

BECAUSE OF YOU

MISSION
OLD BREWERY

A circular photograph of a woman with short, dark, curly hair, wearing a white button-down shirt over a black t-shirt and blue jeans. She is sitting on a dark wooden bench with a light-colored cushion, looking off to the right with a thoughtful expression. The background shows a white door and a light-colored wall. The image is set against a blue and orange background.

HOMELESSNESS ENDS HERE

MESSAGE FROM OUR CHAIR AND CEO

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April 1st, 2016 to March 31st, 2017

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As we pass the halfway mark of our historic 2014-2020 *See the End of Homelessness Major Fundraising Campaign*, we are deeply grateful to you, our donors and partners, for your unprecedented support for the Old Brewery Mission's plan to end chronic homelessness. In 2016-2017, thousands of donors, individuals and organizations answered our call by pledging a total of \$31.5 million.

For starters, your generous support has allowed us to make some fundamental changes to our Emergency Services. A new, more personalized approach combined with a strong focus on rapid re-housing rather than temporary shelter beds will bring us one step closer to eliminating chronic homelessness in Montreal—this is our promise to you.

There is a new street outreach program where our counsellors, who are part of an interdisciplinary team headed by the CHUM, move outside our walls to engage chronically homeless people who may be disconnected and alienated from vital services. (Take a look at Daniel's story on page 12.)

Because of you, our clients have access to over 300 affordable housing options throughout the city—100 more than last year. These vary from supportive group environments with onsite medical assistance and counselling, to rent-subsidized apartments where previously homeless women and men can be part of neighbourhood life. This is something of which we can all be proud.

Dedicated to offering every woman an unconditional welcome in a clean, safe and attractive environment, our Women's Services team spearheaded the transformation of the Patricia Mackenzie Pavilion's dining room into a contemporary, bright and inviting space. This was made possible thanks to the Liverant family, an enduring friend of the Mission.

Women's Services would not exist without you, as 70% of our funding comes from private sources. Through your commitment, we hope to inspire our government partners to ensure adequate public financing for these vital services.

Over at our Saint-Laurent Campus, we have Jean Coutu and his family to thank for our new kitchen, freshly renovated cafeteria and café. This welcoming space is where hundreds of homeless men and women convene each day to enjoy fresh Keurig coffee and a nutritious meal at a leisurely pace, and of course, access other life-changing resources.

We also fostered a partnership with the Service de police de la Ville de Montréal, making significant steps towards increasing law enforcement's awareness of the issues surrounding homelessness. We continue to strengthen our public-sector partnerships to be able to offer specialized physical and mental health care, psychosocial support, crucial information and outreach initiatives meeting the diverse needs of one of our city's most vulnerable groups of citizens.

Through it all, our dedicated staff remained focused on providing our clients with quality services tailored to their individual needs, hopes and aspirations. We also owe them our gratitude.

As you can see, your donation has helped us to do so much more than just providing a warm meal and safe place to sleep. The Old Brewery Mission is the fastest path to permanent housing and the ongoing support needed to ensure people remain housed. Together we are helping to restore lost dignity and rebuilding lives.

Because of you, homelessness ends here.



Eric Maldoff
Chair, Board of Directors



Matthew Pearce
President and CEO



Eric Maldoff



Matthew Pearce

BECAUSE OF YOU

In September 2016, we proudly announced the community's extraordinary contribution towards eliminating chronic homelessness in Montreal. We received a total of \$31.5 million in pledges and donations in support of our historic \$55.5 million Major Fundraising Campaign, which officially wraps-up in 2020.

BUILDER \$1 MILLION +

Jean Coutu
Fondation J. A. DeSève
Marcelle & Jean Coutu Foundation

LEADER \$500,000-\$999,999

Denis Barclay (1932-2015)
BMO Financial Group
Caisse de dépôt et placement
du Québec
Cogeco Inc.
Echo Foundation
Keurig Canada
Lise Watier Foundation
Power Corporation
TD Bank Financial Group

AMBASSADOR \$100,000-\$499,999

Birks Family Foundation
Cascades Inc.
CGI
CIBC World Markets
Great-West Life, London Life
and Canada Life
Hydro-Quebec
Industrial Alliance
Letko, Brosseau & Associates Inc.
Mirella & Lino Saputo Foundation
Molson Coors Canada
Molson Foundation
National Bank of Canada
Quebecor
R. Howard Webster Foundation
RBC Financial Group
Roasters Foundation
Scotiabank
TFI International
The Larry and Cookie Rossy
Family Foundation
Transcontinental Distribution
Trottier Family Foundation

PARTNER \$25,000-\$99,999

CAE
Deans Knight Capital Management Ltd.
Deloitte
Domtar
Fondation Jacques et Michel Auger
Hockey Helps the Homeless
Industries Lassonde Inc.
SNC-Lavalin
Stikeman Elliott LLP
The Liverant family, in memory of Roslyn
The Pathy Family Foundation

**THANK YOU TO THE MAJOR DONORS OF OUR
HISTORIC SEE THE END OF HOMELESSNESS
2014-2020 MAJOR FUNDRAISING CAMPAIGN.**

THE YEAR IN NUMBERS

In 2016-2017, your support helped us to make room for some fundamental changes, including phasing out traditional shelter beds. Have a look at some of the remarkable achievements these changes made possible:

4,447

individual home visits
provided to ensure the
successful integration of
clients into their new life
off the street

45

veterans received
essential support
services

300

homeless people
provided with
adapted medical care
at our walk-in clinic

138

**homeless men and
women** treated for
persistent, serious
mental health
problems

313

**permanent,
affordable
housing options**
for homeless
women and men

53,000

articles of clothing
given to homeless
men and women

598

homeless women
welcomed to the
Patricia Mackenzie
Pavilion

204

**homeless men and
women** given legal help
from the Mobile Legal
Clinic at the Mission

235,000

varied, nutritious meals
provided to homeless
women and men

4,259

safe rides provided to
homeless people via
the Mission's shuttle to
various resources in
the community

BECAUSE OF YOU

We were able to transform some of our busiest areas, like our Saint-Laurent Campus cafeteria and Patricia Mackenzie Pavilion dining room, into warm, inviting and contemporary spaces for our clients.



EATING WITH DIGNITY AT OUR SAINT-LAURENT CAMPUS

Jean Coutu and his family are no strangers to the Old Brewery Mission. Since 2002, their commitment to improving the lives of Montreal's homeless women and men has resulted in some profound changes at the Mission, including the way many of our services are carried out. Thanks to their vision and generosity, we were able to completely renovate our kitchen, café and dining area. Clients can now enjoy leisurely meals in an airy, bright and inviting space.

We also owe special thanks to the architectural firm **Architem** for designing the space, as well as to **Anbec** for carrying out the renovations at our Saint-Laurent Campus.



Left to right: Jill Martis, Helga Unkeless, Vivian Sziklas, Lloyd Liverant, Dominique Lambert, Herbert Liverant, Florence Portes and Matthew Pearce

DINING AT THE PATRICIA MACKENZIE PAVILION

Our Women's Services team led the transformation of the Patricia Mackenzie Pavilion's reception area and dining room, which is now a contemporary, luminous space. This impressive renovation was made possible thanks to the generosity of the **Liverant family**, who continually support initiatives that improve the lives of homeless women.



A PLENTIFUL PLATE

In 2016-2017, **Moisson Montréal** helped us to provide more than 235,000 healthy, varied meals to our clients by donating 58,575 kilograms of food to the Mission. Their contribution represents a value of \$510,556.

We also want to thank our many other key partners and donors for enabling us to relieve hunger and carry out our life-saving work in a responsible, sustainable way.

DID YOU KNOW?

This space is also home to **Galerie Carlos**, an initiative of Carlos Anglarill, counsellor at the Mission since 2005 and the gallery's first curator at its inception in 2009. Every six weeks, the cafeteria walls are lined with original artwork that can be admired by Mission clients, staff and volunteers.

Since the gallery's re-opening in October 2016, artists **Karen Hosker** and **Susan Porter** have been curating the gallery on a voluntary basis, selecting unique and imaginative pieces from Montreal artists.

Visit our website and Facebook page to see the impressive lineup of artists exhibiting their work at Galerie Carlos.

BECAUSE OF YOU

We were able to improve access to affordable, permanent housing options for our city's homeless men and women. Today, we have 313 housing units throughout Montreal—100 more than last year. Our goal is to continue growing that number so we can ensure that each of our clients has a decent, suitable roof over their head.

A PLACE TO CALL HOME

In May 2016, in honour of **TD Bank Group's** leadership gift of \$600,000 towards our 2014-2020 *See the End of Homelessness* Major Fundraising Campaign, we renamed our award-winning Le Pont housing program Le Pont TD.

Since Le Pont TD was launched in 2009, the program's number of housing units has grown from 15 to 40. This year, we collaborated with the **Office municipal d'habitation de Montréal (OMHM)** to continue its expansion by adding 24 more subsidized apartments. We also joined forces with the **Société Saint-Vincent de Paul** to acquire previously owned, quality furniture, with **Garde-Manger de Rosalie** to promote food safety, and with the **Salvation Army** to ensure greater housing stability for our clients.

The program is also possible thanks to private property owners who partner with us to provide permanent, affordable housing in Montreal for homeless women and men.

NEW HOUSING ON GRAND BLVD.

Through our new Grand Project, launched in collaboration with the **OMHM** and the **Côte-des-Neiges-Notre-Dame-de-Grâce borough**, 25 studio apartments on Grand Blvd. in N.D.G. are now home to previously homeless women and men. Residents benefit from ongoing psychosocial support as needed, fostering stability and social integration.

A donation of \$10,000 from **Allstate Insurance Company of Canada** also helped furnish these apartments by underwriting the cost of essential appliances.

HOUSING AND SUPPORT FOR HOMELESS SENIORS

On September 15, 2016, the President and Chief Operating Officer of Great-West Life, **Stefan Kristjanson** and colleagues, made a special trip to the Mission to meet with residents of La Traversée, a program that provides affordable housing to 14 formerly homeless women and men aged 55 and over, in a warm community setting that offers specialized support, stability and much needed tranquility.

La Traversée is housed in our **Andrée and Roger Beaulieu Pavilion** at 6400 Clark Street, named in honour of the Montreal couple who, in life, gave so generously to the Mission.

We are grateful to **Great-West Life's** major gift of \$150,000, which will be directed towards high-priority needs like affordable housing for our city's most vulnerable citizens.

"For TD, a vibrant community inevitably requires access to safe and affordable housing; it is a fundamental need. Clients will now have access to a place where they feel at home, as well as tailored psychosocial support provided by the Mission's staff, both of which are crucial in breaking the cycle of chronic homelessness in our city."

SYLVIE DEMERS

Head, Quebec Region, Branch Banking,
TD Bank Group



Daniel, a veteran who occasionally visits the Old Brewery Mission to chat with staff and enjoy a warm meal

PREVENTING AND ENDING VETERAN HOMELESSNESS

According to the results of the I Count MTL 2015 census of Montreal's homeless population, **veterans account for 6% of the homeless population in our city**. To meet that need, we've been working closely with our partners to seek out and identify homeless and near-homeless veterans, so we can provide them with physical and mental health care, psychosocial support and permanent, subsidized housing adapted to their unique requirements.

In 2016-2017, 45 ex-servicemen and servicewomen relied on the Mission for survival.

Many of them suffer from post-traumatic stress disorder (PTSD), a mental illness often linked to exposure to traumatic events that involve death, the threat of death or serious injury.

To date, we have successfully housed four veterans and we plan to house at least 20 more in the upcoming year.

Together with our partners, our goal is to ensure homeless veterans get the specialized support they need to successfully reintegrate into community life.

MARCELLE AND JEAN COUTU PAVILION

Established in 2006, our Marcelle and Jean Coutu Pavilion remains Montreal's first grand-scale affordable housing initiative aimed at homeless men. Located in the heart of the Ville-Marie borough on the corner of Saint-Antoine Street and Saint-Laurent Boulevard, it's home to **30 previously homeless men** who benefit from psychosocial support, one-on-one counselling and various group activities in a safe, structured environment.

MAISON CLAUDE-LARAMÉE

Dedicated to preventing homelessness among men and women living with severe mental illness, Maison Claude-Laramée is among the first of its kind in Quebec.

This innovative nine-bed program is run in conjunction with the Douglas Mental Health University Institute at a convivial residential building in Verdun.

The program combines clinical expertise from the Douglas team with day-to-day counselling from Mission staff. By offering a stable, supportive and home-like environment, Maison Claude-Laramée enables many of our clients to return to a more integrated life within their communities.

To learn more about our housing initiatives, visit our website.

BECAUSE OF YOU

We were able to provide adapted physical and mental health care services to homeless men at our Saint-Laurent Campus, and for women, at our Patricia Mackenzie Pavilion. This was also made possible through tight collaboration with key partners in the public and community sectors.

We truly believe that if Joseph Alexandre DeSève, a key figure in Quebec's philanthropic landscape, were here today, he would have been proud to see his name on the building that houses many of our urban health initiatives. These programs help our city's most impoverished, marginalized citizens access the medical care they need to heal, regain their footing and, most of all, their dignity.

That's why we founded a new pavilion in his name. The J.A. DeSève Pavilion, part of our Saint-Laurent Campus, honours the **J.A. DeSève Foundation's** continued and compassionate support of our mission, and \$1 million pledge towards our Major Fundraising Campaign.



Marie Guétie, Nurse Clinician, CHUM, at her desk at the Old Brewery Mission's Walk-in Medical Clinic

Dr. Olivier Farmer, Head of the Department of Psychiatry at CHUM, pictured at our Saint-Laurent Campus



The SII multidisciplinary team in a planning session

GASTON'S STORY

ADAPTED MENTAL HEALTH SERVICES

Since its launch at our Saint-Laurent Campus in June 2013, the *Projet de réaffiliation en itinérance et santé mentale (PRISM Cogeco)*, in partnership with the CHUM, has served as an innovative model in the field of homelessness and mental health care. In the fall of 2015, the CHUM published an article highlighting its success, stating that in under two years, 103 participants out of 140 left homelessness behind in less than six weeks.

This year alone, we welcomed 90 homeless men for treatment at our Webster Pavilion. And with a success rate of 75%, the greater community is also benefitting.



THANKS TO YOU, GASTON ISN'T GIVING UP

Montreal's Villeray neighbourhood is where Gaston wants to live. He especially likes the tree-lined streets. But most importantly, it's where his mother resides. "She's getting older and, with her health problems, I want to be close to her," he says.

Like the hundreds of men who took part in the Mission's PRISM Cogeco program, Gaston suffers from a chronic mental health disorder—one that eventually took control of his life. He wound up alone on the street, homeless.

Before arriving at the Old Brewery Mission, Gaston was a successful restaurant owner, with a wife, a son and a comfortable home. He also says he didn't always surround himself with the right people, which made things more difficult when his mental health began to rapidly decline.

The Mission's PRISM Cogeco team began working with Gaston last winter, with the goal of finding an affordable apartment with as many of his preferred features as possible: for example, a closed bedroom, a balcony and a pet-friendly policy.

Gaston is thankful to the Mission and its network of partners, like the **CHUM, CSSS Jeanne-Mance** and **Diogène**, for helping him achieve stability and a sense of peace. Today, he looks forward to the future—and to signing a lease and settling into a new apartment.

PRISM COGECO AT A GLANCE

- Since 2013
- ... 18 beds for men at our Webster Pavilion
- ... Person-centred approach
- ... Six-week intensive program
- ... Onsite psychiatric, medical and psychosocial support
- ... A safe place to stay and three nutritious meals a day

In honour of **Cogeco's** \$600,000 leadership gift to our historic Major Fundraising Campaign, PRISM for men has been renamed PRISM Cogeco.



“I wanted to give up during my treatment but they kept telling me to be strong, to see it through. It was painful and difficult but I got through it thanks to the Mission.”

SYLVAIN
who no longer suffers from hepatitis C thanks to PASS. He now lives in his own apartment and volunteers regularly at the Mission.

DANIEL'S STORY

WALK-IN MEDICAL CLINIC

This year, **300 homeless men and women** received medical attention at our walk-in medical clinic for various health problems that would otherwise have been left untreated. Located just steps away from Café Mission Keurig®, the clinic is open weekdays from 8 a.m. to 4 p.m.

CURING HEPATITIS C

Successfully treating homeless people infected with hepatitis C is now possible, thanks to our *Projet d'accès aux soins de santé (PASS)*. Developed in partnership with CHUM, PASS ensures that homeless patients treated at the hospital for illnesses requiring close monitoring and rest are systematically transferred to the Mission.

This year, thanks to the initiative of **Dr. Pierre Lauzon**, we were successful in obtaining \$450 Perseverance Grants, made possible through donations from **ABBVie** and **Gilead Sciences Inc.**, for each patient who completed the program.

We are also thankful for **Merck Canada's** donation towards this innovative, life-saving program.

57% of patients who take part in our PASS treatment program successfully—and healthily—move on to stable housing.

PASS AT A GLANCE

- 14 beds for men at our Webster Pavilion
- ... Intensive medical treatment that can last up to 12 months
- ... A doctor and nurse from CHUM, two Mission counsellors
- ... Therapeutic activities, such as art and cooking workshops
- ... Psychosocial support and counselling

COMMUNITY OUTREACH & SUPPORT

A new multidisciplinary team of professionals overseen by the CHUM works onsite at the Mission as part of our new *Suivi intensif en itinérance (SII)* program. These dedicated experts provide close follow-up to more than 50 people in the community who are homeless or at risk of homelessness, and suffering from severe mental illness. Twelve beds are also dedicated to this program, ensuring close follow-up, stability and immediate access to adapted medical care.

Two Mission counsellors are an integral part of the team, bringing hands-on knowledge and best practices to Montreal's homeless community.



THANKS TO YOU, THE SEARCH FOR DANIEL CONTINUES

It's a typical work day for Sébastien Dussault, Mission counsellor with the SII team. Today, Sébastien will accompany Alexis Thibault, the CHUM psychiatry resident also assigned to the program, on his quest to find Daniel.

Alexis has been following Daniel for the past six weeks; he knows where to find him and when. It's 11 a.m. "We have to leave now, before he changes spots," Alexis says.

They make it to Place des Arts and find Daniel inside the complex. He's sitting on a bench, calmly reading a book. Alexis explains that Daniel prefers to be alone and doesn't like being in crowded places. The building's security guards also know Daniel and always let him sit and read his books—he doesn't bother anyone.

While one might expect to find a man of a certain age, with grey hair, loaded down with bags and maybe a cart of belongings picked up off the street, Daniel looks no older than 35 years old. Sporting a bushy beard and carrying a large duffel bag filled with his possessions, he looks more like a busy college student than someone living on the streets.

Alexis and Sébastien approach Daniel and introduce themselves. Despite their many recent conversations, Daniel doesn't recognize Alexis and seems taken aback that Alexis addresses him by name.

Daniel has been homeless for almost four years, but his mental illness began about 10 years ago while he was at university. After politely asking for Daniel's permission to sit next to him, Alexis and Sébastien mention some of the services that can help him. Daniel listens attentively before getting up and walking away, seemingly confused.

Daniel believes he's still a university student, that he has an apartment, and that he visits his family every evening. In reality, he sleeps outside in a corner behind a restaurant. He hasn't attended university in the past 10 years, and he's lost touch with his family and with the world around him.

"He lives in a parallel world," says Alexis. "He thinks that I'm the one with mental health issues."

A crucial aspect of Sébastien's and Alexis' outreach work includes helping chronically homeless people with mental health issues to recognize their illness. This may be easier said than done, and in more extreme cases such as Daniel's, it may be impossible. Sadly, living on the street can be a matter of life or death.

In a rare case such as this one, the SII team's next step is to apply for a court mandate whereby a judge will determine whether Daniel needs to be admitted to hospital for treatment. If the application is granted, Daniel will be placed under supervised treatment.

Once his mental state stabilizes, he can enter the Mission's SII program, where he will receive psychosocial and medical support, a safe bed to sleep in, and nutritious meals. Old Brewery Mission counsellors will assist him in his transition to stable housing and his reintegration into society.

Until then, the search for Daniel continues.

BECAUSE OF YOU

We were able to foster positive outcomes through our various partnerships while focusing on strengthening our ties with organizations and public institutions that directly impact the lives of homeless women and men in Montreal.



From left to right: François Boissy, Director General, La Maison du Père, Samuel Watts, CEO/Executive Director, Welcome Hall Mission, Matthew Pearce, President and CEO, Old Brewery Mission and Aubin Boudreau, Executive Director, Accueil Bonneau.

The photo was taken at Accueil Bonneau during a collaborative meeting between the four partner organizations.

WORKING TOGETHER: PROJET LOGEMENT MONTRÉAL

Projet Logement Montréal stems from an innovative partnership between the Old Brewery Mission, La Maison du Père, Welcome Hall Mission and Accueil Bonneau. Together, we aim to

provide homeless people with 250 new affordable housing units on the Island of Montreal by 2020.

So far, 219 affordable apartments are home to women and men who experienced chronic or episodic homelessness.

This year, we also made **4,447 individual home visits** to ensure the successful integration of clients into their new life.

And it's working: The project is in its second year of operation, and we're proud to report that **94% of clients remain housed.**



IMPROVING POLICE RELATIONS

On February 14—last Valentine's Day—dozens of police officers served supper to more than 400 homeless people at our Saint-Laurent Campus. The meal marked the beginning of a new, proactive approach to working with the **Service de police de la Ville de Montréal (SPVM)** to improve their relations with the homeless community.

For several months now, the SPVM has been drawing on our expertise to better educate its officers and adapt its responses to the realities of homelessness, including issues surrounding mental health. We provided police training about homelessness, and officers will continue to participate in periodic awareness initiatives and volunteer activities. Progress is monitored jointly through biannual meetings between our President and CEO, Matthew Pearce, and Chief of Police, Philippe Pichet.



MATTERS OF JUSTICE

The **Mobile Legal Clinic (MLC)** has been offering onsite legal support to our clients, twice a month and on-call, for the past two years.

This year, **204 clients** received help from the MLC's volunteers who include students from the law faculties of **McGill University**, the **Université de Montréal**, the **Université de Laval** and **Université du Québec à Montréal (UQAM)**. The volunteers are overseen by a dozen law professors and lawyers, all of whom are members of the Quebec Bar.

This dynamic partnership enables us to offer our clients access to comprehensive legal information, referrals and accompaniment. It also empowers homeless men and women to deal with their legal debts and other complex situations, putting them in a better position to reintegrate into society.

"The partnerships we've developed have taught me that true social change is possible when there is frank discussion of the issues and a common interest in finding solutions to end homelessness. Understanding the impact we have on each individual makes it possible to arrive at real and concrete collaborations."

ÉMILIE FORTIER
Director of Services, Saint-Laurent Campus
Old Brewery Mission



BECAUSE OF YOU

We were able to provide an unconditional welcome to 598 homeless women—including 332 first-time clients—at our Patricia Mackenzie Pavilion. Located in Montreal's Centre-Sud area, the pavilion is a hub of women's programs and services. Each woman can benefit from the support of a counsellor, three nutritious meals a day and access to myriad resources in the community. For many, it's the beginning of a healing journey.


INVISIBLE NO MORE: WOMEN AND HOMELESSNESS

On March 8—International Women's Day—an open letter written by Florence Portes, Director of Women's Services, was published in both official languages in several newspapers, including the Montreal Gazette and Le Huffington Post Quebec. The letter put a spotlight on the need to provide tailored solutions for homeless women.



"Providing shelter to homeless women isn't a solution. It's only part of the solution. We must support them in permanently escaping the hellish downward spiral of homelessness and reclaiming their rightful place in our community. This isn't wishful thinking; it's our vision—not only on International Women's Day, but every day... Our recent experience has shown us that when we use the right tools and work together with our partners, not only can we achieve our goals, we can surpass them."

FLORENCE PORTES
Director, Women's Services,
Old Brewery Mission



"Here, we aren't isolated or alone. There's a sense of community and collaboration among the staff, the women who are going through similar experiences and other professionals in the community; it opens up a whole new world of possibilities."

HÉLÈNE LEMAY
participant in Les voisines,
now living in her own apartment

A PERSON-CENTRED APPROACH

Women transitioning out of homelessness can stay at the Patricia Mackenzie Pavilion in a sensibly furnished, semi-private space while gradually preparing—both financially and psychologically—for a more autonomous life outside the Mission.

This year, 112 women took part in our Étape+ program—up from 85 in 2015-2016.

They benefitted from individual counselling, nutritious meals and access to a network of resources in the community, all in a structured, safe environment.

TRANSITIONING OFF THE STREET WITH LES VOISINES

The fourth floor of the Patricia Mackenzie Pavilion was transformed into a spacious apartment, thoughtfully decorated with objects and furniture found by our Director of Women's Services, Florence Portes, and her dedicated staff. Les voisines helps homeless women reacquire themselves with essential life skills and rediscover who they were before life on the streets.

This year, 31 women took part in our Les voisines transition program.

Each woman pays rent based on a percentage of her income and benefits from a private or semi-private room.

She also shares a fully equipped modern kitchen, living room, and laundry and bathroom facilities with her roommates. The atmosphere is friendly and relaxed; a counsellor acts as a life coach and supports each woman on her journey toward self-reliance.

With an 85% success rate, we hope to increase the scale of Les voisines and help even more women claim their rightful place in society.

MISSION
OLD BREWERY
PATRICIA MACKENZIE PAVILION



PARISE'S STORY

ADAPTED MENTAL HEALTH CARE FOR HOMELESS WOMEN

For homeless women suffering from severe mental illness and who have been stuck in the revolving door of emergency shelters for years—or even decades—PRISM is a veritable godsend.

This year, **48 homeless women** with persistent, serious mental health problems benefitted from specialized services delivered by a multidisciplinary team of professionals, onsite at our Patricia Mackenzie Pavilion.

Of these women, 35 successfully moved on to stable housing in the community.

We wish to thank the **Echo Foundation** for its \$500,000 leadership gift to our Major Fundraising Campaign, which has a direct impact on the mental and physical well-being of homeless women in Montreal.



Parise (left) chats with Nathalie Ménard, social worker from the CHUM at the Patricia Mackenzie Pavilion

PRISM FOR WOMEN AT A GLANCE

- 15 beds for women at our Patricia Mackenzie Pavilion (up from 10 in 2015)
- ...
- Person-centred approach
- ...
- Six-week intensive program
- ...
- Onsite psychiatric, medical and psychosocial support
- ...
- A safe place to stay and three nutritious meals a day

THANKS TO YOU, PARISE IS RECLAIMING HER LIFE

At 43, Parise is ready for a change. After earning a good living as a legal assistant in some of Montreal's most respected law offices for the last 20 years, she's planning to embark on a new career.

"I'd like to do something creative, but also something that gives people joy, like hairdressing," she says. "People are happy when they walk out of a salon—at least, we hope so!" she jokes.

But first, Parise must plan the move into her new apartment, having just signed a lease. It shouldn't take her too long; she doesn't own many things.

"I used to have a lot of nice clothes," says Parise. She describes a quality raincoat purchased at Simons several years back, now tattered and weathered by the elements. "But those things don't matter."

After many years struggling to stabilize her mental health—without any family support—and eventually living on the streets, Parise is clear about where her focus lies today: on healing. She credits the Old Brewery Mission's *Projet de réaffiliation en itinérance et santé mentale* (PRISM) program, in partnership with the CHUM, for her newfound stability and outlook on life.

According to Nathalie Ménard, social worker from the CHUM at the Mission, working out of the Patricia Mackenzie Pavilion makes all the difference for women like Parise. Most homeless women with chronic mental health problems are skeptical of hospitals and of institutions in general, making it impossible for health professionals to effectively follow through with treatment.

"With PRISM, we meet them where they live, where they feel most comfortable and safe," says Nathalie. "The approach is informal and it works."

In Nathalie's words, the program's success hinges on a strong collaboration with outreach professionals, psychiatrists and other community organizations working together to ensure that people like Parise get the help they need to reclaim their lives. "We each hold a key to a specific door," says Nathalie. "Together, our keys can open up many doors."

To learn more about our Women's Services, visit our website.

WOMEN'S HOUSING IN THE COMMUNITY



This year, 17 homeless women were able to move into their own apartments in a Montreal neighbourhood of their choice, thanks to *Les voisines dans la communauté*, an affordable housing initiative inspired by the successful "Housing First" model.

Through *Les voisines dans la communauté*, each woman receives:

- A budget of \$2,000 to purchase new furniture for her apartment
- A monthly rent subsidy of \$300

Together with our partners, **CACTUS Montréal**, **Diogène**, **Plein milieu** and **La Maison Dominique**, we work to provide ongoing psychosocial support, counselling, activities and follow-up to ensure these women fully integrate into the community.

Although the program is currently funded by the federal government's Homelessness Partnering Strategy, we must ensure that previously homeless women remain housed once funding ends in 2019, either by staying in their current rent-subsidized apartment or relocating to another one. The alternative—returning to an unstable housing situation because they can't afford rent—is not an option.

INSPIRING GENEROSITY

In a remarkable act of kindness, **Marie-Josée Coutu**, President of the **Marcelle and Jean Coutu Foundation**, offered to take part in a renewed vision of our Women's Services and agreed to cover the purchase of a new residential building in the heart of the beautiful Plateau neighbourhood. Because of her inspiring generosity and compassion, we will be able to comfortably house 10 homeless women.

This new home, which is part of our *Les voisines dans la communauté* housing program, opens in January 2018.

WHEN WOMEN STAND TOGETHER

During lunchtime on March 1, the Patricia Mackenzie Pavilion was among eight other local women's organizations to share hot soup, coffee and cupcakes outside Place des Arts in support of *Soupe pour elles*, a community movement organized by Gaz Métro to help women in need.

Spearheaded by Sophie Brochu, President and CEO of Gaz Métro, *Soupe pour elles* gained support from several major corporate and community partners, raising a grand total of \$231,491 for the cause.

A notable fact: some 380 people contributed in raising nearly \$38,000 on the new Quebec crowdfunding platform *La Ruche*, showing the power of social media to raise both awareness and funds.

All proceeds were equally distributed to Le Chaînon, Auberge Madeleine, Maison Passages, Patricia Mackenzie Pavilion, Maison Marguerite, Chez Doris, La rue des femmes, Logis Rose-Virginie and La Dauphinelle.



PROMOTING SOCIAL INCLUSION THROUGH ART AND RECREATION

The 29 female residents of the **Lise Watier Pavilion**, an apartment building facing the lively Maisonneuve Market in the Mercier-Hochelaga-Maisonneuve borough, had a busy, fun-filled year. They participated in a variety of activities, including outdoor gardening, cooking workshops, yoga, and various outings to local schools and even a sugar shack—thanks to many civic-minded Montrealers, including Executive Chef at Auberge Saint-Gabriel **Ola Claesson** and his colleague, fellow chef **Nongyao Truadmakkha**, yoga instructor **Kristin Wittig**, and the team from **Sentier Urbain**.

This year, our Women's Services team joined forces with members of the Dance Department from **UQAM** to provide

weekly dance workshops aimed at promoting a deeper sense of well-being, social inclusion and reintegration.

Eight participants, all residents of the Lise Watier Pavilion, enjoyed lessons from dance professors, **Sylvie Fortin** and **Sylvie Trudelle**, as well as from **Élyse Hardy**, certified educator in the Feldenkrais Method® of somatic education. This activity uses gentle movement and directed attention to help women learn new and effective ways of living the life they want.

This dynamic partnership will continue over the next two years, which is exciting news for the eight participants who are keen to start up again in September 2017.



BECAUSE OF YOU

We were able to provide our clients with psychosocial support services, one-on-one counselling and increased access to vital resources in the community to help them rebuild their lives.

“The exemplary work of the Old Brewery Mission motivates us to get involved and contribute to the wellbeing of our society. (Their mission) resonates deeply with our corporate values of being close to the community and we are convinced that, through its ongoing programs and services, the Mission will help put an end to homelessness.”

L. JACQUES MÉNARD
President of BMO Financial Group, Québec,
and Chairman of the Board of BMO Nesbitt Burns

We are very grateful for **BMO Financial Group's** generous donation of \$500,000 in support of our mission to end chronic homelessness in Montreal.

HOMELESS FOR THE FIRST TIME: ACCUEIL PROGRAM

This year, we welcomed **649 men** experiencing homelessness for the first time into our Accueil program—up from 509 in 2015-2016—where individual support from a counsellor and a safe, welcoming environment foster positive outcomes. Of these men, **60% quickly moved on to stable housing** or accessed resources in the community that enabled them to quickly regain their autonomy. The other 40% continue to benefit from our various transition programs.

The program currently accommodates 44 people at a time.

TRAVELLING SAFELY FROM ONE RESOURCE TO ANOTHER

The Mission's shuttle service, offered in collaboration with the **City of Montreal** and the **federal government**, is at the heart of our Emergency Services, especially in the winter. A driver and a Mission worker travel the streets of Montreal between 2 p.m. and 3 a.m. every day, inviting homeless men and women to be transported to resources in the city that will ensure their safety for the night.

During the winter season alone, our shuttle services provided **4,259 safe rides to homeless people**, enabling them to access much needed resources in the community.

“At Keurig, we use the power of business to help build a better world. We are very proud to renew our partnership with the Old Brewery Mission for the next three years. It's our way of continuing to do our part to add a bit of comfort in the day-to-day lives of Montrealers who use the Mission's services.”

STÉPHANE GLORIEUX
President of Keurig Canada

TRANSITIONING OFF THE STREET

Since the creation of Étape for homeless men in 2014, a total of **1,162 people experiencing chronic homelessness** received the counselling and support they needed to overcome years of instability and trauma. The program welcomes 72 men at a time, up from 53 in 2015-2016, and employs a team of professionals who knows that small, positive steps count.

Of the participants, 54% successfully transitioned to stable housing or other resources in the community, while the remainder moved on to our other transition programs.

RELAIS: BREAKING THE CYCLE OF CHRONIC HOMELESSNESS

While our team was successful in drawing **213 chronically homeless people** into the Le Relais transition program, we're most proud of our many breakthroughs with the public health care system.

This year, we continued to strengthen our partnership with the **Centre intégré universitaire de santé et de services sociaux (CIUSSS) du Centre-Sud-de-l'Île-de-Montréal**, which includes the **Équipe itinérance du Centre de santé et de services sociaux Jeanne-Mance**, so we could better reach vulnerable, chronically homeless individuals. These men and women are often reluctant to get help for their debilitating health problems, cognitive issues and dependencies.

TEAMING UP WITH KEURIG CANADA TO “BREW A BETTER WORLD”

This year, Café Mission Keurig® is where the lives of over **300 people experiencing chronic homelessness** were transformed for the better, also thanks to the joint efforts of our team members and partners, including the Montreal Police Department's **Équipe mobile de référence et d'intervention en itinérance**.

We recently changed the name of our Internet-style coffee house to Café Mission Keurig®, in recognition of **Keurig Canada's** ongoing commitment to provide free coffee to the hundreds of homeless men and women who make their way daily to this welcoming spot.

BECAUSE OF YOU

This was a remarkable year for the Mission–McGill Research Department. Based on our findings, several articles were published, highlighting key data that are currently being used to determine how best to invest funds—from both public and private sectors—into programs that aim to end homelessness in Montreal, as well as across Canada.



A NEW COLLABORATOR

In the spring of 2016, we officially welcomed **Dr. Katherine Maurer**, a McGill professor of social work, as the research team's principal investigator.

ONGOING PROJECTS

The next phase of the research project called *Moving In or Moving On?* aims to examine people's experiences in the Mission's affordable housing programs by looking at their socioeconomic and health status. It also explores various other personal characteristics at the time of entry into the program and at regular 12-month intervals to determine improvement over a six-year period. Results will be compared with characteristics among transitional program participants to see whether they experience similar improvements over time.

Phase I of the Patricia Mackenzie Pavilion research project resulted in 35 interviews with women experiencing homelessness. We have already begun analyzing the administrative data that has been collected so far.



Mireille Guerrier (left), research associate and Marie-Christine Boulianne, research coordinator at the Mission

Papers submitted:

- *Ageing and Homelessness – A Forecast*
- *Using Homeless Management Information Systems (HMIS) to Predict Departures for Stable Housing*
- *Homelessness Duration Typologies: Testing the Power of Baseline Characteristics to Predict Chronic, Episodic, and Temporary Homelessness*
- *Initial Descriptive Statistics: Patricia Mackenzie Pavilion*

Journal articles published:

- *Patterns of Shelter Use Among Men New to Homelessness in Later Life: Duration of Stay and Psychosocial Factors Related to Departure.* Journal of Applied Gerontology
- *What Leads to Homeless Shelter Re-entry? An Exploration of the Psychosocial, Health, Contextual and Demographic Factors.* Canadian Journal of Public Health

Conferences:

- Canadian Housing and Renewal Association Congress 2016
- Canadian Alliance to End Homelessness Conference 2016

Our Research Department was also invited to present at:

- 85^e Congrès de l'Acfas (Montreal, QC)
- 2nd Annual Homelessness Data Sharing Initiative (Calgary, AB)
- Public Health 2017 Conference (Halifax, NS)
- Society for the Study of Social Problems 67th Annual Meeting (Montreal, QC)

"In order to improve services for homeless men and women, we first need a better understanding of what they've been through and what they deal with every day. Using rigorous research and analysis methods, the Mission's research team produces insightful results as part of a comprehensive strategy for achieving our ultimate goal, which is to put an end to homelessness."

GEORGES OHANA
Director of Housing, Urban Health and Research
Old Brewery Mission

BECAUSE YOU GOT INVOLVED

GOLFING FOR GOOD

One hundred Montreal businesswomen and men joined us and **The Tenaquip Foundation** to take part in the 13th Annual Ken Reed Golf Tournament, held Monday August 1, 2016 at the Beaconsfield Golf Club in Pointe-Claire.

Thanks to the volunteer efforts of **Jim Wilson**, Chair of the Organizing Committee, as well as to **Elliott Brott**, **Paul Fischlin**, **Michael Owston**, **Stephane Legault** and **James S. Ross**, the event raised \$210,000 in support of the Old Brewery Mission.

We also wish to thank the following donors for their generosity: **Wallace Denver**, **The Masonic Foundation of Quebec**, **CN**, the **Mitzi & Mel Dobrin Family Foundation**, **Gladstone Investment Corporation**, **Ronald E. Lawless**, **The Gustav Levinschi Foundation**, **Xeno & Jill Martis**, **Reitmans Canada Limited**, the **Zakuta Family Foundation** and **Michel Boucher**.



"My husband (Ken Reed) would often mention seeing the many men lined up at the Old Brewery Mission. This was quite a few years before he started his own business out of the basement of our home. Ken never forgot these men and this is why so many years later it is important for The Tenaquip Foundation to support the Old Brewery Mission."



"I was deeply touched and inspired by my experience at the Old Brewery Mission. While it feels good to serve hundreds of meals with my colleagues to people in need, the Mission's work goes beyond that—it's about rebuilding people's lives and restoring dignity."

JULIEN MASSON
Operations Manager at PMT who took part twice in the Supper Experience

THE SUPPER EXPERIENCE

A new inspiring video that shows how homeless people's lives can be transformed through the kindness of others is now available. The three-minute video was created by Montreal-based advertising production company, **Quartier Général**, in collaboration with post-production company **PMT**. Directed by **Patricia Beaulieu**, it showcases the Supper Experience, a hands-on fundraising program.

In 2016-2017, nearly 840 people volunteered their time to serve supper at our Saint-Laurent Campus and contributed to raising \$145,647 for the Mission.

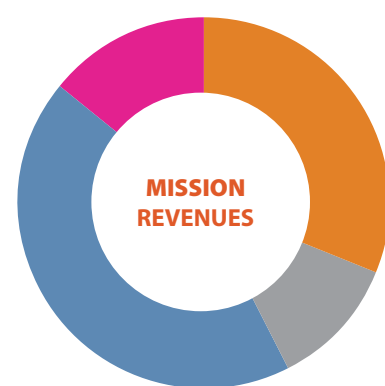
A heartfelt thank you to the production team who all contributed on a voluntary basis.

See the video on our website and book your Supper Experience today!



Sébastien Dussault, Mission counsellor part of the SII Team, with Alexis Thibault, CHUM Psychiatry Resident assigned to SII, searching for Daniel (see story on page 12).

2016-2017 REVENUES AND EXPENSES



Donations from the Foundation¹
\$3,370,977

Donations from individuals, corporations and organization
\$1,214,364

Government funding
\$4,691,980

Other revenue
\$1,499,443

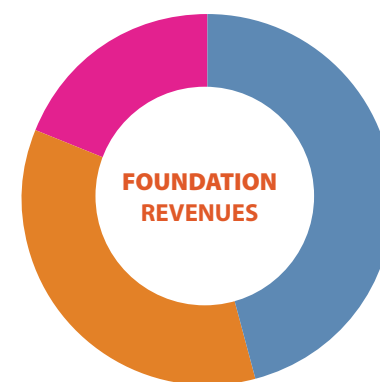
Total revenues:
\$10,776,764



Programs and Services
\$9,566,405

Administration and Management
\$1,208,775

Total expenses:
\$10,775,180

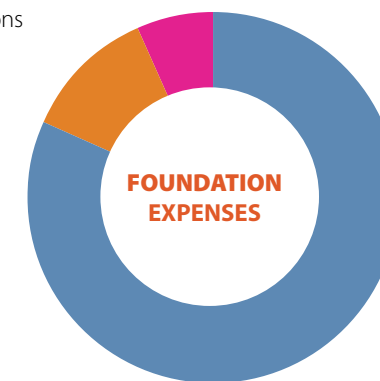


Donations from other philanthropic organizations
\$3,264,920

Donations from individuals, corporations and organizations
\$2,510,619

Net revenues from investments
\$1,344,452

Total revenues:
\$7,119,991



Donations to the Mission¹
\$4,750,000

Fundraising programs
\$680,168

Administration and management
\$375,255

Total expenses:
\$5,805,423

Amounts indicated include the following organizations: Old Brewery Mission, Patricia Mackenzie Pavilion and Maison Roger Beaulieu.

Note 1: The difference of \$1,379,023 regarding the donation made by the Foundation to the Mission (\$4,750,000 minus \$3,370,977) is the portion of the donation, capitalized in the Mission's books, used for the purchase of fixed assets (truck) and building enhancements. The same amount is also recorded under the Foundation's revenues raised from private sources.

ANNUAL DONORS

The support of our loyal donors is what allows the Old Brewery Mission to continue to evolve. We are extremely grateful to you.

LEADER

\$500,000–\$999,999

Marcelle & Jean Coutu Foundation
VF Imagewear Canada Inc.

AMBASSADOR

\$20,000–\$99,999

Boulangerie Lanthier Ltée
Franklands Foundation
Gaz Métro
George Hogg Family Foundation
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The CSL Group Inc.
The J.W. McConnell Family Foundation
The Tenaquip Foundation
Marc Thériault

PARTNER

\$5,000–\$19,999

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CN Employees' and Pensioners' Community Fund
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Les Centres d'Achats Beauward Ltée
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Beverly A. Robert
Royal Canadian Legion, Quebec
Command - Branch 68

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Mabel Wilmut
Joseph Wilson
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Simon Young
Zakuta Family Foundation

FRIEND

\$1,000–\$1,999

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9268294 Canada Inc
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Allegis Group Foundation
Anbec Construction
Giuseppe Antonucci
Douglas Balmer
Franca Baratta (in memory of David Hall)
Grant Barclay
Elizabeth Barron (1924-2016)
Pierre Béland
BioService Montreal Inc.
Nathalie Bissonnette
Peter Blaikie
Fabien Bonnet, family & friends
Martin Boodman
David Bowman
Morris Browman
C.H. Robinson
Gilles Cayouette
Cirtcele-Tronic
Sophie-Dorothee Clas
Eve Collins
Susan Colton
Charles Coulson
Élise Crépault
Neil Cunningham
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Louise Davies
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Adrien P. Desautels
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Marc Djokic
Ghislaine G. Dupret
Duro Dyne Canada Inc.
Enfin Sports Mode inc.
Daryl Erickson
Esber Holdings Inc.
Fillles de la sagesse du Canada
Fondation Phila
Michael M. Fortier
Franca Ciambella, her family and friends
Roberto Francescato
A. Scott Fraser
Mark W. Gallop
Stephen Gaty
Carl Gauvreau
Gestion Donolo Inc.
Gewurz Family Foundation
William Gregory
Groupe Park Avenue inc.
Groupement des assureurs automobiles
Gary Guidry
Marcel Guilbault

Bob Habib
Russell M. Halyk (1931-2017)
Reginald G. Herman
Walter Heuser
Ingrid Hings
John M. Hofer
Howick Foundation
Institute for Christian Communities
IO Solutions
Joan F. Ivory
Marc L. Jacqmin
Philip & Judy Johnston
Jean Joly
Maral Kanadjian
Martin Kilmartin
Jack Kornblatt
Guy Laframboise
André Lajeunesse
Charles F. Lasnier
Ronald E. Lawless (1924-2017)
Claudette Leboeuf
Eric Lefebvre
Les Midis Santé
Mark Levy
Elizabeth A. Lewis
Caroline Longtin
Auriel Manolson
Manulife Financial
Marchand, Fairchild, Blais Financial Services Inc.
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Mike & Valeria Rosenbloom Foundation
Mitzi & Mel Dobrin Family Foundation
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Rotary Club of Old Montreal
Roxboro Excavation inc.
Royal Canadian Legion, Quebec
Command - Branches 29, 91, 115, 251
John Ruggieri
John Ryan
Bernard Samson
St. Lambert United Church
St. Michael's Finnish Evangelical Lutheran Church
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SweetIQ
Matt Tapley

Jean-Louis Tassé
A. Scott Taylor
Miriam H. Tees
TEKsystems
The Ansari Family (in memory of Toumaj Ansari)
The Côté Sharp Family Foundation
John Thode
Marc Trotter
Daniel Urbas
Rudy Van Soest
Victoria Park
Walker Glass Co. Ltd.
Nicholas Wardropper
Weir Marine Engineering
Christopher J. Winn
Davinia Withington

We wholeheartedly thank the 6,000 individuals and organizations who have helped support the Old Brewery Mission in 2016-2017, not all of whom are listed here.

Special thanks go out to our anonymous donors.

FEDERAL, PROVINCIAL AND MUNICIPAL GOVERNMENTS: KEY PARTNERS

We would like to thank our government partners for their invaluable support. Funding in 2016-2017 was primarily provided by the Ministère de la Santé et des services sociaux du Québec, the Société d'habitation du Québec, the Douglas Mental Health University Institute, Service Canada, the Société d'habitation et de développement de Montréal, and the City of Montreal.

"It's truly heartwarming to see the remarkable generosity and commitment of our most loyal donors, many of whom have been giving to the Mission for 10 and even 20 years. Their compassion towards Montreal's homeless men and women is inspiring—we owe it to these donors to end homelessness once and for all in our city."

KIM NGUYEN

Director of Development at the Old Brewery Mission, pictured with Jean Coutu at a press conference in September 2016.

LEGACY GIVING

We all hope to be a catalyst for positive change during our lifetime, to leave the world in a better place than how we found it, and to have a lasting impact once we are gone. This is how you will be remembered, and how your legacy will live on.

For over 130 years, together with Montrealers just like you, we have stood up to defend our city's most vulnerable individuals. As a donor, you have offered new hope and opportunity, and generously supported all peoples' rights to dignified treatment, to respect, and to the necessary tools to chart a new path.

On behalf of all the members of our board, our staff and volunteers, and most importantly our clients, we extend a genuine thank you to the individuals below who have given a legacy gift.

There is truly no gift that carries greater meaning.

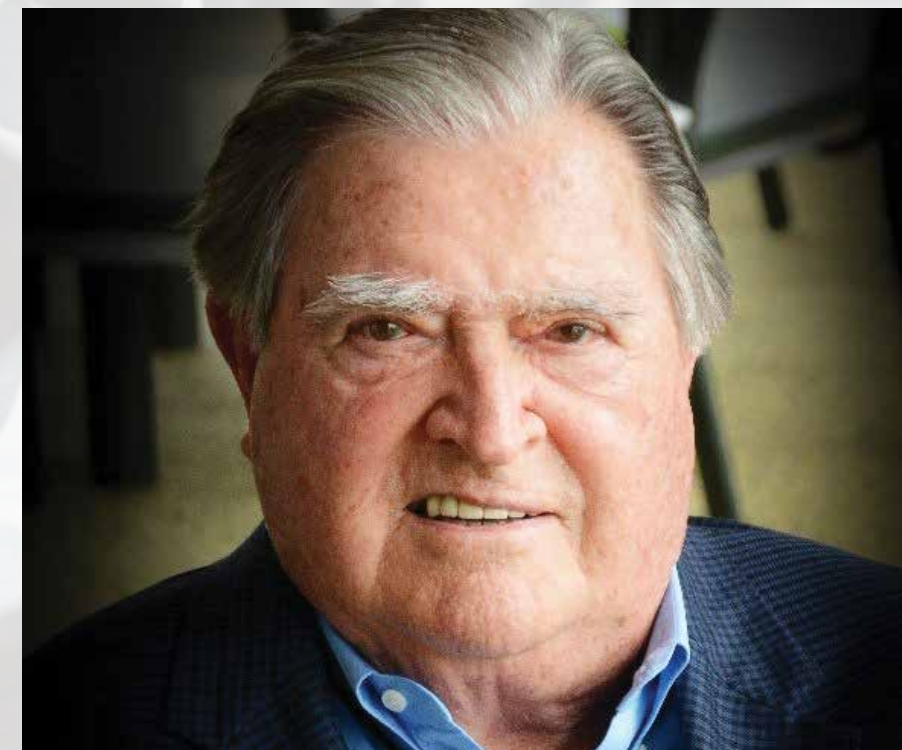
"For the past nine years I have seen first-hand the determination and resolve of our clients to believe in themselves and to succeed. I have witnessed the skills, patience and remarkable commitment of our dedicated staff and volunteers to innovate, challenge the status quo and spearhead a movement to see the end of chronic homelessness in our city. And the movement is growing. That is why I'm making a legacy gift to the Old Brewery Mission. It's a very special feeling."

MATTHEW PEARCE
President and CEO of the Old Brewery Mission

Estate of Diane Bélanger
Estate of Elizabeth Greenaway
Estate of Émile Hébert
Estate of George J. Comrie
Estate of Gwladys Pilsworth
Estate of Hélène Cooper
Estate of Jose Augusto Dos Santos
Estate of Marie-Marthe Hectorine Allard
Estate of Otis Daley
Estate of Ruth King

E-L Alan Webster Realmont Foundation
Jacqueline Lallemand Trust
Dorothy Sutherland

A TRIBUTE TO RONALD E. LAWLESS



"Our goal today is to eradicate chronic homelessness, and we see that goal on the horizon. We need the support of governments, charitable foundations and citizens at large to forge the partnerships with our community that are necessary to achieve that goal."

RONALD E. LAWLESS
In his foreward to *Soup to Self-Sufficiency* (Old Brewery Mission 2014)

It is with immense sadness that we announce the recent passing of a remarkable man, Mr. Ronald E. Lawless, former president of CN and Via Rail, Member of the Order of Canada and an active member of the Old Brewery Mission's board of directors since 1989—notably as Chair, then for the past eight years, as Chair Emeritus.

A decisive visionary with a tremendous heart, Mr. Lawless was one of the first to declare with absolute certainty that putting an end to homelessness was not a dream but a possibility.

He was an inspirational leader, a businessman and pioneer whose kindness and generosity will always be remembered.

Our heartfelt condolences go out to his family, friends and loved ones.

In lieu of flowers, the family has asked that memorial contributions be made to the Old Brewery Mission, an organization and a cause that he held very close to his heart. We are ever so grateful for their generous gesture.

The 2016-2017 Impact Report would not be possible without the unwavering dedication of our employees: nearly 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 express our heartfelt gratitude for their extraordinary work and commitment to restoring dignity and ending chronic homelessness in our city.

THE 2016-2017 IMPACT REPORT IS PRODUCED BY THE COMMUNICATIONS & DEVELOPMENT TEAM

Melissa Bellerose
Director of Communications & Public Affairs

David Leduc
Executive Director of Development – Major Gifts

Kim Nguyen
Director of Development – Annual Gifts & Planned Giving

WITH THE SUPPORT OF

Mylène Filiatrault
Special Projects & Fundraising Initiatives Officer

Anne Guay
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Ellen Luu
Officer – Information Systems & Campaigns

Mickie Mancini
Executive Assistant

Paula Van Den Bosch
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