



# ANNUAL REPORT

2020 | 21

**Journey towards a  
better future**

**YSM**  
YONGE STREET MISSION

## MISSION

Yonge Street Mission (YSM) is a vibrant, local, Christian development agency which goes beyond meeting immediate needs by offering holistic programs and a pathway to transform the lives of people living with poverty in Toronto, taking them from merely surviving to thriving.

We work in partnership with others to achieve our mission of eradicating chronic poverty in Toronto in one generation.

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## OUR CORE VALUES



### TRANSFORMATION

**We joyfully journey with people toward sustainable change.**



### COLLABORATION

**We actively leverage and implement the best contributions of all.**



### INNOVATION

**We continuously evolve our methods towards better outcomes.**



### ACCOUNTABILITY

**We honour the trust placed in us by meeting our commitments.**



### COMMUNICATION

**We use language to intentionally build understanding, unity and trust.**



### CELEBRATION

**We have much to celebrate and so we do . . . often.**

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## LAND ACKNOWLEDGEMENT

We acknowledge that the land on which YSM serves the people of Toronto is the traditional territory of many nations including Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat people and is now home to many First Nations, Inuit and Métis peoples. We acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit. By making this land acknowledgement we seek to be allies and to take part in the act of reconciliation, honouring the Creator, the land and the Indigenous heritage of Toronto.

# Bold Decisions *for the Next Generation*

In human history, there have been points in time when something so significant happened that it changed all of us forever. Society was marked in such a way that it emerged different than it was before.

Think of the Spanish Flu, the First and Second World Wars, and 9/11. At the beginning of the now two year long global COVID-19 pandemic we wondered: how will society be marked by this? How will we be changed? Will it be better? Will it be worse? Will we have hope or will we be cynical and divided?

Much has been said of 'building back better' and as we journey toward building a better future together, we want to highlight three reasons for the hope we have.

Firstly, the pandemic served as a reminder of what is truly important. During the lockdowns we had the time to observe what was going on around us, in our homes, in our communities and in our city. The simple things in life became sources of joy, and we were reminded of the importance of community. We witnessed the courage and challenges of our health care and essential workers. You can see the evidence of the impact of these insights in the life changing decisions people are making.

Secondly, we more clearly saw the inequity and brokenness of our societal systems. The social system created post World War II is no longer effective. Regardless of political perspective, we recognize we need to do things differently.

And finally, as we confront the disparity, we are joined by many others who are now taking action to change the trajectory we are on.

In this report you will read about our vision, our plans and points of progress. You will see evidence of action being taken by resident leaders in the community which we serve, by donors, corporations, other agencies, and most of all by you.

Which leads us to our sense of optimism. In this, our 125th year of serving Toronto, we launched the **GIVE SIX** campaign calling everyone to give six of whatever you have, wherever you are, because we believe the solution to poverty is community and we all have something to contribute. The engagement of so many Torontonians around this idea has been a source of great inspiration and hope as we look forward to the better future we are building together.

When our grandchildren reflect on this time, how will they see the impact of COVID on those of us who lived through it? We are holding the belief for Toronto that we made bold decisions that brought equity and justice for those experiencing poverty and marginalization.

Thank you for being a community who cares and acts, we are so grateful for you.



A handwritten signature in black ink that reads "Angie Peters".

**Angie Peters**  
President & CEO



A handwritten signature in black ink that reads "Gundy Jackson".

**Gundy Jackson**  
Chair, Board of Directors



# Our *vision and work*

**YSM has a big and audacious goal to end chronic poverty in Toronto in one generation. To achieve this lofty vision we have an action plan divided into four 5-year stages, each with set measurable outcomes.**

To measure our progress, we evolved our Transformational Integrated Measurement and Evaluation System i.e. TIMES™, a model allowing us to track progress, whether positive or negative, made by community members across 18 areas. It, together with our wrap-around model of care, allows us to change lives for our three key populations served by YSM: street-involved youth (Evergreen), families in need (Cornerstone) and adults experiencing chronic poverty (Bridges).

While individuals can work hard to stabilize their lives, if their community is unhealthy – with high crime rates, limited access to employment or services – striving individuals will continue to struggle to maintain their stability. Recognizing this, YSM developed a TIMES model applicable specifically to the health of communities. This tool used by our Community Development team, assesses positive changes in neighbourhoods where YSM's Community Capacity Builders (CCBs) and Community Partnership Coordinators (CPCs) work to build communities, by supporting local leaders and groups, to create community progress like growing social cohesion, evolving wealth creation opportunities and supporting social system navigation.



*Since 1896, YSM has been serving Torontonians experiencing hardships with access to warm meals and support.*


While stabilizing individuals and communities is important, there are many other neighbourhoods and thousands of families and individuals across Toronto struggling with poverty. With a strategic goal focused on all of Toronto, YSM reflected on how we can, even as a local organization, impact our whole city. After internally developing and testing our TIMES system, we engaged with the City of Toronto to pilot TIMES for Communities in three Neighbourhood Improvement Areas (NIAs), an initial step to scale TIMES for use among other organizations, and a meaningful step towards our intent to transform Toronto.



*After over 125 years, we now offer more than 100 programs and services for community members on their journey towards stability.*

In all aspects of our work, YSM is building partnerships with organizations as well as community and grass-roots groups throughout the city. Such partnerships enable the development of strategies based on experiences from all over Toronto and the opportunity to share resources so that, together, we can have a broader impact.

Looking towards the next five years of our strategic development, we have already made steady progress thanks to our generous donors who have invested in YSM's initial endeavours towards achieving our critically important overarching goal.



**“Yonge Street Mission has been really supportive. They gave me access to clothing, formula, diapers - even health and dental services - for me and my baby [through the Evergreen Nursery]. I know I just need to ask for help and YSM will have my back.”**

**- Marie\***



# Our *impact*

From October 2020 to September 2021, community needs continued to heighten as the COVID pandemic stretched on far longer than anticipated. But with adaptation, teamwork and generous support, YSM continued to meet rising demand, providing urgent relief services and ongoing wrap-around care for the most vulnerable in our community.

Each of the figures shared below represents lives transformed - whether improved immediately or on a longer term basis - all of which were made possible by the generosity of our donors and partners' support.

## WELLNESS SUPPORTS AND HOLISTIC CARE

**18,616+** Visits to our Food Bank

**5,621** Meals served at Davis Centre

**3,365** Mental health counselling sessions provided to adults, families and youth

**1,300** Individuals received employment support

**112** Job placements

**48** Community members received housing stabilization support

**9** Households housed

**34** Mentor relationships facilitated

**60** Families participated in family events

## EVERGREEN CENTRE FOR STREET-INVOLVED YOUTH

**9,506** Drop-in program visitors at our Evergreen Centre

**5,890** Visits to our Evergreen Health Centre

**2,127** Individuals served at our Evergreen Health Centre

**2,000** Meals on average served monthly at Evergreen

**71** Youth enrolled in our Helping Offenders on Probation Excel (HOPE) program

## COMMUNITY DEVELOPMENT

**24** Community development initiatives supported

**14** Multi-stakeholder collaborations involving YSM

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## POSITIVE MOVE FORWARDS (October 1, 2020 - June 30, 2021)

**866**


Positive moves forward  
among Evergreen community  
members

**214**

Positive moves forward  
among Cornerstone community  
members

**688**

Positive moves forward  
among Bridges community  
members



**“I had to overcome homelessness. I did this by being persistent and asking for help. I joined the Next Step employment program at YSM – it was a place I knew I could come to for different types of support when needed. Knowing that is what really helped me realize I don’t have to be stuck in the past, and I that I can move forward and achieve my goals.”**

**– Cassie\***



# Embracing *innovation,* *collaboration & community*

**Our mission to end chronic poverty in Toronto in one generation is audacious, and one that's simply bigger than YSM. It requires innovation, collaboration and action from individuals, communities and organizations from across the city, all working together to find solutions.**

In 2020-21, YSM continued to adapt and evolve our services and programs during changing times, with an underlying commitment to learn from our community on how best to do so. Through new and existing partnerships, community development work and investing more in our measurement evaluation tool TIMES™, community was at the heart of our work.

## **TIMES**

In the spring of 2021, our measurement and evaluation tool TIMES achieved a milestone when it qualified YSM as a recipient of a sizable **Future Skills Centre** innovations projects grant, awarded by the federal government as an initiative to foster a network of innovative partners in skills development to prepare Canadians for the future of work, especially in the aftermath of COVID.

This key funding enabled YSM to begin the migration of our TIMES framework onto a robust cloud-based platform to facilitate consistent usage within the organization, and scale with other partners in evolving and better supporting individuals and communities as they journey out of poverty.

By evaluating what services are and aren't working YSM has been able to identify which program supports and aspects of wellness provide the biggest impact in an individual's journey out of poverty. While still in the early post-migration stage, we are looking forward to advancing TIMES beyond YSM's use and partnering with others to translate wider data into greater insights and actions towards eradicating chronic poverty in our city.

## **Community Development**

Throughout the COVID pandemic, YSM's Community Development team has continued to support community leaders and resident-led efforts to revitalize and strengthen the neighbourhoods of Regent Park and

York South-Weston. We have been actively facilitating ten community-led initiatives and participating in 24 multi-stakeholder collaborative partnerships and projects. Included among them is the **Women's Development Network** (WDN) – a resident-led collaborative initiative for women in Regent Park to overcome unique barriers to meaningful employment and leadership opportunities – for which we've been providing group facilitation, a safe and inclusive gathering space, connections as well as mentorship for the growth of members' social enterprises.

"The WDN has helped me develop my skills so that I now have a decent job at a local school. I am happy and thankful for all the support from YSM."

– Sultana Khanom, WDN Catering Group



*Last fall, when government restrictions were lifted, the WDN Jewellery Group was able to resume their weekly in person meetings for peer-support training sessions and developing marketing plans.*





## Partnerships

From January to June 2021, YSM served as the lead agency for the Downtown Toronto East (DTE) Grocery Pilot Delivery Project, a new multi-partner initiative aimed at supporting isolated and vulnerable seniors through grocery delivery. Leveraging our food bank expertise, we purchased and packaged nutritionally balanced foods, with the delivery service aspect managed by YSM partner **Dixon Hall** and referrals provided by

**Seeds of Hope** and **Building Roots** community organizations. With 119 community members served during the pilot's duration, the partnership proved to be a vital service for the community as many participants noted they were eating healthier, their financial situation was better and they desired the delivery service to continue, if extended. Working with our fellow agencies also allowed more space and capacity at our Food Bank to accept new appointments and emergency visits.

“The partnership between Dixon Hall and YSM last year was extremely beneficial to clients living in the Downtown Toronto East area experiencing food insecurity. Through the collaboration, we were able to deliver large grocery bags each week filled with frozen food items, fresh fruit and vegetables, and various other non-perishable items. Working closely with YSM during the 6-month period to deliver the grocery hampers was a very positive and productive experience overall.”

– Ricky Roche, Meals on Wheels Supervisor, Dixon Hall

# Building *bridges into the future*

**In 2020-21, it became ever more important for YSM to ensure the continuation of our low-barrier services for community members, at a time when they were especially needed. With tremendous generosity and support of all kinds, we were able to make big advancements in building our capacity to serve the community now and for as long as we're needed.**

**From redeveloping our spaces, investing in the stability of our operations, to creating a movement for change, we are grateful for the ways you've helped us build a bridge into the future.**

## **Evergreen Health Centre Redevelopment**

Gaps in access to proper health and dental care continue to widen for low-income and vulnerable communities in Toronto\*, and during our 2020-21 fiscal year alone, our Evergreen Health Centre had **5,890 total visits**.

At the beginning of 2021, we embarked on a \$3 million dollar fundraising campaign to fund developing and equipping a newly expanded health centre at Evergreen.

The expansion is set to quadruple the current space, which will enable us to increase our range of services, provide greater access to mental health counselling, reduce treatment wait times, extend the hours of operation and ensure medical equipment is up to date to best care for youth.

**Thanks to the incredible commitment of our partners and donors, we were able to reach our goal by the end of 2021, with construction slated to begin in 2022.**



\*Across Canada, one in three people lacks coverage for dental care, while low-income Canadians are four times more likely to avoid seeing a dentist because of cost and two times more likely to have poor dental outcomes, according to the Toronto Foundation's 2022 *Oral Health Report*.



“The Evergreen Health Centre is a community for me. People here are concerned about me as a person, not just my health. I appreciate the patience of my psychiatrist who listens to my stories. That to me is very helpful. It is here I found what I need - listening ears, compassionate community, no judgement.”

- DS, YSM Evergreen Centre Community Member

## The GIVE 6IX Movement

2021 marked a milestone for YSM as we celebrated **125 years of service** in Toronto. To acknowledge our historic anniversary we focused our sights on the future, looking to widen our impact in Toronto. To do so we launched **GIVE 6IX** – a “do-what-you-can, wherever-you-are” movement to inspire everyone in our city, “the Six”, to take any six actions to help struggling Toronto neighbours.

Launched in May 2020, we’ve been thrilled to see Torontonians pick up the #GIVE6IX baton, take action, share their good deeds on social media and challenge others to join in. From Canadian media icons like Ben Mulroney and Wes Hall, to church groups, students, families and individuals, **GIVE 6IX** has become a way to realize our individual and collective potential to make a difference.



Ben Mulroney, co-anchor of CTV's *Your Morning*, took to Instagram to announce his participation in our **GIVE 6IX** initiative.



Wes Hall, from CBC's *Dragon's Den*, took on the **GIVE 6IX** challenge.

## The Grace & Goodness Trust

In June 2020, the Grace & Goodness Trust endowment fund was created in honour of Rick Tobias, YSM's former CEO, to invite donors to help underwrite YSM's annual operating expenses and contribute to the organization's long-term financial stability. Since the creation of the trust, we've been grateful to many donors who have invested in our mission through legacy giving, annual donations and tribute gifts. In 2020-21, **close to \$200,000 was raised** through the Grace & Goodness Trust.

# Taking *time to celebrate*

To many charities and social service organizations, the continuing pandemic represented a challenging time as it did for YSM, causing increasing program demand, constant service adaptations and staff exhaustion. But in the midst of difficult days, there were still many moments of celebration.

As one of YSM's core values, celebration is an important component of our culture – celebrating both the small and big accomplishments of our community members, staff, volunteers and supporters.

## YSM's 125th Anniversary

In September 2021, we hosted our first staff and Board gathering since the start of lockdowns, to celebrate and commemorate YSM's 125th anniversary. The beautiful sunny day reflected the warm atmosphere of the event, as we gathered together to eat, enjoy each other's company and reflect on how YSM has served throughout its long history.

Additionally, in honour of the landmark occasion, we partnered with Sheridan College's Furniture School students to build a **time capsule** using the wooden beams of our former site on Yonge Street to represent our work for future staff, volunteers, board members and visitors. To fill the time capsule, each department at YSM chose a special item to represent what it was like to serve at YSM in 2021.



## Staff celebrations

Every year, we celebrate the tremendous efforts of our staff through our Staff Awards. In 2020, Amy Ize-Iyamu, YSM's Food Bank Coordinator, was awarded the **Bob & Jane Graham Award**, given to a staff member who exhibits high commitment and participation in volunteer activities at YSM. Nazreth Mebrahtu, Interim Supervisor in Mental Health & Counselling Services, was awarded the **Wilma Watson Award**, honouring a staff member who demonstrates a sense of vocation or calling to serve people living with poverty.

Both Amy and Nazreth are true examples of what it means to serve with grace, adaptability and leadership. We celebrate Amy and Nazreth, along with all staff across YSM departments, who work tirelessly to care for and support our community members.

"I'd like to say congratulations to YSM's 125th anniversary. YSM really truly helped me in so many ways. I was able to learn things that weren't available to me due to how my life was at the time. I was able to find stable living conditions, a stable job; they helped me with my mental health, and it was a place I could turn to when I had no hope left within me."

- YSM Community Member





“All the fun things that I learned in the [Computer Literacy Centre’s] high school course will surely help us in the future.

I used to think computers are boring, and now I’m in love with them. I want to be able to build my own computer one day. This program really encourages younger children to interact with computers and I really like that.”

– Kristian, Computer Literacy Centre valedictorian



## Community Celebrations

There were many achievements and accomplishments celebrated among our community in 2020-21. We honoured the amazing mothers of our **Helping Offenders on Probation (HOPE)** participants through a special Mother’s Day event; we celebrated 61 **Computer Literacy Centre** graduating students and provided each with their own personal Chromebook; we cheered on all our incredible walkers who braved the cold for our first ever virtual **Coldest Night of the Year (CNOY)** fundraising walk; we recognized the generosity and skills of our volunteers and student placements during **Volunteer Appreciation Week**; and we celebrated with excitement when former Raptors’ player **Norman Powell** provided 30 YSM community families with grocery gift cards and toys for the holidays. In between these moments and more, we continued to celebrate the countless goals reached by our community members on their journey towards stability.



In December 2020, YSM was one of Chick-Fil-A’s True Inspiration Award grant recipients – the only Canadian organization to be awarded – in support of our Evergreen Centre for Street-Involved Youth. The transformational grant allowed us to keep our doors open during the drastic increase of needs caused by the COVID pandemic.

*“With kindness, passion and ingenuity, these organizations are solving problems and removing roadblocks so children and youth across the country have the opportunity, the support and the confidence to become all they can be. Chick-fil-A is honored to support the mission of these nonprofits and foster continued growth in the communities they serve.”*

– Rodney Bullard, Vice President of Corporate Social Responsibility at Chick-fil-A, Inc

# The power of *donor support*

## Imagining a Brighter Future

**Legacy donor Victoria\* has always focused on the future. While a young woman in Toronto, Victoria worked hard, juggling full-time employment with part-time studies while earning her undergraduate degree from UofT.**

She gained important business experience and moved to teach Business to secondary school students for years.

Later Victoria earned her MBA, with a specialty in Information Systems, enabling her to become a professor of Business at Ryerson University, a post she held for 25 years. While there, her keen interest in technology and advancing progress led her to develop Ryerson's first ever online course. Victoria firmly believes technology is critical and computer skills are required in all fields – a fact clearly demonstrated during the COVID pandemic.

Blessed in her career, Victoria has supported YSM to help provide for those less privileged than herself. She was especially inspired by what she describes as “a meaningful tour of YSM’s Computer Literacy Centre” where she also attended a Computer Lab graduation and donated a computer.

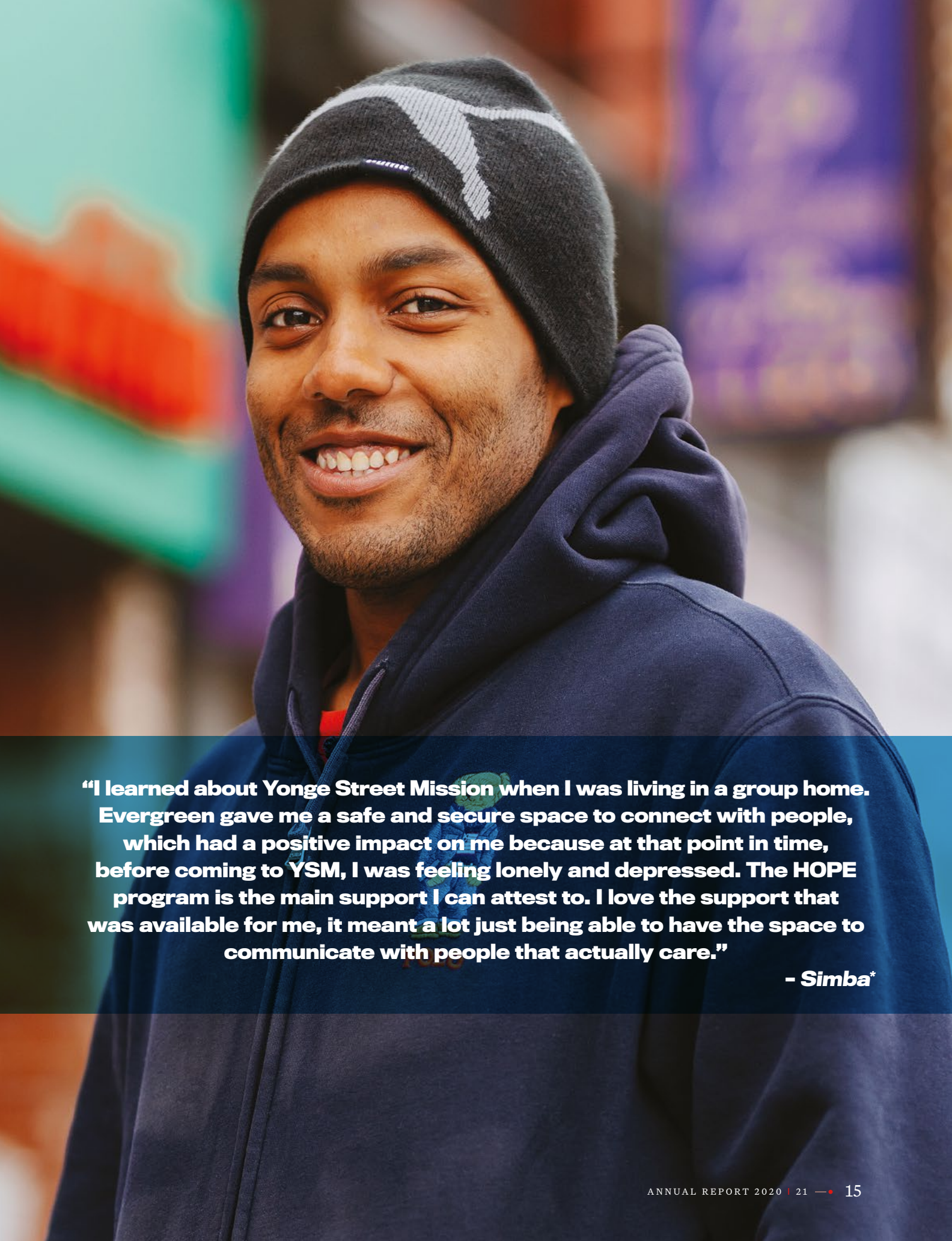
Looking towards the future and need in our city, Victoria has included a bequest to YSM in her will. When asked why she did so, she explains the factors as “Belief in YSM and its important mission, also because of its long history of service and good reputation. These make it a worthwhile organization in which to invest.”

Victoria regularly reads YSM reports, gratified to learn of work to positively impact lives for the better, while feeling grateful to be able to contribute to YSM’s work now, and into the future.



Name and photo changed to respect donor's privacy.





**"I learned about Yonge Street Mission when I was living in a group home. Evergreen gave me a safe and secure space to connect with people, which had a positive impact on me because at that point in time, before coming to YSM, I was feeling lonely and depressed. The HOPE program is the main support I can attest to. I love the support that was available for me, it meant a lot just being able to have the space to communicate with people that actually care."**

**- Simba\***

# Thank *you!*

YSM is blessed with a large community of caring supporters who share their time, talents and treasure. Every goal and every journey supported, through a variety of means, brings us a step closer to a city where everyone is able to thrive and reach their true potential in life.

In 2020-21, we were filled with gratitude for:

**32,532**

volunteer hours, provided  
by **929** volunteers

**70,175**

monetary and in-kind  
**donations** received

**1,978**

**new donors**

**3,007**

active **Possibility Partners**  
monthly donors

**1,643**

**TO.gether Team**  
members who gave  
mid-level donations from  
\$500 - <\$5,000

**223**

**major** individual and  
foundation donors

**471**

**corporate** and  
organizational donors  
and partners

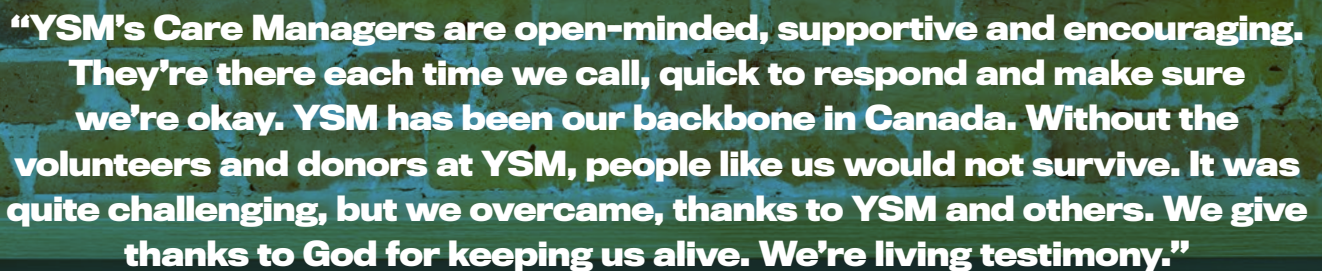
**68**

**church** supporters

+ Along with all our many valued community partners, various government funders and all those who've joined us in our mission to end chronic poverty in Toronto. *Thank you.*







ANNUAL REPORT 2020 | 21 —● 17



# Financials

## REVENUE

	2021	2020
General Fund contributions	8,040,005	8,173,337
Scholarship contributions	--	250,000
Other restricted contributions	2,261,485	1,016,031
Bequests and estate income	543,693	373,898
Gifts in kind	238,857	177,092
Government grants and subsidies		
- Housing	519,412	499,644
- Daycare	953,829	887,114
- Other	2,685,082	2,576,377
Sales and program income	979,134	653,680
Rental income	97,757	122,505
Interest income	137,237	155,974

**Total Revenue 16,456,491 14,885,652**

## EXPENSES

Community Support Services	702,000	683,088
Family Services	2,036,138	2,245,935
Street-Involved Services	1,526,491	1,514,627
Community Development	703,970	476,570
Program Support Services		
- Housing Support Services	682,295	723,298
- Mental Health Services	436,971	259,041
- Employment Services	1,984,486	1,674,106
- Food Services	1,106,835	1,134,809
- Double Take	436,971	709,772
Centre for Urban Education	175,421	172,986
Scholarships	220,303	233,106
Advocacy	--	112,530
Program Development	470,945	349,320

**10,507,499 10,289,188**

Administration	807,294	774,673
Public Relations and Fundraising	2,756,990	2,610,068
	3,564,284	3,384,741

**Total Expenses 14,071,783 13,673,929**

## EXCESS

(deficiency) of revenue over expenses for the year after interfund transfers

General Fund	-	-
Capital Fund and Housing	151,779	(478,074)
Restricted Funds	2,249,088	1,431,120
Scholarship Fund	414,426	79,914

**2,815,293 1,032,960**

## FUND BALANCES AT END OF YEAR

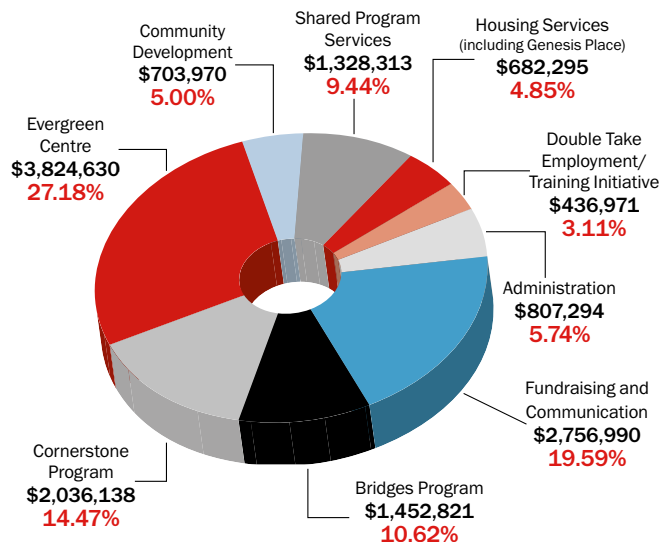
General Fund	300,000	300,000
Capital Fund and Housing	14,115,377	13,963,598
Restricted Funds	5,991,205	3,742,117
Scholarship Fund	2,091,831	1,677,405

**22,498,413 19,683,120**

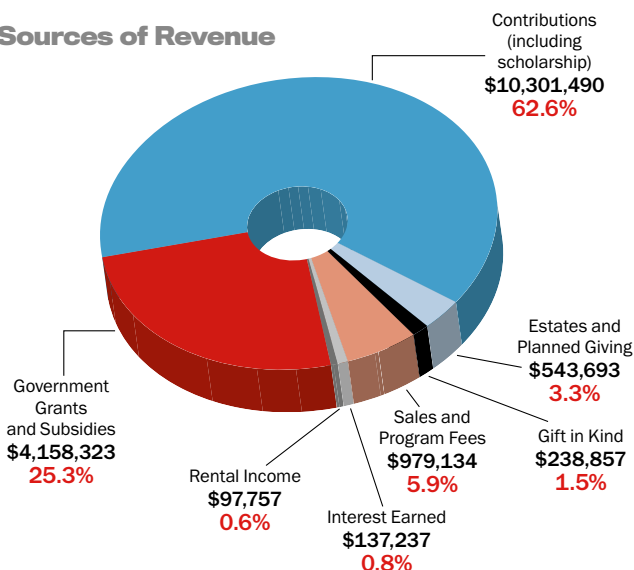
*Gordon Sutherland*

Gordon Sutherland  
Chairman - Finance and Audit Committee

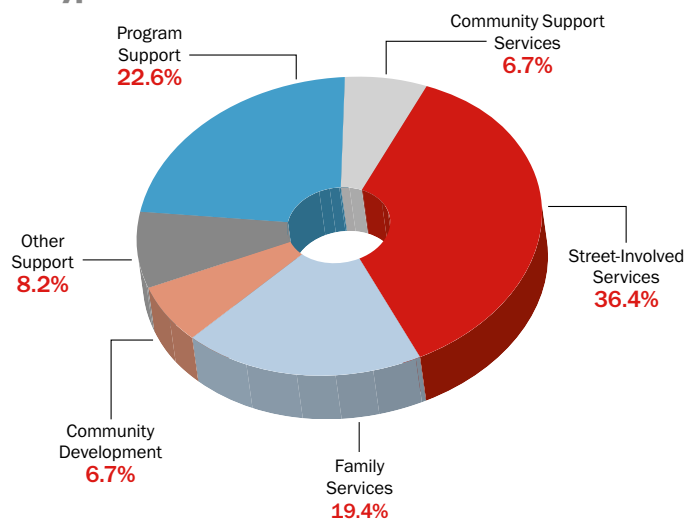
## Allocation of Revenue



## Sources of Revenue



## Types of Services





# Leadership

## BOARD OF DIRECTORS

Gundy Jackson | CHAIR

Heather Janes | VICE-CHAIR

Gordon Sutherland | TREASURER

Kristi Karens | SECRETARY

Harry Angus

James Chestnut

Patrick Gill

Kent Heise

David McFadden

Erik Parnoja

Julia Robarts

David Stevenson

Angie Peters | EX OFFICIO

## SENIOR LEADERSHIP TEAM

Angie Peters | PRESIDENT & CEO

Phillip Fearon | VP, OPERATIONS

Leah Katerberg | VP, PROGRAMS & COMMUNITY DEVELOPMENT

Angela Solomos | VP, PHILANTHROPY



During the ongoing challenges of the COVID pandemic, YSM's Senior Leadership Team continued to meet regularly through virtual chat.

In lieu of a regular team photo, they decided to use a photo which captured the historic events of 2020-21 for this Annual Report.



**YSM services and programs operate  
from these locations:**

**Martin Centre & Church at the Mission**

306 Gerrard Street East

**YSM's Evergreen Centre for Street Youth**

365 Spadina Avenue

**Davis Centre**

270 Gerrard Street East

**Genesis Place**

280 Gerrard Street East

**Double Take Thrift Store & TD Computer  
Literacy Centre**

310 Gerrard Street East



**Tel: 416-929-9614 or 1-800-416-5111**



**Email: [info@ysm.ca](mailto:info@ysm.ca)**



**Facebook: [@YongeStreetMission](https://www.facebook.com/YongeStreetMission)**



**Instagram: [@YongeStreetMission](https://www.instagram.com/YongeStreetMission)**



**Twitter: [@YSM\\_TO](https://twitter.com/YSM_TO)**



**LinkedIn: [/company/the-yonge-street-mission](https://www.linkedin.com/company/the-yonge-street-mission)**

**YSM's expanded relief services, such as Food Bank and Mental Health  
Services, were generously supported in part by:**



**Daily Bread**  
Food Bank



**United Way**  
Greater Toronto

**\* In addition to many other caring donors who made exceptional gifts to YSM in response  
to the COVID-19 pandemic.**

\*Names and photos used through out this report have been changed to  
respect community members' privacy.

Betty Kim, YSM Manager of Marketing & Communications, EDITOR  
Sandra Damiani, Apropos Advertising Design, GRAPHIC DESIGNER  
Becca Gilgan, Worker Bee Supply, PHOTOGRAPHER