



ANNUAL REPORT

2023 | 2024

Building a city where *People,*
and not poverty, *Thrive.*

OUR MISSION

We are on a mission to end long-term poverty in Toronto by working in partnership to support life change, develop healthy communities and remove systemic barriers.

OUR VISION

A city where people, and not poverty, thrive.



Chef Marion prepares lunch at the Evergreen Centre.

Land Acknowledgement

We acknowledge the land on which YSM serves the people of Toronto is the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nation, Inuit and Métis peoples. We also 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.

FROM OUR PRESIDENT & BOARD CHAIR

Your compassionate generosity is enabling life-transforming work to end the cycle of poverty, **one person and family at a time.**

YSM is an organization with a bold vision: A city where people, and not poverty, thrive. But what does that look like in reality, when the poverty statistics we regularly see in the news seem so grim?

While reporters paint a picture of the challenges facing neighbours experiencing poverty today, the reality within the walls of YSM begins to tell a more hopeful story. We have learned people can rise out of poverty when presented with the right combination of support. Our staff work tirelessly and compassionately, applying their skills to help the community members in their care thrive.

This past year, YSM has worked to identify both tangible and intangible indicators that, when changed, unlock community members' potential to rise above the poverty line. Using our unique TIMES™ measurement system (see page 13), we can continually evaluate and adjust what

we offer to ensure effective, meaningful life change among those we serve.

Whether you are a donor, volunteer, or friend of YSM—you are making this possible.

Your kind and generous contributions of time, talent and treasure are changing lives right now, providing immediate relief during challenging economic times. Even more profoundly, you are enabling the life-transforming work that comes with leaning in, listening, and creating a plan to end the cycle of poverty, one person and family at a time.

Thank you for choosing to walk alongside struggling neighbours today toward a future where people, and not poverty, thrive.

With profound gratitude,



Angie Peters
Angie Peters
President & CEO



David McFadden
David McFadden
Chair, Board of Directors



Who relies on YSM's Food Bank?

Among the neighbours who needed YSM Food Bank support in 2024:

25% were children

33% were between 19-44

24% were between 45-64

18% were aged 65+

FOOD BANK SUPPORT

1 in 3

new Toronto food bank clients is between the ages of 18-29

1 in 10

Torontonians now seeks food bank support

42,011

visits to YSM's Food Bank during our 2023-24 fiscal year.

806

neighbours relied on our Food Bank for the first time in 2024

POVERTY IS RISING IN TORONTO

When you step into YSM's Food Bank, and you see community members, elderly neighbours and families arriving for their appointments, **you'll notice something.**

Poverty in Toronto is no longer a phenomenon faced only by neighbours living on the streets.

Adults with steady employment are experiencing poverty. Dual income families frequent our Food Bank. Poverty is becoming more complicated. The number of community members who don't have sufficient income to live in Toronto is rising.

As an agency working to alleviate poverty since 1896, YSM is continually working to understand and evaluate how we can best help break the cycle of poverty.

How can we most effectively help neighbours move from surviving to thriving?

Building a city where people thrive

At YSM, we approach the problem of poverty at three important levels:

Changing lives > Thriving neighbours

(pp 6-9)

Building communities > Thriving neighbourhoods

(pp 10-11)

Transforming systems > Thriving Toronto

(pp 12-13)



Yonge Street Mission serves:

Families in need, through our Cornerstone Family Services

Vulnerable youth aged 16-29, at our Evergreen Centre

Adults experiencing long-term poverty, through our Bridges Community Support Services



"Cheryl is like a mom to me," says an Evergreen Drop-In client as he and Cheryl play a game of pool.

Because of your support, YSM can provide relief and care for immediate needs.

An Open Door

When Hailey* walked into YSM's Evergreen Centre showing signs of distress, Evergreen Drop-In Supervisor Cheryl (pictured left) could see she looked anxious and overwhelmed. With gentleness and compassion, Cheryl approached the young woman and invited her to sit down so they could wait together for one of YSM's mental health counsellors.

As Hailey began to share her story, Cheryl listened, validating and encouraging her. Hailey later told the counsellor: **"That woman only just met me, but she told me she was glad to meet me today, and she even prayed for me. She saw me."** Hailey's experience with Cheryl helped her feel open to immediate counselling support, as well as to begin the longer journey toward thriving in partnership with YSM's Care Management and Workforce Development teams.

"You were my guardian angel. If I didn't have somebody to hold my hand and lift me up, I would not have gotten up."

— A Cornerstone Family Services participant who received food bank, housing and daycare support for her children

THRIVING NEIGHBOURS

A Circle Of Support

Jayden* was working to develop a youth outreach program in Toronto when he lost his housing.

For three years, he struggled to survive while living on the streets, feeling unsafe to fall asleep in case someone might harm him or take what little he had. Every day he sought a way to change his circumstances, looking for resources or programs that could help.

A friend from a shelter recommended he come to YSM. Jayden began attending Bridges' community dinners on Tuesdays and Thursdays. "It was like a family gathering," he explains. **"Me being homeless and having no family, it was great to be able to go to a table and gather with others in my similar situation, passing food across the table. That was just a beautiful thing."**

With his immediate needs met, Jayden started to work on finding a job and housing. He enrolled in an eight-week YSM Workforce Development program, securing employment at a local restaurant even before he completed the program! At the same time, YSM's Housing team helped Jayden obtain a safe and stable apartment.

Sometimes it only takes one or two unexpected, negative life events to push a neighbour into a precarious situation. Thank you for ensuring YSM can provide a struggling community member with immediate relief and support.

RELIEF SERVICES

54,870

freshly prepared meals served to vulnerable youth, adults and families

3,289

appointments provided at the Evergreen Health and Dental Centre

2,518

hours of mental health counselling completed

74

neighbours received housing support

*Community members' names have been changed to protect their privacy.

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In addition to YSM's relief services, you are enabling holistic programs that help neighbours build long-term pathways out of poverty.

Walking Alongside

Imagine experiencing the loss of both of your parents *and* your partner in only four months.

Sadly, Michelle* knows exactly what that is like. In addition to experiencing the weight of her own grief, she also lost her entire support system as a parent to three young children.

When it was determined, given the circumstances, that it was in the children's best interest to be taken into care, Michelle began working desperately to be reunited with them.

As she navigated the process necessary for reunification, she was referred by the Children's Aid Society of Toronto (CAST) to YSM for help.

A YSM Cornerstone Family Services Care Manager came alongside Michelle to examine all she was facing. They talked through the areas where Michelle most needed help, and she was connected with holistic support: YSM's Food Bank bridged a gap in her need for food assistance, and YSM's Mental Health team provided free one-on-one counselling sessions.

Michelle was now no longer alone trying to figure out the process she needed to navigate — by walking with her through the steps and advocating on her behalf, we ensured she had access to the resources she needed to successfully overcome her challenges.

“YSM's counsellors will walk you through any situation, sit with you and help you figure out solutions. This process has helped me so much. Thank you.”

— A YSM community member who received employment and mental health support

Holistic Help

Hannah* had lost all hope in finding meaningful work.

After years of mental health challenges and long-term unemployment, Hannah felt isolated and unsure of how to navigate the job market. Shy and withdrawn, she also wrestled with negative past workplace experiences.

Hannah reached out to YSM's Workforce Development team for help, and joined a pre-employment training initiative designed to provide support for individuals facing barriers to employment. From the moment Hannah entered the program, YSM's facilitators Nickayla and Angie listened to her story so they could provide her with the right resources and guidance, empowering her to take charge of her future.

Over the next five weeks, something remarkable happened. As Hannah experienced compassionate support from both the YSM facilitators and her peers in the group, she started to open up. Daunted at first by the group activities, she slowly grew more confident. As she increasingly enjoyed the interactions, Hannah found strength in the community around her, discovering she wasn't alone in her struggles.

But the transformation didn't stop there. Because of the program's holistic approach, Hannah met with a YSM mental health counsellor. And, with personalized guidance from a YSM employment counsellor, she built a comprehensive resumé and cover letter. Hannah graduated from the program with a renewed sense of purpose — ready to write the next chapter of her story.



A YSM Workforce Development class meets to address mental health and other barriers to employment.

Over-generalization
Making sweeping judgments based on one situation/evidence

Mind Reading
Believing you know what others are thinking

LONG-TERM SUPPORT

6,262 community members supported by one or more YSM programs	379 community members accessed YSM's Workforce Development resources	318 participants engaged in YSM Care Management	696 children participated in YSM's Family Education computer classes, camps and workshops	128 children enrolled in YSM's Cornerstone Daycare and Evergreen Nursery
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301

community residents and other partners engaged with YSM in Community Development initiatives

THRIVING NEIGHBOURHOODS

Your support of YSM is changing the lives of individual neighbours and families. But did you know you are also helping to build stronger communities?

When grassroots groups, agencies, and faith communities seek to create positive change in their neighbourhoods, they turn to YSM's Community Development team for support and practical tools.

Together, we listen and learn. We look for a neighbourhood's existing strengths and potential, recognizing its community members as experts.

What does this collaboration to create positive change look like?

Partnering to discover local needs

OneChurch.to reached out to YSM with the desire to better serve their community. For three months, over a dozen OneChurch.to members and YSM conducted extensive community surveys of their Scarborough neighbours. They explored what community support services existed and which organizations could be potential partners. They also conducted an internal assessment to identify what they could contribute to their community to help meet the surfaced needs.

Among other insights, the church team discovered that while there are many healthcare supports in their community, there are not many supports for mental health or for the growing number of seniors in Scarborough. And as they reviewed the high number of newcomers to Canada utilizing their food bank—were there further ways they could support new neighbours?

OneChurch.to is now testing community outreach programs like a seniors' fitness class and two programs that surprised the church with the speed at which they grew—employment support for persons with disabilities and a basketball skills program for children and youth.



Sharing YSM's expertise more widely

How did YSM's Community Development team, which historically has worked primarily with groups in Regent Park, expand its support all the way to Scarborough?

In 2024, the team developed unique **Community Development Toolkits** for grassroots groups, faith communities, and other organizations. In true YSM style, after drafting the kits, the team hosted a **Community Impact Jam** (pictured above), so community members could share their thoughts on all the content.

"I was so excited to review the finished product and provide feedback," says Regent Park community leader Deany. "I think grassroots groups will consider it a very practical and helpful resource."

What lies ahead in 2025?

Thanks to your ongoing support for YSM, our Community Development team will continue to invest their efforts locally, while beginning to share the toolkits across Toronto through workshops, webinars, and one-on-one collaborations. Your partnership is helping to build the flourishing communities our neighbours envision for themselves.

A THRIVING CITY



#HackPoverty's volunteer working groups

Thanks to your partnership, we are now embarking on **exciting, big-picture initiatives** to transform systems in Toronto that keep people trapped in poverty.

As part of our vision for a city where people thrive, we've developed the **ReVISION PARTNERSHIP**. ReVISION is a collective of diverse collaborators committed to changing the systems that keep people stuck in poverty. With your support, YSM is providing tools, technology and trained professionals to equip ReVISION initiatives as we strive for real-world solutions together.

#HackPoverty

Currently, #HackPoverty working groups (pictured left) are exploring and developing actionable solutions to three pressing issues for Toronto neighbours:

- 1. Availability of deeply affordable housing
- 2. Access to income sufficient to meet the cost of living in the city
- 3. Access to available community services

Each working group brings together passionate volunteer leaders from across a variety of relevant sectors who are eager to collaborate. Importantly, each working group is co-chaired by a person with lived experience of poverty. These groups have been working diligently together for the past two years and are eager to begin sharing their findings and developments with the community.

Following this year's #HackPoverty progress celebration, one sector leader left the gathering saying, "No one sector is going to end poverty in a generation; it's only by aligning our efforts and moving forward in the same direction that we'll be able to tackle this."

TIMES™

Through several years of intensive work, YSM identified eighteen indicators of human well-being and used those indicators to develop a measurement and evaluation framework called Transformation Integrated Measurement and Evaluation System (TIMES™). If you are familiar with YSM, you will have heard of TIMES™ and know we developed this tool to meaningfully assess and support the unique needs of each community member who comes to us for help. During our 2024 fiscal year, we measured the progress of 838 participants who were active in our goal-setting programs.

But our long-term vision for TIMES™ is much bigger: to build data measurement partnerships. We are now inviting other social service agencies to use TIMES™, so together we can share our data and learnings, leading to broader collaborative efforts in poverty reduction and stronger advocacy efforts.

In addition to those organizations just beginning to explore this tool, in 2024 the Supportive Housing Charity **Indwell** began to implement TIMES™ throughout their organization.

"We're excited about the TIMES™ tool for many reasons," says Jess Brand, Indwell Regional Director. "We support people at the intersection of so many key determinants of health, and we journey with them through seasons of life. The TIMES™ tool is helping us map this journey together, refining our teamwork and giving insights into support planning."

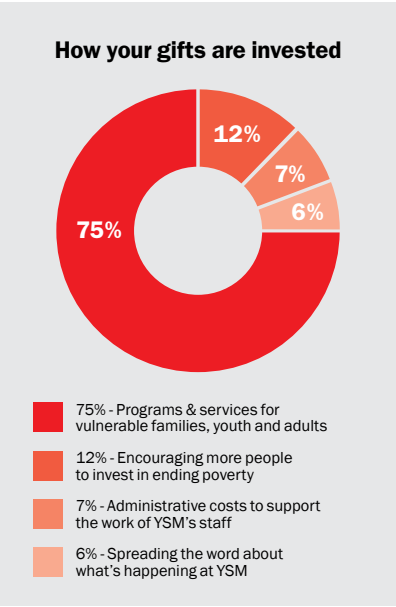
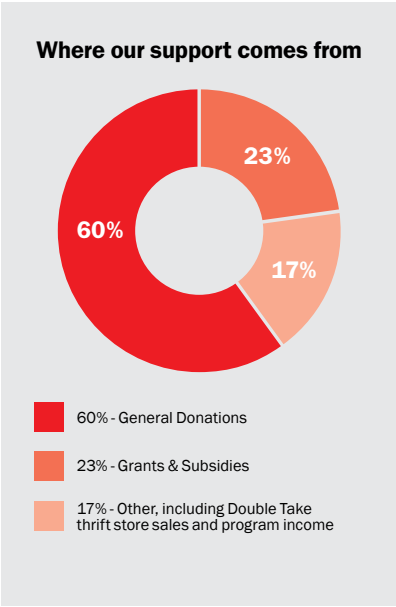
TIMES™ 18 indicators of human well-being

CONNECTION	Family Structural Stability
	Relationships
	System Navigation
ECONOMIC	Employment Readiness
	Employment Status
	Economic Judgement
	Economic Stability
EDUCATION	Certification/Skills
ENVIRONMENT	Shelter
	Safety
EQUALITY	Sense of Power
WELLNESS	Health
	Nutrition
	Addiction
	Mental Health
WORLDVIEW	Self Awareness
	Spirituality
	Values

FINANCIALS

This report covers the fiscal period beginning
October 1, 2023, and ending September 30, 2024.

During our 2023-24 fiscal year, **60% of our support came from individuals like you**, who care deeply about the well-being of vulnerable neighbours. *Thank you!*



REVENUE	
General Donations	
Annual Contributions	4,844,521
Major Gifts	3,572,468
Estate Gifts and Planned Giving	1,036,537
Gift in Kind	378,099
Grants and Subsidies	3,812,353
Other	
Program Income	1,111,673
Sales	1,148,813
Interest and Rental Income	617,429
TOTAL REVENUE	16,521,893
PROGRAM EXPENSES	
Community Support Services [Bridges]	
General Relief	119,153
Church at the Mission	228,579
Food Services (including Food Bank) *	707,592
Bridges (Care Management)	615,048
Family Services [Cornerstone]	
Daycare	1,625,924
TD Securities Computer Literacy Centre (Education supports including tutoring and camps)	389,550
Care Management and [Access] Support	886,949
Street-Involved Services [Evergreen]	
Drop-In (and Care Management, including HOPE)	1,141,121
Health Services (including Nursery)	1,017,479
Food Services *	437,810
Workforce Development	
Employment Services	2,152,089
Double Take Clothing Store	1,294,116
Housing Services	
Genesis Place Transitional Housing	519,722
Other Housing Services	263,586
Mental Health Services	
Community Development	743,715
Other Program Expenses	
Centre for Urban Education	212,210
Scholarship	209,382
Program Development (Impact Measurement)	337,769
TOTAL PROGRAM EXPENSES	13,363,013
Administration	
Marketing & Communications	1,231,118
Philanthropy (Fundraising)	1,087,349
TOTAL OTHER EXPENSES	2,203,580
TOTAL EXPENSES	4,522,047
Deficiency of revenue over expenses before undernoted	(1,363,167)
Unrealized Gain / (losses) on Investment	319,060
Deficiency of Revenue Over Expenses **	(1,044,107)

** This planned deficit was fully funded through an accumulation of revenues raised in prior fiscal periods, to finance program expansion in this fiscal period, which was needed to meet our community's growing needs.

* Does not encompass the value of all in-kind donations of food items.

Each step we take toward a city where everyone can thrive is only possible because of you, and so many others like you, who donated time, funding and goods.

Thank You!

You saw the need . . .

After six months' volunteering in a program at YSM's Cornerstone Family Services, there was something that stuck in Muralie's mind about the whole experience.

"They had 20 kids, and their resources for each session was \$20," Muralie remembers. "They managed to squeeze a lot out of that \$20—they had an activity in the gym, a variety of snacks."



Muralie had to stop volunteering when he began graduate school, but Muralie continued to be troubled by the rising levels of need he saw all around him in Toronto. He could no longer give of his time, but as he recalled how far the staff made a dollar go, he says, "I figured even \$5 or whatever I could give would go pretty far."

Muralie developed a routine of giving \$5 or \$10 a day to YSM. "It's like getting a coffee," he says. He became one of YSM's monthly **Possibility Partners** donors. Why is he investing in the work of YSM? "I hope for a better community—I hope what I'd do helps support the community, that it ripples to help people thrive and be able to have a better society tomorrow."

Thank you, Muralie, and the 279 new Possibility Partners we welcomed in our 2024 fiscal year to bring us to 3,374 monthly donors! Your commitment to give each month is the backbone of all YSM does, and enables our future financial planning.

You came alongside . . .

Olivia still remembers the time, years ago, when she first toured YSM's facilities.

As a mother of four, Olivia's thoughts immediately went to the vulnerable youth served at our Evergreen Centre. She imagined her own children had their lives taken a turn for the worse.

Olivia began giving regularly to support the work of YSM 39 years ago. When her children became adults, two of them asked Olivia also to donate to YSM annually in lieu of birthday gifts.

As she reflects on her support, Olivia says, "One of the really important things YSM does is connect with young people — not only give them a meal, but connect. They need a place where they can go that can be a home for them. It's important to find a community that accepts you and says, *You are important*. Donating is my way of connecting with those in need, of coming alongside."



Thank you to the 17,313 YSM donors like Olivia who gave between \$1 and \$300,000 during our 2024 fiscal year. You opened up new pathways to thriving!

You gave time . . .

As Rafi watched, curious kindergartners crowded around him in YSM's Family Education computer lab, bustling with fascination to see what the inside of a computer would actually look like. He thought, "What a cool moment to get to be part of and facilitate."

Rafi wasn't much older than the children around him when his parents first signed him up to attend YSM's computer classes after his nearby Regent Park elementary school ended for the day.

At the first possible opportunity, Rafi began volunteering as a teaching assistant in the computer lab, and he's been a steady presence ever since. He estimates he's given 700 hours volunteering for YSM — currently he's teaching advanced computer programming on Thursday nights.



Rafi (left) and Julian, YSM's Family Education Supervisor

As a child, Rafi's time in YSM's computer classes helped grow his passion for technology. Now he is working in a research lab at Sick Kids Hospital, figuring out how technology could be used to stimulate the brain and help epilepsy patients whose symptoms aren't alleviated through current treatment options.

"As I've gotten older, I realized how amazing supports like the computer lab are," he explains, "and how much they enriched my childhood and supported me in growing up as a person. YSM has been such an essential part of my life. I'm so grateful for all the people who supported me. Volunteering is an amazing opportunity to give back."

Thank you, Rafi, and the 1,751 volunteers who gave an incredible 39,070 hours during our 2024 fiscal year to make so many of YSM's programs and services possible!



When **Tata Consultancy Services (TCS)**'s Toronto office formed a team to walk with Yonge Street Mission as part of the Coldest Night of the Year in 2023, their team became the company's highest fundraising team across its Canadian offices. TCS celebrated the team's efforts by matching the funds raised so the Toronto team could give even more back to the community.

As a result, three Toronto TCS teams participated in three YSM **Project: GENERAT1ON** corporate volunteering experiences — one at our Evergreen Centre for Vulnerable Youth and two at YSM's Double Take thrift store.

"Our participants loved the engagement," says Nicole, TCS Corporate Social Responsibility Manager. At Evergreen, the team cooked and served a meal for Drop-In clients, while also touring the facilities, including the health centre and nursery. At Double Take, they upcycled, sorted and priced clothing—participating in the store's work toward sustainability and access to affordable goods.

"It was a unique experience, and it showed how much the community uses and needs YSM's programs," Nicole explains. "We believe in YSM's mission and values, and are really grateful for the opportunity to help."

Thank you to TCS and to the 497 corporations who enthusiastically gave time, funds and goods to help build thriving Toronto communities during our 2024 fiscal year!



You put your heart into helping your neighbours . . .

“Partnership is about listening, and seeing when you can step in,” says Winnie, Outreach Director at Toronto’s **C3 Church**.

Through the church’s long-standing relationship with YSM, they have invested in helping neighbours in every way they can—setting up our annual Christmas Toy Market, donating funds, collecting new backpacks and school supplies, organizing clothes at YSM’s Double Take thrift store, compiling gift baskets for community members attending Bridges’ Thanksgiving meal, and so much more.

“YSM is the expert in supporting people in need in the community, and we are the partner,” Winnie explains. “We love the way YSM includes us in conversations — what’s going on, what we can pray for, what’s needed. And

then we can step up to be part of the solution. The more we hear, the more we want to be involved. We don’t come with an agenda—we’re very flexible—whether the need is for volunteers, funds, or for resources like donated goods. We love that we get to be your neighbour.”

Winnie recalls how it personally impacted her to chat with young people while visiting YSM’s Evergreen Drop-In, and, another time, to visit the safe space YSM created for parents and children who’ve been separated to spend time together.

Now Winnie is encouraging even more Toronto churches to get involved because, as she says, “I can’t say I’m thriving when someone down the road isn’t. We’re only thriving if we all put our hands to this work.”

Thank you to C3 and 81 partner churches who have generously given their time, financial resources and goods to invest in a thriving Toronto!

Senior Leadership Team



Angie Peters
President & CEO



Leah Katerberg
VP, Partnerships
& Impact



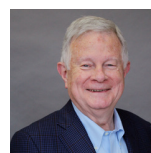
Sandra Seaborn
VP, Programs



Angela Solomos
VP, Philanthropy

LEADERSHIP

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Julia Roberts
Vice-Chair



Erik Parnoja
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Luckson Zireva
Secretary



Kin Chan



**James (Jim)
Chestnutt**



Yolanda Dasselaar
Joined
September 2024



Patrick Gill
Departed
February 2024



Kent Heise
Departed
September 2024



Faithe Holder
Joined
September 2024



Heather Janes



Kristi Karens
Departed
November 2023



William Luke
Departed
January 2024



Dan Nohdomi



David Stevenson



YSM SERVICES & PROGRAMS

Martin Centre & Church at the Mission

306 Gerrard Street East

Evergreen Centre

365 Spadina Avenue

Davis Centre, YSM's Food Bank & Daycare

270 Gerrard Street East


Genesis Place Transitional Housing

280 Gerrard Street East

Double Take Thrift Store & Computer Literacy Centre

310 Gerrard Street East

CONNECT WITH US

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

 **info@ysm.ca**

 **Facebook: @YongeStreetMission**

 **Instagram: @YongeStreetMission**

 **X: @YSM_TO**

 **LinkedIn: /company/the-yonge-street-mission**



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