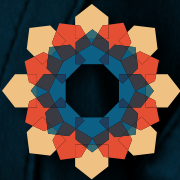




A YEAR OF  
**TRANSFORMATION**  
2018-2019



**main street  
project**

Community Health Centre

**Holding Communities,  
Building Stability**

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Rick Lees, B.Sc., M.A.  
*Executive Director*

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*Director of Finance*

Tahl P. East, BEd, ACSW  
*Director of Detoxification and Stabilization*

Adrienne Dudek  
*Director of Supportive and Transitional Housing*

## BOARD LIST

### Executive Committee

Cam Baldwin – President  
Shelly Smith – Vice President  
Vince Warden – Treasurer  
Lorie English – Secretary

### Directors

Dr. Ginette Poulin  
Dr. Nichole Riese  
Thomas Becker  
Ron Evans  
Jordan Farber  
Angelina Pelletier  
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Dave Dalal (WPS Liaison)  
Ryan Sneath (WFPS Liaison)

## MAIN STREET PROJECT

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## DESIGN

Bounce Design

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City Press

## SPECIAL THANK YOU TO



# trans·for ·ma·tion

/,trɑn(t)sfər'māSH(ə)n/

*noun*

noun: **transformation**;  
plural noun: **transformations**  
a thorough or dramatic change in  
form or appearance.

## VISION & MISSION

Main Street Project provides a safe place of respite, shelter and support with dignity and without judgement. We help hold communities by supporting people living with addictions, homelessness, chronic and acute illness and mental and physical health issues. By addressing these principles in each individual's journey, we contribute to the overall quality of life of our community members.

Our vision is that every individual has a safe place to be and the right to self-determination.

## GUIDING PRINCIPLES

Utilizing best practices and providing evidence-informed service, Main Street Project is person-centered and respects peoples' choices. With an approach that reflects housing first, harm reduction and trauma-informed care, MSP meets people where they are at, without judgement. MSP works in collaboration with other community stakeholders to ensure that peoples' needs are met by a continuum of service providers.



# MAIN STREET PROJECT COMMUNITY HEALTH CENTRE

Main Street Project Inc. (MSP) is a not-for-profit charitable Community Health Centre with a mandate to address social determinants of health which give rise to issues of addiction, mental and chronic health conditions, and homelessness. MSP uses housing-first and harm reduction principles in the provision of a safe, respectful, and accessible place for individuals who are homeless or at risk of homelessness in the community.

Since its formal inception in 1972, the organization has been providing a range of services to Winnipeg's most vulnerable residents, including emergency shelter and nutrition services, drug and alcohol detoxification, health advocacy/support, and counselling and housing support services.

As defined by World Health Organization (WHO), health is a "state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity."

## WHAT IS A COMMUNITY HEALTH CENTRE?

According to the Canadian Association of Community Health Centres (of which MSP is a member), Canada's first Community Health Centre (CHC), Mount Carmel Clinic, was established in Winnipeg in 1926. CHCs are often known by different names across Canada, but they all have several essential attributes. CHCs are multi-sector, not-for-profit or cooperative organizations which have the following five attributes:

- 1. CHCs Provide Team-Based, Interprofessional Primary Care** In contrast to solo practitioner models, CHCs offer high-quality primary care through a collaborative team approach. Social workers, family physicians, nurse practitioners, nurses, dietitians, chiropractors, dental hygienists, therapists, and other clinicians provide services in a team environment, based on patient needs.
- 2. CHCs Integrate Diverse Health and Social Services** Community Health Centres integrate team-based primary care with health promotion programs, illness prevention programs, community health initiatives, and social services focused on housing food security and other inputs for health. This reduces silos and makes services more accessible. CHCs exemplify the World Health Organization's definition and recommendations for "primary health care."
- 3. CHCs Are Community-Centred** Factors affecting health and healthcare vary from community to community. That's why CHCs focus on the most appropriate services and programs for the local community they serve — whether that means a geographical catchment or a community of individuals with common characteristics. CHCs engage members of the community in helping to identify priorities and strategies for services. This includes community needs assessments, client surveys, community advisory groups, and, in many instances, a volunteer Board of Directors comprised of community members.
- 4. CHCs Actively Address Social Determinants of Health** As part of their integrated, comprehensive approach, CHCs support individuals, families, and communities to achieve health by actively addressing "social determinants of health" such as poverty, access to shelter/housing, education, language barriers, and other factors that have a direct impact on health, including access to appropriate healthcare services. In this way, CHCs help tackle the root causes of illness, working from an "upstream" approach to prevent illness and the progression of illness.
- 5. CHCs Are Committed to Health Equity and Social Justice** CHCs recognize that many differences in health status among segments of the population are socially and institutionally structured. As such, these differences are avoidable and unfair — CHCs work to eliminate these health inequities. CHCs are also committed to social justice, meaning the fair and compassionate distribution of the fruits of economic growth. CHCs advocate for these principles to be embedded within the institutions of society such as taxation, social insurance, public healthcare, public schooling, public services, labour law, and the regulation of markets.

## ADDRESSING THE DETERMINANTS OF HEALTH

According to the Government of Canada, the determinants of health are the broad range of personal, social, economic, and environmental factors that determine individual and population health.

### The 11 main determinants of health include:

1. Income and social status
2. Employment and working conditions
3. Education and literacy
4. Childhood experiences
5. Physical environments
6. Social supports and coping skills
7. Healthy behaviours
8. Access to health services
9. Biology and genetic endowment
10. Gender
11. Culture

Social determinants of health refer to a specific group of social and economic factors within the broader determinants of health. These relate to an individual's place in society, such as income, education, or employment. Experiences of discrimination or historical trauma are also important social determinants of health for certain groups such as Indigenous Peoples.

Main Street Project is proud to be a member of both the Canadian Association of Community Health Centres and the Manitoba Association of Community Health Centres.

ASSOCIATION CANADIENNE DES  
CENTRES DE SANTÉ COMMUNAUTAIRE



CANADIAN ASSOCIATION OF  
COMMUNITY HEALTH CENTRES



# OUTGOING CHAIR'S MESSAGE

*"It is one of the most beautiful compensations of life that no man can sincerely try to help another without helping himself"* — Ralph Waldo Emerson. That simple statement captures the essence of my experience on the Main Street Project Board.

We've come a long way in the last eight years and it is with mixed emotions that I write this message. On one hand, my time spent as a Board member has been rewarding and I am proud of what we, as a team, have achieved. On the other, I am disappointed that my tenure has come to an end.

I'm grateful to have been part of a team of experts who are compassionate, caring, and dedicated. Our employees face some very challenging mental and physical working conditions, putting themselves in harm's way and enduring the repeated cycle of recovery and failure, only to remain champions for the vulnerable, ready to provide another chance with open arms. Our supervisors have become experts in the field of withdrawal management, mentoring our front line employees. Our managers amaze me in the way they have built programming and cultivated strong relationships with our partners in the shelter, addiction, and mental health fields.

I am confident that the work the Board has done in establishing a strategic roadmap will serve the organization well in the future. The Mitchell Building expansion project is a model for that and

# INCOMING CHAIR'S MESSAGE

Thank you for your interest in Main Street Project. As I enter into my fifth year on the Board of Directors, I continue to be inspired by the daily accomplishments of our dedicated and hardworking staff, board of directors, and community partners. I have previously served in the positions of Secretary and Vice-Chair, and now am pleased to be moving into the role as Board Chair for the 2019-20 fiscal year.

As you know, MSP provides complex care and service 24/7, 365 days a year, making it impossible to list all of the incredible work that takes place each and every day. MSP staff work tirelessly to ensure that our community members have access to the services and supports they need and deserve. As noted in the annual report, it has been a very exciting and busy year for MSP, and we anticipate the next year will be equally demanding on our agency and its services.

will bring service providers together by creating an environment for collaborative care.

The Essentials Market and Red River College's Rising Above Baking Program are testaments to the achievements of our Executive Director, strengthening MSP's capacity to deliver the fundamentals of food, clothing, and meaningful client participation working in food preparation and distribution.

We have strengthened our partnership with the Winnipeg Fire Paramedic Service paramedics whose scope of care has expanded from point of contact health care to HIV testing and critical care treatment.

Most importantly, we have enhanced our organizational brand and credibility within the community. This has been an incremental journey, and I commend our Executive Director, Rick Lees, for his relentless advocacy on behalf of the organization. Under his leadership, MSP has rebuilt trust in our service delivery and has taken a lead role in the shelter and addiction field. This is evident in our working relationship with the WRHA and the fact that the province called upon our Detoxification Unit to deliver Rapid Access to Addictions Medicine (RAAM) clinic services this past year.

I've received much more than I've contributed. It is difficult to put into words but the lives of everyone who works with the MSP organization are enriched in many ways. I now pass the torch to Shelly Smith, and I'm confident that MSP is in competent hands and will continue to grow and serve our community.

Respectfully,  
Cam Baldwin, *Outgoing Board Chair*

In order to ensure we are able to meet these demands, our Board of Directors will continue to work alongside staff, focus on our priorities, and work diligently to meet our collective goals. We also commit to remaining flexible enough to meet the constantly changing demands placed on the agency. We strive to continue bolstering existing relationships with our community partners while forging new partnerships. We will not be successful in meeting the needs of our community members without strong collaborations.

In the coming year, the Board of Directors looks forward to working with Rick and the MSP team. As we continue to work on the Mitchell Fabrics Project, the Red River College Baking Program, our Essentials Market, and many other programs and projects, I am sure that we will have many exciting things to report on throughout the year.

Finally, I would like to thank our outgoing Board Chair, Cam Baldwin, for his commitment and service to MSP over the past eight years. We are pleased Cam will retain the role of Past Chair (ex-officio) to ensure continuity and succession planning in the coming year.

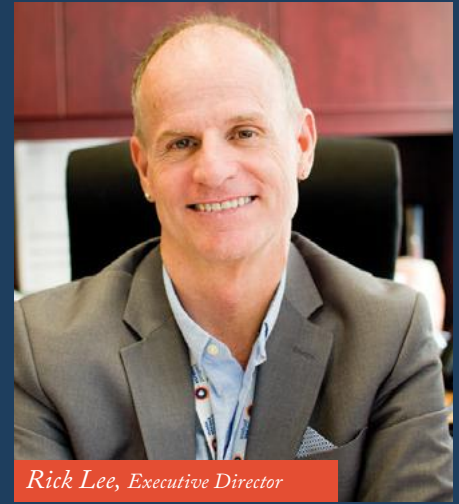
Respectfully,  
Shelly Smith, *Incoming Board Chair*



Cam Baldwin, Outgoing Chair



Shelly Smith, Incoming Chair



Rick Lee, Executive Director

## EXECUTIVE DIRECTOR'S MESSAGE

I am often asked “what’s the difference between change and transformation?” These two terms are often used interchangeably, but do they really mean the same thing?

If you were to look up the definition of change in the dictionary, you would see it defined as “to substitute or replace something.”

“Transformation,” on the other hand, is defined as “a complete change, usually into something with an improved appearance or usefulness.”

There are definitely a lot of similarities between the two terms, and the results may look alike to an outside observer. So, what is the difference? And why is understanding the difference important?

Change is most often driven by external factors. Many of us fear change and often resist it. For example, as we grow older, our lives may change. We may not even like the change that takes place!

Transformation, on the other hand, is an internal fundamental and *intentional* shift in our beliefs about why we may perform certain actions. Transformation is about modifying our beliefs so that the actions that follow will achieve a desired result. Transformation intentionally assesses the present so that we may move on to an entirely different future. Transformation harnesses the imagination and works to create a better future.

A great analogy of transformation is a butterfly, aptly displayed throughout the graphics of this annual report. A butterfly is an absolute transformation, not simply a better caterpillar.

And so has been the year at Main Street Project. While there has been dramatic external change, disruption, and, at times, chaos occurring in the health systems, social services, and society

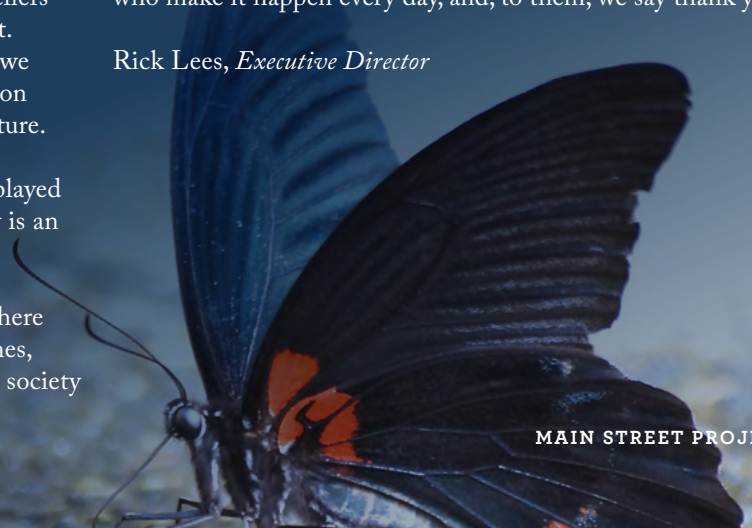
all around us, Main Street Project has harnessed its collective imagination to focus on planned, intentional transformation. The agency is taking deliberate action to transform into a comprehensive Community Health Center, delivering expert care and supports to the most vulnerable and marginalized in our society.

No better evidence of transformative “action” is Main Street Project’s acquisition of the Mitchell Fabrics Building. At 36,000 square feet, when complete this building will transform how Main Street Project supports those at risk of homelessness so that they may better navigate the complexities of addiction, mental health, and primary care services. It imagines a world where everyone has equitable access to wrap-around supports and care.

Throughout this annual report you will find remarkable stories of transformation — from transformative advocacy and outreach, to transformative action research for better Harm Reduction and Recovery Models. Main Street Project has stayed true to its roots of leading “change” while at the same time imagining “transformation.”

I would be remiss if I did not say that *true transformation is powered by people*. It is thanks to the amazing men and women of Main Street Project, from those who volunteer countless hours as Board Members, to the frontline staff and peer support workers, that we are able to imagine a better future. These are the folks who make it happen every day, and, to them, we say thank you.

Rick Lees, Executive Director



TRANSFORMING

# RECOVERY





# THE TRANSFORMATION OF CARE

Over the past several years, Main Street Project has worked continuously at redefining what providing care to Winnipeg's most vulnerable means. Because the agency is always striving to be the most current, evidence-based, trauma-informed, and healing-centered, this means that the care MSP provides will constantly transform to meet the needs of the people MSP serves.

Specifically, over the past year, this has culminated in a shift in focus from a streams of service-type approach to more of a

continuum of care with a focus on a recovery model across all of the agency's programs and services.

Main Street Project strives to provide evidence-based and healing-centered engagement to its community members, and the agency considers this work to be done as a philosophy of care over an administration of tasks.

## CASE MANAGEMENT SERVICES

MSP's Case Management team is a robust group of 12 extremely passionate and caring people with the necessary education, skillset, and experience to provide compassionate and consistent care to our city's most vulnerable people.

This past year, MSP put in place a Clinical Case Management Coordinator to provide leadership to this team and ensure that the team is working cohesively, while also providing individualized care to each of MSP's community members.



MORE THAN

**400**

**community members supported by the case management team**



**292**

**referrals to MSP's casework team**



**147**

**community member casework files closed/graduated**

This means that these community members have been resourced and transitioned to a more appropriate service, are no longer accessing MSP services, or have gained the necessary skills and abilities that have allowed them to maintain independent housing.

# RISING ABOVE:

## RED RIVER COLLEGE PROFESSIONAL BAKING AND PATISSERIE PROGRAM



In a unique partnership with Red River College, this past year saw the launch of the first cohort of students accepted into RRC's Professional Baking and Patisserie program, operated out of a newly-renovated kitchen at Main Street Project. The students began the theory part of their program in January 2019 and are now in the practical part of their education, which means lots of delicious baking is happening!

The innovative community-based program — the first of its kind in Winnipeg — is based on a recovery model and is for learners who are on a recovery journey. The program is modified from a one-year program to a two-year program to allow for accommodations for people experiencing addiction or mental health issues. It's been incredible to witness the students attend school with such a commitment for learning and improving their lives.



### Travis, 38, is a student of Rising Hope Bakery, Red River College's Professional Baking and Patisserie Program

"I don't know how many times I've been through Main Street Project detox, it's probably about 50 or 60. This time around, after detox, I went through the Re-Act (Recovery Education for Addictions and Complex Trauma) Program. Through Re-Act, I heard about this baking program. It's something I've always been interested in doing. I went through Culinary Arts when I was 23, but I couldn't do it because I was so involved with crack-cocaine. But this time is different. I knew I was done. I took all the right steps to get in here and I've been really successful with it. It gives me structure. It's given me a sense of accomplishment and routine, as well as a community. It's given me a family. It's a really comfortable place.

We are banging together about three recipes a day, it's pretty intense but it's really keeping me busy and keeping me focused. I've learned so much aside from the baking. I am learning a lot about PowerPoint and Microsoft Word, how to write an essay, proper formatting of an email. Everything I am learning, I can use in everyday life, like multi-tasking, being on time, following a deadline, listening. It's teaching me a lot. It's so cool."



Main Street Project believes that this new program will have a long-lasting positive impact on the lives of these students by offering them an opportunity at a first-class education through Red River College. Further, the operation of the program under a social enterprise model will benefit the community by providing freshly baked goods that will be distributed through Main Street Project's Food Bank and Essentials Market.

This program demonstrates that transforming education to make it accessible to all, even those who are living with an addiction or a serious mental health issue, will benefit not only the students attending the program but the community as a whole.

# COMMUNITY VOLUNTEERS

## THE HEART OF MAIN STREET PROJECT'S FOOD BANK AND ESSENTIALS MARKET

Consistent with growing trend of the MSP volunteer force, the number of community volunteers or volunteers that access services within MSP has been rapidly expanding. Gilbert Pronteau, Catherine Mohammad, Harry Bentley, and Ramona Abigosis are part of a dedicated and hardworking group of community volunteers that serve in MSP's Food Bank and Essentials Market, often times more than ten hours a week. In addition to working in the food bank, these amazing community volunteers have access to the resources MSP provides. If you come by the Essentials Market on any given Wednesday or Thursday, you are likely to see Bentley welcoming community members at the door, Ramona portioning food, and Gilbert and Catherine helping community members choose the items they need for the week.

For Ramona — a resident living at The Bell Hotel — volunteering has been a turning point in her recovery from an addiction to alcohol. "I really like being here," she said, "the people are really friendly and nice to me."

For Gilbert, it is about a sense of gratification that he is doing something for the community. "I guess it's having a sense of

contribution. You cannot place value on when you meet people out on the street and they recognize you and then they say "Hey!" I always say a smile is worth more than a million bucks. That's what I get from it. Even when I stand at the door and I see them come in, I see the difference in their face. As they say, you guys are awesome here. That's what they tell me. Compared to all the other food banks, you don't just sit there with a stone face, you joke around, you make us laugh, you make us smile. You make us feel at home. We don't feel like just a number. A lot of places, you feel like you're bumming. Here I feel like, "Hey, this is our place."

Bentley agreed, adding, "You feel like a human being. You feel respected. Can't get enough of that."

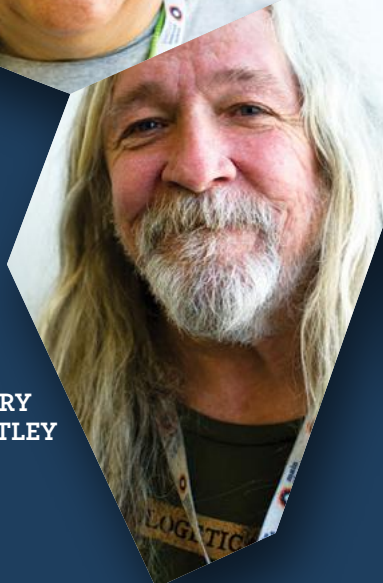
When asked what they gain from volunteering in MSP's Food Bank and Essentials Market, none of the volunteers mentioned the food that's available through the food bank. They all said friendship, building relationships with other members of the community and MSP staff. "I learn a lot from Sandra and Lauren. They are awesome. I love working with them," said Catherine. Thank you Gilbert, Catherine, Bentley, and Ramona for being part of the MSP team!



**RAMONA  
ABIGOSIS**



**GILBERT  
PRONTEAU**



**HARRY  
BENTLEY**



**CATHERINE  
MOHAMMAD**

# REDUCING STIGMA

## AS A MEANS TO RECOVERY

Stigma is defined as a mark of disgrace associated with a particular circumstance, quality, or person. People experiencing mental health issues, addiction, and homelessness experience stigma in a variety of ways. They also experience *self-stigma*. According to NCBI, self-stigma occurs when people internalize these public attitudes and suffer numerous negative consequences as a result.

A result of self-stigma can be that vulnerable or marginalized people may believe that they are not deserving of good experiences, let alone the opportunity to have fun experiences.

At Main Street Project, it is always the goal of the agency to meet people where they are at, without judgment, and help provide the necessary resources when people are ready to make changes in their lives. The work that takes place at MSP is often challenging, but the staff also like to have fun and provide community members with opportunities for fun, when they can.

### WINNIPEG WHITEOUT PARTIES

Last year, the city's beloved Winnipeg Jets made the NHL playoffs and there were many celebrations happening around the city, including shutting down some parts of downtown so fans could gather and celebrate. MSP wanted to make sure its community members felt included in these celebrations along with the rest of the city, so MSP held its own version of the Winnipeg Whiteout parties. Our community members wore white in support of the Jets and celebrated with pizza and other treats. The communications team at MSP shared a photo of shelter community members enjoying the game, which went viral. The result was that over \$4,000 was raised via social media to ensure MSP could provide pizza parties for all of the games.

### SPA DAY

In June 2018, Michell, a community member at Main Street Project, wanted to do something to help other women who use the services of MSP. She wanted to have a day where women could come and have a day of pampering, so MSP held its first ever women's spa day! There were haircuts, facials, manicures, and lunch with nice treats. Over 50 women came for the day and had a wonderful time.

### WINNIPEG WHITEOUT STREET HOCKEY FESTIVAL

Due to the success of the Winnipeg Whiteout playoff parties, staff at MSP wanted to hold a summer Street Hockey Festival, so the first ever Winnipeg Whiteout Street Hockey Festival took place. Canadian Tire on Regent Avenue donated all of the sports gear, Northway Pharmacy Broadway came out to host a community BBQ, and Virgin Radio Winnipeg 103.1 came out to provide music!

On the surface, these events are a fun time. They provide activities to keep community members busy and engaged with others around them. On a deeper level though, these activities help to break down barriers and reduce stigma, including self-stigma.

Having so many people share the social media photo of MSP community members enjoying a Winnipeg Jets playoff game, and then go even further by donating money to the pizza party funds so that MSP could continue to have pizza parties for every game in shelter, demonstrates that celebrating the Winnipeg Jets isn't only for those who can afford to attend a game. It demonstrates that Winnipeg's most vulnerable and marginalized people want and *deserve* to be included in these celebrations.

Having a day specifically for marginalized women to get pampered reminds them that they are worthy of love and care. It reminds them that they deserve the same love and care as a person who can afford to go to the fanciest spa in the city. They should have every opportunity to see themselves as a human being worthy of receiving love and care.

Holding a community sporting event out in front of Main Street Project's Emergency Shelter demonstrates that people will participate when the option is available. They want to participate and they should always be given the opportunity to participate no matter their socio-economic circumstance, where they may spend the night, whether or not they are living with an addiction or a mental illness. They should have every opportunity to see themselves as a person who is worthy of participation in community events. MSP is proud to be an agency that is inclusive, because We Are Winnipeg, Too.



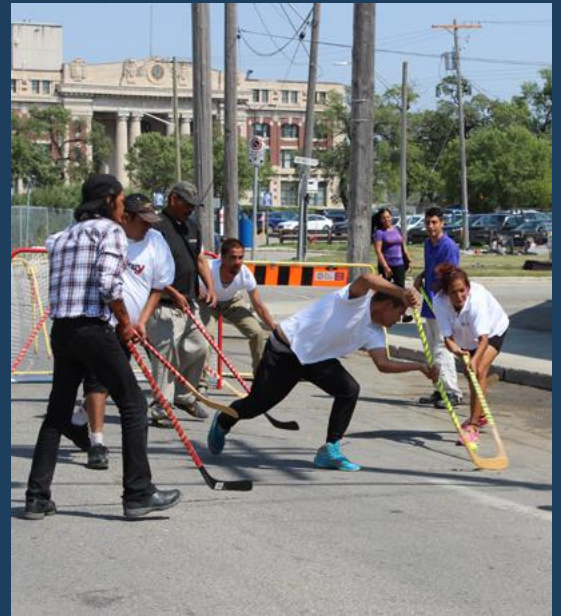
*Spa Day*



*Winnipeg Whiteout Parties*



*Winnipeg Whiteout Street Hockey Festival*



# HOUSING FIRST

*Housing First* is an approach to ending homelessness that centres on moving people experiencing homelessness into safe and stable housing — **a first step towards recovery.**

*Housing First* is a rights-based intervention rooted in the philosophy that all people deserve housing, and that adequate housing is a precondition for an individualized recovery journey.

## MAINSTAY RESIDENCE TRANSITIONAL HOUSING

The definition of Transitional housing refers to a supportive yet temporary type of living accommodation that is meant to bridge the gap from homelessness to permanent housing by offering structure, right to self-determination, support (for addictions and mental health, for instance), life skills, and in some cases, education and training.

“Transitional housing is conceptualized as an intermediate step between emergency crisis shelter and permanent housing. It is more long-term, service-intensive and private than emergency shelters, yet remains time-limited to stays of three months to three years. It is meant to provide a safe, supportive environment where residents can overcome trauma, begin to address the issues that led to homelessness or kept them homeless, and begin to rebuild their support network.” (Homeless Hub)

Main Street Project’s Mainstay Residence is a short-term, 34-bed supervised room-and-board environment that provides a safe, short-term accommodation, meals, and a stable environment for adults who are vulnerable/at risk. Community members can live in this transitional housing facility for up to two years as they work towards the goal of independent living.

Using both harm reduction and housing first philosophies, staff working in Mainstay Residence actively engage with each individual’s transition plans and goals throughout the duration of their stay. Community members often move on to safe accommodations, long-term supported housing, substance abuse treatment programs, or other appropriate accommodations. Transition workers often accompany clients into the community to support and teach them how to achieve daily living needs including exploring future accommodations, medication administration and home care supports, resources to help manage addictions or illness, and working within a circle of supports to address any and all issues.

## THE BELL HOTEL

The Bell Hotel is a glowing example of the evidence-based *Housing First* approach Main Street Project builds all of the agency’s programs and services upon.

Main Street Project’s relationships with CentreVenture Development Corporation, Winnipeg Housing Rehabilitation Corporation, and Winnipeg Regional Health Authority continue to grow stronger because of the similar goal to house first.

Main Street Project’s team works together to deliver health, eviction prevention, harm reduction, life skills, capacity building, counseling, goal-setting, and advocacy services through the lens of independence and tenant-defined success.

Through weekly meetings and daily mentoring, Bell Hotel residents have had more than 2,148 individual and 4,552 other meaningful contacts with their support team.

98% of the people who have moved into The Bell Hotel have remained tenanted. The tenants themselves have identified the unique visitor policy, 24-hour on site support and non-judgmental approach are the keys in building relationships and accessing supports.

## PRINCIPLES OF HOUSING FIRST

- 1. Rapid housing with supports.** This involves directly helping clients locate and secure permanent housing as rapidly as possible and assisting them with moving in or rehousing if needed. Housing readiness is not a requirement.
- 2. Offering community members a choice in housing.** Community members must be given a choice in terms of housing options as well as the services they wish to access.
- 3. Separating housing provision from other services.** Acceptance of any services, including treatment, or sobriety, is not a requirement for accessing or maintaining housing, but community members must be willing to accept regular visits, often weekly. There is also a commitment to rehousing clients as needed.
- 4. Providing tenancy rights and responsibilities.** Community members are required to contribute a portion of their income towards rent. The preference is for a community member to contribute 30% of their income, while the rest would be provided via rent subsidies. A landlord-tenant relationship must be established. Those housed have rights consistent with applicable landlord and tenant acts and regulations. Developing strong relationships with landlords in both the private and public sector is key to the Housing First approach.
- 5. Integrating housing into the community.** In order to respond to client choice, minimize stigma and encourage client social integration, more attention should be given to scattered-site housing in the public or private rental markets. Other housing options such as social housing and supportive housing in congregate setting could be offered where such housing stock exists and may be chosen by some clients.
- 6. Strength-based and promoting self-sufficiency.** The goal is to ensure community members are ready and able to access regular supports within a reasonable timeframe, allowing for a successful exit from the Housing First program. The focus is on strengthening and building on the skills and abilities of the client, based on self-determined goals, which could include employment, education, social integration, improvements to health or other goals that will help to stabilize the client’s situation and lead to self-sufficiency.

92,226

in program contacts  
over the year

15,696

medication  
administration supports

# IMPLEMENTING MENTAL HEALTH RECOVERY GUIDELINES INTO SERVICES: A RESEARCH PROJECT

In 2018, Main Street Project Inc. and its staff were chosen to participate in a ground breaking Pan-Canadian study.

The Mental Health Commission of Canada (MHCC), along with researchers from the Douglas Mental Health University Institute, selected MSP and its housing first site, The Bell Hotel, as a research site for its Implementing Mental Health Recovery Guidelines Into Services project.

The overall objective of this project is to implement and evaluate Canada's new Mental Health Recovery Guidelines in five Canadian provinces.

The MHCC developed the Canadian Guidelines for Recovery-Oriented Practice to move beyond policy to implementation of recovery oriented practices in health care organizations. The guidelines come as the result of a national mental strategy, *Changing Directions, Changing Lives*.

## MSP has committed to the following values:

- Understand that the expertise and knowledge required to promote recovery comes from both within and beyond mental health services
- Champion peer-run services and programs, and integrate these services with your practice to promote recovery
- Understand the importance of participation by people with lived experience and the processes to achieve it, and know how to adapt these processes to different settings
- Encourage equitable hiring that will build a suitably qualified and credentialed workforce with lived experience of mental health problems, illnesses and recovery

## The implementation team is made up of:

- Tenants who live at The Bell Hotel
- A caseworker
- The Bell Hotel Team Supervisor
- The Director of Housing
- A Knowledge user from another organization
- A Peer Advocate
- MSP Partners from the research side

## Next Steps in the process are:

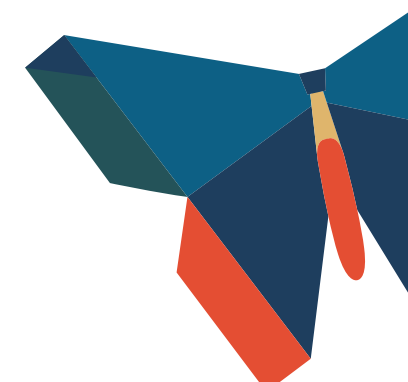
- Meet with specific stakeholders from what's already out there
- Put together the presentation group who will develop and plan to present to stakeholder groups
- Identify funding source
- Build framework

Main Street Project is incredibly proud to be a part of this project and looks forward to the improvement in care and supports available to community members that will result from the study.

The research project will evaluate the facilitators and barriers to implementing the Recovery Guidelines, as well as the impact of implementing recovery guidelines on implementation teams, service providers, patients, and families involved with mental health services.

The implementation team has chosen Guideline 6B to represent their work and commitment to focus on: *6B: Acknowledging, Valuing and Learning from People's Experiential Knowledge and from Families, Staff and Communities*.

Recovery-oriented mental health services value, respect, and draw upon the experiential knowledge of people with mental health issues, their families and friends, as well as staff and the local community.





TRANSFORMING

# WITHDRAWAL MANAGEMENT SERVICES

Main Street Project continues to be a leader in providing withdrawal management services to people looking for help with a substance use disorder.

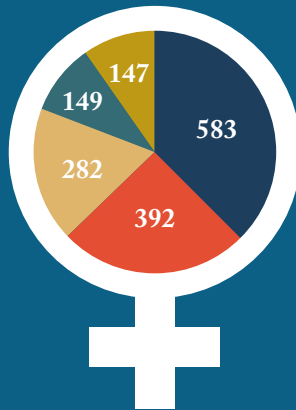


# STATISTICS

854

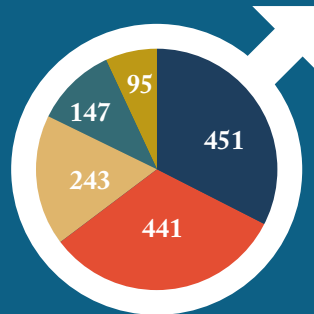
Women received Withdrawal Management Services in our Women's Detoxification Unit

Primary Substances for Women:



- Meth
- Alcohol
- Crack/Cocaine
- Cannabis
- Opioids

Primary Substances for Men:



855

Men received Withdrawal Management Services in our Men's Detoxification Unit

\* These numbers indicate self-identified substances community members are detoxing from. An individual will often state several substances during one stay in Withdrawal Management Services.

## STAR

### SHORT TERM ADDICTION RESPONSE PROGRAM

The STAR program was developed at Main Street Project in the autumn of 2018. The purpose of STAR is to close the service gap between the typical 14-day Withdrawal Management Services program and when the individual leaves MSP to move on to a treatment program.

STAR allows the community member to stay within MSP's residential programming while awaiting a confirmed bed date. This reduces the risk of relapse prior to entering into treatment

and allows the individual to remain within the continuum of care MSP provides.

Men and women who are approved for STAR take part in daily activities within the Withdrawal Management Services units, such as meals, medication administration, and psychoeducational programming, and then utilize a STAR room overnight.

## RAAM CLINICS

In May 2018, the Province of Manitoba announced that it would establish five Rapid Access to Addictions Medicine (RAAM) clinics across the province to treat individuals seeking help for substance use disorders.

Main Street Project rose to this news and immediately added 13 beds across the agency's two detoxification and stabilization units. The purpose of these beds is to ensure that those seeking help for substance use disorders can access services at MSP as soon as possible.

171

people were provided immediate access to MSP's Withdrawal Management Services through the newly established RAAM clinics from October 2018 to March 2019

# NURSE PRACTITIONER

Main Street Project recognized the need for an on-site Nurse Practitioner and hired Kristy Riley to fill that role.

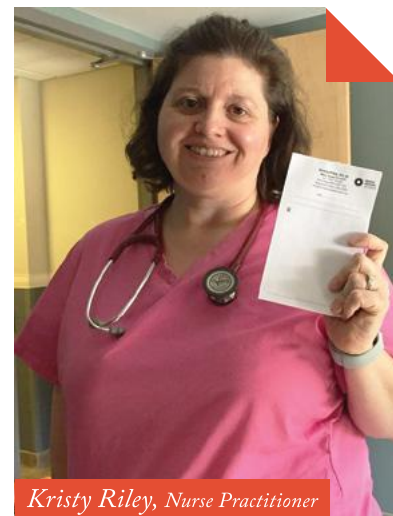
While obtaining her Bachelor of Nursing from the Centre of Nursing Studies, Kristy started her professional career as a Nurse Collegian with the Health Care Corporation in St. John's, Newfoundland. After completing her Bachelor of Nursing, she moved to Canada's north where she spent 13 years between the Northwest Territories and Nunavut in a variety of different nursing positions. While in the north, Kristy obtained a Masters of Nursing in Advanced Nursing Practice from Athabasca University in 2009. At that time, she began to work as nurse practitioner in a variety of settings. In 2013, Kristy moved to Manitoba where she has continued to work as a Nurse Practitioner in Gladstone, Portage La Prairie, and Winnipeg.

In her new role at MSP, Kristy is able to complete a medical clearance form for a person who is looking to enter detox. Previously, this would need to be done off-site by a nurse practitioner or physician, but now this can be done right at MSP, ensuring immediate access to care.

Kristy can also provide care such as writing prescriptions and perform many in-office procedures like removing stitches.

Kristy will also focus on wellness and preventative care along with working in partnership with her patients.

"I am so excited about joining the Main Street Project team and providing care to the people it serves," said Kristy. "There are so many aspects within Main Street Project where I have the opportunity to assist clients. I am amazed at the expertise and forward thinking of MSP staff when it comes to the needs and challenges of substance abuse, detoxification and treatment. I look forward to working with everyone to provide the best care we can to the clients who access our services."



*Kristy Riley, Nurse Practitioner*

## PROTECTIVE CARE

**WE DON'T CALL IT THE "DRUNK TANK" AND WE DON'T WANT YOU TO EITHER. HERE'S WHY.**

As part of Main Street Project's Withdrawal Management Services, MSP is home to Canada's only Protective Care facility.

**The common terminology often used to describe Protective Care is drunk tank. Main Street Project views this term as stigmatizing, disrespectful, and harmful, and is asking everyone to stop using this term. We ask that you refer to the facility by its correct name: Protective Care.**

### SO, WHAT IS PROTECTIVE CARE, EXACTLY?

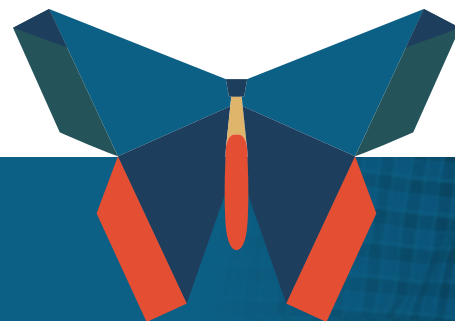
Established in 1988 and legislated by the Intoxicated Persons Detention Act (IPDA), the Protective Care facility and the IPDA are the only of its kind in Canada.

Protective Care is a 20-unit facility that provides acute withdrawal management services for people whose primary

substance of intoxication is alcohol. An individual staying in Protective Care would be intoxicated to the point that it is not safe for them to be where they are, either for themselves or other people. The individual would need some time to withdrawal in a safe and secure environment where they are assessed upon intake, assessed throughout their stay and assessed upon release, with the possibility of also being connected to other resources as required, such as a caseworker or nurse practitioner.

### SO, HOW DOES PROTECTIVE CARE WORK?

When there is a person who is out either on the street, or at a sporting event, a party, or even at home, and they are so intoxicated that they are either a danger to themselves and/or other people, the police may be called. Police, Cadets, or RCMP



will be sent out to attend to the call with the result of taking the person into custody and bringing them to Protective Care.

For health and safety reasons, the individual needs to be able to walk themselves into the facility and into the cell where they will spend the duration of their stay. If they cannot walk themselves in, it will be determined that Protective Care is not the safest space for them to be and they will be transferred to hospital for emergency services.

Once the individual is brought into Protective Care by the police, they will be asked a number of questions, including what they have taken in terms of drugs or alcohol. The individual will hand over their personal items, which are safely stored for them until they are released.

The individual will be assessed by on-site paramedics who will clear them for their stay at Protective Care. Once they have been cleared, the police will escort them to their cell, which is essentially a small room with a mat, a roll of toilet paper, and a bottle of water. Once this transfer of care takes place, MSP assumes responsibility for the health and well-being of the individual while they are in the agency's care.

Main Street Project staff conducts assessments on the individual every 15 minutes. These assessments are done to ensure the individual is breathing, is in the recovery position, and continues to be safe. The individual is then kept in Protective Care until it is safe for them to be released. The average stay in Protective Care is about five and a half hours, with the maximum stay being 24 hours.

## WHAT'S THE PROBLEM WITH SAYING "DRUNK TANK"?

From Main Street Project's perspective, using terminology such as "drunk tank" is stigmatizing to people who may be living with an addiction and who may need the services that Protective Care offers.

According to the Canadian Mental Health Association:

*Addiction is a complex process where problematic patterns of substance use or behaviours can interfere with a person's life. Addiction can be broadly defined as a condition that leads to a compulsive engagement with a stimuli, despite negative consequences. i This can lead to physical and/or psychological dependence. Addictions can be either substance related (such as the problematic use of alcohol or cocaine) or process-related, also known as behavioural addictions (such as gambling or internet addiction). ii Both can disrupt an individual's ability to maintain a healthy life, but there are numerous support and treatment options available.*

*A simple way of understanding and describing addiction is to use the 4C's approach:*

- **C**raving
- **L**oss of control of amount or frequency of use
- **C**ompulsion to use
- **C**ontinued substance use despite **consequences**<sup>iii</sup>

Referring to a person as a "drunk" or talking about human beings as "drunks" has immediate negative connotations to it. It is dehumanizing. If you view another person simply as a "drunk," this implies that this person is not important, that they are throwaway members of our society, and they don't deserve to receive care for what is ultimately a health issue. Often, a stay in Protective Care is the first step in an individual's recovery process.

Because Main Street Project views addiction as a health issue deserving of the same attention and medical care as other health issues, the agency considers it to be urgent that stigmatizing language no longer be used when referring to Protective Care.

It is important to note that typically in places other than Winnipeg, when someone is arrested for public intoxication, they are put into jail, the incident goes on their record and becomes a justice matter. This method of dealing with public intoxication ties up valuable resources in an already stretched justice system for something that is not a crime but rather a health issue. Winnipeg's Protective Care facility sees over 11,000 intakes per year, so the number of individuals reached through Protective Care and the reduction in the strain on justice is significant.

## WHAT ARE THE BENEFITS OF HAVING A PROTECTIVE CARE FACILITY?

- Provides a safe space for intoxicated individuals (both physically and socially)
- Reduces the strain on the justice system (if Protective Care didn't exist these community members would be taken to remand)
- Avoids criminal charges for community members
- Focuses on the health aspects of intoxication in a judgement free environment
- Provides resources to community members upon discharge
- Connects community members with withdrawal management services if they are interested/ready
- Winnipeg Fire Paramedic Service paramedics do rapid point of care HIV testing on site and can immediately connect an individual to health resources in the case of a positive test

Main Street Project is proud to be an agency that works through a harm reduction, healing-centered lens. It is the belief of the agency that the words used to name institutions are important in and for the recovery process. The name Protective Care more closely aligns with the vision and mission of the agency.



TRANSFORMING

# HARM REDUCTION

Main Street Project has always operated under a harm reduction philosophy, but with the changing landscape of addiction, mental health issues, and homelessness, the agency constantly needs to adjust what this care looks like.

# EMERGENCY SHELTER

## HOMELESS SHELTERS

Homeless shelters play a pivotal role in the homeless systems of most Canadian communities. Over the last two years, a growing number of shelters have begun to transform from a traditional emergency service approach to a focus on housing and taking on community leadership roles in ending homelessness.

### Homelessness Definitions:

**Chronic homelessness:** Homeless for a total of 6 months+ in the last year

**Episodic homelessness:** Homeless 3 or more times in the last year

**Temporary homelessness:** Shorter periods of time, often situational (fire, flood, loss of job)

**Imminent homelessness:** Risk of becoming homeless within 30 days, often due to eviction

Main Street Project currently provides care to Winnipeg's most vulnerable citizens in a 2,100 square foot space. As Winnipeg's only low-barrier emergency shelter, MSP provides an essential service to many people who have no place else to go.

Recognizing the urgent need for more physical space, as well as a safer place to provide services, Main Street Project purchased what was formerly the Mitchell Fabrics building at 637 Main Street, on the corner of Logan Avenue and Main. The agency is in the process of a \$2.5 million dollar capital campaign to renovate that space into a new state of the art service hub for people experiencing addiction, mental and physical health issues, and homelessness.

## THROUGH MAIN STREET PROJECT'S EMERGENCY SHELTER

**26,324**

total stays in Main Street Project's Emergency Shelter



MORE THAN

**163,000**

food and beverage items were provided

MORE THAN

**72,000**

harm reduction supplies were provided

through MSP's Emergency Shelter Harm Reduction Program, including the Clean Needle Exchange Program.



**259**

visits were made to the Warming Centre during the two months the facility was open.

You can read more about our plans for the building on page 32, but in the meantime, MSP is using the space for programming, such as a meeting space, educational space, and as Warming Centre during the winter months. During the months of February and March 2019, the Warming Centre served as an overflow space for the agency's current Emergency Shelter. While the Warming Centre was not intended for sleeping, it served as a place of respite from the cold for those seeking shelter. Folks could come in and warm up, have a hot cup of coffee and something to eat. Referrals for people coming to the Warming Centre came from MSP's current Emergency Shelter, Van Patrol, other agencies, and those who came directly to the space.

## HOM

The HOM (Homeless Outreach Mentor) Casework team focus is specific to assisting individuals who experience chronic, episodic, temporary and imminent homelessness to access appropriate housing and services in support of successful tenancies and individual health and well-being. These Community Members first contact is often through the emergency shelter system.

## THIS YEAR

**1,583**

referrals were provided by HOM

**759**

direct services were provided by HOM

**72**

individuals were supported to find appropriate housing

# VAN PATROL

Main Street Project operates Winnipeg's only nightly Van Patrol community outreach program. During the 2018/2019 winter season, MSP increased hours of operation for Van Patrol to 16 hours a day, operating from about 4:00 p.m. to about 8:00 a.m. the next day to help meet the needs of those out in the community during the coldest time of year.

**169**

**calls attended by MSP**  
through the Voluntary Transport  
Protocol through the Winnipeg Fire  
Paramedic Services

**MORE THAN**

**600**

**rides provided to  
people needing transport  
to a safe location**

**MORE THAN**

**18,000**

**interactions between  
Van Patrol and  
community members**

**MORE THAN**

**20,000**

**food and beverage  
items provided**

**MORE THAN**

**35,000**

**harm reduction  
supplies were  
handed out**

## PUBLIC HEALTH AGENCY OF CANADA HARM REDUCTION FUND

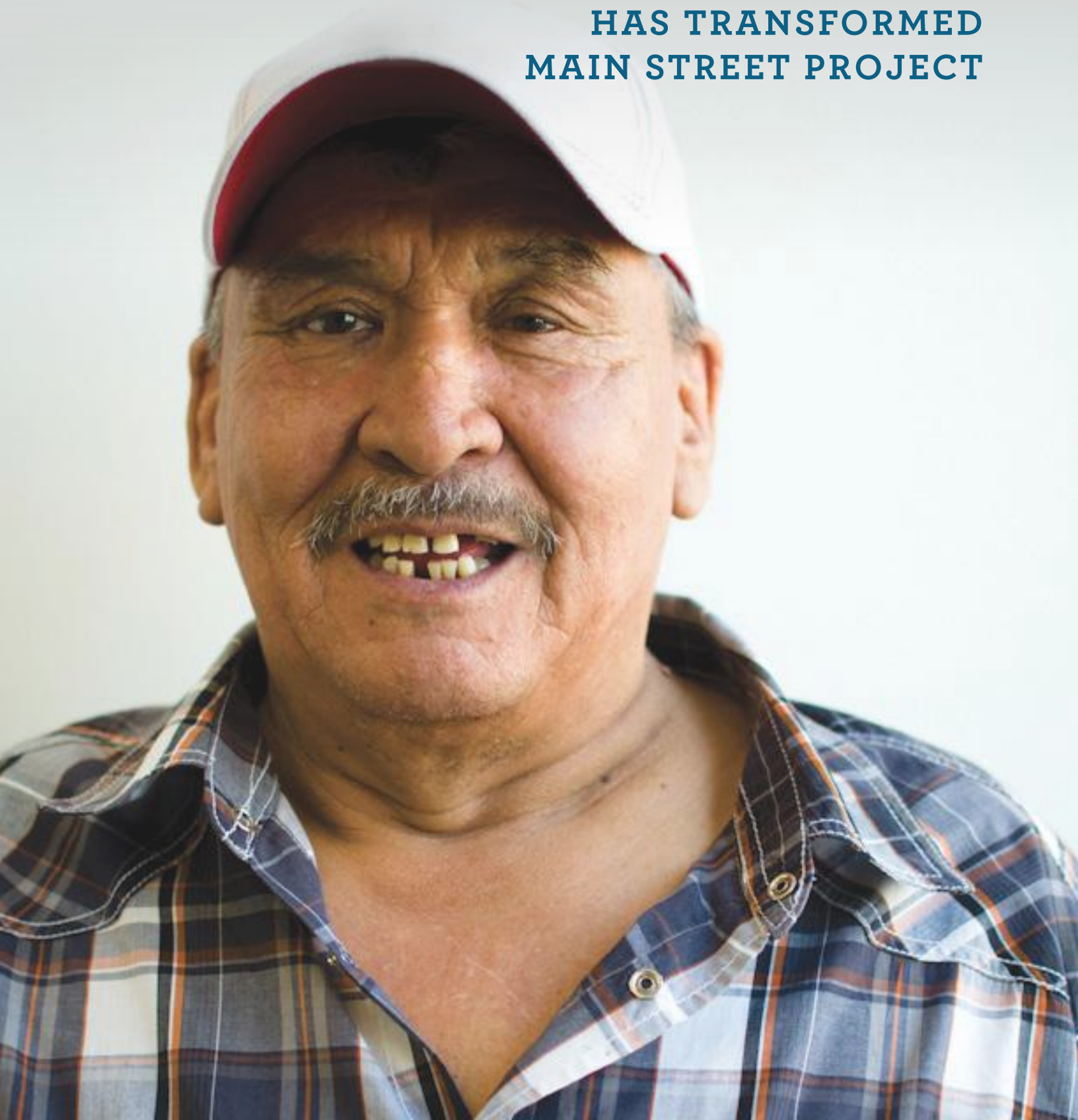
Main Street Project is thrilled to share that the agency has been approved for \$250,000 in funding over a two year period through the Public Health Agency of Canada to further MSP's harm reduction work, specifically on Van Patrol outreach. This funding allows MSP to hire two new Peer Outreach staff members who will help vulnerable and hard to reach people in the community access rapid POC

testing for HIV, as well as assistance with accessing testing for Hepatitis C. The new Peer Outreach staff will be trained in pre and post-test counseling and will work with community members on accessing further health resources in the case of a positive test. Main Street Project is thankful to the Public Health Agency of Canada for providing this funding to the agency to further its harm reduction work.

HOW

# DEVELOPMENT

HAS TRANSFORMED  
MAIN STREET PROJECT



# COMMUNITY TRAINING

The goal of Main Street Project's community training is to educate community partners on understanding homelessness, stigma experienced by the homeless population, and associated mental health challenges so that MSP may promote a richer understanding of the homeless population, and to build stronger communities in which we all live and work.

With a focus on education, MSP aims at influencing all persons in their thinking about homelessness.

MSP's Community Training and Development continues to grow and expand. In 2018, MSP saw growth and partnership between the agency and Winnipeg Transit. Through this initiative, MSP has presented to various city services that have reached out to develop and implement their own training strategies in partnership with Main Street Project. The agency has seen the addition of training partnerships with Winnipeg Public Libraries, the Winnipeg Aquatics Department, Manitoba Hydro, and the Occupational Health Center.

The partnership with Winnipeg Transit continues to grow this year with MSP hosting training and information sessions for members of City Council, Winnipeg Transit's leadership team, and union representatives from across Canada and the USA. After piloting the training session with new transit operators, Winnipeg Transit has decided to move forward with training all transit operators beginning in the fall of 2019.

MSP continues to move towards its goal of becoming an educational site by incorporating student practicums in the areas of Social Work, Masters of Social Work Programs, and the Paramedic University. Upcoming partnerships include the University of Winnipeg nursing students and occupational therapy students.

Through its community training program, Main Street Project has provided training on issues related to homelessness, addiction, and mental health issues to over 300 people in the community.

# FOOD BANK & ESSENTIALS MARKET

Main Street Project's Food Bank and Essentials Market continues to grow in how many people are served each week. The market operates every Thursday morning, 52 weeks out of the year, and is the largest food bank in downtown Winnipeg, providing food, clothing, and other essential items to those in need.

The market continues to be supported by Winnipeg Harvest but there has also been an increase in donations from other

private donors. MSP is working hard at building relationships with these individuals, as well as local wholesale food providers and grocery chains that generously provide food to meet the increasing demand.

The most interesting donation received in the market were eight hula hoops. These went to a grandmother whose grandson was learning to hoop dance. MSP finds a home for almost everything!

# SOCKTOBER

To assist in keeping up with demand for socks during the winter months, Main Street Project launched its first ever Socktober Campaign. Socktober ran during the entire month of October 2018 with the goal of collecting 10,000 pairs of clean, dry socks — an essential item for those experiencing homelessness. Thanks to the help of several local individuals, schools, and businesses, MSP collected close to 20,000 pairs to help keep peoples' feet warm and dry.



## Harris

Harris is a very cool kid that MSP was lucky enough to meet this past year. Harris is very philanthropic and loves to be creative in his ideas about how to help the homeless in the city. Harris did a water donation drive in support of MSP and collected 2,500 bottles of water, a Socktober campaign to help MSP gather socks — Harris collected 1,300 pairs of socks, and a Munch of March donation drive where he collected over 1,650 individual snacks and 3,000 cups of coffee for MSP's community members. Thanks, Harris!



# THE TRANSFORMATION OF MAIN STREET PROJECT'S CLOTHING & ESSENTIAL ITEMS PROGRAM

For many, how we choose to clothe ourselves is something we take for granted. We may have an event to dress for, such as work, a social event, or exercise. We can often spend time and money deciding what to wear for each type of event.

At MSP clothing is different — the same, but different.

Clothing is a basic need, a necessity to survival, and particularly challenging if you don't have a home. Main Street Project serves its community members through several threads of the agency.

## EMERGENCY SHELTER

The clothing needs of those who come through MSP's emergency shelter are met through the compassionate front-line staff. MSP's clothing program provides footwear, coats, toiletries, backpacks, t-shirts, pants, socks, underwear, and pullovers/hoodies through a bin system. An average of five bins per day are delivered to MSP's shelter, 365 days a year — that's a staggering 1,825 bins per year.

## PROTECTIVE CARE

The clothing needs in Protective Care depend on the individual community member, and the time of year. If it's raining, dry clothing on intake is needed. If it's -30 outside, often a warm jacket or a pair of boots may be a necessity prior to discharge. The clothing program at MSP provides Protective Care staff with these essential items so they can always meet the needs of the individual community members at both intake and discharge.

## MAINSTAY AND THE BELL HOTEL

Those living in Mainstay and at The Bell Hotel are housed, so their needs often vary between seasons, or are specific to events. There is a clothing need request form that MSP's Casework Team and front-line staff utilize to customize an order. There are often special events that require a certain type of clothing, such as a wedding or a funeral. MSP staff do their best to help community members feel good about themselves by providing appropriate clothing.

## DETOXIFICATION AND STABILIZATION

The two Detox programs at MSP utilize the clothing order forms as well, as their individual needs are assessed through the intake process. Often, community members will arrive without sufficient clothing beyond what is on their body. MSP staff ensure all individual clothing needs are met so that the community member's focus can be on healing recovery.

In 2017/18, 501 clothing orders were filled specific to the detoxification units, which is about 2,505 individual items of clothing.

## MEETING GAPS IN ESSENTIAL ITEMS

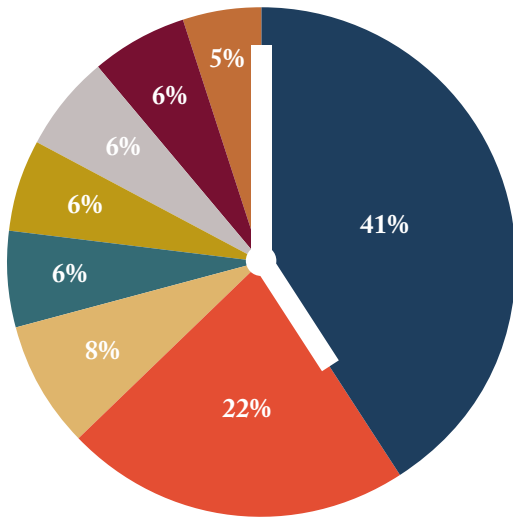
A gap was identified mid-year related to community members who were transitioning from Mainstay Residence to other housing arrangements. It was realized that these people didn't have anything to move with, as they were provided all of their necessities within MSP programs. To ensure community members didn't leave MSP empty-handed and had support, the Movin' On Package was designed and developed. The Movin' On Package includes everything from sheets, pillows, dishes, can openers, dish soap, tea towels, spatula, cutlery, laundry soap, and toilet paper. These packages are distributed through MSP's casework team and have been received with excitement from both the team members and MSP's community members. These packages have also been extended to the CHAT team at the Downtown Winnipeg Biz, as they do similar work to MSP.

MSP is only able to provide food, clothing, and other essential items to our community member if there are enough donations to do so. Thank you to each and every donor who has made it possible to keep many of Winnipeg's most vulnerable people fed and clothed by donating to the agency.



# VOLUNTEERING

In the 2018-19 fiscal year, MSP experienced tremendous growth in the agency's volunteer program. The agency gained 54 new active volunteers over the past year and, in total, all of the generous MSP volunteers provided 5869 volunteer hours of service to MSP – a growth of 330% from the previous year!



## Volunteer Time Distribution:

- Essentials Market/Food Bank
- Emergency Shelter
- Men's Detox
- Kitchen
- Mainstay
- The Bell Hotel
- Special Events
- Women's Detox

54

more active volunteers  
than in 2017-18

330%

increase in  
volunteer hours

5,869

volunteer hours

Main Street Project is grateful to those who gave their time to the agency. Here are a few volunteering highlights from the past year.

### Family Night Volunteering

For the first time ever, MSP held some evenings for families to come and help portion items for the Food Bank and Essentials Market. It was a lot of fun to have friends of all ages and sizes come and help out!

### Aramark Building Community Day

As part of its Building Community Day, Aramark came to MSP to serve a warm, comforting meal of chilli to MSP's community members.

### True North Sports & Entertainment

During the 2018 holiday season, a group of volunteers from True North Sports and Entertainment came to MSP to volunteer across the agency's program areas, including in the Food Bank and Essentials Market.

### IPSOS

Many thanks to the team over at IPSOS Winnipeg who did a donation drive and some fundraising, and to the team who came out for a day of volunteering for MSP.

### Winnipeg Chamber of Commerce Volunteering

MSP is thankful to the group from the Winnipeg Chamber of Commerce who came out for a day of volunteering.

### Wilderness Supply Co.

Rather than participate in Black Friday sales, the people over at Wilderness Supply Co. in Winnipeg chose to close their store and came to do a day of community service in MSP's Food Bank and Essentials Market instead. Thank you!

### 3 Guys Greens

Thank you to the team from 3 Guys Greens who got together and prepared an amazing meal for our shelter community members during the holiday season. A lot of love and talent was put into the meal!

### Gifts of Grace

Main Street Project is so grateful to Gifts of Grace Street Mission. This dedicated group of caring people comes down to MSP on Thursdays and Sundays to bring some friendly care, compassion, and food prepared with love. Thanks for everything you do, Gifts of Grace Street Mission!



*True North Sports & Entertainment*



*Family Night Volunteering*



*Aramark Building Community Day*



*Winnipeg Chamber Volunteering*



*Gifts of Grace*



*3 Guys Greens*



*IPSOs*



*Wilderness Supply Co.*

# PHILANTHROPY

2018/2019 was a record year for Main Street Project's fundraising efforts: over \$452,401 was contributed to MSP's philanthropy. There are so many individuals, schools, and businesses to thank. Here are a few highlights:

## Water Drive

During a summer heat wave in August, MSP put out a call for water donations. The answer to this call was absolutely amazing! Thanks to Chef Ben Kramer and Lakeview Insurance Brokers who participated in MSP's water drive.

## Ride for Refuge

It was MSP's third year of participating in Ride for Refuge — and it was the best year yet. So many amazing riders and walkers helped MSP fundraise over \$15,000 in support of Van Patrol.

## Hand Knit Blanket Donation

Thank you to Bernice who donated 13 hand knit blankets that went to MSP's Women's Detox. Each blanket is made up of 48 individual squares that each take an hour and a half to knit, and then all of the squares are pieced together by crochet, which takes an additional 15 hours. A lot of hard work and love goes into each blanket.

## Sk8 Skates

Thank you to the team over at Sk8 Skates. They recently moved into the neighbourhood and immediately approached MSP to learn how they could support the agency. The team paired up with Prep Hair for a winter rooftop campout and collected winter jackets to help keep Main Street Project's community members warm. Thanks to Colin and the team at Sk8 Skates!

## Nordale School

Nordale School generously did some donation drives and fundraising for MSP this year. One of their donation drives was to create 100 Valentine's Day gift packages for MSP's Emergency Shelter. Thank you, Nordale School!

## Manitoba Real Estate Association Shelter Foundation

Thank you to Manitoba Real Estate Association (MREA) for supporting MSP by providing a grant to fix up some cement outside of Mainstay Residence.

## Parlour Coffee

Many thanks to Parlour Coffee for the continued support of Main Street Project by collecting donated items on the agency's behalf, and for so generously sharing stories of MSP community members.

## Time N' Again Hair Designs

Thank you to Ja'Net and the generous team at Time N' Again Hair Designs for supporting MSP this holiday season with a generous financial donation and items for our holiday gift drive.

## Steinbach Credit Union

Thank you to Steinbach Credit Union for generously donating to MSP during the holiday season.

## Korner Kuts Day Spa Salon

Thank you to the team at Korner Kuts in Stonewall for the continued support of MSP.

## Winnipeg Supper Club

Winnipeg Supper Club held an Art & Snacks Fundraiser for MSP in December and raised some much needed funds for Main Street Project's Capital Campaign, *It's Time, Winnipeg*.

## School of Dental Hygiene

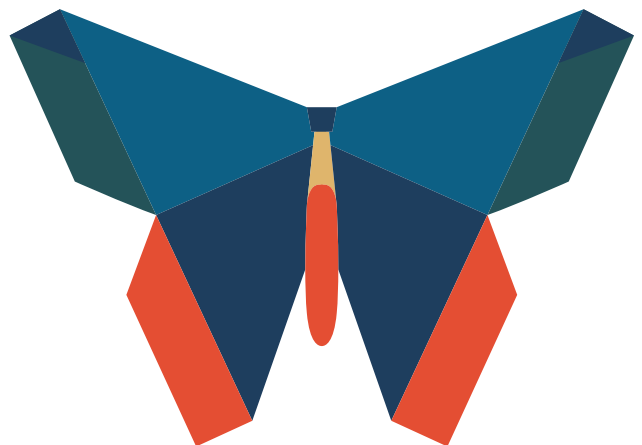
Thank you to the School of Dental Hygiene who came on board to support MSP this year through a number of donation drives.

## Brody's Sock Drive

Brody is an adorable young philanthropist who saw a news story about Main Street Project needing socks. Brody wrote his teacher a note asking if their class could do a sock drive, and his class ended up collecting over 1,500 pairs of donated socks. Thanks, Brody!

## Coldest Night of the Year

Main Street Project was excited to participate in Coldest Night of the Year for the first time ever — and even more excited at the smashing success of the event! CNOY raised over \$16,000 in support of Main Street Project's Capital Campaign, *It's Time, Winnipeg*.





Nordale School



Ben Kramer



Time N' Again



Steinbach Credit Union



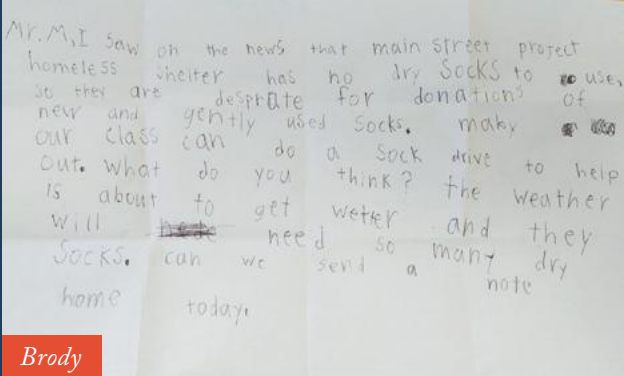
Lakeview Insurance



Brody



Bernice's Blanket Donation



Brody



Parlour Coffee



MREA



Winnipeg Supper Club



Korner Kuts Day Spa Salon



School of Dental Hygiene

## PHILANTHROPY (CONTINUED)

**Thank you to the following organizations who generously provided Main Street Project with grant funds for projects this year:**

**End Homelessness Winnipeg:** \$10,000 in support of Main Street Project's Warming Centre

**Manitoba Real Estate Association Shelter Foundation:** \$5,000 in support of cement repair

**Thomas Sill Foundation:** \$20,000 to be used towards new furniture for Mainstay Residence

**Winnipeg Committee for Safety:** \$3,000 to be used towards new windows in Protective Care

### Thank you to Main Street Project's Major Gifts Donors:

Alan Dunnet  
 Beverley McIntyre  
 Beverly Kyle  
 Blair Reid and Elizabeth McKean  
 Brian Ford  
 Caleb MacDonald  
 Cam Baldwin  
 CW Martem  
 David Stratton  
 Ed and Julie Mead  
 Frank Defehr  
 Gregg and Mary Hanson  
 Harry Ingleby  
 Kajanth Nithiyanthan  
 Karin Ens  
 Kevin Waldner  
 Marlis Schroeder  
 Mitul Kotecha  
 Nichole Riese  
 Nick Slonosky and Elizabeth Marr  
 S Foster  
 Sam Katz  
 Susan Lingle  
 Terence Wuerz and Jacquelyn Dirks  
 Terry Ruppel  
 Virginia Martin  
 All Charities Campaign  
 Aramark  
 Bockstael Construction  
 Border Chemical Company  
 C&T Rentals  
 College of Rehabilitation- Occupational Therapy Program  
 Crossroads Insurance  
 EQ3 Ltd.  
 Fairmont Hotel  
 Fernwood Publishing  
 Investors Group  
 Korner Kuts  
 Ladybug Foundation Inc.  
 Lakeview Insurance Brokers

Lawton Partners Charitable Giving Foundation Inc.  
 Leopold's Tavern Winnipeg  
 Maunders McNeil Foundation Inc  
 Musi Inc.  
 My Place Realty  
 Oxygen Technical Services  
 Park Line Coffee  
 Parlour Coffee  
 Pita Pit, Refuse to Settle Award  
 Precision Weather Solutions  
 Stantec  
 Steinbach Credit Union  
 Time N Again  
 UnionWare  
 University of Winnipeg Student's Association  
 Waterfront Foundation  
 Wawanesa Mutual Insurance Company  
 Winnipeg Supper Club  
 The Winnipeg Foundation, Youth in Philanthropy

## BRINGIN' IT IN FROM THE STREETS

On Saturday, March 16th, Main Street Project held its annual fundraising benefit. *Bringin' it in from the Streets* was a celebration of what is typically known as street-based performance art but held in a beautiful ballroom at the Fairmont Hotel in downtown Winnipeg. Over 350 people came out in support of the event, which included a skateboard demo by the team from SK8 Skates, rappers and graffiti artists, breakdancing, and a beautiful performance by Juno award-winning singer songwriter, William Prince.

### Thank You to the Event's Sponsors:

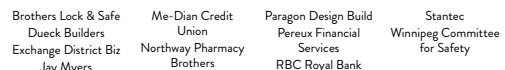
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#### BRONZE SPONSORS



#### WINE SPONSOR



#### GIFT IN KIND SPONSORS



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#### GRAPHIC DESIGN SPONSOR



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#### PROGRAM PRINTING SPONSORED BY





*Bringin' it in From the Streets event*  
Photos by Jason Halstead

# CAPITAL CAMPAIGN

IT'S TIME, WINNIPEG.

In October of 2018, Main Street Project officially purchased what was formerly the Mitchell Fabrics building, located at the corner of Main Street and Logan Avenue. The intention of the 36,000 square foot space is to build a new state-of-the-art service hub for people in Winnipeg who are experiencing homelessness, addiction, and physical and mental health issues.

Along with moving the agency's Emergency Shelter that currently operates out of a 2,100 square foot space, the new facility will hold food services, gathering and meeting spaces, an Indigenous healing circle space and smudging area, art therapy space, transitional housing rooms, primary healthcare facilities, green space, and administrative offices. There will be increased access to shower facilities, laundry, and storage areas for our guests' belonging to be safely stored during their stay.

Main Street Project is looking forward to the future of the building and the services that will be provided to Winnipeg's most vulnerable people.



*Our Hope for the Future. Designs done by Arta Architects.*



*(l) Main Street Project board member Shelly Smith (r) Paula Mitchell of the Mitchell Fabrics Family*



*(LEFT TO RIGHT) Main Street Project's Board Chair, Cam Baldwin, City of Winnipeg Chief of Police Danny Smyth and Cynthia Smyth*

On the evening of November 8, 2018, Main Street Project launched its \$2.5 million dollar capital campaign. MSP invited 150 influential people in the city of Winnipeg to gather together to enjoy an incredible meal prepared by Winnipeg Chef Ben Kramer and to learn about the plans for the Mitchell Fabrics building. It was an incredible evening.

Main Street Project thanks those who attended the dinner to hear more about the vision for the future.



# CAPITAL CAMPAIGN COMMITTEE

Rick Lees, Executive Director  
Ted Bock, Committee Chair  
Cam Baldwin  
Debbie Grant  
Jennifer Derrett  
Jordan Farber  
Leane Funk  
Ron Evans  
Sharon Blady



Wawanesa Insurance generously donated \$100,000 to Main Street Project's Capital Campaign

I am pleased to submit this brief report on the activities of the Capital Campaign Committee for the Acquisition and Development of the Mitchell Fabrics building. The Committee's goal is to raise the capital funds necessary to transform the Mitchell Fabrics Building into a first-rate low barrier shelter and treatment centre for Winnipeg's most vulnerable.



Ted Bock, Capital Campaign Chair

It is still relatively early in the life of this Committee. Our goal is to raise \$10 million. We expect that all three levels of government will provide financial support in varying amounts. Main Street Project's Executive Director, Rick Lees, has assumed primary responsibility for advancing our efforts with all three levels of government. Meetings with representatives of the federal, provincial, and municipal government have all generated a very positive response. We are very optimistic that our efforts will receive the financial support that we think they deserve.

In addition, the Committee has committed to raising no less than \$2.5 million from the private sector. To that end, for the last 12 months, the Committee has met on a more or less monthly basis to develop and carry out our capital campaign. A robust list of potential donors has been created; a communications strategy to attract donors at various levels has been developed; promotional materials that articulate our case for support have been printed and distributed; our online presence on the Main Street Project website and on other social media platforms has also been improved.

We are pleased to report that as of the date of this report, our work has resulted in over \$607,844 in donations from private donors. We are even more pleased that in the year to come we have many more calls to make. We are optimistic that we will meet our fundraising objective.

The Committee members are listed on this page. I commend them all for their enthusiasm and energy. Each one has made important contributions to the cause. In addition, I thank Rick Lees, Cindy Titus, and Al Foster for their support. Without strong staff support, the Capital Campaign Committee's work would not be possible. Main Street Project is very fortunate to have such a talented and dedicated team in charge of its operations.

Unfortunately, Al Foster has left Main Street Project to pursue a new professional opportunity. Although the Committee is sorry to see him leave, we wish him well and we are confident that his departure will neither hinder our efforts nor impede our eventual success.

I look forward to the year ahead. I am very optimistic that Main Street Project will receive the support it deserves.

Ted Bock, Main Street Project Capital Campaign Chair

## CAPITAL CAMPAIGN (CONTINUED)

# BUILDING COMMITTEE

To ensure the integrity of the construction project, Main Street Project established a Building Committee. The Building Committee is responsible to ensure that the project moves ahead at a steady pace and to oversee the work being done.

## COMMITTEE MEMBERS

**Andrew Dutfield**  
**Angela Mathieson**  
**Art Macaw**  
**Brian Oleksiuk**  
**Jordan Farber**  
**Tom Akerstream**  
**Rick Lees**  
**Adrienne Dudek**  
**Bockstael Construction, Construction Managers**

## THANK YOU TO MAIN STREET PROJECT'S CAPITAL CAMPAIGN DONORS

Adrienne Pind  
Alex Harland  
April Katz  
Barbara Brown  
Beverly McIntyre  
Brady Brinkman  
Brenda Taylor  
Cam Baldwin  
Campbell Alexander  
Carly Leggett  
Chris Klassen  
Christopher Trott  
Concord Projects Foundation  
Dawson Brown  
Diane Tetley  
Elizabeth McAdam  
& Heather Sandilands

Emily Wiebe  
Erroll Jeffers  
Gerald Becker  
Glenda Gartner  
Gregg & Mary Hanson  
Family Fund  
Harvy Frankel  
Heather Day  
Jeffrey Vernaus  
Jessica Gladue  
Jill Winograd  
Julie Penner  
Kajanth Nithiyanthan  
Kate Kehler  
Kristen McCabe  
Ladybug Foundation Inc.  
Laura Durling

Laurie Allen  
Madeline Ford  
Marlee Mykietowich  
Melissa Chung  
Mitul Kotecha  
Mr. and Mrs. Gregg  
& Mary Hanson  
Mr. Blair Reid  
& Ms. Elizabeth McKean  
Natalie Wiebe  
Nicole Dufault  
Oxygen Technical Services  
Patty Simpson  
Precision Weather Solutions  
Qualico  
RANA Respiratory Care Group  
Rob & Lauren Bilbey

Roger & Cathy Coss  
Sam Katz  
Stephen & Casey Challes  
Steven Repa  
Ted Bock  
& Liane Chalmers-Bock  
Terence Wuerz  
& Jacquelyn Dirks  
Time 'N' Again Hair Designs  
Wawanesa Insurance

In memory of  
Garry MacLean

# SUMMARIZED FINANCIAL STATEMENTS

## REPORT FROM THE TREASURER:



*Vince Warden, Treasurer*

Main Street Project (MSP) incurred an overall deficit on operations of \$86,831 for the year ended March 31, 2019 compared to a surplus of \$114,569 for the previous fiscal year.

Despite the deficit incurred in 2018-19, the year was very successful from both an operational and a financial perspective. Not only did MSP provide shelter, detoxification and other programming to homeless and addicted persons in accordance with its agreements with funders, MSP also accommodated a significant need that arose from the Rapid Access to Addictions Medicine (RAAM) initiative. Through the reallocation and rationing of resources and with the generous assistance of donors and volunteers, MSP increased its detoxification/stabilization beds to 62 beds with 13 of those beds dedicated to RAAM clinics. With no incremental funding, MSP absorbed additional costs of approximately \$335,000 over a six-month period in 2018-19. This contributed to the deficit incurred in the past year.

Looking forward, MSP faces an exciting and challenging future as it embarks on a bold new direction with the Mitchell Project. Fundraising efforts are well underway and will intensify in the coming months as MSP unfolds its vision to dramatically improve and integrate the services provided to homeless, under-housed and addicted persons in the City of Winnipeg.

Vince Warden, FCPA, FCMA



500 - Five Donald Street  
Winnipeg, Manitoba R3L 2T4  
Tel: (204) 284-7060  
Fax: (204) 284-7105  
www.bookeandpartners.ca

## Report of the Independent Auditors on the Summarized Financial Statements

To the Directors of  
Main Street Project, Inc.

### *Opinion*

The accompanying summarized financial statements, which comprise the statement of operations and changes in fund balances for the year ended March 31, 2019, and related note, are derived from the audited financial statements of Main Street Project, Inc. for the year ended March 31, 2019. We expressed a qualified audit opinion on those financial statements in our report dated May 28, 2019.

In our opinion, the summarized financial statements are a fair summary of the audited financial statements, on the basis described in Note 1. However, the summarized financial statements are misstated to the equivalent extent as the audited financial statements of Main Street Project, Inc. for the year ended March 31, 2019.

### *Summarized Financial Statements*

The summarized financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summarized financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

### *The Audited Financial Statements and Our Report Thereon*

We expressed a qualified audit opinion on the audited financial statements in our report dated May 28, 2019. The basis for our qualified audit opinion is based on the fact that the amortization policy for property and equipment states that the building at 71 Martha Street is being amortized at a rate equal to the reduction of the mortgage principal for the year. In this respect, the financial statements are not in accordance with Canadian accounting standards for not-for-profit organizations.

### *Management's Responsibility for the Summarized Financial Statements*

Management is responsible for the preparation of the summary financial statements on the basis described in Note 1.

### *Auditor's Responsibility*

Our responsibility is to express an opinion on whether the summarized financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary of Financial Statements".

Winnipeg, Canada  
May 28, 2019

Chartered Professional Accountants

# Main Street Project, Inc.

## Statements of Operations and Changes in Fund Balances

<i>Year Ended March 31</i>	<b>2019</b>	<b>2018</b>
<b>Revenues</b>		
Grants	\$ 5,665,037	\$ 4,688,725
Per diem payments	347,102	1,018,213
Donations	421,909	165,066
Loan forgiveness and MHRC subsidy	94,100	94,025
	<u>6,528,148</u>	<u>5,966,029</u>
<b>Expenses</b>		
Advertising	24,046	15,324
Amortization	171,727	125,533
Bad debt	23,001	33,007
Board	15,657	23,943
Cleaning and staff supplies	48,506	54,477
Client and medical supplies	45,762	46,922
Development	109,515	128,942
Food	283,577	243,300
Fundraising expense	93,003	-
Insurance	21,899	20,039
Minor furniture and equipment	45,284	52,353
Mortgage interest	37,697	39,790
Office	37,022	46,874
Professional fees	95,389	144,328
Program	33,150	15,144
Property tax	31,678	19,935
Rent	67,752	77,246
Repairs, maintenance, and replacements	152,454	93,182
Staff training	18,134	11,457
Telephone and internet	53,338	57,217
Travel	28,347	16,708
Utilities	128,325	116,767
Wages and benefits	5,070,821	4,520,122
	<u>6,636,084</u>	<u>5,902,610</u>
(Deficiency) excess of revenues over expenses before other items	<u>(107,936)</u>	<u>63,419</u>
<b>Other items</b>		
Winnipeg Regional Health Authority	-	42,640
Interest income	7,477	4,680
Unrealized gain on investments	1,300	2,630
Miscellaneous and other	8,069	1,200
Gain on disposal of asset	4,259	-
	<u>21,105</u>	<u>51,150</u>
(Deficiency) excess of revenues over expenses	<u>\$ (86,831)</u>	<u>\$ 114,569</u>
Fund balances, beginning of year	\$ 568,603	\$ 454,034
(Deficiency) excess of revenues over expenses	<u>(86,831)</u>	<u>114,569</u>
Fund balances, end of year	<u>\$ 481,772</u>	<u>\$ 568,603</u>

# THANK YOU!

CentreVenture Development Corporation

City of Winnipeg

City of Winnipeg Police Service

Criti Care

Downtown Winnipeg Biz

End Homelessness Winnipeg

Homelessness Partnering Strategy

Manitoba Health, Seniors & Active Living

Manitoba Housing

Province of Manitoba

Red River College

The Winnipeg Foundation

United Way Winnipeg

Winnipeg Fire Paramedic Service

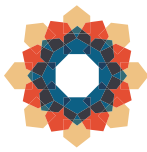
Winnipeg Housing Rehabilitation Corporation

Winnipeg Regional Health Authority

Winnipeg Transit

LIVE  
LIFE 2  
THE FULLEST.  
NEVER  
GIVE  
UP





**main street project**



**Limited edition print “Looking Ahead” by Simone McLeod.**

Simone McLeod, originally from Winnipeg MB and currently living with her husband, Dennis, in Saskatchewan, is a member of the James Smith Cree First Nation. Simone McLeod, a Cree-Ojibway (Oji-Cree) has been involved with art since an early age but it was only later in life it has become her professional career.