



Annual Report 2020/21

Delivering hope throughout
the COVID-19 pandemic



OPEN TO SERVE

A note from our Executive Director

HOPE House serves Guelph's most vulnerable people - the unhoused and housed, the employed and the unemployed, those suffering a new, bewildering setback and those dealing with chronic, more complicated issues of poverty.

Over the last year our work became even more urgent as our community dealt with the crushing effects of COVID-19. Individuals already living in poverty faced greater hardship while demand for our services increased 20%: an additional 447 households relied on HOPE House to feed themselves and their families. More than a third of those benefiting from our services were children under 18 years of age.

20%

447

UNDER
18

COVID-19 also highlighted the isolation, job loss and stress that are contributing to already chronic mental health concerns in our community.

HOPE House was one of a few agencies in Guelph allowed to remain open to the public throughout the pandemic. In this annual report we want to share some of the ways we met the challenges that faced our community in a troubling year.

Our staff and volunteers are central to our success, whether we're in a pandemic or not. HOPE House provides individuals and families with immediate relief from the circumstances of poverty, beginning with access to food and clothing. Our staff and volunteers also strive to empower our community members to find employment, start businesses, rebuild relationships, overcome addiction, rely less on our overwhelmed social systems and most importantly, understand that they are a valuable contributor to our society.



Vision: A community supporting people living in poverty to discover their purpose and develop their full potential.

Our facility at 10 Cork Street East, now our permanent home - is an invaluable resource in the work we do. Thanks to its size and layout we were able to safely keep our doors open to the public throughout the pandemic. For many struggling with social isolation the face to face interactions have been life saving. Our location in downtown Guelph has allowed us to meet many of the community needs, which were amplified by the onset of COVID-19. An increase in poverty and addiction, and a decline in mental health occurred throughout the community. HOPE House was easily accessible to our community being located in the downtown core, close to other community services and public transit routes.

The onset of COVID-19 pushed us to be flexible and innovative with our programming. As we emerge from this pandemic, we will continue to explore new ways to offer programs and services that will help people discover their purpose and develop to their full potential.

Our community's recovery from the long-term effects of COVID-19 will not be easy, but with your generous support HOPE House will continue to offer immediate relief and ongoing support to members of this community who need it most.

Thank you for joining us in building a healthier, stronger, and more compassionate Guelph.

Jaya James



Mission: With the goal of a greater level of independence for every person living in poverty, we provide tangible, compassionate assistance and care to those in Guelph and abroad through immediate relief and ongoing support.

Your support meant better access to healthy food

With the announcement of the first provincial stay-at-home order in March 2020, HOPE House modified its programs to ensure everyone remained safe. We transformed our community breakfast program into a takeaway breakfast program that ran four days a week to make it possible for food insecure individuals to have a healthy, nutritious start to their day and changed up our food market operations. All this was done to ensure that the Guelph community could continue to access critical poverty relief services.

On April 4, 2020, HOPE House moved its food market appointments to 100% home delivery in response to the government's stay-at-home advisory. Thanks to a dedicated team of HOPE House volunteers, and partnerships with Linamar, Triumph Tool, Sleeman, Trillium Rotary Club and Kiwanis, and teachers HOPE House was able to complete 100 grocery deliveries per week.

Because we believe that dignity comes with having choice, we decided to connect with every person who had a food market appointment to take their grocery order by phone. This required a team of volunteers to place outbound phone calls, pick orders, pack orders and deliver groceries to homes.

By June we had mastered our sanitation protocols to the point that we felt confident with returning to in-person food market appointments. Using physically distanced stations throughout our café, individuals were able to place their grocery orders. This multi-step process has evolved over the year and currently operates as follows:

1. Community member checks in at reception and is provided with a face mask if needed.
2. Receptionist provides community member with a highlighter, grocery order sheet and a table sign with a number so that food market volunteers can easily identify where to deliver the order without breaking privacy.
3. Receptionist sets community member up at one of the physically distanced stations and assists individuals with completing order if needed.
4. Once order is complete, receptionist takes it to the food market.
5. Food market volunteer picks the order and puts items into a sanitized grocery cart.
6. Food market volunteer brings the order to the station where the community member is seated.
7. Community member packs their own groceries and provides feedback to the volunteer on their needs.
8. Community member takes their groceries home.
9. Receptionist sanitizes station, grocery cart and highlighter in preparation for the next appointment.



9,302 volunteer hours contributed (value of \$158,134)



Kathy's Story

Kathy James has a wonderful ability to see how things work together and is tireless in her service to others. Since 2017, she has volunteered at HOPE House in almost every different role. She is well known for being quick on her feet, a problem-solver, sounding board, and innovator. Kathy is truly a one of a kind volunteer that HOPE House is so grateful to have. Recently, she helped develop our grocery delivery process and put together an incredibly smooth, detailed and flawless process on a very short timeline.

Kathy's commitment goes beyond the planning. She trains Food Market volunteers, is on the phone calling grocery recipients, organizes grocery orders and oversees all the details of the process, such as when to pack, how to pack, how to colour code for drivers, when the drivers should arrive, and more.

We are beyond thankful for Kathy's passion for HOPE House and our community. We wouldn't have been able to move to home grocery delivery without her.



Over 2,000 grocery deliveries were made to personal residences.

Your support meant better access to mental health supports

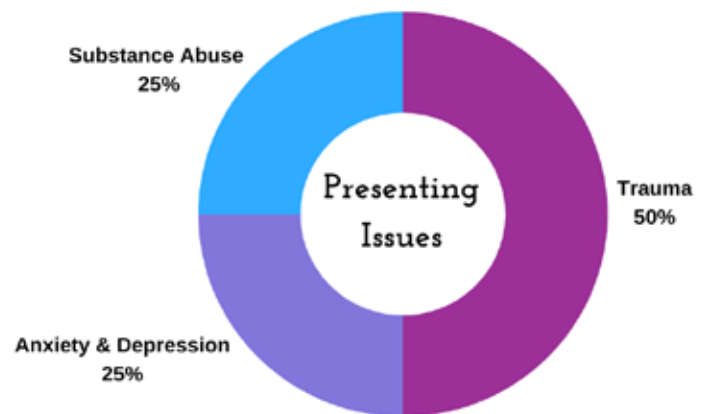
In May 2020, the Children's Mental Health Ontario (CMHO) and Addictions and Mental Health Ontario (AMHO) released the Ipsos Public Affairs Annual Mental Health Index survey that shows almost three quarters (74%) of respondents feel that Ontarians are experiencing increased mental health and addictions challenges as a result of COVID-19. Two-thirds of Ontarians (67%) feel that the mental health impacts of COVID-19 are going to be serious and lasting.

At HOPE House we take mental health seriously and have partnered with Five Star Relationships to ensure that everyone had access to counselling virtually, over the phone and in person throughout the pandemic. Clients who participated in this program have seen positive changes in their lives including improved relationships, increase of helpful coping strategies, improved mood and increased emotional safety and security knowing they have someone to connect with to help walk with them through their journey of healing and growth.

"A community member came in with overwhelming levels of anxiety which prevented her from working. Together, we were able to sort through the underlying feelings and make sense of what issues caused and maintained her anxiety. She has since been able to gain awareness of her emotions and regulate them before they become overwhelming. She no longer tries to avoid or numb her feelings but accepts them as an important part of herself. With the increased ability to navigate her emotions, she has been able to rejoin the workforce."

- Melissa, Five Star Relationship Counsellor

*Note: the above quote is based on client stories, they may be one person, or a number of people combined to maintain privacy and confidentiality



282 free counselling sessions



Wellness Box Story

Humans are social creatures, and many people have experienced or continue to experience anxiety, loneliness and depression due to this pandemic. The Wellness Project was created in March 2020 by The Community Company, in partnership with HOPE House, to alleviate some of the mental health consequences of COVID-19 in our community.

The Wellness Project delivered 550 no-charge Wellness Boxes in April and May 2020 to HOPE House community members, brightening the day of people most impacted by the ongoing crisis.

Every Wellness Box includes healthy fruits, mental wellness activities and a gentle reminder to the recipient that they are loved. The Wellness Project has brought an incredible amount of joy to those who received a box.

“During times like this, the only person I talk to is my 4-year-old. It made me feel thought of and appreciated even though I’m a single mom. This made me feel like people do care about other people, especially when times are hard!”

“We are incredibly grateful to have partnered with HOPE House on The Wellness Project. When our community felt most isolated in the early days of the pandemic, HOPE House stepped up and helped us create our most successful Community Project to date. We also couldn’t have done this without our community stepping up and purchasing the 550 Wellness Boxes we gifted to HOPE House,” shared Justin, Founder of The Community Company.



550 Wellness Boxes delivered (April and May 2020)

Your support built a stronger community

HOPE House Renovations

- ✓ New flooring in the Guelph Giving Pledge Lounge
- ✓ New hair salon
- ✓ New enclosed reception area
- ✓ Upgrade to the wireless installation
- ✓ Upgrade to phone system include a dedicated community phone line
- ✓ Creation of classroom space
- ✓ New walk-in freezer

In Progress

- ✓ Replacement of Norfolk Street stairs
- ✓ Repointing the masonry
- ✓ Replacing the flat roof
- ✓ Conversion of the café kitchen into a teaching kitchen

Renovations generously funded by the Government of Canada, the Government of Ontario, the Ontario Trillium Foundation, the Guelph Community Foundation and Capital Campaign donors.



On April 30, 2020, HOPE House bought our building, a 184-year old former church. It's an ideal location for our work because it's walkable for many, accessible via local transit, and in the heart of Guelph's vibrant downtown core. Now with a permanent home, HOPE House and the people we serve can rest assured that our services will continue there.

A key part of our mission is to be a community space where everyone is welcome, where they can socialize, feel connected and included. This is why our building is such an important part of who we are.

In addition to the community space, HOPE House now has ample room to grow our Food and Clothing Market Programs, ensure suitable, private spaces for our ongoing support work and mentoring programs with community members, host community events, explore interesting partnerships and shared space opportunities to strengthen our work.

The COVID-19 pandemic gave us an opportunity to complete many facility upgrades, improving accessibility, safety and program delivery.



10 renovation projects started and/or completed in 2020/21



Pam's Story

Pam Urry has brightened peoples' lives at HOPE House from the very first day she opened the HOPE Stylin' Hair Salon. Pam's hair salon is a safe place where individuals can find hope, and a welcoming smile and begin to look and feel like themselves again. Pam's infectious and caring personality has a far-reaching and memorable impact on her clients, who in turn always make her life better.

Although the salon started from, "absolutely nothing" according to Pam, Derrick Rutherford and Julio Rodriguez at Valentini Hair Design saw the transformational work Pam was doing and wanted to help. They generously outfitted her with a proper hair salon. With this assistance, and Pam's hairstyling skills, the HOPE Stylin' Hair Salon helps people feel good about themselves. Pam says that when her clients experience a little human touch during their hair-wash and look at themselves in the mirror after their haircut, they leave her salon "a little bit taller, and a little bit happier."

Pam is a selfless, caring individual who shows up every Wednesday at HOPE House and without fail, brightens her client's day and makes Guelph a better place. Pam could not imagine what the city would be like without HOPE House, and her experiences here have changed her life.



240 haircuts (reduced from previous years due to COVID restrictions)

HOPE House Programs

Clothing Market – A free clothing shop operated by volunteers, offering a wide selection of new and gently-used clothing for everyone in all sizes and styles.

Counselling – Thanks to a partnership with Five Star Relationships, community members have access to in-person, virtual and phone counselling to support addiction-recovery, healthy relationships, coping skills and cultural security.

Community Breakfast – Through the support of volunteers, we offer a take-away breakfast four days per week for community members. This light, nutritious meal helps to get a good start on the day.

Food Market – Much like going to the grocery store with a budget, community members walk the aisles selecting the food and personal items that appeal to their needs.

Harvest of HOPE – Each year, our volunteers harvest more than 10,000 lbs of crops to supply the Food Market and other food security providers.

HOPE in Motion – We bring large quantities of food and daily necessities into HOPE House for our community members. We also help deliver HOPE to other service providers by sharing any overflow we have. It's all about partnering with others so that HOPE can be multiplied throughout the city.

Hope Stylin' – A low cost hair salon operated by a volunteer salon professional helping everyone to feel their best.

System Navigation Support Services – Our staff help community members navigate their way through the support system. They also help with crisis prevention and intervention, referrals, and healthy living education. A community phone is available in the café for those who need to connect with other individuals or agencies.

Tax Clinic – HOPE House offers a free tax clinic to support individuals with completing their annual income tax return and allowing them to receive the refunds and tax credits they are entitled to.

Community Projects

Circles® – Partnering with the County of Wellington and the Guiding Coalition, Circles creates relationships between low-income and middle-income families to form a “circle” of support to help families looking to lead themselves out of poverty.

Eggpreneur – Working in Kenyan communities, Eggpreneur is a social enterprise project of HOPE House to build sustainable egg farming ventures that help end the cycles of poverty.

HOPE for the Holidays – We run an affordable Christmas gift market and are a supporting partner to the Children’s Foundation Adopt-A-Family program.

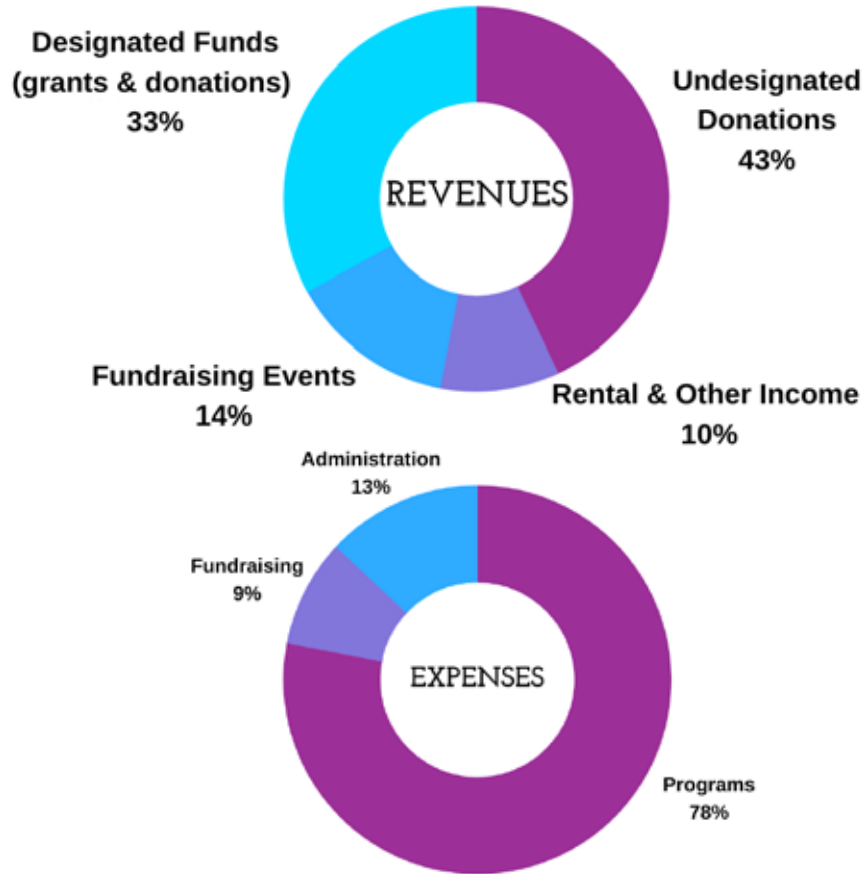
HOPE Smiles – Community members who participate in Circles or volunteers in need are eligible to receive up to \$1,000 in free dental care each year.

Horticultural Therapy – Thanks to a partnership with The Julien Project, a community-based charitable organization, HOPE House community members are able to participate in horticultural therapy. Their registered horticultural therapist leads educational kitchen workshops that use local organic vegetables grown in our gardens at the Ignatius Jesuit Centre.

Pandemic Senior Grocery Delivery – HOPE House and Guelph Wellington Seniors Association Community Support Services are finding ways to get fresh produce, frozen meals and hygiene items to older adults. Starting in March 2021, we are working together to extend the no-contact door delivery to 175 seniors in Guelph.

The Guelph Community Backpack Project – Partnering with the Guelph Neighbourhood Support Coalition, HOPE House coordinates the collection, packing and distribution of backpacks and necessary school supplies for children and youth throughout the city.

Financials and Community Impact



100% of our ongoing revenue comes from the Community through private individuals, organizations, grant bodies, foundations and businesses. These figures are unaudited. For our audited financial statements, please visit our website at hopehouseguelph.ca.

Fundraising Events



HOPE in the Street - September 17th, 2021

A community-based event that brings music, food and children's activities to Guelph in a fun, exciting and inclusive way.

Event sponsor: Sleeman Breweries Ltd. and Spring Mill Distillery



Joy Home Tour - November 20th, 2021

Join us in person for a self guided tour of some of the most beautiful homes in Guelph decorated for the holiday season. Or snuggle up with a cup of hot cocoa and enjoy a virtual tour from the comfort of your home.

Presenting sponsor: Chestnut Park Realty (Southwestern Ontario) Ltd.



Coldest Night of the Year - February 26th, 2022

A fun-filled, family-friendly fundraiser for hungry, homeless and hurting individuals and families across Canada.

Lead sponsor: Compass Private Wealth

Board of Directors

Gord Barr's Story

Gord Barr is passionate about ensuring the marginalized and underprivileged have access to the services and supports they need to thrive. He has been instrumental in bringing leadership to HOPE House since its inception in 2008. After nine years on the Board of Directors, he will be completing his term in 2021.

HOPE House is grateful for his leadership, fundraising efforts and willingness to mentor senior staff.

“Gord has been an exceptional mentor, encourager and friend since I joined HOPE House. Thanks to his time and effort I have grown as an Executive Director. Gord has provided the kind of direction and support that all senior leaders are looking for – never one to shy away from a difficult conversation but always has your best interest at heart. Thank you Gord, for helping me become the leader I have always wanted to be.”

Jaya James, Executive Director



Board of Directors

The Board of Directors are the legal authority for HOPE House. A Director acts in a position of trust for HOPE House's community members, staff and volunteers, and is responsible for the direction in policy and effective governance of HOPE House.

*Eleanor Davidson, Board Chair
Vincent Rogers, Vice Chair
Dustin Cleghorn, Treasurer
Liz O'Donnell, Secretary
Gord Barr, Director
Jeff Groenewald, Director
Paul Mahony, Director
Frank Valeriote, Director
Julia Christensen-Hughes, Director
Marian Boyd, Director*

To contact our Board, please email board@hopehouseguelph.ca

Staff

Staff

Jaya James, Executive Director

Gillian Cornell, Programs Director

Mary Jackson, Community Engagement Manager

Bill Landsborough, Finance Manager

Jackie Keenan, Gift in Kind Coordinator

Nicole Barrette, Volunteer & Placement Coordinator

Sarah Briones-Clarke, Ongoing Support Worker

Funmi Aremu, Intake Support Worker

Pam Harrison, Community Farmer

Mark Filo, Custodial & Maintenance Lead

Derek Hamilton, Night Custodian

Bob Moore's Story

Bob Moore, who has held almost every role at HOPE House over the last 9 years, ended his journey at HOPE House as the Ongoing Support Manager on March 31, 2021.

Bob says it was a privilege to be part of an organization that places such a high value on the dignity of, and service to, members of the community who are often pushed to the side.

Bob has embarked on a new chapter of his life, and while this is farewell we know it's not goodbye.

"Bob, you have been there through all the phases of HOPE House's growth. I've often thought that if there were a crisis afoot, you would be one of the people I would want to have on the team. You are calm, intelligent, balanced, sensitive - and this has all served this ministry well. Thank you for all you have done, and blessings on your next season of life."

- Jeff Groenewald, Board Member



You can make lasting change in your community

Impact Highlights

Covering April 1, 2020 to March 31, 2021

\$530,400 of groceries distributed

2,988 healthy takeaway breakfasts served

3,297 individuals accessed HOPE House services

1,600 youth received backpacks filled with school supplies

447 new household registered including 489 kids

To donate, email: give@hopehouseguelph.ca

To volunteer, email: volunteers@hopehouseguelph.ca



@hopehouseguelph



Contact Information

Mail: PO Box 1869 Guelph, N1H 7A1

Location: 10 Cork Street East, Guelph, ON N1H 2W8

Phone: 519-265-4299

Web: hopehouseguelph.ca

Email: info@hopehouseguelph.ca

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