



West Island
Mission



Annual Report

July 1st, 2022 -
June 30th, 2023

In the community. For the community. By the community.

A Word From our Executive Director & President



This past year we have spent a great deal of time being curious, listening and learning. Curious, about those we serve and how food insecurity has become something they are struggling with in their lives. Listening, to the community at large and understanding how we can serve the West Island better. Learning, how to be more effective and efficient as an organization, doing the work upfront to save time and energy on the back end.

Unfortunately, 22/23 had its challenges, but we saw many great successes too. We continued to see a huge increase in the demand for food assistance. We have seen a big shift in the demographic from a working-class low-income family to a single adult family and many struggling seniors. This has been difficult to comprehend and navigate. Compassion has become a huge part of our daily work life when making decisions.

As an organization we had three big WINS; we formed a partnership with Volunteer West Island/Meals on Wheels to be their first centralized kitchen location, we secured funding and made an important hire with our Re-Integration/Mental Health specialist, and we became urban farmers with our 2,000 sq ft plot up at the Morgan Family Farm in Senneville. All these WINS speak volumes to our commitment to the West Island Community at large.

This report will highlight our different programs and how we have served the West Island. Food Insecurity has become something of a norm amongst lower-income individuals/families, we continue to do our very best to meet the growing demand. Our goal is to educate the community on the current situation. Lobby our local, provincial and federal elected officials to highlight the growing need and advocate for our clients. It is essential to giving a voice to poverty on the West Island.

Suzanne Scarrow & Steve Greene
Executive Director *President*



New Position: Reintegration & Mental Health Specialist



In May 2023, I joined the WIM family as the Reintegration and Mental Health Specialist, marking a crucial step in enhancing the support provided to our clients. The incorporation of a mental health resource within our team extends beyond addressing immediate needs; it acknowledges the broader aspects of our clients' well-being, fostering a more comprehensive and compassionate approach.

Recognizing that food insecurity often signals deeper issues, our goal is to assist clients in addressing these underlying concerns, working towards sustainable solutions rather than solely focusing on immediate needs. Being on-site provides a safety net for our clients, offering listening and emotional support, providing coping strategies, and facilitating connections to additional resources and referrals. This support significantly improves the emotional well-being of our clients.

Since May, I have assisted clients in various ways, including helping them find housing, directing them to employment opportunities, referrals to our healthcare system, or other community resources. However, many of the clients I see lack a support network, and for those who do, discussing mental health can be uncomfortable. I offer a safe and non-judgmental space for clients to express their feelings, helping during times of crisis or distress and advocating for their needs to ensure continued support.

Being a part of the WIM team fills me with immense pride. West Island Mission is known for being innovative thinkers and having the ability to see the bigger picture, our team goes above and beyond the conventional approach. We offer more than just food assistance. WIM's mission revolves around serving with dignity, this is reflected in many ways and one is by integrating my role within the team. Together, we strive to assist clients in nurturing not only their bodies with healthy food but also in prioritizing their overall well-being through the provision of mental health support. It is truly an honor to contribute to an organization that values innovation, compassion, and the empowerment of those we serve.

Sandra Watson *Reintegration and Mental Health Specialist*



Food Insecurity noun

The inability to acquire or consume an adequate diet quality or sufficient quantity of food in socially acceptable ways, or the uncertainty that one will be able to do so.

"Household Food Insecurity" Government of Canada

Our Mission

West Island Mission is a community based non-profit that provides well-balanced, high quality food assistance and other resources to those struggling with food insecurity on the West Island of Montreal. The demand for food assistance in the West Island continues to grow exponentially since our inception.

Fighting Food Insecurity

The West Island has a reputation of being a wealthy community, one without struggles and vulnerability. This misconception couldn't be farther from the truth. A countless amount of West Islanders receive assistance from food banks every month. West Island Mission served over 400 families in 22/23, close to 1000 individuals.



400+

Families Helped



6,000kg

of Produce Harvested





A Good Food Organization

We are a proud Good Food Organization. Recognized by Community Food Centres Canada, the Good Food Organizations Program aims to increase the capacity of community food security organizations to offer healthy and dignified food programs in their communities. West Island Mission is now entering our third year as a Good Food Organization.



LUFA Farms Direct Giving Program

West Island Mission is part of the LUFA Farms Direct Giving Program. We are one of 7 community organizations that they distribute to on a weekly basis. 50 of our families participate at any given time in the program. LUFA has distributed over \$264,471 into the homes of those we serve since December 2021.

FOR THE

COMMUNITY

IN THE

COMMUNITY



Did you know the West Island's rates of food insecurity have increased 40% in 2023?



West Island Mission's goal has always been to give back to the community. Everything that is done is to ensure the health and safety of those in the West Island.

BY THE

COMMUNITY



West Island Mission could not operate without the generosity of the community at large. Food donations, cash donations, and dedicated time volunteering represent the core of WIM.



Board of Directors

To operate, West Island Mission relies on the guidance, dedication, and commitment of our Board of Directors



Steve Greene *President/Interim Treasurer*
CPA, President at Greene & Associates Inc.



Eric Ouimet *Past-President*
Owner, CP Camionnage



Suzanne Scarrow *Executive Director (non-vote)*
Executive Director, West Island Mission



Kent Elvidge *Director*
Senior Wealth Advisor, iA Private Wealth



Debbie De Roy *Director*
Intellectual Property Strategy Specialist, Medtronic



Erika MacPhee *Director*
Owner, Le Corbeau et le Renard



James Sinclair *Director*
Vice-President, Corporate Banking, HSBC Bank Canada



Marie Forest *Director*
Philanthropist



Martin Lancing *Director*
Operational Excellence Project Manager, Quality Assurance Lead,
Manufacturing Engineer, Acyalent Services



Michael Timmouth *Director*
Retired, Philanthropist



Meet Our Staff

West Island Mission is grateful for the support of our staff

- **Suzanne Scarrow**
Executive Director
- **Judith Fyfe**
Assistant Director
- **Jack Jones**
Operations Manager
- **Sandra Watson**
Reintegration Specialist/Mental Health Support
- **Wendy Gariepy**
Client Coordinator

Our Programs



Food Assistance Program

Year-round

We offer bi-weekly or monthly food assistance to those struggling with food insecurity on the West Island. Our shopping model allows our clients the choice to choose what they want and need for their families. Given the choice to choose provides our clients with dignity and hope during a tough time in their lives.



Back to School Program

Yearly in August

Our Back to School Program is a favourite amongst the community. Each registered child will receive a new backpack, new school supplies, and other miscellaneous school-related items. All children should start the school year on the same playing field as the rest of their classmates.



Christmas Program

Yearly in December

Every holiday season, we take care of the community. Special holiday items are offered to families to help celebrate. In addition, our Toy Giveaway allows parents the opportunity to choose some gifts for their children from them. Christmas is a stressful time of year, our goal is to bring a little JOY into their homes.

The **FRESH** Program



Launched in the summer of 2019, the Fresh Campaign aimed to address the updated Canadian Food Guidelines. The goal of the campaign is to provide a more balanced diet for our clients, with an emphasis on fresh fruits and vegetables. Beginning with 2 corporate gardens at Medtronic and Cummins in Pointe-Claire, our fresh campaign now oversees 8 vegetable gardens throughout the West Island.

Our goal is to provide our clients with a healthy, balance diet. We believe this will aid in the physical and mental health of those we serve. Our FRESH program was implemented in 2019 and has grown each year since. 2022/23 we added an additional 4000 sq ft. Pfizer Canada put in 4 urban garden beds (1200sq ft), expanded Parc Gouin with the Borough of Pierrefonds-Roxboro (2,000sq ft) as well as a 2,000 sq ft garden plot up in Senneville at the Morgan Family Farm. We are now gardening/farming close to 10,000 sq ft.





Our Gardens



Gouin Park

Pierrefonds-Roxboro



**NOW DOUBLE
THE SIZE!**



Westwood Park

Dollard-des-Ormeaux



YMCA West Island

Pointe-Claire



Medtronic

Pointe-Claire



MPB Communications Inc.

Pointe-Claire



Cummins

Pointe-Claire



CP Camionnage

Baie-D'Urfé



Pfizer Canada

Pointe-Claire



Morgan Family Farm



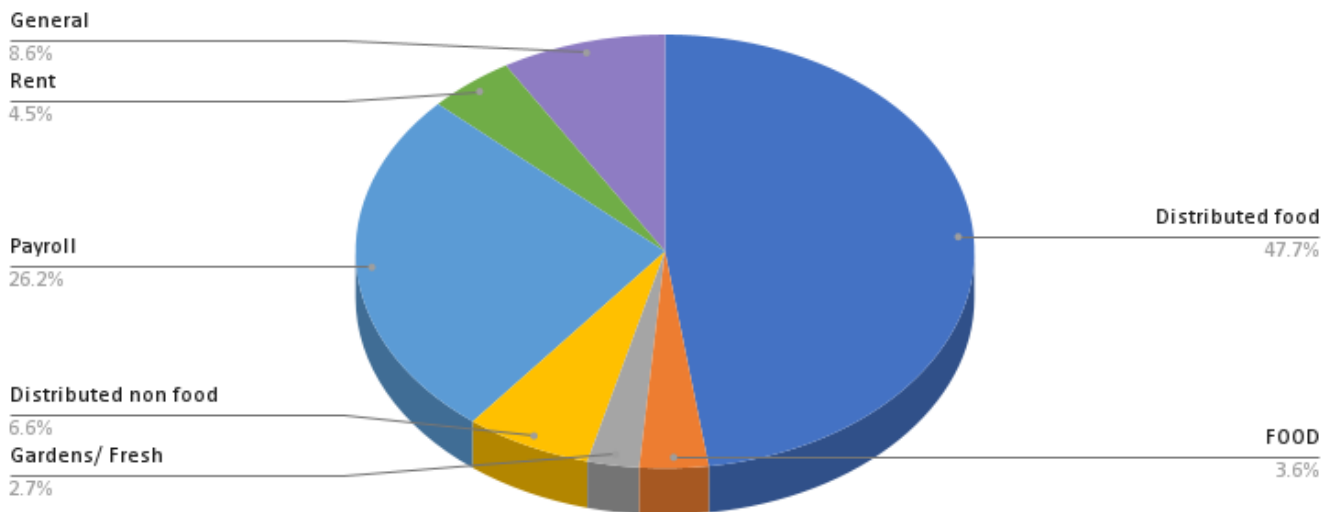
↕  **2000 Sq Ft**
↔

West Island Mission ventures into FARMING! We have leased a 2,000 sq/ft plot of land up at the Morgan Family Farm in Senneville. Just a stones throw away from our warehouse. Our goal is to have this plot provide a solid base that all of our urban gardens will supplement to over the growing season.

We are very excited to experience a full season in 2024!



Statement of Expenses



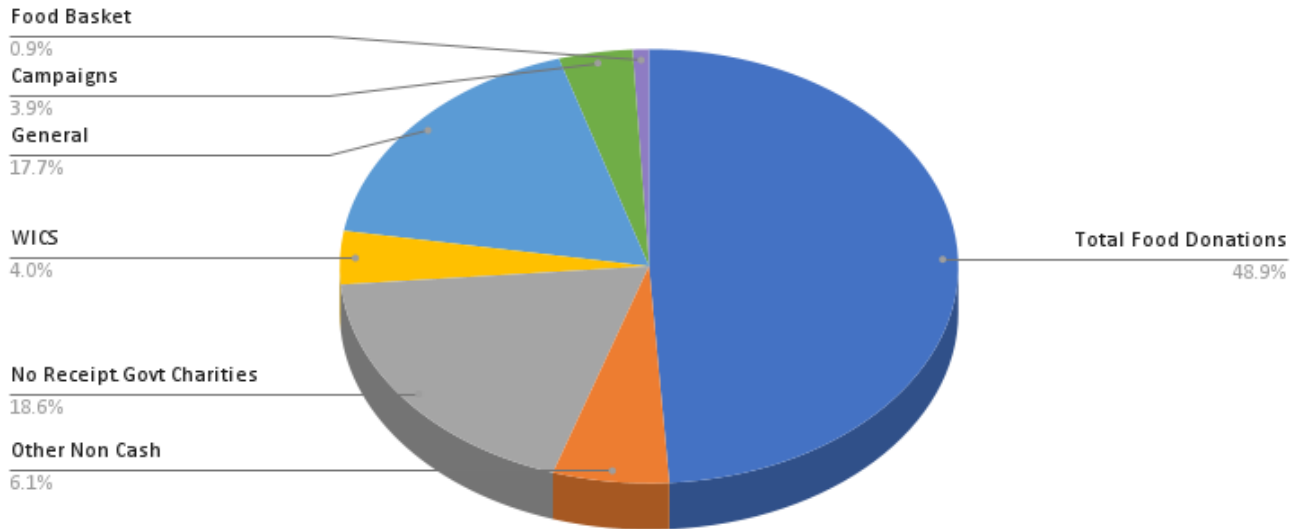
Expenses

	2022-2023 (\$)
Distributed Food	618,048
Food.....	46,474
Gardens/Fresh Program	35,120
Distributed non-food.....	85,730
Payroll	339,576
Rent	58,367
General.....	20,128
Depreciation	22,800
Back to School Program.....	5,439
Utilities	6,412
Advertising.....	7,067
Professional Fees.....	16,683
Truck Expenses	10,015
Office Supplies	5,604
Insurance	4,155
Computer Expenses	13,054
Total Cash Expenses.....	568,094
	1,294,672

WIM Expenses Breakdown

- 47.7%** Distributed Food
- 26.2%** Payroll
- 6.6%** Distributed Non-Food
- 8.6%** General
- 4.5%** Rent
- 3.6%** Food
- 2.7%** Gardens and FRESH Program

Statement of Revenue



Revenue

	2022-2023 (\$)
Total Food Donations	618,048
Other non-cash	76,729
No Receipt Government Charities	235,143
West Island Community Shares	50,000
General.....	223,200
Campaigns	48,738
Food Basket	10,759
Total Cash Donations	567,840
	<u>1,262,617</u>
Net Income	-32,055

WIM Revenue Breakdown

- 48.9%** Total Food Donations
- 18.6%** No Receipt Government Charities
- 17.7%** General
- 6.1%** Other Non-Cash
- 4%** West Island Community Shares [WICS]
- 3.9%** Campaigns
- 0.9%** Food Basket

Impact Partners



Centraide



The Hewitt Foundation



*Community Food
Centres Canda*



Lufa Farms



PME Montreal



*RBC Dominion
Securities*



Urban Seedling



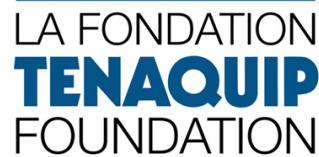
Brother



Medtronic



Sydco Inc.



Tenquip Foundation



*West Island Community
Shares*



16 *Pfizer Canada*



Future Electronics



Esstrac



AVON



City of Kirkland



Corbeille de Pain



Meals on Wheels



Moisson Montreal



Community Project
Pierrefonds



Table de Quartier Nord
l'Ouest de l'Île



YMCA West Island



City of Pointe Claire



Community Resource Centre
West Island



City of Pierrefonds-Roxboro



Table de Quartier Sud
l'Ouest de l'Île



City of Dollard-des-Ormeaux



Pointe Claire Oldtimers Club



Cadillac Fairview Corp.



Journey Freight International



Dejardins



Impact Partners Cont'd

The Chawkers Foundation

Bobby Filippelli and Marie Forest Foundation

Christopher Henri & Judy Oleszek & The Henri Family Foundation

Robert Cox and Pasqualina Zitella

Infilise Foundation

Eric T. Webster Foundation

The J.W. McConnell Family

Liborio Piazza and Carolina Rodriguez Vera Foundation

Lakeside Heights Baptist Church

Lakeshore Trinity United Church

Lakeshore Evangelical Church

Cedar Park United Church

Valois United

Westside Gathering

Westview Bible church

First Christian Reformed Church of Montreal

The Presbyterian Church of St. Columbus by the Lake

only major donors listed. Individual donors not listed, though they have a huge impacts on our organization

A Year in the Life of WIM



We will be moving to a bigger location in Spring 2024!
72D Brunswick DDO, H9B 2C5



West Island
Mission



219 Labrosse Ave.
Pointe-Claire, Quebec
H9R 1A3
[\(514\) 912-6813](tel:5149126813)
info@wimmoi.org
wimmoi.org

