



ANNUAL REPORT

**Brunswick Street
Mission**

**Inspiring Hope &
Dignity
2019**

ABOUT BRUNSWICK STREET MISSION

Mission

To inspire a better quality of life through a ministry of care that addresses physical, emotional, practical and spiritual needs for those experiencing poverty.

Values

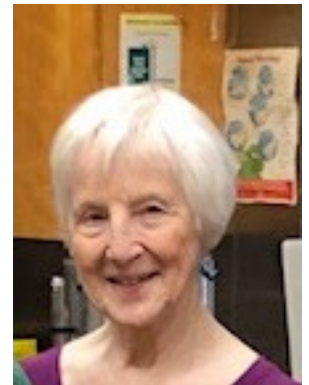
We are committed, in all we do, to uphold the following core values;

- Welcoming – We value being open and welcoming
- Caring Attitude – We value reaching out to those in need
- Dignity and Respect – We value treating everyone with dignity and respect
- Affirming – We value diversity and inclusion in all our programs to help improve the quality of life for those in need
- Collaboration - We value relationships and partnerships with people and organizations to enable a strong synergy
- Accountable – We value accountability for all our actions
- Transparent - We value transparency and open communications in all we do



GREETINGS

This is the perfect time to reflect on the past year, the work undertaken by Brunswick Street Mission as well as the Board. As we try to imagine what a day in the life of someone struggling with poverty might be like we continue to focus on our Strategy Plan with the creation of a committee. The Advocacy Committee which is tasked with elevating our community partnerships to better advocate for policy and social systems change. This will help us give voice to the people we serve. Margaret Casey joined the Board to help lead the committee and we look forward to what she and her committee accomplish.



I offer a big thank you to everyone who stood with me and supported the Mission's work to help those living in poverty in HRM. "Doing [such work] is like a raindrop in a puddle. You are the raindrop. When you [help others], you cause a ripple effect", 12-year old Josh Cochrane from Yarmouth, NS*, and I have had the right people there during my time as Chair.

As we look at the coming year we are excited to see our plans to renovate the building begin in 2020. These renovations will help us refocus our programming to be more client centred.

As I come to the end of my 3-year term as the Chair of the Board, I feel so much satisfaction and pride because I've seen Board members stretch and grow; they dug deep inside themselves for hidden strengths. They are a dynamic group of volunteers and I know they will continue to offer their support during this challenging and exciting time for the Mission. It's been an honour and privilege to serve as Chair of the Board and I am grateful for the opportunity.

I wish the incoming Chair much success in leading the Board in its continued focus on and growth in governance along with the Directors for the next year.

A handwritten signature in blue ink that reads "Grace Beazley". The signature is written in a cursive, flowing style.

Grace Beazley
Chair, BSM Board of Directors
13 April 2020

Article "A Raindrop in a Puddle" about Josh Cochrane (June/July 2018 Saltscapes, p. 72) a young man with autism singing his way to philanthropic stardom raising money for organ donation, mental health, veterans with PTSD and the IWK.

2019 BOARD OF DIRECTORS

Grace Beazley - Chair
Brenda Munro - Vice-Chair
Wayne Marsh - Incoming Vice-Chair
Ruth Bona - Secretary
Sandra Keefe - Treasurer
Heather Bagnell
Barbara Baker
John Beveridge
Margaret Casey
Elaine Gunn
Walter Hayward
Susan MacQuarrie
Carol Smillie
Geoff Lewis
Rev. Faith March-MacCuish - Ex-Officio
Sandra A. Nicholas - Ex-Officio



INCOME STATEMENT

REVENUE

Brunswick Street United Church	\$322,908
Donations	161,088
Grants	60,810
Fundraising	45,525
Community Services Trusteeship	36,000
Division of Mission in Canada Grant	30,000
Building Renovation Grant	20,000
Building Rental & Parking	7,260
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Total Revenue	\$683,591
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EXPENSES

Building Occupancy	\$51,377
Fundraising	33,757
Kitchen Renovation	3,801
Office & Administration	21,128
Professional Fees	5,342
Program	57,058
Salaries & Wages	234,177
Telephone	4,923
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Total Expenses	\$411,563
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ADVOCACY COMMITTEE

This year, the Board of Directors created an Advocacy Committee, as part of our strategic plan to broaden the work of the Mission. The Committee is tasked with creating a plan that will help us move beyond the charity model to address the issues of poverty, to foster lifting people out of poverty and creating positive community social change.

The Committee has spent the year gaining knowledge about the challenges faced by community members. We are inspired by those we have met, and we know that Brunswick Street Mission offers much needed supports. But despite these supports, we continue to see an increase in the number of individuals and families seeking help.

What voice should Brunswick Street Mission have when it comes to poverty? Meeting with community partners the Committee began to focus on two questions: What is meant by advocacy and, what should we focus on?

We know there is an immediate need for programming and supports and it is time for Brunswick Street Mission to get involved, to become more than just a stop gap for poverty in the Halifax Regional Municipality. Poverty is expensive when you consider the cost of health care, the criminal justice system, the loss of tax revenue and the cost of running charities that support people living in poverty. Dealing with issues such as the devastating impact of mental health, dental health, addiction and inadequate housing; not to mention the need for harm reduction programs and safe injection sites are topics we will delve into further. Armed with the knowledge gained over the past year, we look forward to creating a plan that will see us have a real voice in the poverty conversation.

OUR PROGRAMS

Brunswick Street Mission serves people who struggle with poverty. Many are homeless, others are at risk of homelessness. There are individuals, couples, and families with children. Some work, some are on assistance and others are on disability or pension support.

Their backgrounds are as varied as they are, but the one thing they all have in common is the daily struggle they face, and a future that does not seem to hold much promise or joy.



The note reads: *Dear Reverend Kevin, for our birthdays this year we asked our friends for food bank donations instead of presents because we wanted to help others. Kindest regards, Ryan & Andrew*

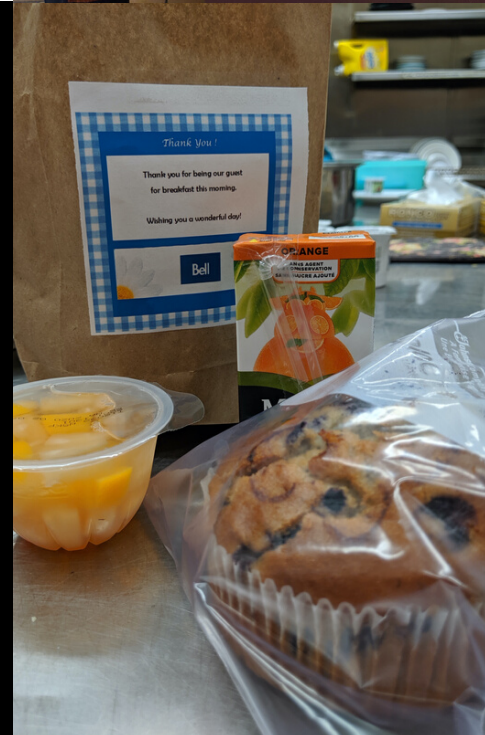
Breakfast Program

It is important for people start each day with a nutritious meal. In addition to offering companionship and a place to rest, Brunswick Street Mission offers a hot meal to anyone in need six days a week.

Monday through Friday, our Breakfast Coordinator works with volunteers to ensure all our guests are fed.

Saturday morning breakfasts are sponsored by wonderful volunteer groups who not only donate their time to prepare and serve the meal, but also donate the food that feeds our guests.

**66 Saturday and Holiday
breakfasts were served by
volunteer groups.
Companies, churches, family
& friends coming together
so people can start the day
with a full stomach and a
smile.**



17,831 meals served in 2019

1,485 average number of hot meals served monthly

9,360 eggs purchased by Brunswick Street Mission each year

**St. Matthew's United Church serves breakfast on Sunday mornings.*

Clothing Bank

It is easy to forget your own needs when you are forced to choose between providing clothing for yourself and your children and paying rent, utilities or other expenses. Thanks to our generous donors, Brunswick Street Mission's Clothing Bank can offer gently used clothing and small household items to anyone in need.

Run by volunteers, the Clothing Bank is open every Monday (except holidays) and accessible by anyone in need.



"I bring my donations to Brunswick Street Mission because I know they aren't sold, but given to people who need them."



1,000+

approximate number of people accessing the clothing bank in 2019

100kg

average weight of weekly donations



Food Bank

Many of the individuals and families who access our Food Bank rely on income or disability assistance and have no choice but to use food banks regularly to get by.

Each Thursday, our Food Bank is able to offer families and individuals in need a small level of food security by offering fresh food and canned items.



**Thank you to Feed
Nova Scotia for
providing food to
Brunswick Street
Mission as well as the
other 141 food banks
in Nova Scotia.**



196

households received groceries equal to approximately 2 weeks of food

504

individuals benefited from the groceries

10%

of households must visit the food bank 9 to 12 times a year to survive



Benevolent Support

Poverty is often chronic, creating a tremendous amount of pressure when you come up short on an already tight budget.

Often, a relatively small amount of assistance can help avert a crisis or help bring stability to an individual's life. That is Benevolent Support.

Our dedicated volunteer coordinator supports people with issues from one-time sizeable bills, such as utilities or rent, to employment related expenses such as work boots, and from registration fees to expenses to support leaving a violent or abusive situation.



"Although I don't know you all personally, I surely know of your love & kindness & want to extend this small note of love & kindness & thanksgiving for helping me . . . "

Peter struggles with addictions and would have lost his home while in treatment without support



500 referrals supported annually

\$597 medical support

\$2,518 rental support

\$5,658 power/oil support

\$906 travel support



Tax Return Program

Brunswick Street Mission knows that people living in poverty struggle to keep up-to-date records, so when someone walks through our doors looking to get their taxes completed, we can help. In fact, we can go back as far as 10 years in some cases.

Thanks to knowledgeable volunteers, we are able to ensure people qualify for government rebates and tax credits, while still maintaining their Income Assistance.



"We are one of the few places with a year round program & we never knew how big it would become, we just knew it was something that was needed."

Tax Return volunteer



1,236

number of people accessing the program

1,657

number of personal income tax returns completed



Trusteeship Program

Sometimes all someone needs is some on-going support to get things organized and set up. The Trusteeship program provides financial management for individuals who have a history of struggling to maintain their limited income.

This type of financial management allows our Trustee to accept income cheques, pay bills (rent, power) and send the remaining portion for other living expenses to the individual.



"I was facing a rent increase & eviction before working with a Trustee. Income assistance wouldn't cover my expenses & it was a rough few months but with my Trustee I worked hard & was able to stay in my apartment and have the necessities that I lacked before."



117

number of clients supported by the Trusteeship program

2,471

number of payments made for rent, power as well as income paid to the client



Christmas Program

The Christmas Program allows us to offer some joy during a season that can be stressful for families and individuals living in poverty.

The Christmas Program includes a "shop" offering gifts to the entire family, food hampers providing a full "turkey" meal with all the trimmings, Christmas Eve Luncheon and 11th Hour Support. All these parts work together to ensure that everyone has an opportunity to celebrate and be festive.



11th Hour Support is there for families who have fallen through the gaps. Each year hundreds of families miss out on items like food hampers and gifts. This last minute program, in partnership with Feed Nova Scotia, ensures that there is hope for those families.



50

number of guests at the Christmas Eve Luncheon

200

number of families receiving hampers

72

number of households receiving gifts from the Christmas Shop

151

number of households receiving 11th Hour Support



OUR VOLUNTEERS

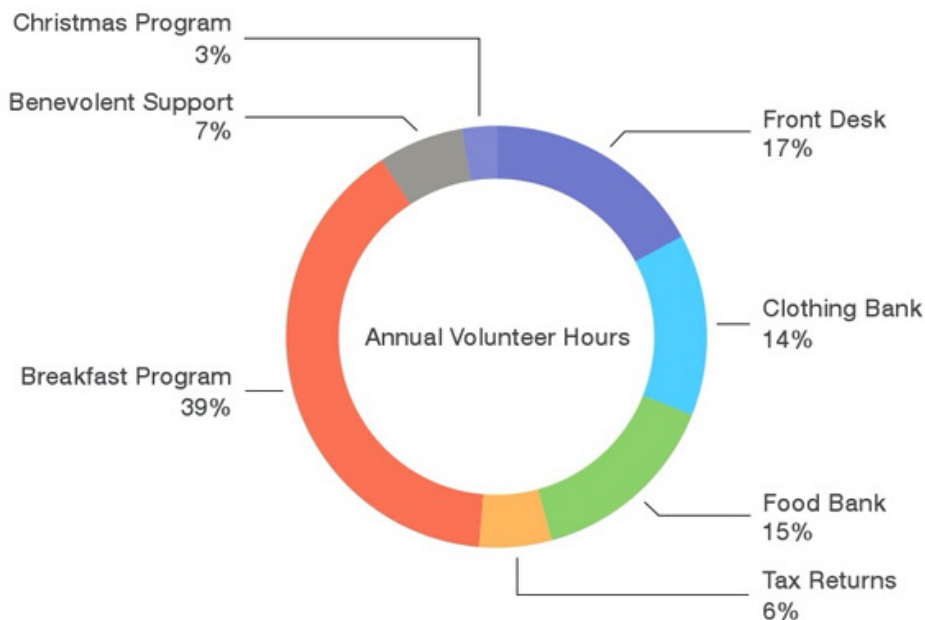
Volunteers are an invaluable resource to charities.

Volunteers improve and run programming at Brunswick Street Mission by filling positions that would otherwise remain empty due to costs.

Volunteers make a meaningful contribution; running our front desk, food bank, clothing bank and benevolent program as well as supporting our breakfast and Christmas programs.

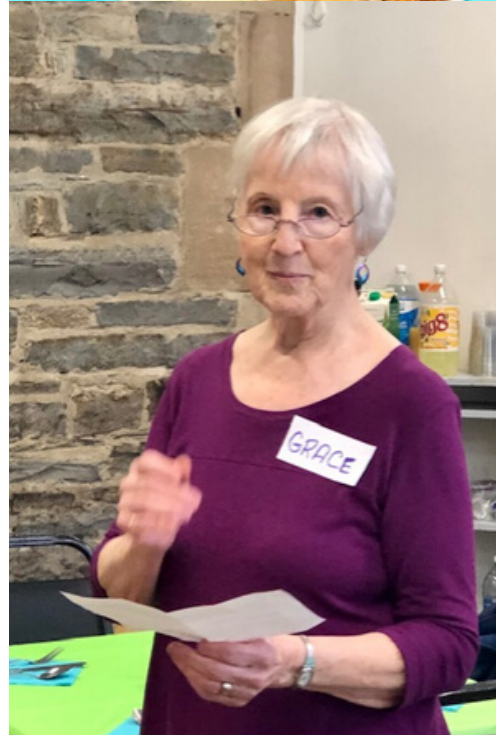
Volunteers connect with, talk to and support each and every person who walks through our doors looking for help.

In 2019 volunteer contributed over **7,600** hours or the equivalent in operational savings of **\$205,250***.



*Brief shared by Volunteer Canada, April 5, 2018

"We can estimate the value of volunteer work by multiplying the total number of volunteer hours in any given year by the value of work, measured as the average hourly wage in the core non-profit sector. In 2017, this wage was \$27.0 per hour, roughly 76 per cent of the economy-wide average wage of \$35.5 per hour.



OUR SUPPORTERS

Saturday Breakfast Volunteer Groups

Al Rasoul Muslim Mosque, All Nations Church, Atlantic School of Theology students, Bedford Baptist, Bedford United Church, Bell Aliant, Bethany United Church, Brenda Munro and Friends, Brunswick Street Mission Board, Eckler Group, Elna Siebring and Friends, First Baptist Church Halifax, First Congregational Church, Giacomantonio Family, Halifax Grammar School Boys Basketball Team, Hope United Church, Maritime Paper, Nova Scotia Power, Pax North Church, Rockingham United Church, St. Andrew's United Church, St. Francis Anglican Church, St. John's United, Saint Mary's University Students (Business), St. Thomas Canadian Martyr Parish, Tupper Family and Friends, Unmah Community, Waller & Minnikin Families, Wise Group

Clothing Drives, Fundraising Events and Family Giving

From families holding hot chocolate sales to business running clothing and fundraising drives we say **Thank You!**

Aabel Fuels, Bell Aliant, County 103.5, Eastern College, Freedom 55 Financial, FX 101.9, Halifax Regional Police Youth Program, Halifax West High School, Kaizen Pro Wrestling, Links of Love, Maritime Fuels, Marks Work Warehouse, Mount Saint Vincent University, Nova Scotia College of Early Childhood Education (NSCECE), Port City Café, Santa Under the Bridge, Scotia Fuels, Sobeys, TD Insurance, Trail Shop

We know we haven't included everyone who has stopped in, donated or helped out by volunteering, many do not leave their names or wish to remain anonymous. Know that every single gift is appreciated.



FUNDRAISING

13th Annual Mission Breakfast

Held on October 9th, 2019 at Pier 21 we were honoured to welcome Lt. Gen. Roméo Dallaire (ret) to speak to our sold out house. From the amazing speaker to a full house this was definitely an event for the books raising almost **\$54,000** in support of the work of Brunswick Street Mission and those struggling with poverty.

We would like to thank our sponsors, who make it possible for us to present this event to our supporters each year:



A FUNDRAISER'S STORY

Bell Aliant Supports Brunswick Street Mission

This is just one of the stories about a business making the decision to support the work of Brunswick Street Mission:

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.

In early 2019, Bell Aliant raised **\$1,420** to purchase these items. After partnering with Stanfield's Ltd., who generously offered the items at a significant discount, and matched the Bell Aliant purchase **650** pairs of NEW Stanfield's quality men's underwear which were delivered and distributed through our Clothing Bank.

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

But it didn't end there . . .

Bell Aliant spent the summer collecting supplies for our guests animals. Over **200** bags of food, the equivalent of over 2 tons, was collected as well as treats, blankets, beds, towels, leashes, collars, harnesses and bowls for dogs and cats. These items were shared through both our Food Bank and Clothing Bank.

The BUTTS and PUPS fundraiser was amazing enough but they were also able to raise **\$1,000** through their company's volunteer matching program.

Oh - did we mention they also purchase food and cook breakfast for the Breakfast Program at least twice a year?

Thank you Bell Aliant!



COMMUNICATIONS

Investing in social media is important because it allows us to reach people locally, regionally and even nationally, while helping to build our donor base and to increase our visibility. As such, we have invested in growing our online presence.

Website Update

This year we have created a new and refreshed look for our website, using clean and easy-to-use menus and pages, as well as photos and graphics.

Over the year we have seen almost **2,000** views, lasting an average of 2 minutes on our Need Help pages. This shows that people are in need of our support and programs.

We expect to continue to grow the information available on our website and look forward to sharing new information and updates on the state of poverty in Nova Scotia soon.

Social Media

Use of social media sites is a very important way to keep in touch with friends and supporters. It allows us to share interests, thoughts, feelings and insight about programs, donors, events and more while ensuring people aren't overwhelmed by mail or email from us.

As we have put more focus on social media content in 2019 we have seen an increase in engagement on various social media sites. We have also seen that, on average, **80** people per month use our social media sites as a way to link to our website.

Website
brunswickstreetmission.org

Facebook
@BSM.Inspire

Twitter
@BSMHalifax

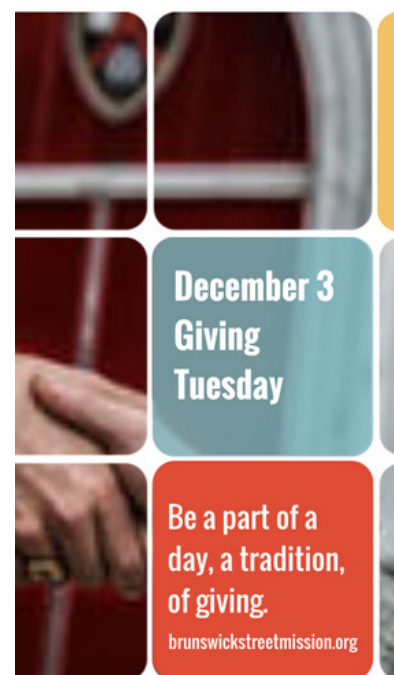
Instagram
@brunswick_street_mission

LinkedIn
@Brunswick Street Mission

YouTube
@Brunswick Street Mission



Newsletter
Fall 2019



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