



Brunswick  
Street  
Mission



2026 MISSION BREAKFAST  
SPONSORSHIP  
OPPORTUNITIES

20TH ANNUAL

# MISSION BREAKFAST

Since 2006, the Mission Breakfast Fundraiser has welcomed keynote speakers from a variety of backgrounds. Each has expressed in their own way the importance of Brunswick Street Mission to combat the effects of poverty in Halifax.

## 2026 Keynote Speaker: **DR. EL JONES**

This year's Mission Breakfast Fundraiser is from 7:30am to 9:00am on **Wednesday, October 14, 2026** at Pier 21.

We anticipate welcoming over 300 guests for an amazing buffet breakfast, messages from local influential politicians, clients, and a challenging yet encouraging keynote address from Doctor El Jones.

This event is your opportunity to learn about the impact Brunswick Street Mission has on our community while networking with like-minded individuals, government, and business leaders.

You're invited to participate through a corporate sponsorship. Sponsoring our event raises your profile in the community as an organization who supports those experiencing poverty in Halifax.

**See page 6 for sponsorship opportunities.**

Tickets are available at [missionbreakfast.ca](https://missionbreakfast.ca).





2026 KEYNOTE SPEAKER

# DR. EL JONES

Author, poet, journalist, educator, and advocate. Dr. El Jones is all these things and more, an outspoken activist, thinker and writer whose strengths converge in her spoken word performances.

A respected poet, Dr. Jones was two-time National Slam champion in 2007 and 2008, Poet Laureate of Halifax in 2013-2015, resident of the International Writing Program at University of Iowa in 2015, and poet in residence at University of Toronto Scarborough in 2021.

What defines her achievements is a commitment to activism and community advocacy to highlight inequities and redress injustices. The recognition of her performances, teaching and political commitment testifies to the exceptional influence she has exercised during the Black Lives Matter movement and the expansion of Black scholarship in Canadian academia.

Currently an Assistant Professor in the Department of Political and Canadian Studies at Mount Saint Vincent University, Dr. Jones has taught at Dalhousie University, Nova Scotia Community College, and Saint Mary's University.

In 2017-19, she was appointed to the 15th Nancy's Chair in Women's Studies, an illustrious position in feminist studies.

# SPONSORSHIP OPPORTUNITIES

Please contact Matt Kok at (902) 292-6187 or matt@brunswickstreetmission.org.

## PRESENTING SPONSOR \$10,000

One Presenting Sponsor for event

- Presenting Sponsor recognition on all marketing materials including event website
- Video greeting presented during event
- Your name or company name promoted from podium and on slideshow during event
- Company banner displayed on stage during event
- Recognition during program
- 2 tables at Mission Breakfast

## GOLD SPONSOR \$5,000

- Gold Sponsor recognition on all marketing materials including event website
- Your name or company name promoted from podium and on slideshow during event
- Company banner on display in foyer of event
- Recognition during program
- 1 table at Mission Breakfast

## SILVER SPONSOR \$2,500

- Your name or company name published on social media posts and event website
- Your name or company name promoted on slideshow during event
- Recognition during program
- 5 tickets for Mission Breakfast

## BRONZE SPONSOR \$1,000

- Your name or company name promoted on social media and on slideshow during event
- 2 tickets for Mission Breakfast



## 2025 SPONSORS

- Nova Scotia Power
- RBC Wealth Management
- Dominion Securities
- PSA Halifax
- Turner Drake & Partners Ltd.
- RKO Steel
- Maritime Paper Products
- Gordon Food Service Atlantic
- Midland Transportation
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# OUR MISSION

To combat the causes and effects of poverty by offering the community programming, resources, and advocacy to help people achieve well-being.

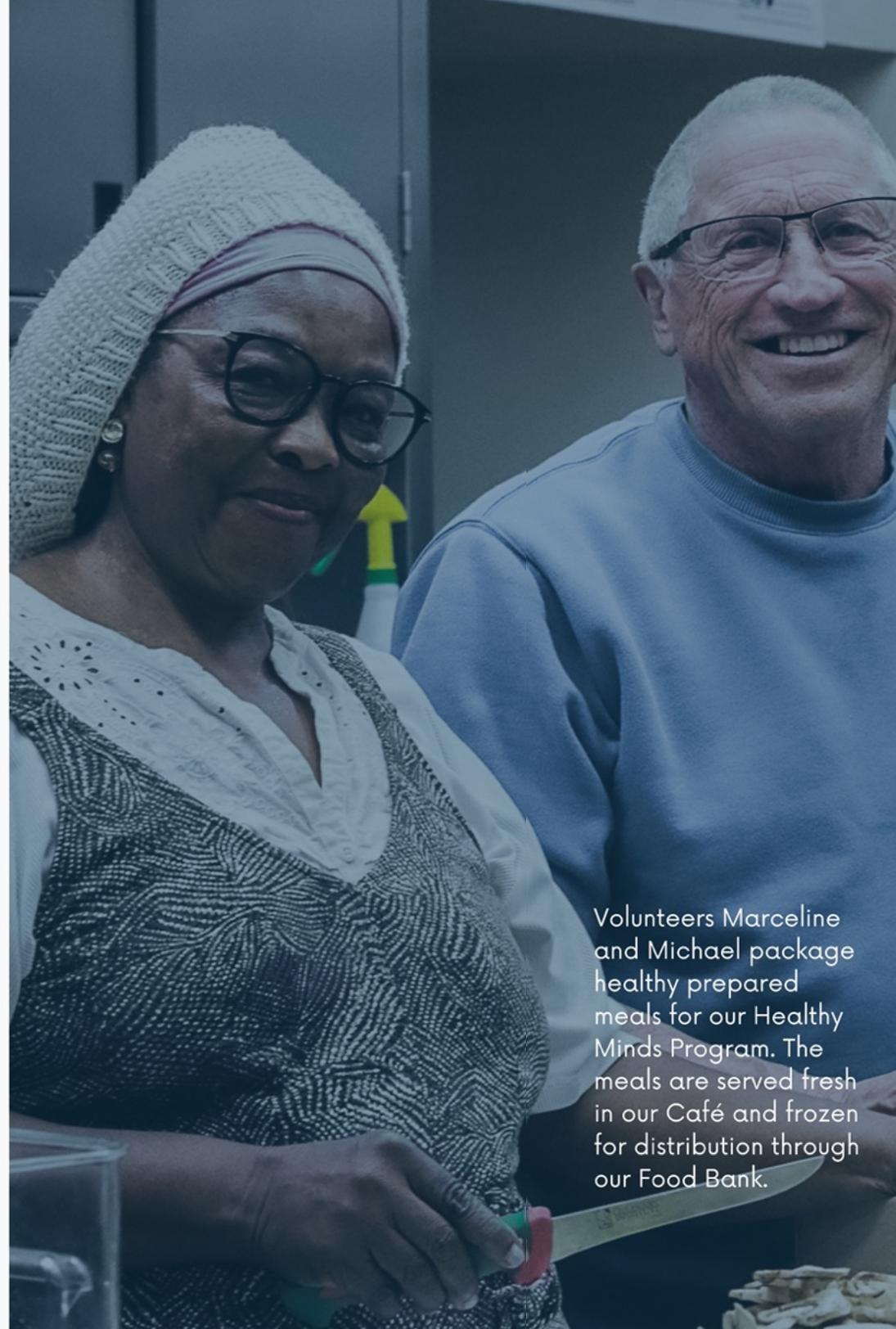
We envision a diverse community where people have the resources they need to be healthy and well.

# OUR VALUES

- Being open and welcoming, providing a safe space for anyone seeking support
- Reaching out to those in need, offering support through our programming
- Treating everyone with dignity and respect, the way we all wish to be treated
- Diversity and inclusion in all our programs, helping to improve the quality of life for people in need
- Relationships and partnerships with people and organizations to enable strong synergy
- Using a trauma-informed lens in our work

# OUR HISTORY

Brunswick Street Mission has served the North End of Halifax in one capacity or another since the 1860s. We are committed to our work and to improving the lives of those living in and around our community.



Volunteers Marceline and Michael package healthy prepared meals for our Healthy Minds Program. The meals are served fresh in our Café and frozen for distribution through our Food Bank.

# PROGRAMS & SERVICES

## FOOD BANK

Brunswick Street Mission runs a choice-model Food Bank for our community called Brunswick Street Market. The choice-model allows those needing groceries to “shop” with a grocery cart and select items specific to their dietary preferences.

Clients include single mothers, newcomers, seniors, and those who are unhoused or precariously housed. In 2025, we served over 1,000 households representing over 2,200 people in our community, including 650 children. The Market recorded over 5,000 visits.

Some of the comments received from clients include: “You provide me with a free grocery experience. You’re the only food bank in the city that allows me to feel dignity while shopping.”

## HOT BREAKFAST

Brunswick Street Mission provides the only hot breakfast in Halifax from Monday - Friday. On average we serve over 80 guests each day with a meal of eggs, sausages, bacon or other protein, toast, juice and coffee, and a healthy yogurt or fruit. We served over 20,000 meals in 2025. Many folks are unhoused or precariously housed.

In many ways, our Breakfast Program offers more than just a hot meal—it offers the warmth of a dining room, a sense of community, and a friendly and knowledgeable outreach worker who seeks to meet the multi-faceted needs in our community.

# PROGRAMS AND SERVICES

## CAFE

The Red Door Café is a low-barrier safe space for those facing mental health and food security challenges. Through the café, we provide meals, social activities like art and music therapy, and mental wellness support.

Our Café is designed to overcome a significant hurdle for many in our community: social interaction. We recorded over 2,700 visits to the Café in 2025.

Some mornings you will find a mother colouring with their child while they wait for the Food Bank, or you might find an unhoused person in the afternoon enjoying a hot coffee while they do their laundry.

## LAUNDRY

We have two sets of laundry machines for unhoused folks to use, free of charge.

Over 100 clients use this service. The machines are used daily, cleaning over 700 loads of laundry each year. Clean clothing means dignity for those living on the margins.

## HEALTHY MINDS

Our Healthy Minds Program is a food security project with several key services:

An Urban Garden provides fresh vegetables to be distributed through our Food Bank or to be used in healthy, ready-made prepared meals

Prepared meals are made using produce from the garden and end-of-life foods in the Food Bank. Soups, casseroles, desserts, and individual meals are prepared, frozen, then distributed through our Food Bank and Café.

Food bundles with healthy snacks and drinks are prepared for children ages 1-5 and given to families through our Food Bank.

## TAX CLINIC

We provide tax clinics during tax season and continue to file taxes through the year for individuals who earn under \$35,000.

In 2025, we filed over 1,100 taxes, ensuring folks continue to receive government assistance throughout the year.

## OUTREACH PROGRAM

Provides trauma-informed supports through same day, drop-in style services to folks who self-identify as needing support in navigating systems or accessing resources. Program users range from folks entering support systems for the first time to community members who are chronically unhoused.

In 2025, our social work had over 3,000 interactions with program users.

Some examples of support include:

- Emergency financial aid for necessities (ie. rent, medication, identification)
- Reference letters for housing applications and job applications
- Identification support to qualify for housing and government assistance
- Employment Support and Income Assistance intakes
- Referrals to Shelter Diversion program, various shelters, and transition houses
- One-to-one counselling and support

Megan grew up in Mulgrave Park and returned to Halifax after some years living away. At first, she didn't know where to turn for the help she needed for her and her kids. Friends pointed her in the direction of Brunswick Street Mission.

*"When we first got here, I really needed you all the time."*

Megan usually starts her day here at Breakfast where she grabs a fresh coffee, chats with others, and picks up a couple of take-home bags for her children. Later, she might come by to visit the café or walk through our Food Bank to pick up the groceries she needs for her family.

*"If I see somebody on the street that says they're hungry, I'll send them here for breakfast. Or if I know somebody that needs groceries and they have kids, I tell them about Brunswick Street Mission. When you come in here, you're a human being,"* Megan says.



Megan

