hall Mission is a community leader in providing emergency and permanent housing solutions. We also operate the largest direct-to-public food security service in Quebec. This past year we have seen a rise in the number of people who need housing as well as the number of people who need to access our free grocery stores. Emergency housing services and food security are our two main entry points, however, 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.

It all begins with the understanding that those who are disconnected or disadvantaged are our neighbours. Welcome Hall Mission has always been ready to walk alongside people in need, but the challenges of poverty, hunger and homelessness are becoming more complex. This is why we advocate for policy initiatives that our governments can put in place upstream rather than simply funding emergency efforts to address situations that are preventable. Canada is a wealthy country and the solutions are not a mystery. There are steps that can be taken to promote the human right to housing that mirror the right we have as Canadians to publicly funded healthcare.

Our work is challenging – but it is vitally important. It matters because people matter. Every person is valuable.

In conclusion, I would like to 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.

Shelter.



Our year in numbers

As per the Quebec Ministry of Health and Social Services there are 4,690 people experiencing homelessness in Montreal.



59,779

Nights of emergency and transitional housing thanks to the **Hotel Dieu Hospital** project and the **Macaulay Emergency Shelter**



217

People successfully transitioned into permanent housing



70%

Success rate for participants in **PRISM**, a homelessness and mental health re-affiliation program in partnership with the **Jewish General Hospital**



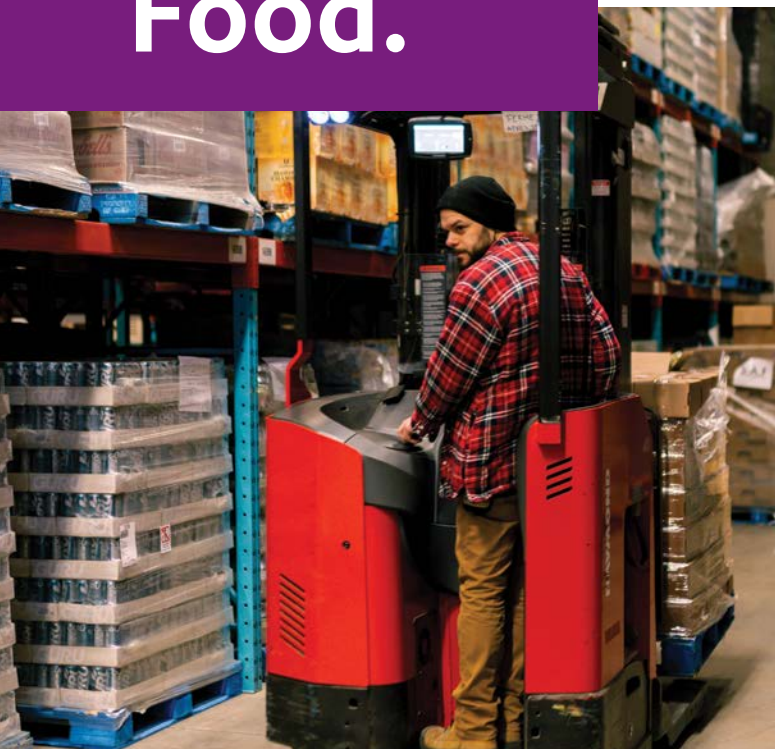
1,747

Visits from unique individuals

“ I appreciate the people here, I appreciate their humanity. A little kindness goes a long way and there’s a lot of it at Welcome Hall Mission. ”

Gary, Beneficiary, Macaulay Emergency Shelter

Food.



Our year in numbers

Statistics Canada Reports that 14% of Quebec Families experienced food insecurity in 2022.



327,291

Healthy and nutritious meals were prepared and served from **Welcome Hall Mission** kitchens



106,421

Member visits to our two free grocery stores, **Marché Bon Accueil** Saint-Henri and **Marché Bon Accueil** Montreal-North



1,884

New households registered at **Marché Bon Accueil** (for a total of **5,992** new members)



1,188,188

Kilograms of food was recuperated across the city (An approximate value **\$8,400,000**)



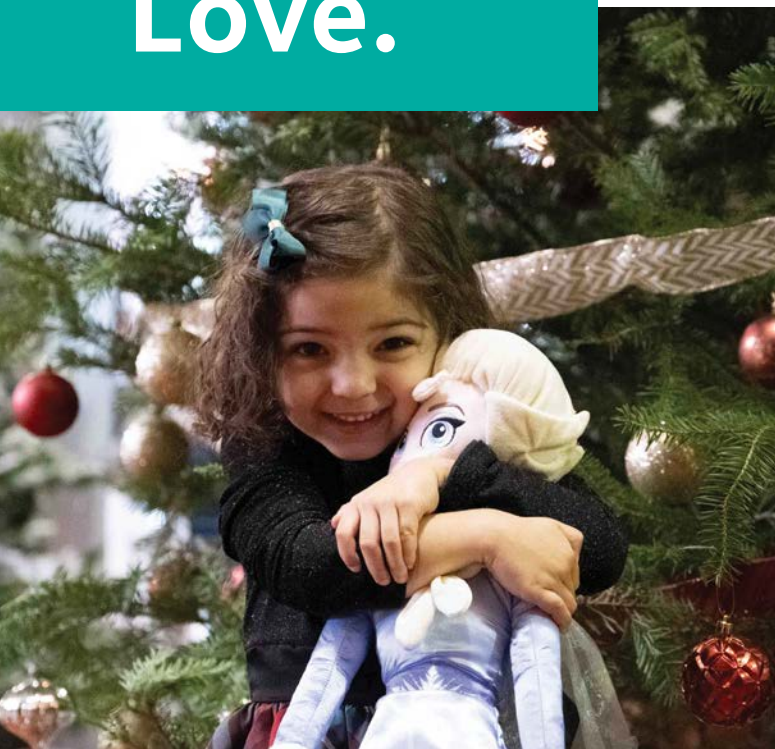
2,884

Grocery deliveries to the elderly or disabled

“ My family and I are new to Canada. We are just getting settled. Resources like Welcome Hall Mission help us to navigate the city and allow us to worry about things other than food. It's a blessing. ”

Djazira, Client, **Marché Bon Accueil**

Love.



Our year in numbers

“There is a need for more support to help Canadians living in poverty to access full-time and living wage jobs, affordable housing, community programs, support that is culturally and historically sensitive to Indigenous people, and sufficient government income benefits in order to make a real change in their lives.” Tackling Poverty Together, Government of Canada



3,200

Free dental exams at the **Jim Lund Dental Clinic**
(Approximate value of over **\$330,000**)



175

(Approximate) New files opened with our **Cœur à Sœur** program for young mothers and at our Youth Services Center in Montreal-North



1,456

Backpacks distributed during our annual back to school event, **Rentrée la tête haute**



30

(Approximate) People evaluated through **Parcours Compassion**, a program dedicated to connecting seniors to the health and social services available to them



7,000

Toys distributed during our annual Christmas event, **Noël pour tous**

“ I love my new backpack and supplies. I am really excited to start the new school year.”

Carene, Beneficiary, **Rentrée la tête haute**

Partnerships

Welcome Hall Mission was once again lucky to benefit from some substantial and loyal partnerships in 2022/23.



Welcome Hall
MISSION



Le
projet
Porte
orange

Un toit et de l'espoir pour
les jeunes sans-abri

MONTREAL
HELPS
MONTREAL



**JUST
FOR
LAUGHS**
HELPS MONTREAL

Home Depot

For a number of years, we have been honoured to partner with the **Home Depot Canada Foundation** whose goal is to prevent and end youth homelessness in Canada. Their monetary funding as well as the logistical backing from the Home Depot stores in Saint-Henri and Anjou have been an immeasurable part of our success and in supporting youth across the city in 2022/23



**MONTREAL
HELPS
MONTREAL**



Montreal Alouettes

About a month before the **Montreal Alouettes** won the Grey Cup in Hamilton, they graced the Mission with their presence during our annual Thanksgiving Dinner. Around 25 players, coaches and staff showed up to serve meals, hand out merchandise and share in the spirit of the holiday with beneficiaries of our Macaulay Emergency Shelter. As this partnership approaches its 20th year, we look forward to an even more elaborate event in 2024. **GO ALS GO!**



Just For Laughs

Just For Laughs helps Montreal! Once again, this year, the team at Just For Laughs made Welcome Hall Mission feel like family by including our fundraising initiatives and messaging in even more of their festival programming. The cherry on top was a donation from Just For Laughs to the tune of **\$10,000** presented to us at Canada's Walk of Fame. Cheers to this budding partnership that we hope will continue to flourish!

**JUST
FOR
LAUGHS**
HELPS MONTREAL



Campaigns and Media

One City. One Mission. Montreal Helps Montreal.

Awareness and brand distinction have been at the forefront of our minds over the last few years. Through marketing and communication efforts, our goal has been to make Montrealers understand that Welcome Hall Mission provides so much more than just emergency shelter for people experiencing homelessness.

By showcasing real employees, donors and volunteers in our most recent advertising campaign we have provided the public with an inside glimpse of who we really are and what we do.

Additionally, with over **3,454** mentions in the provincial and national media in 2022/23, we have secured ourselves as thought leaders in the homelessness and food security space.

As we continue to hone in on our services and share our vision for Montreal with the community, we hope that our supporters can truly get a sense of the great work that is being done within the walls of Welcome Hall Mission.



Volunteering

MBA Ambassadors

We could not provide the vast array of services that we do without the loyalty and dedication of our devoted volunteers. Did you know that Welcome Hall Mission relies on over **3,000** volunteers annually to keep our operations afloat? This equates to approximately **45,977** volunteer hours and of monetary value of close to **\$701,148** in services rendered.

Our volunteers are truly part of our team and they are the best promoters of our cause because they get a first hand look at the difference they are making for Montrealers in need. We call them our MBA Ambassadors!

MBA Ambassadors perform tasks such as triaging food for Marché Bon Accueil, serving meals at our emergency shelter or delivering groceries to our elderly or disabled beneficiaries.

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



Donors

The only way forward is giving back

It goes without saying that Welcome Hall Mission would not exist without its dedicated army of donors- some of whom have been with us for 20+ years. The numbers and successes showcased in this report are only possible because our donors remain loyal and devoted to our cause. They believe in the work that we are doing and the change that we are making in Montreal despite the challenges we face.


In the fall of 2023, we released an advertising campaign entitled, “The only way forward is giving back”, which featured real Welcome Hall Mission donors. This campaign signifies the importance of the donor in a large organization such as Welcome Hall Mission and invites like-minded Montrealers to join in the cause, because the only way we can move forward as a collective is by giving back to those in need!



Financials

Revenues (Thousands of dollars) + %

2023

| | | |
|---------------------------------|---|------------------|
| Donated Merchandise |  | \$8,900 (26.7%) |
| Donations |  | \$11,814 (35.4%) |
| Subsidies and Government grants |  | \$10,264 (30.7%) |
| Sales, Rent and Service Fees |  | \$1,166 (3.5%) |
| Other |  | \$1,211 (3.7%) |






Expenditures (Thousands of dollars) + %

2023

| | | |
|----------------------------|--|------------------|
| Program costs and reserves |  | \$28,158 (87.8%) |
| Administrative fees |  | \$3,922 (12.2%) |

Distribution of donations (Thousands of dollars) + %

2023

| | | |
|----------------------|---|-----------------|
| Individual donations |  | \$7,844 (66.4%) |
| Foundation donations |  | \$1,539 (13%) |
| Company donations |  | \$429 (3.6%) |
| Bequests |  | \$1,872 (15.9%) |
| Other NIL |  | \$130 (1.1%) |

Welcome Hall Mission

Board/Leadership

Board of Directors

Cyril Morgan President of the Board

Willy Kotiuga Vice-President of the Board

Enzo Gabrielli Treasurer

Rosalie Del-Vasto Director

Karl Moore Director

André Riendeau Director

Steve Dustin Director

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 Vice-president, Human Resources and Legal Affairs

Katie Whitehead Director of Development & Communications

Hans St-Just Director of Community Support



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Welcome Hall Mission

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MissionBonAccueil



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