

## FROM THE DESK OF

Now that we are into 2019, I can share a couple exciting updates and introduce some new faces!

First, we have found our new Director of Fundraising and Communications, Carmen Boyko. Carmen began work on May 1st, even before arriving from Alberta. The overall goal of this position is to create stability and sustainability for our present programs and allow us to add new much-needed services. Carmen is busy creating the fundraising strategy to help us get there.

Dr. Margaret Casey, previously with the North End Health Clinic, has joined our Board to lead the new Advocacy Committee; helping us give voice to the issues faced by those we serve. Additionally, Beth Wallace, a Social Worker completing a 700 hour placement is helping us research and make decisions around what our Outreach Program needs to do.

To accommodate our growth, we need to make changes to the building. After trying to shoe-horn in a bit more office space, and squeezing in more program space, we realized we need to turn it all upside-down! We are now planning to put all client services on the main level for complete accessibility, creating the nicest areas, moving the offices downstairs.

And it's already time to start planning for the Annual Mission Breakfast, starting with selecting a keynote speaker. Wonder who we'll have this year ....

Stay tuned!

Sandra Nicolas  
Executive Director

## Thank you Bell Aliant!



The Nova Scotia-based IT team of Bell Aliant learned that the Brunswick Street Mission had a specific, immediate need for the people that it serves; new underwear.

Bell Aliant raised \$1,420 and after reaching out to Stanfield's Ltd., who generously offered a discount as well as to match the Bell Aliant purchase, approximately 650 pairs of NEW Stanfield's quality underwear were received.

"People are grateful for used clothing but no one should have to wear used underpants."

**Bell Aliant** STANFIELD'S



**BRUNSWICK STREET  
MISSION**

Newsletter  
Spring 2019

2107 Brunswick Street  
Halifax, NS. B3K 2Y4

T: 1-902-423-4605

[www.brunswickstreetmission.org](http://www.brunswickstreetmission.org)



The Brunswick Street Mission seeks to inspire a better quality of life through a ministry of care that addresses physical, emotional, practical and spiritual needs for those experiencing poverty.

Our Vision is to inspire hope, dignity and a better quality of life.

## OUTREACH PROGRAM

Over the past month we have been working on creating a decision making tool to help determine what an outreach program might look like for the Mission; what would change or what would a new program look like.

A community survey, of various organizations about their programming, is underway. So far it is clear that these organizations are dealing with the same issues; homelessness, addictions, food security, housing and mental health. It is also important to note that these programs align with the mission of each of the organizations, and that many programs have evolved organically to fit community needs.

During the survey we also learned that it is easy to track the number of people who access services but not their circumstances or the impact these services can have on their lives.

The survey is now being modified for additional meetings with organizations that offer financial support for vulnerable populations, work similar to the Benevolent Program.

All survey responses will be analyzed and a final recommendation on the outreach program will be brought forward.

*The Outreach Program research is being conducted by Beth, a social work student from Dalhousie completing her placement at the Mission. Beth has previous research experience in the non-profit sector.*



## FUNDRAISING AND COMMUNICATIONS

My name is Carmen Boyko and I'm excited to be joining the Brunswick Street Mission family. I have moved back home to Nova Scotia from Edmonton, Alberta and bring over 20 years of fundraising, communications and volunteer management experience to BSM.

As Sandra mentioned I have already begun work on many aspects of the fundraising strategy for BSM including a new fundraising plan and connecting with donors and supporters. I look forward to helping us find sustainability for our programs and funding for our renovation plans.

I will also create a communications plan, renewing our social media activity and updating our website and digital presence. My overall goal is to increase the number of people who know about and support BSM, our programs and services.

Carmen can be reached at  
[bsm.comm@eastlink.ca](mailto:bsm.comm@eastlink.ca)