



Welcome Hall  
MISSION

# 2024 - 2025 Annual Report

Shelter.Food.Love









## Message from the Chairman of the Board

### Cyril Morgan

This past year has been one of remarkable progress at Welcome Hall Mission. Among our most significant achievements was the opening of 2222 Ontario Street East, a new facility that provides transitional housing for people who have experienced homelessness and are now on their way back to stable, permanent homes. The speed and determination with which this project came to life is a testament to what is possible when purpose meets passion. Remarkably, the purchase, renovation, and operational readiness of the building were all completed within just nine months—an extraordinary accomplishment made possible by the focus and collaboration of many dedicated individuals.

The Mission does not simply offer shelter; we are providing a meaningful bridge to independence, residential stability, and renewed confidence. It reflects our unwavering commitment to innovative solutions that meet people where they are and help them move forward.

I would like to extend my heartfelt gratitude to my fellow board members, whose wisdom, commitment, and governance are essential in order for the organization to move forward. Your dedication ensures that we remain faithful to our mission while stewarding our resources responsibly and courageously.

I also wish to express sincere appreciation to the senior leadership team of Welcome Hall Mission and to our Executive Director, Sam Watts, who now begins his tenth year of service. Sam's vision continues to guide our organization and inspire us all.

Together, we are building hope—one life at a time.

— Cyril Morgan



## Message from the Chief Executive Officer

### Sam Watts

I would like to begin by expressing my sincere thanks to our Board of Directors for their unwavering support and encouragement throughout the past year. Solid board leadership gives us the confidence to innovate boldly while remaining anchored in our mission and values.

At Welcome Hall Mission, nothing happens without people—dedicated, well-qualified team members who show up every day to serve with compassion, and passionate volunteers who give their time and energy. The impact we achieve is truly a shared effort, and I am deeply grateful to each person who contributes to this vital work.

This year, we celebrated two major accomplishments that reflect both our vision and our commitment to practical, life-changing solutions. First, our Bienvenue housing program surpassed 500 individuals successfully housed since its inception. This innovative approach has proven that rapid access to stable housing, accompanied by ongoing support, works.

Second, we marked the official opening of our women's PRISM mental health unit, created in partnership with the CIUSSS Centre-Ouest. This unit is a lifeline for women experiencing homelessness who are also navigating significant mental health challenges. It is also a powerful example of how well-designed partnerships with the healthcare network can deliver the right services to those who need them

most. At the end of this fiscal year, we were awarded a prestigious "Hippocrate" prize in recognition of our contribution to elevating health services for vulnerable people. For more than 15 years Welcome Hall Mission has been a pioneer in developing services in the community to create access points to care for people who don't have access to basic health care. It started with our free dental clinic in partnership with McGill's Faculty of Dental Medicine and Oral Health Sciences, followed by our rehabilitation program with the CIUSSS Centre-Sud. It has since evolved into new work in women's health, senior care, and pediatrics. These initiatives reflect a simple truth: Welcome Hall Mission is the largest doorway to help for Montréalers in need.

Looking ahead, we are excited to complete and open our commercial production kitchen in 2026—an ambitious project that will transform Montréal's food security ecosystem and multiply our ability to produce and supply nutritious meals at scale.

We are serving in a context of growing demand and stretched resources but we are responding by helping thousands of people each week – one person at a time.

— Sam Watts

# Established in 1892, Welcome Hall Mission stands as Montréal's largest doorway to support and hope for those in need.

Our programs and services are designed to provide compassionate assistance to individuals and families facing homelessness, food insecurity, precarious living conditions, and social isolation. We serve a diverse community that includes at-risk youth, young and single mothers, families in crisis, and isolated elderly individuals.

Our guiding slogan **Shelter. Food. Love.** captures the essence of our commitment to addressing the fundamental needs of those we serve through practical support, nourishment, and genuine care.

## Our Vision

### A transformed Montréal

- Where everyone has access to adequate, permanent shelter
- Where everyone can obtain healthy, nourishing food
- Where love and care extend beyond words to become lived realities

Through this work, we strive to empower individuals and strengthen our community—moving closer to a city where dignity, security, and hope are accessible to all.

## Our Purpose

### Providing practical assistance, accompaniment, and pathways toward healing and wholeness for people:

- Who are experiencing homelessness
- Who face the daily indignities of food insecurity
- Who struggle with addictions
- Who live in precarious or abusive situations

# Key events and milestones of 2024 – 2025

## A year of Milestones, Innovation, and Growth

As detailed throughout this annual report, Welcome Hall Mission marked several significant milestones during the fiscal year 2024 – 2025. From the opening of new facilities to the launch of innovative programs, our commitment to adopting best practices and creative solutions remains steadfast—ensuring we provide vital support to Montrealers experiencing homelessness, food insecurity, and isolation.

Looking ahead, we are excited to announce the upcoming opening of a state-of-the-art commercial kitchen, led by our Head Chef, Gabriel Faraone. This new facility will become the cornerstone of our meal program, which has reached full capacity. With this expansion, we anticipate increasing our daily meal production from 1,200 to an impressive 6,000 meals—dramatically enhancing our ability to serve those in need.

Beyond meal preparation, the kitchen will also serve as a dynamic training hub, offering young people valuable opportunities to develop skills and pursue careers in the culinary and service industries. We eagerly anticipate the positive impact this new initiative will bring to our community and those we serve.





## Integrated support for Women

### New PRISM unit opens in partnership with CIUSSS Centre-Ouest-de-l'Île-de-Montréal

On August 25th, in partnership with the CIUSSS Centre-Ouest-de-l'Île-de-Montréal, we proudly unveiled the new **PRISM** (Program for Reaffiliation in Homelessness and Mental Health) unit dedicated **exclusively to women**.

Building on the proven success of the original PRISM model at the Macaulay Pavilion, this newly launched eight-bed unit serves as a safe refuge for women experiencing homelessness and mental health struggles. Led by Dr. Vincent Laliberté, a respected psychiatrist and Director of the men's unit at our Macaulay shelter, the program provides personalized psychosocial support tailored to each participant's mental health needs. Women stay for an average of 6 to 8 weeks, during which they receive three nourishing meals daily and benefit from a warm, welcoming environment that fosters healing and empowerment.

The program's goal is to support women in achieving mental stability and smoothly transitioning into permanent housing, where they benefit from continuous, locally accessible healthcare support—creating a seamless continuum of care that fosters lasting well-being and empowers independence.





## 2222 Ontario E.

### The inauguration of our new transitional housing program

On Monday, March 31, we proudly inaugurated our brand-new **50-bed Transitional Housing Program**, marking a significant milestone in our efforts to reduce homelessness in Montréal.

This three-month program provides safe, stable accommodation for individuals experiencing homelessness or living in precarious situations. More than just a shelter, it offers a supportive and structured environment designed to help participants transition into permanent housing quickly and sustainably.

Since its inception, the program has already helped **over 74 individuals** successfully move into permanent housing—demonstrating its impact and the urgent need for transitional solutions in our community.

Located at **2222 Ontario E.**, this program plays a critical role in bridging the gap between emergency shelter and long-term housing—helping individuals regain stability, autonomy, and a renewed sense of hope.

#### Program highlights include:

- **50 beds total:** 42 for men and 8 for women, including trans and non-binary individuals
- **Eligibility:** Adults aged 18+, experiencing homelessness or housing insecurity
- **Comprehensive support services:**
  - One-on-one sessions with an intervention worker
  - Access to employment workshops and skill-building resources
  - Three nutritious meals per day
  - On-site laundry facilities, shared common areas, and computer access
  - 24/7 security to ensure a safe and stable environment



## Milestone Achievement

### Over 500 individuals housed through the Bienvenue Program

In July, we proudly celebrated a significant milestone—**over 500 individuals have successfully transitioned into housing through our Bienvenue Program since its launch in 2021**. With an impressive **88% housing retention rate**, this achievement is a testament to the dedication and hard work of our team, whose unwavering commitment has been instrumental in making this success possible.

Established in response to the urgent challenges posed by the pandemic, the Bienvenue Program was designed to rapidly connect people experiencing homelessness—or those at risk—with safe, stable housing. This program specifically supports individuals facing mild to severe mental health challenges, for whom finding appropriate and accessible housing is often a daunting and complex process.

Through innovative, compassionate approaches, the Bienvenue Program continues to break down barriers and provide a vital pathway toward stability and dignity for some of Montréal's most vulnerable residents.









Our year in numbers

# Shelter.



**91,250**

Number of nights of emergency shelter.



**959**

Number of unique individuals who received shelter.



**211**

Number of people transitioned into permanent housing.



**88%**

Percentage of people maintaining housing after transition.





Our year in numbers

# Food.



## Meals served.

**1,200** meals per day.  
**36,000** meals per month.  
**438,000** meals per year.



## 1,400,000

Kilograms of food rescued and volume recuperated from landfills and thoughtfully redistributed to support **Marché Bon Accueil** clients.



## Number of unique individuals served through food programs.

**109,011** people served through **Marché Bon Accueil**.  
**1,311** new families registered at **Marché Bon Accueil**.



Our year in numbers

# Love.

Support, Programs and Community Care



**1,200+**

**Back-to-School Event:** Number of school bags filled with essential supplies distributed to children in need.



**2,000 (Approximately)**

**Christmas For All Event:** Number of toys gifted to children during this joyful and heartwarming event.



**4,000 (Approximately)**

**Oral Healthcare:** Number of entirely free dental exams provided at the Jim Lund Dental Clinic, a partnership with McGill University.



**356**

**Cœur à Sœur Program:** Number of new mothers supported with diapers, formula, and essential baby supplies.



# Volunteers and Community Partners

## Our Volunteers: Driving Growth and Connection in 2024 – 2025

In 2024, Welcome Hall Mission was supported by more than **64,694 volunteer hours**, a vital resource that sustains and strengthens our operations. Volunteers are at the heart of our mission, enabling us to expand our impact and deliver exceptional service. This year, some of our most committed volunteer groups—including **Baker Tilly**, **The Tenaquip Foundation**, **Simply Wonderful** and the **SPVM** —contributed thousands of kilograms of food and good triage, as well as countless moments of kindness and connection shared with our members, staff, and fellow volunteers. Their dedication continues to inspire and empower our community.



### Home Depot continues to astonish!



Over the past year, the Home Depot Canada Foundation and our partner Home Depot stores in Saint-Henri and Anjou have once again demonstrated extraordinary generosity and support. From providing essential supplies for our Back-to-School and Christmas events to revitalizing our employee courtyard, their contributions have made a significant difference.

In September, the Home Depot Canada Foundation made a remarkable **\$200,000** donation specifically aimed at ending youth homelessness in Canada, reinforcing their vital role in addressing one of our nation's most urgent social challenges. With over a decade of partnership behind us, we eagerly anticipate continuing to work together and exploring new opportunities to create lasting impact through Welcome Hall Mission x Home Depot.



### 20 Years of Gratitude with the Montréal Alouettes



On Monday, October 14th, we were honoured to welcome the **Montréal Alouettes** to our **Macaulay Pavilion emergency shelter** for our annual **Thanksgiving Dinner**—a cherished tradition, which celebrated its **20<sup>th</sup> year**.

The Alouettes' continued commitment to our community was on full display as players and team members helped serve nearly **300 meals** to individuals experiencing homelessness. Their presence brought warmth, encouragement, and a sense of celebration to everyone who joined us for the evening.

We are deeply grateful for this long-standing partnership and the positive impact it brings year after year. Here's to many more Thanksgivings spent together, united in compassion and community spirit.

## Want to Make a Difference? Join Our Volunteer Team!

### Looking for a meaningful way to give back to your community?

We're always looking for compassionate, dedicated individuals to join our incredible team of volunteers. To learn more, email us at [benevole@missionba.com](mailto:benevole@missionba.com) — we'd love to hear from you!



## Looking Ahead

### A Vision for Long-Term Stability

At Welcome Hall Mission, housing and long-term stability remain central to our vision for the years ahead. Our goal is to significantly reduce reliance on emergency shelter by taking a personalized, human-centered approach—assessing each individual’s needs, connecting them with the right transitional housing program, and ultimately guiding them toward permanent housing and a stable, independent future.

This holistic approach also extends to clients of our free **Marché Bon Accueil grocery stores**. Whether individuals require support with immigration processes, healthcare access, employment resources, or other critical services, our aim is to address the root causes of instability and help clients become fully integrated into a supportive community—one where they no longer rely on our services but thrive beyond them.

Looking forward, the launch of our new commercial kitchen will serve as a powerful tool to assess and respond to the employment and training needs of youth facing precarious circumstances. This initiative reflects our forward-thinking commitment to prevention—ensuring that individuals at risk of homelessness or instability receive the support they need before they fall through the cracks.

With forward-thinking solutions and compassionate care, we’re building a future where homelessness is a rare exception—not a recurring reality.

## Financial Summary

**Revenues** (Thousands of dollars) + %

2025

Donated Merchandise						\$7,536 (24.6%)
Donations						\$12,310 (40.3%)
Subsidies and Government grants						\$8,010 (26.2%)
Sales, Rent and Service Fees						\$1,129 (3.7%)
Other						\$1,570 (5.2%)

### Expenditures (Thousands of dollars) + %

2025

<b>Program costs and reserves</b>					
					\$27,420 (87%)
<b>Administrative fees</b>					
					\$4,099 (13%)

### Distribution of donations (Thousands of dollars) + %

2025

Individual donations						
						\$8,767 (71.2%)
Foundation donations						
						\$2,120 (17.3%)
Company donations						
						\$665 (5.4%)
Bequests						
						\$608 (4.9%)
Other NIL						
						\$150 (1.2%)



# Thank you

## Donor Recognition: Thank You for making a difference

Our work would not be possible without the unwavering generosity of our donors. Whether you contribute \$5.27 to provide a nutritious meal, support us monthly, or give as a major donor, your commitment fuels every service we offer to Montrealers in need.

Each smile captured throughout this report is a reflection of your impact. Your support not only helps meet immediate needs—it also builds pathways to stability, dignity, and hope.

As we look to the future, we invite you to continue walking alongside us. Together, we are working toward a bold vision: a transformed Montreal where everyone has access to food, housing, and a supportive community.

Thank you for your trust, compassion, and partnership.

## Support the Mission. Change a Life.

Your generosity helps provide food, shelter, and loving hope to thousands of Montrealers in need. Every donation—big or small—makes a lasting impact. To learn how you can support our work, email us at [dons@missionba.com](mailto:dons@missionba.com). Together, we can build a stronger, more compassionate city.

## Welcome Hall Mission

### Leadership

**Samuel Watts**  
CEO/Executive Director

**Marcello Lamberti**  
Vice-President, Finance  
and Chief Financial Officer

**Joan Anderson**  
Vice-President, Operations

**Emmanuel Lafontant**  
Vice-President, Intervention  
and Accompaniment

**Chelsea Dufort**  
Director, Marketing  
and Communications

**Katie Whitehead**  
Director, Development

**Hans St-Just**  
Vice-President, Emergency  
and Community Support Services

### Board of Directors

**Cyril Morgan**  
President of the Board

**Karl Moore**  
Vice-President of the Board

**André Riendeau**  
Secretary

**Enzo Gabrielli**  
Treasurer

**Rosalie DelVasto**  
Director

**Willy Kotiuga**  
Director

**Steve Dustin**  
Director

**Scott Mackenzie**  
Director

**Deidre Freiheit**  
Director

**Florentyna Jallet**  
Director





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