

main street
project



2020-2021
**ANNUAL
REPORT**



TABLE OF CONTENTS

Mission, Vision, Values	2
Chair's Message.....	3
Executive Director's Message	5
COVID-19 Response, A Year Like No Other	6
Alternative Isolation Accommodation (AIA).....	7
Case Management	9
Van Outreach, Encampment Supports, Peer Advocates	11
Emergency Shelter.....	14
Withdrawal Management Services.....	17
Housing Support Services	19
Food & Nutrition Services.....	21
Philanthropy.....	23
Volunteers.....	25
The Renovation of Mitchell Fabrics.....	27
Treasurers' Message and Financial Statements	29
Funders & Partners.....	31

DIRECTORS

Jamil Mahmood
Executive Director

Adrienne Dudek
*Director of Supportive and
Transitional Housing*

Dawn Cumming
*Director of Detoxification &
Stabilization*

Anastasia Ziprick
Director of Development

Aaron Dorosh
Director of Finance

*Thank you so much to Maria
Martinez Diaz, Rick Lees, Gerry
Sekhon and Pearl Kavanagh-
Stoesz for their meaningful
contributions to Main Street
Project. We wish you all the best
in your future endeavours.*

BOARD OF DIRECTORS

Vince Warden, *Chair*

Darcy Penner, *Vice-Chair*

Thomas Becker, *Treasurer*

Lorie English, *Secretary*

Olivia Baldwin

Andy Dutfield

Andi Sharma

John Leggat

Alexandre Mireault

Dr. Ginette Poulin

Hlezi Sy

David Thorne

Bonnie Emerson,

*Winnipeg Police
Service Liaison*

Wayne Mosienko,
*Winnipeg Fire Paramedic
Service Liaison*

MAIN STREET PROJECT LOCATIONS

Administration Office

661 Main Street
Winnipeg MB R3B 1E3
Phone: 204-982-8229
Email:

admin@mainstreetproject.ca

Emergency Shelter & Drop In

637 Main Street
Winnipeg MB R3B 1E3
Phone: 204-982-8267

Food Bank & Essentials Market

661 Main Street
Winnipeg, MB R3B 1E3

Mainstay Residence Transitional Housing

71 Martha Street
Winnipeg MB R3B 1A4
Phone: 204-982-8260

The Bell Hotel

662 Main Street
Winnipeg MB R3B 1E4
Phone: 204-982-8256

Men's Withdrawal Management Services

75 Martha Street
Winnipeg MB R3B 1A4
Phone: 204-982-8251

Women's Withdrawal Management Services

146 Magnus Avenue
Winnipeg MB R2W 2B3
Phone: 204-982-8222

Van Patrol Mobile Community Outreach

75 Martha Street/Mobile
Winnipeg MB R3B 1A4
Phone: 204-232-5217

MISSION, VISION, VALUES

MISSION

To provide safe and welcoming places of respite and healing with services that aim to reduce harm for people experiencing homelessness, substance use and/or mental health challenges, while working collaboratively to achieve measurable success in the journey to end homelessness.

VISION

A community in which everyone has access to a safe space where dignity, respect and self-determination are supported.

VALUES

We have identified four core, essential values to guide the organization throughout the next five years. Those values are: **reducing harm, Truth and Reconciliation, anti-oppression, and being trauma-informed.**

MAIN STREET PROJECT, A COMMUNITY HEALTH CENTRE

Main Street Project Inc. (MSP) is a not-for-profit charitable community health centre with a mandate to address the social determinants of health which give rise to issues of addiction, physical and mental health issues 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 1972, the organization has been providing a range of services to Winnipeg's most marginalized residents, including emergency shelter and nutrition services, drug and alcohol detoxification, health advocacy and support, case work support, housing support services, food bank services and a mobile community outreach van program.



CHAIR'S MESSAGE

I am pleased to present this report on the accomplishments of Main Street Project for the fiscal year ended March 31, 2021.

The mission of Main Street Project is to provide shelter and access to services that meet the needs of the most vulnerable people in our society. The pandemic presented monumental challenges in achieving that mission but the MSP staff, all levels of government, other service and health agencies, funders, donors, volunteers, and the community at large all came together to meet those challenges head-on. Many thanks are due to so many amazing people for their commitment to service, for their generosity and their ingenuity. Admiration and thanks are also due to the many people experiencing homelessness who saw their lives severely disrupted with the requirements of physical distancing, masking, vaccinations, and when required, isolation.

The impacts of climate change on people experiencing homelessness were also very evident over the past year. Extremes of cold and hot temperatures for extended periods of time necessitated special provisions for warming and cooling centers as well as the need for expanded wellness checks on many people living without ready access to shelter. These extreme weather impacts are expected to accelerate in the future.

During the past year, MSP's shelter accommodated over 54,000 sleeps and almost 4,000 unique individuals. In addition to shelter, close to 150,000 meals were served, over 241,000 needle and harm reduction kits were dispensed, and the van patrol outreach program made approximately 36,000 contacts with the community. The withdrawal management treatment program operated at reduced capacity due to COVID but still admitted over 1,000 community members. The MSP food bank, or essentials market, continued to fill a needed void in food supply to hundreds of hungry people in downtown Winnipeg.

Main Street Project was especially proud to open its new shelter in December 2020 at the site of the former Mitchell Fabrics building at 637 Main Street. The new shelter can accommodate 120 overnight guests on regular beds in a 14,000 sq ft space. This is in sharp contrast to the former shelter on Martha Street which occupied a space of only 2,100 sq ft with 70 people on floor mats laid side-by-side. Main Street Project is extremely grateful to the federal government for fast-tracking over \$2 million in CMHC funding which allowed the Mitchell building to be renovated and outfitted in record-setting time. Records were also set in local fundraising for the new shelter and for other MSP programs. Thank you so much to all donors for your incredible and much-needed support throughout the year.



The Board was happy to receive a report from the Office of the Auditor General (OAG) which pertained to a number of allegations made by a former employee. The report had been outstanding since 2019 and was delayed due to COVID-19. The OAG report found that the majority of allegations were unsubstantiated. However, as part of its comprehensive review, the OAG made a number of recommendations related to improvements in administrative practices. MSP appreciated and fully accepted the recommendations of the OAG.

The Board extends thanks and best wishes to those fellow Board members who will be stepping down from the Board this year including Andi Sharma, John Leggat, Thomas Becker and Olivia Baldwin. Their contributions to the deliberations of the Board are greatly appreciated.

The Board was excited to welcome our new Executive Director, Jamil Mahmood, who joined MSP in January, 2021. Jamil brings a wealth of knowledge and enthusiasm to the organization and together with an amazing leadership team and staff, he will take the organization in bold new directions.

Main Street Project is also in the final throes of updating its 5-year Strategic Plan which will be introduced in the fall of this year. The new Strategic Plan builds on MSP's housing first and harm reduction principles while placing increased emphasis on inclusivity, reconciliation and anti-oppression. The 2021-2026 Strategic Plan

incorporates the thoughts and aspirations of a broad range of MSP stakeholders and we look forward to sharing it with you.

While much has been accomplished over the past year, so much more remains to be done. At Main Street Project, we are committed to working aggressively and collaboratively with all partner agencies to end homelessness in our city. With innovative, targeted and coordinated programs, we know this can be accomplished. Thank you for taking this journey with us.

Sincerely,

Vince Warden, FCPA, FCMA

Chair of the Board of Directors

Main Street Project

EXECUTIVE DIRECTOR'S MESSAGE

I would like to start by introducing myself. My name is Jamil Mahmood. I became Executive Director of Main Street Project on January 4th, 2021. Joining the MSP leadership team has been an amazing experience. Getting to know the amazing people who have chosen MSP, and our work, as their careers and passions, has been nothing short of totally inspiring. When I first began my role, I wanted to make sure I learned the organization inside and out, and quickly realized this was a very large and humbling task for a number of reasons:

COVID-19: the amount of work that MSP has done since the pandemic began is awe inspiring. When everything began shutting down, MSP stepped up to make sure that the trends we saw in the homelessness sector in other major cities did not happen in Winnipeg. The expansion of shelter beds and creation of COVID-19 isolation spaces for the homeless population saved lives, and kept the outbreak of COVID-19 to a minimum in our sector.

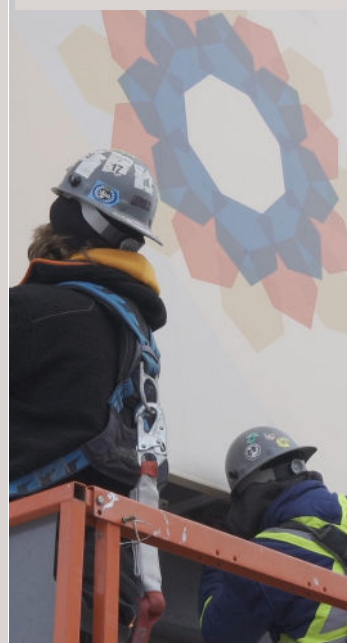
Getting to know MSP staff: I have completed 107 staff check-ins with our staff since I began my role. This has really highlighted how fortunate our community is to have such amazing people working for them and advocating for them. I still have more check-ins to do, but starting this process really helped me understand the organization from the perspective of our front line staff. It is pretty amazing what happens at MSP on a daily basis.

Strategic Direction: MSP has embarked on an ambitious five-year planning process, not only to set the future direction for the organization, but to also ensure that the vision, mission and values of the organization are clear, understood and lived every day here at MSP. We also wanted to make sure to centre our work from the perspective of Truth and Reconciliation and anti-oppression. We have a lot of work to do to live up to where the plan will guide us. We hope to have the plan completed by end of October, 2021, and begin to make key directional changes for the organization at that time.

Main Street Project plays a very important role in Winnipeg and Manitoba. MSP is a pillar of support for those who are experiencing homelessness, living unsheltered or living on the streets. MSP's work must be done in the highest standards and we must be transparent and accountable in all we do. I work day in and day out to ensure that the foundation MSP has been built on lives up to the expectations of our community members, city and province. This past year has shown we are able to quickly adapt to the changing needs of the pandemic and the sector. We will continue to grow and build to make positive advancements for our city and the people we serve.

Jamil Mahmood

Executive Director



COVID-19 RESPONSE A YEAR LIKE NO OTHER

When COVID-19 hit Manitoba, Main Street Project immediately looked to what was happening in other cities across the country and how the pandemic was affecting unsheltered populations and emergency shelters in those places. Taking the lessons learned in Toronto, Main Street Project had to act fast. MSP immediately expanded emergency shelter, opened Manitoba's first COVID-19 isolation spaces for the homeless population and grew and adapted to ensure the community was safe. Through this work, Main Street Project was able to flatten the curve in the sector and almost erase the potential mortality projection. This work was not easy and stretched Main Street Project as far as it could go to make sure COVID-19 did not spread in the community.

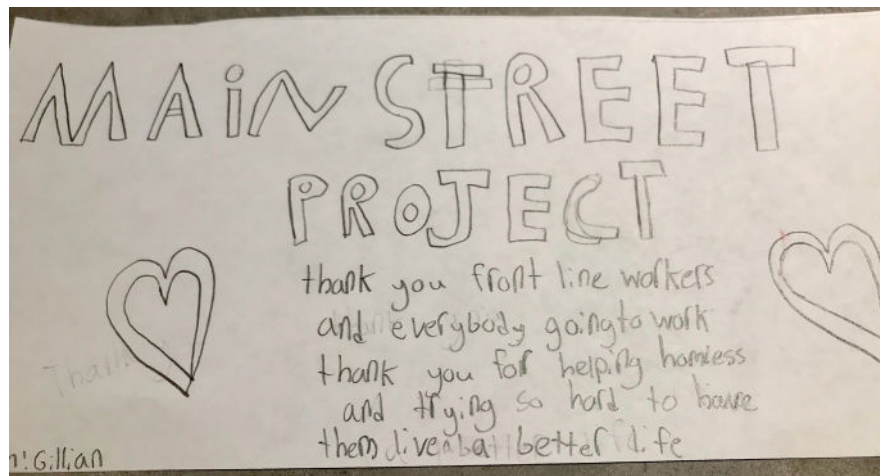
Further, with all of the unknowns about COVID-19, MSP had to make other immediate and significant changes. MSP suspended its volunteer program and postponed its annual fundraiser. The agency paused community programming, community meetings, agency tours and the acceptance of all food and clothing donations across all facilities. Main Street Project did not suspend any essential services, but significant change was required agency-wide to provide services safely.

THANK YOU TO MAIN STREET PROJECT'S FRONT LINE STAFF

Throughout all of the changes, Main Street Project's front line staff took on a lot.

They had to adjust to a new normal of working with a high risk demographic during a pandemic. There was daily, new information coming about COVID-19, with quickly changing public health guidelines.

They navigated working while wearing PPE, maintaining safe physical distancing for community members and themselves, four moves of the agency's



shelter operations, opening new spaces, changing how services could be offered, reducing services in withdrawal management services, changing how food bank was managed – all while continuing to provide the compassionate care they are so well known for. They worked extremely hard to provide a sense of normalcy and calm for those who access Main Street Project services, often in crisis unrelated to the pandemic.

Main Street Project recognizes that its front line staff are the heart of the agency and is so thankful to them for their hard work and dedication. You are all COVID heroes!

COVID-19 ISOLATION

ALTERNATIVE ISOLATION ACCOMMODATION (AIA)

When COVID-19 hit Canada and new concepts such as physical distancing and self-isolating became the new norm, along with the newly required and quickly changing public health guidelines, Main Street Project senior leadership immediately asked the question: “How does a person experiencing homelessness self-isolate when they don’t have a home?”

Main Street Project took the lead in creating a coordinated, collaborative plan with other organizations that work with Winnipeg’s most vulnerable population. The result was Main Street Project opening Winnipeg’s first COVID-19 isolation space or AIA (Alternative Isolation Accommodation) serving the homeless population. Thank you to all of the community partners who supported this effort.

Getting this space up and running was quite a feat and MSP staff did it in about five days. This included furnishing 39 units by donation,

moving all of the donations into the building, setting up all of the suites, as well as hiring a brand new team of staff to effectively operate the 24/7 facility.

During the second wave of COVID-19 in the fall, Main Street Project also opened a second COVID-19 Isolation Space for the homeless to ensure the needs of the community were met.

Thank you each of the following for your support in making this incredible feat happen:

Manitoba Housing

Kinsmen Club of Winnipeg

Ikea Winnipeg

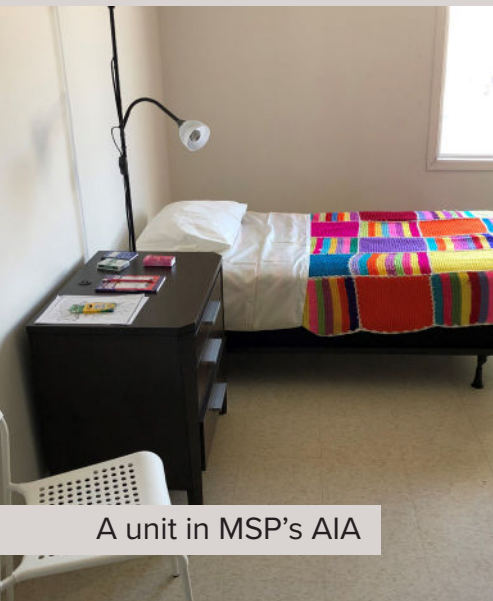
Dufresne Furniture

Palliser Furniture

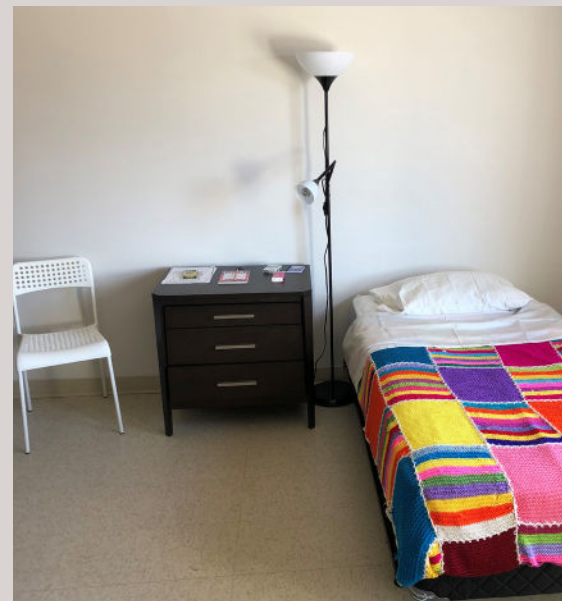
EQ3

Shortline Moving Solutions

Wawanesa Insurance



A unit in MSP's AIA



Over
1,260
people safely isolated
between 2 AIA
locations

Over
27,000
meals were provided

About
50%
of referrals
have been from
community
testing sites

40%
from
hospitals
and

10%
from community
health centers

About
90%
of community members received harm reduction and substance
use support, as well as withdrawal management and mental
health supports during their stay

Upon discharge,
30%
of community members
went on to addictions
treatment

MEET SOME OF OUR COVID-19 ISOLATION AIA STAFF

DAWN



“I’m Dawn and I’m the Director of Detoxification and Stabilization, which includes oversight of the AIA sites. I am so proud of our staff. I can’t express enough how they really stepped up and showed up with very little knowledge of what isolation was going to mean for our population, in a time where COVID-19 was just kind of becoming part of our day-to-day language and it was scary. It was scary for everybody, but they didn’t hesitate. They just jumped in and came to work and have been working every day since. I’m extremely proud of how well they have supported our population. They’ve kept each other safe and they’ve kept community members safe. They’ve been a key reason why we’ve been doing relatively well in Winnipeg with managing the spread of COVID-19 amongst the homeless population.”

ARUN



“My name is Arun. I’m working as a licensed practical nurse at the AIA. I’m here working as a nurse and I’m very proud to be a front line worker. I’m very happy to be on the front lines and to help others, especially those who really need help like people who are homeless and who are going through addiction and mental health problems.”

TAYO



“My name is Tayo and I am a Support Worker. My favourite part of my job is getting to know and understand various personalities. I want people to know and understand that working in a COVID-19 isolation center does not mean that you have a death sentence. Working with the community is a totally different experience for me and I love what I do.”

KRISTY



“My name is Kristy and I am a Nurse Practitioner with Main Street Project. I think one of my favorite things about the AIA site has to be the staff that we have working there. It’s just such a great group of people and they’re all just eager to help and eager to look at how we can improve things and make things better. We’re working with people who are in various stages of withdrawal, various stages of psychosis, various stages of a medical condition and so it’s trying to be creative with and do the best we can with keeping people in isolation.”



CASE MANAGEMENT

The objective of case management is to connect community members with appropriate supports, advocate for services, and to help set, work on and achieve realistic, self-determined goals.

Case management is considered a best practice across the sector because it practically and effectively addresses homelessness and housing instability. MSP case workers offer person-centred support to draw on the strengths of the people they are helping. They provide holistic care and individualized support for people facing barriers to accessing services, or those that would otherwise be high users of emergency services.

Case management at MSP is a robust and collaborative program that works across all programs, from outreach to on-site services at the shelter, at the two detox facilities, at the COVID-19 isolation spaces, as well as through mobile community outreach supports.

Direct services include:

- Helping to secure accommodation – making calls and setting up appointments, filling out applications for housing
- Navigating complex and confusing government systems like Employment & Income Assistance, Justice, Health
- Transportation to critical appointments
- Provision of clothing, food and other basic needs
- Referrals to internal and external resources to facilitate housing and re-integration into the community
- Home visits and eviction prevention

Due to the COVID-19 pandemic, Main Street Project's case work faced limitations in their typical work. Many services that MSP staff would work with or refer community members to, experienced closures, reduction in services, or changes to the way services were being offered. Home visits and transportation needed to be modified.

During the pandemic, MSP's case work team stepped up to fulfill extremely important and emerging functions across the agency. For example, they were the direct link from Manitoba Health for ongoing community contact tracing for COVID-19 close contacts in the community. They also connected community members in their case work portfolios with early access to vaccinations.

- Number of direct community member contacts **14,907**
- Number of referrals to external agencies **3,355**
- Number of community members who went from MSP services directly to other services **1,235**

SOME STORIES FROM MSP'S CASE WORK TEAM

"I began working with a community member in April of 2020. She had left her community up north due to unsafe living and came to Winnipeg to attempt to connect with family.

She was an older petite woman who was staying in our shelter and was quite vulnerable in our community. She completed a case work referral with a social worker at HSC and identified the need for ID's, housing, and to stabilize her physical health. At the time, she was frequently falling in community, and presenting to emergency at HSC due to unmanaged health conditions.

Through collaboration with another social worker at HSC, we were able to connect her to EIA, and set up home care. Once she was discharged, she began to stay at the Salvation Army and had her own room there. Her physical health began to improve and she was no longer presenting to emergency as frequently.

I worked with her to obtain ID's, and to work on obtaining 55+ housing within her budget. I assisted her in applying for Manitoba Housing and wrote a letter of support outlining her vulnerability in our community.

In February of 2021 she moved into a suite through Manitoba Housing and is doing quite well there, and is now connected to the Healthy Aging Resource Team. I try to visit her at least once a week. I drop off her medications, take her grocery shopping, and do an overall check in to see how she is doing. One of her main goals right now is to work towards getting a cat as she has always wanted one, and to learn how to utilize handi-transit in order to become more independent in attending appointments, and so that she is able to connect with family and friends."

"A community member I work with has been accessing case work services since 2016. He has been in and out of shelters/homelessness and incarceration for many years. He struggled with maintaining housing primarily due to substance use, trauma, mental health, etc.

He began staying at Sscope and after about a year began to gain stability in his life by volunteering in the drop in and in the thrift store. While he stayed in the shelter there, he also began going out into community and volunteering at a few other community organizations.

In April of 2021 he moved into permanent, safe, affordable housing, and has been doing well there. He had previously lived in this same building before, in 2019, but was evicted due to his substance use. Our team has a great relationship with the landlord there and I was able to advocate for him to have a second chance. The landlord was willing to give him a second chance and she and I frequently check in with each other to ensure that he is maintaining his housing. I have been working towards helping him maintaining his sobriety and addressing his health and mental health.

He recently just started an employment program through Opportunities For Employment and is looking forward to re-entering the work field. He checks in with me at least twice a week to let me know that he is doing good."

VAN PATROL

MOBILE COMMUNITY OUTREACH



Main Street Project's Van Patrol is a mobile community outreach program that offers support to community members through a harm reduction approach. Van Patrol provides support such as safe rides to MSP's emergency shelter, warm clothing, blankets, water, coffee, food, harm reduction supplies and connections to resources.

MSP has the only mobile outreach program that is in operation 365 days a year and is the only outreach service that provides city-wide life-saving support. Van Patrol provides support to community members living unsheltered, such as those staying in bus shelters, encampments and other rough sleeping. The van is staffed by trained outreach workers and peer advocates who are very skilled in providing life-safety checks, referrals to case work and housing supports.

MSP works collaboratively with the Winnipeg Outreach Network made up of local service providers to streamline street outreach services, ensure proper coverage and reduce duplication. During an average day, Van Patrol serves almost 100 people, providing over 150 food and beverage items, and over 80 harm reduction supplies per day.

The van is viewed as a beacon of safety for many folks in the community. They know they can approach the van for non-judgmental support or even just to see a friendly face. Many people in the community also know that they can contact our van staff to do a well-being check. During extreme weather, the van can receive several hundred calls for well-being checks in a shift.

During the 2020/2021 year, Van Patrol Mobile Community Outreach supported the community by providing:



VAN PATROL SHIFT AT A GLANCE

“Tonight, we saw 64 community members and handed out 100 syringes. We completed 2 transports, one to HSC and one to the Grace Hospital. We visited the Downtown, West End, St James, Regent, St Vital, Osborne, St Boniface, North End. Gas is full and the van was cleaned out at the end of shift and harm reduction packs were made and stored.”

“It was a great night as we gave out coffee, food, socks, clothes, women hygiene products and harm reduction supplies to 23 females and 46 male members of the community. We completed 1 WFPS transport and did 25 wellness checks.”

TENDING TO 311 CALLS AND COLLABORATION WITH THE CITY OF WINNIPEG

Main Street Project works with the City of Winnipeg’s 311 service. When 311 receives a call related to homelessness, encampments, tents in parks, etc., 311 will reroute those calls to Main Street Project who can attend to them.

Main Street Project works with the City of Winnipeg to identify mindful clean ups of abandoned camps, and are present to support City workers.

Main Street Project has also been onsite to provide compassionate support during community encampment evictions.

ENCAMPMENT SUPPORTS

The MSP Van outreach program has been an **essential** link for the City of Winnipeg’s response to emerging issues with houseless individuals. MSP assists the City in responding to those in need with care and compassion, **establish relationships, and connect people to services to ensure people are safe.**

VOLUNTARY TRANSPORT PROTOCOL

Since 2018, the Main Street Project outreach van team has provided voluntary transports in partnership with the City of Winnipeg, and in place of Emergency Medical Services (EMS) and at times Winnipeg Police Services (WPS). The Winnipeg Fire and Paramedic Service (WFPS) often come across people who may be sleeping, who may have no fixed address and who are not in need of a hospital visit but do agree to accept transportation to a safe space, including to a shelter,



another agency and or to a general address in community. This community-based approach is an alternative and more appropriate response to substance use and public intoxication, rather than utilizing emergency services. This results in reduced stressors on WPS, EMS, WFPS and hospitals and emergency rooms. During the 2020/2021 fiscal year, MSP has provided 106 transports and since inception has provided 474 voluntary transports through the Voluntary Transport Protocol.

KÍKININAW ÓMA – A STRATEGY TO SUPPORT UNSHELTERED WINNIPEGGERS

In July of 2019, The City of Winnipeg put out a request for proposals requesting the services of a contractor to collect and dispose of discarded needles, as well as bulky waste found at what they considered ‘temporary homeless encampments’ across the city. There was much outcry from the public about this RFP and the repercussions this approach would have had for those living unsheltered in Winnipeg.

Several groups working in the homelessness sector in Winnipeg collaborated on the creation of Kíkininaw Óma – A Strategy to Support Unsheltered Winnipeggers. The strategy was officially launched in June of 2020 and provides guidance and recommendations on how to support folks living unsheltered from a human rights based approach.

A PDF of this strategy can be found at endhomelessnesswinnipeg.ca

PEER OUTREACH WORKERS

Main Street Project believes in the importance of employing people with lived experience of mental health, substance use issues and/or homelessness. It’s been proven that having people with lived experience providing support helps those with similar issues feel more seen and understood. The sense of ‘you have an idea of what I’m going through’ and the comfort that can provide to a person cannot be overstated.

Peer advocates offer their lived experience to help folks who may be struggling to navigate complicated systems that are not typically designed to meet people where they’re at. These systems often require individuals to meet specific parameters, regulations and office hours, with little consideration for how challenging this can be for some, especially if they are experiencing a mental health issue or a substance use issue. Because people with lived experience have typically navigated these same systems while on their own journeys, they’re very powerful in getting people the help that they need so that they can move forward.

MSP has Peer Advocates providing meaningful support in different roles across the agency.



EMERGENCY SHELTER



Main Street Project's low-barrier emergency shelter services operate 24 hours a day, 7 days a week, 365 days a year. And while the pandemic brought on enormous challenges, Main Street Project overcame each and every one and never ceased offering these life-saving services.

A devoted team of MSP staff are always there to welcome people day and night, to offer a warm smile, a coffee, a nutritious meal, a bed to sleep in no matter what time it is, a warm shower, and washroom facilities.

MSP emergency shelter staff help with whatever support is needed - a change of clothes, dry socks and shoes, access to a phone, information about vaccines, COVID-19 testing, a fresh face mask. MSP's emergency shelter holds mail for folks who have no other address to use, helps with coordinating tax filing for community members, and provides meaningful volunteer opportunities.

MSP staff connects with people and offers a safe space where people can connect with each other. MSP's shelter is co-ed, so couples

don't have to be separated. People can escape the life-threatening intense heat, and extreme cold, day and night, often when there is nowhere else to go. MSP's staff connects people to case workers who assist with and provide the necessary supports that lead to sustained housing.

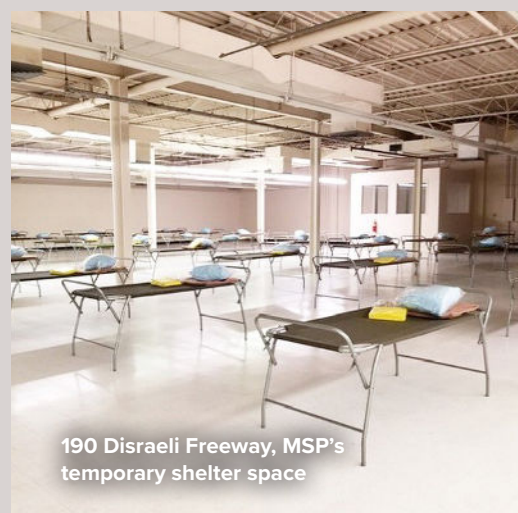
MSP's emergency shelter is an essential service for Winnipeg and provides an important service for the unsheltered population living here.

Main Street Project's emergency shelter operations experienced a year of significant changes in its operations.

Pre-pandemic, Main Street Project's emergency shelter provided day time drop-in and overnight sleep space out of a cramped 2,100 square foot facility, with access to only three washrooms. About 75 people accessed shelter every night and capacity was always reached early in the evening. MSP staff knew this space was inadequate compared to community need and had plans to expand, for improved safety, comfort and dignity of staff and community members.



75 Martha Street, MSP's 2100 square foot emergency shelter



190 Disraeli Freeway, MSP's temporary shelter space



MSP's new emergency shelter at 637 Main Street

WHAT IS A LOW BARRIER SHELTER?

Low-barrier means that MSP doesn't require abstinence or sobriety as a condition to receive services. This is very important for many folks in Winnipeg who may need to access shelter and who use substances. The last Winnipeg Street Census (2018) identified that about 1,500 people experience homelessness on any given night, and close to 25% of those folks self-identified substance use as impacting their most recent experience of homelessness. Accessing a non-judgmental, safe place to be is critical for so many people.

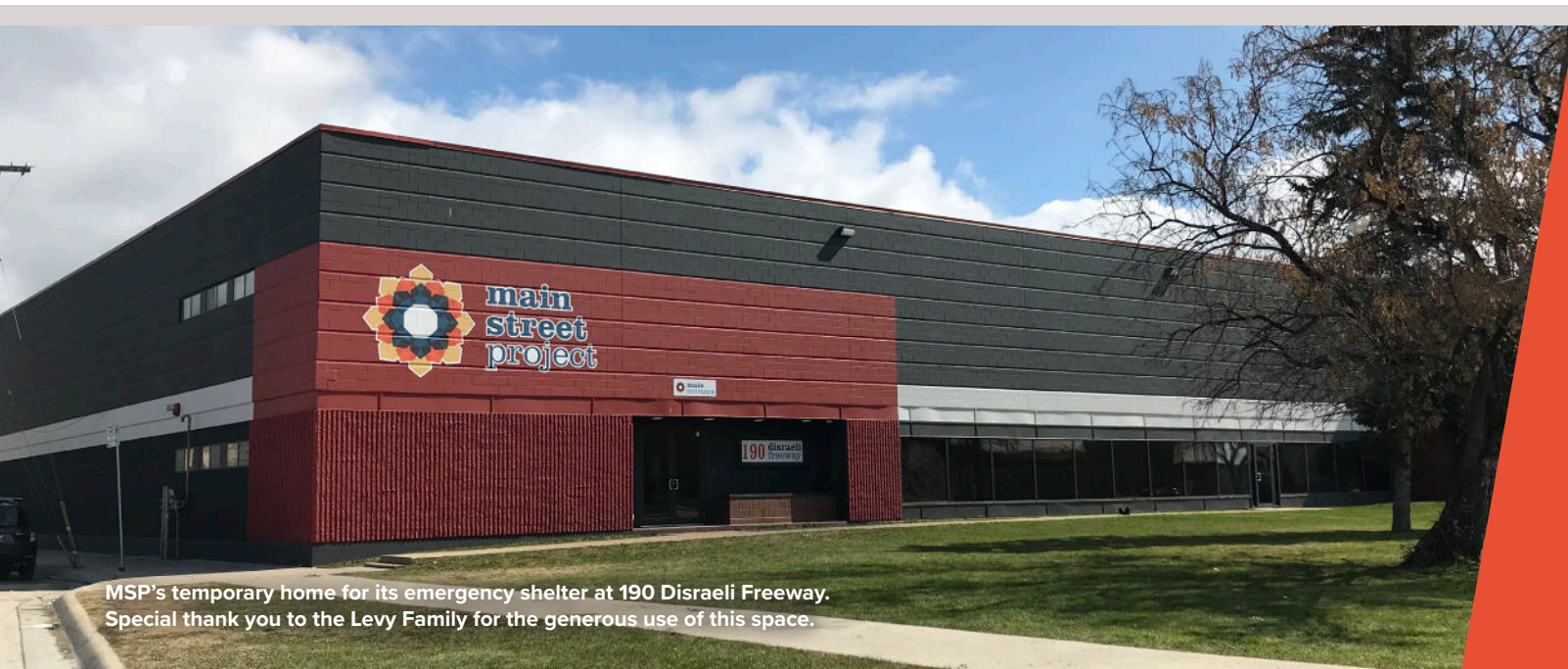
As COVID-19 was approaching Manitoba, this need was amplified, as existing emergency shelter space would never be able to meet COVID-19 public health guidelines. MSP began the process of expediting already approved funds through the Canada Mortgage and Housing Corporation (CMHC) to renovate the Mitchell Fabrics Building.

With CMHC funding approved, renovations began in July, 2020 with a goal to be open by December 2020. Fortunately, in the interim, Main Street Project was generously offered the use of a 76,000 square foot warehouse at 190 Disraeli Freeway by the Levy Family. MSP quickly hired additional front line staff while making necessary building retrofits to be up and running with a fully expanded shelter operations – all of the services so truly needed at the time. Ample space,

more bathrooms and showers and no more sleeping on the floor. From April 2020 to December 2020, MSP opened these doors with 250 available beds between two floors, offering literally thousands of visits – day and night.

There were months when people that needed a bathroom or an indoor place to just sit down and rest had nowhere else to go. During multiple pandemic lockdowns, all the usual places people without a home look to for respite (malls, coffee shops, libraries, rec centres, churches) closed due to COVID-19. Because of MSP staff, funders, donors, and especially the Levy family, MSP remained open.

Renovations in the former Mitchell Fabrics building were completed in record time and Main Street Project's new emergency



MSP's temporary home for its emergency shelter at 190 Disraeli Freeway. Special thank you to the Levy Family for the generous use of this space.



637 Main Street under construction



MSP's new emergency shelter, which offers sleeping space for 120 people per night

shelter located at 637 Main Street opened its doors on the evening of December 15th, 2020, and has been at capacity ever since. To ensure no one was displaced during the cold winter months, shelter operations at 190 Disraeli wound down slowly, closing completely on March 31, 2021.

In the 2020/2021 year, Main Street Project's emergency shelter provided the following to the community:

of overnight stays:

45,229

which is equal to 124 people per day

of unique people served:

3,933

of food and clothing items:

223,200

meals were served

14,380

clothing items were given out

Thank you to the following for their generous support:

The Levy Family • Canada Mortgage and Housing • The Winnipeg Foundation

United Way Winnipeg • Manitoba Housing • End Homelessness Winnipeg – Reaching Home

Thank you to each and every Main Street Project donor who helped make this all possible

FROM ADAM HADDAD, MAIN STREET PROJECT'S PROGRAM MANAGER OF HOUSING SERVICES:

"The last year has brought so many changes to Main Street Project's drop-in and shelter program. When we transitioned into a larger facility, the question of capacity kept coming up and how many people we would aim to serve. We took this opportunity to address an issue community members had been wanting change on for a long time: the space to be themselves. We decided to go with a capacity of 120 persons. This allowed us to balance the increased need for housing services, the physical spacing required during the pandemic public health guidelines and would provide community members with enough space to feel safe and to be themselves. Our goal was to improve the quality of life for the community members who use our services and to ensure that the capacity we determine meets the demand of those needing our services."

WITHDRAWAL

MANAGEMENT SERVICES

Main Street Project is a leader in providing withdrawal management services to individuals looking for assistance with managing problematic substance use. Having access to withdrawal management services is so important to many people in Manitoba who are struggling with substance use. **This is particularly notable in a year where drug overdose deaths in Manitoba soared by 87% in 2020.**

Main Street Project's Withdrawal Management Services is the only facility of its kind in Manitoba, providing an important link for individuals who are looking to take either take a break from using substances, or access further treatment. MSP provides services through two facilities, one for men and non-binary people and another for women and non-binary people. Both sites provide 24-hour support in a safe and stable environment. Individuals must be assessed by a primary health care provider prior to admission. This service is available at no cost to the individual.

Nursing and support staff do regular check-ins with community members regarding their plans, goals and physical, emotional and spiritual well-being and create individualized care plans to support and guide individual recovery – whether it is reducing harm or continuing treatment if abstinence is the goal.

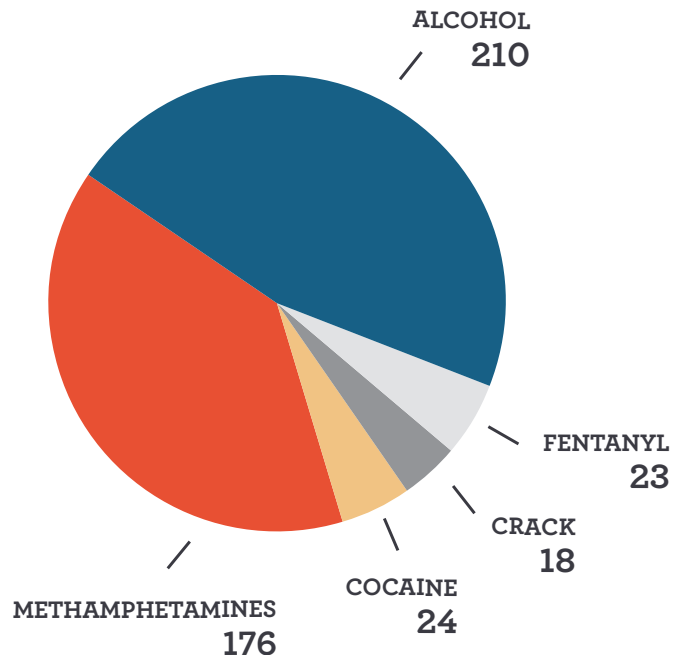
MEN'S WITHDRAWAL MANAGEMENT SERVICES STATISTICS

476 men received support through MSP's WMS

Referral sources:

Self-referral, significant other, general healthcare, other treatment program, justice, shelters, mental health services from all health regions in Manitoba.

Primary Substance for which treatment is being sought (top five)



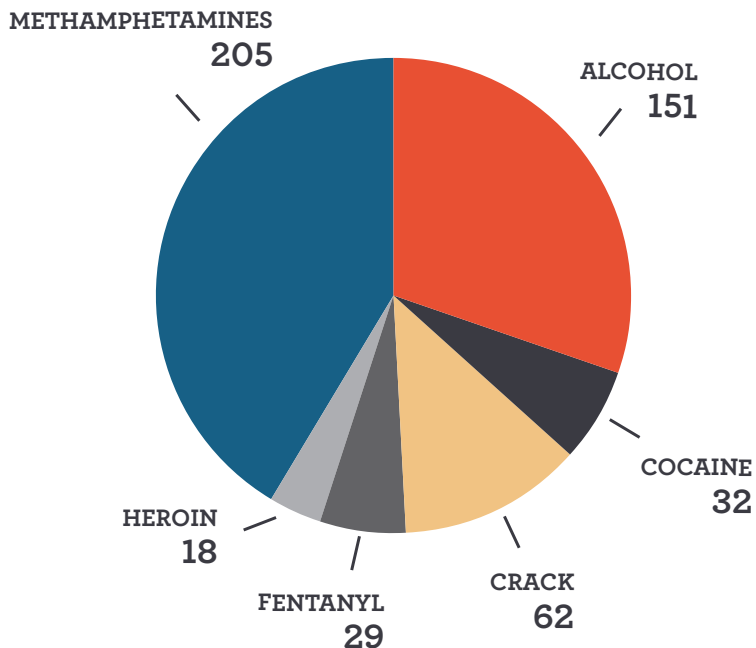
WOMEN'S WITHDRAWAL MANAGEMENT SERVICES

572 women received support through MSP's WMS

Referral sources:

Self-referral, significant other, general healthcare, other treatment program, justice, shelters, mental health services from all health regions in Manitoba.

Primary Substance for which treatment is being sought (top five)



RAPID ACCESS TO ADDICTIONS MEDICINE – RAAM

Back in May of 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 provides access to 8 beds specifically allocated for the RAAM clinics through the agency's men's and

women's detoxification and stabilization units. The purpose of these beds is to ensure that those seeking help for problematic substance use can get into detox with no wait times.

During the 2020/2021 year, 170 individuals were able to quickly access the support they needed at Main Street Project through the RAAM clinics.

PROTECTIVE CARE

Established in 1988, and legislated by the Intoxicated Persons Detention Act (IPDA), the Protective Care facility is the only of its kind in Canada. Protective Care is operated in collaboration with Winnipeg Fire Paramedic Service community paramedics who are embedded into the agency to provide compassionate care to individuals accessing Protective Care.

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 deemed too intoxicated and unsafe by law enforcement, to the point that it is not safe for them to be where they are, either for themselves or other people. The individual is taken into care and monitored by MSP staff and paramedics in a safe and secure environment. 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 case worker.

During the 2020/2021 fiscal year, Protective Care provided supports for 8638 individuals.



HOUSING AT MAIN STREET PROJECT



MAINSTAY RESIDENCE

Mainstay Residence is a supported transitional living environment that provides residents with a supported place to live. Using both harm reduction and housing first philosophies, staff actively engage with each individual's self-determined transition plans and goals throughout the duration of their stay. Through integrated support workers and case work, Mainstay Residence offers on site 24-hour wrap-around supports.

Residents typically have access to community programming and volunteer opportunities, both internally and externally. Through community access, tenants can gain a sense of self-worth through work and experience, ultimately preparing them for a stronger exit into the larger community.

The impacts of COVID-19 have greatly affected the tenants of Mainstay over the past year. The public health orders that required people to isolate and physically distance, presented difficulties in many congregate supportive housing models. In Mainstay Residence, eating, bathroom, access to medication, interactions and recreation were all previously achieved in common areas.

Main Street Project worked tirelessly to provide support for people through PPE administration, reminders to safely physically distance, providing temperature and wellbeing checks, routing to isolation and increased cleaning. In an environment in

which individuals thrive on connection for self-determined recovery, undeniably the impressions of less connection to community, recreated services and increased isolation have created barriers and impacts for Mainstay tenants.

The ability to offer sharing circles, cultural opportunities, recreation and art therapy was not able to be offered on site throughout the pandemic. The ability to move people on from transitional housing was hindered with the COVID-19 pandemic.

Even with these challenges, staff did their best to continue providing the compassionate care they are known for. There were 48 participants residing in Mainstay throughout the year. Mainstay staff provided 155,196 program contacts, or direct interactions between staff and residents during the year, including 20,452 medication administrations, an average of 692 onsite paramedic referrals per month, and an average of 100 home care visits per month.

"So many things suddenly changed when the pandemic hit, every group and positive opportunity we offer people at MSP had to be reimaged, and reinvented because Mainstay is based on congregate living, sharing and being together. That is part of the reasons people do so well here, and thrive. The pandemic forced staff to interact less, had people experience more boredom and also it was just more difficult

to spend the quality time we were so used to spending in getting to know people. As Mainstay is transitional, we also were unable to move people into longer-term living accommodations as there were less places accepting viewings and less housing movement. The staff and tenants worked together even when tensions were high and uncertainty was present to try to educate each other on each other's needs and implementing public health orders."

THE BELL HOTEL

The Bell Hotel is a glowing example of the evidence-based housing first approach Main Street Project builds all of its programs and services upon. In partnership with CentreVenture Development Corporation and Winnipeg Housing Renewal Corporation, The Bell Hotel is the only model of its kind in central Canada.

The Bell Hotel demonstrates that securing appropriate housing is the first and most essential step in achieving independence for individuals who were previously chronically homeless.

The Bell Hotel team works together to support eviction prevention, harm reduction, life skills, capacity building, access to community and internal cultural programming and spaces, and advocacy services – all through the lens of independence and tenant-defined success.

SUCCESS STORIES FROM THE BELL HOTEL

A long-standing community member, who received MSP services through multiple avenues, was in need of a housing-first approach. She had previously struggled with maintaining tenancy in both an independent and supported living environment. In 2020, she moved into The Bell Hotel. With the support of a holistic and team approach to address her needs, this individual began to flourish in her new environment. Both her physical and mental health began to improve and staff built a strong relationship with her. She identified food security, medication assistance, weekly contact meetings and relationship building as areas she would like support in. Person-centered approach care plans were developed with and for her. She is still currently housed at The Bell Hotel, her longest tenancy in community to date.

An older man who lived unsheltered for many years moved into community without any supports. Due to his complex medical and health needs, an application was made for The Bell Hotel in early 2020. As he was at risk of homelessness, without supports and was extremely ill at the time of move, The Bell Hotel Staff were unsure if he would regain his health. Thankfully, through his own efforts, alongside stable housing with supports offered through MSP's case work, The Bell Hotel team and other community supports, he has regained his health and is living independently at The Bell Hotel.

FOOD AND NUTRITION SERVICES

Main Street Project understands the importance of a good meal and the impact this can have on a person's day.

Main Street Project has a robust food services team working onsite, making fresh meals for all of the agency's program areas. The team consists of a chef and a team of cooks working hard to feed the community. They make over 500 meals a day!

Main Street Project also operates downtown Winnipeg's largest weekly food bank that serves more than 100 individuals and families each week. Primarily run by volunteers, food bank is every Thursday morning and is supported by Harvest Manitoba and private donations. The food bank model is not your typical hamper model but rather a shopping model in which community members are invited to shop the market for groceries and other essential items, free of charge, in a dignified and welcoming space. Community members can pick what they want based on their cultural and dietary preferences, and individual housing/household circumstances. Knowledgeable volunteers are on site to assist and provide information.

With the onset of the pandemic in March of 2020, the decision was made to move to a hamper model for a short time, but the food bank quickly returned to welcoming the community in the market in person, as the connections were so valued and shopping could be done safely.

The biggest food related issue for MSP at the outset of the pandemic was a sharp increase in need, along with a significant expansion of MSP services into multiple new locations. These new locations are separate from the soup kitchen

and do not have kitchens of their own.

Fortunately, MSP was able to secure additional food donations. MSP hired a driver to do food donations pickups, and at the same time donations increased due to restaurants closing and because of large donations through new partnerships with organizations like Food Rescue, Save-on Foods and Costco. Birchwood Automotive Group generously provided the use of a minivan.

When able to add and easily arrange pickups, given the full time driver and vehicle, the variety of produce, dairy and meat MSP could access was substantial. This type of food is not readily provided through the food bank partner and certainly far too expensive for the community to buy, or not available whatsoever in the downtown core. Because MSP was able to pick up donations daily, the food bank has been better stocked with these items, and the kitchen is able to prepare more nutritious meals. MSP also uses the food bank space as a central food hub, and distributes any surplus to community partners.

Thank you so much to Main Street Project's food bank volunteers who worked so hard throughout the uncertainty of the last 17 months to provide a safe and comfortable experience for the community who utilizes the food bank.

GIFTS OF GRACE

Gifts of Grace has been an incredible community partner to Main Street Project for the past several years. They've supported the community by providing weekly meals on Thursdays and Sundays. When the pandemic hit Manitoba, Gifts of Grace were forced to change how they provide meals to the community. While they could no longer provide in-person meal service, Gifts of Grace pivoted to making sandwiches in support of MSP's van outreach, fully servicing the entire 24/7 van operations with sandwiches and other snacks. Gifts of Grace provides several hundred sandwiches per week to Main Street Project. These sandwiches are so important. Sometimes it is the first meal a person has had in a day. Thank you so much to Gifts of Grace for their important contributions and for helping to feed so many people in the community.



Then, since many food folks were not working due to restaurant closures and event cancellations, Ben created the food initiative Made With Love. He secured donations and funding to hire staff and buy supplies. The Made With Love Team has provided close to 85,000 incredible meals since they began.



The Made With Love Team prepares meals out of Kitchen Synch in downtown Winnipeg

“In an effort to give back and support our community, we have partnered with Community Food Centres Canada (CFCC) on an urgent initiative in Winnipeg to ensure that our most vulnerable neighbours have access to good food. We have developed a high-quality, nutritious take-home meal menu that is prepared using the highest food safety standards. These meals are being distributed through several Winnipeg organizations that are on the front line in trying to help communities during the COVID-19 and ever deepening food insecurity crisis. Main Street Project is one of these organizations. Food security is an important issue to us. This includes access to nutrient dense foods. While we are aware that MWL is a band aid to much bigger issues surrounding food security and poverty, we are trying to use our strengths to triage the situation here at home while advocating for bigger changes provincially and nationally. We would love to see it keep going here in Winnipeg. We are currently looking into funding and how we can make that happen.” — Chef Ben Kramer

MADE WITH LOVE

Chef Ben Kramer is an incredible supporter of MSP and a well-known chef in Winnipeg who operates a successful event catering business. When the pandemic first hit and restaurants were closing down, Ben rallied his colleagues in the food industry and brought a lot of food donations to Main Street Project that would have otherwise gone to waste. It was an incredible initiative and helped MSP out a lot.

Thanks to the Made With Love team: Heidi Kramer, Ben Kramer, Alex Francis Valenzuela, Harold Mitchell



PHILANTHROPY AT MAIN STREET PROJECT

The 2020/2021 fiscal year was an incredible year for Main Street Project's fundraising. Considering that just a few weeks before the 2020/2021 fiscal year, the agency had to cancel its annual fundraising benefit a week before it was to take place, fundraising during a pandemic initially felt uncertain. Main Street Project's supporters immediately recognized that the agency needed assistance to do the life-saving work of keeping people safe during a global health crisis, and they stepped up in a huge way.

Thanks to the generosity of donors, Main Street Project raised over \$867,000 this year.

Thank you to each and every one of MSP's incredible donors and supporters for your contributions to this work and for helping to keep people in Winnipeg safe. Here are some highlights:

Thank you so much to Carla who did a menstrual product drive for MSP and collected over 4,000 pads and tampons.

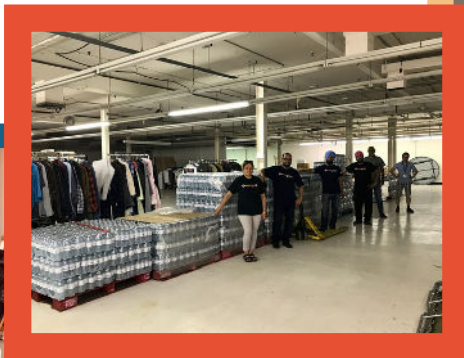


Thank you to Midtown Ford for helping to kick off 2021 with an incredibly generous donation to Main Street Project.

Huge thanks to the Kinsmen Club of Winnipeg for the generous donation used to purchase laundry machines and tablets for the isolation suites.



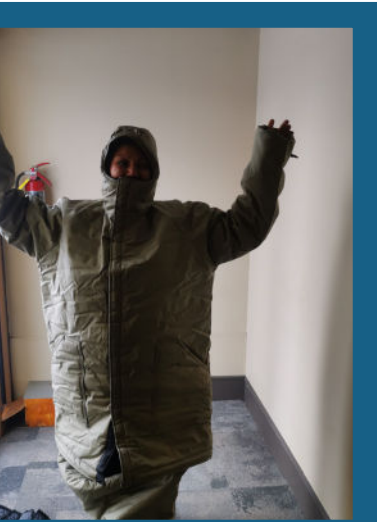
Thank you so much to Lennon who decided for her 4th birthday that she had enough toys and chose to trade in her birthday gifts so that she could buy socks, undies and Clif bars for our community members.



Thank you to Khalsa Aid Canada who delivered over 16,000 bottles of water for MSP's annual water drive in July, 2020.



Many thanks to John and Lia Loewen of the C.P. Loewen Family Foundation for visiting MSP and for making a generous donation to the Mitchell Fabrics renovation.



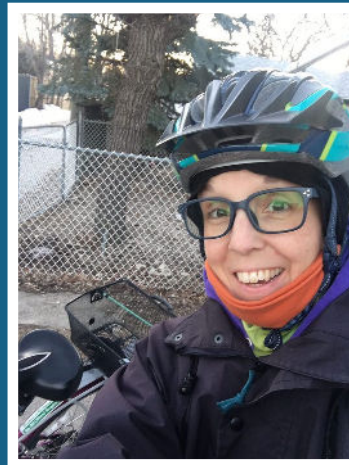
Thank you so much to Allan and Donna Kelly and Joan Ross for fundraising and coordinating the purchase of sleeping bag coats for those living unsheltered in Winnipeg.



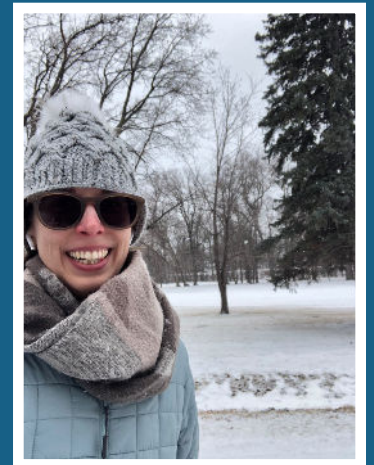
Thank you so much to Andrew and his group of friends for generously donating pizza for close to 500 community members, staff and volunteers across all MSP facilities. This wonderful donation was in memory of their friend Howard who passed away earlier this year. Howard was well-known on Twitter as the 'Pizza Friday' guy. He loved pizza and Pizza Friday was his thing. This group wanted to do something pizza-related in memory of their friend and they chose MSP as the recipient of the pizza donation. Thank you, Andrew and all for this very thoughtful donation.

INTO THE COLD

Main Street Project's first-ever Into The Cold activities-based fundraising event took place in March, 2021. The event raised funds in support of MSP's Van Patrol mobile community outreach program. Although participants couldn't gather in person for this event due to public health restrictions, the support that Main Street Project received was incredible – Into The Cold participants raised close to \$40,000 for Van Patrol. This funding covered a funding gap and allowed Main Street Project to keep Van Patrol on the road.



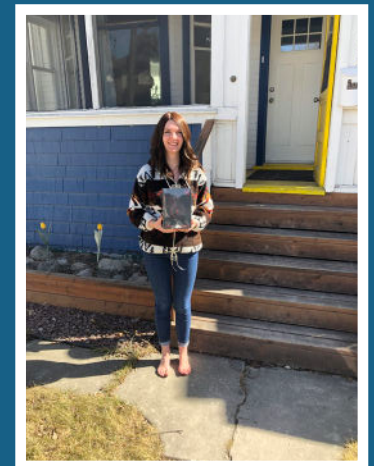
Thanks to Andee for participating in Into The Cold



Thanks to Bronwyn for participating in Into The Cold



Thanks to Alice who logged over 400 participation kilometers for Into The Cold



Thanks to Blair who raised over \$3,700 for Into The Cold

VOLUNTEERS AT MAIN STREET PROJECT

Prior to the COVID-19 pandemic, Main Street Project had an amazing group of volunteers generously offering their time and support across all of the agency's program areas. Once COVID-19 arrived in Manitoba, MSP immediately suspended most of its volunteer programming to ensure the safety of all.

Volunteers were able to continue supporting the donations centre and food bank. Main Street Project is so grateful to all of its volunteers, especially to those who have been here throughout COVID-19, helping the kitchen staff make over 500 meals per day, keep shelves stocked in the food bank and clothing sorted in the donations program.

KATHY

"I am Kathy Turenne. I am retired and I now volunteer with MSP in the Essentials Market every Thursday and when needed in the office or special projects.

Looking for something to fill my retirement days, I was drawn to MSP because of their commitment to assist our most vulnerable citizens with a nonjudgmental no strings attached philosophy.

Food security is a basic right. The Essentials Market lets me indulge my joy of food with my desire to give back to the community. I was drawn to the Markets because it gives people an opportunity to "shop" for their food. Choice is something we take for granted, yet when you are disadvantaged that can be one of the first things to go.

I am always impressed how quickly MSP can respond to change. Some days things don't go quite as planned in the Market but everyone is quick to adapt and come up with solutions that provide the service our community members have come to rely on.

The people I work with are great! Love that I can get to know the community members, with time even get to know their preferences or particular needs. They come from varied backgrounds and all have stories to share. We get so much incredible food donated to us, it is fun to share in their excitement, perhaps introduce new foods or swap cooking ideas.

We all deserve to be treated with dignity and without judgement, no one should be worried about where their next meal will come from."



NAOMI

"My name is Naomi and I volunteer in the kitchen and in the food bank.



I wanted to get more involved in my community and began looking into different shelters within the city. I didn't know much about MSP before I applied but I am very thankful I landed here and get to be a part of an incredible team.

Volunteering with any shelter/organization is a wonderful way to give back to the community. One reason I feel MSP specifically is a great place to give your time is that their doors are open to all and offers support to some of Winnipeg's most vulnerable. For instance, they have an emergency low barrier shelter. This means that they accept all individuals as they are with no judgment and provide a safe, warm place for those who may have no other option. Also, the programs they offer are extremely important and needed in our city, such as the detox program. These are only two of the many incredible programs offered by MSP.

Being at MSP has been a great experience from the start. Every employee and volunteer I have had the privilege to meet so far has been very welcoming, hard-working, and kind. One amazing feature of MSP is how many programs they offer that aid community members in various aspects. This organization touches the lives of many people and supports them with dignity and without judgement."

IN TRIBUTE TO GILBERT AND JULIE

Main Street Project would like to acknowledge a couple of special volunteers who passed away this year. Gilbert and Julie were both regular volunteers in the food bank, providing a friendly smile and kind assistance to community members. Both Gilbert and Julie passed away this year. They are missed.



THE RENOVATION OF MITCHELL FABRICS MAIN STREET PROJECT'S NEW HOME FOR THE COMMUNITY

Main Street Project purchased the former Mitchell Fabrics building at the corner of Logan and Main in October of 2018. The intention for the building was to develop the space into a new community health centre for the homeless in Winnipeg.

At the onset of the COVID-19 pandemic, the federal government approved an emergency advancement of \$2 million dollars earmarked for the facility. This funding, along with other capital fundraising, allowed Main Street Project to fast-track the renovation of the facility to meet the needs of the community during this global health crisis.

Renovations began in July of 2020 and Main Street Project's new low-barrier emergency shelter opened its doors at this location on December 15, 2020 – a renovation completed in record time!

Main Street Project could not have completed such an undertaking without the skilled building committee who oversaw the project, the talented construction team who did the work, and the many businesses, organizations, foundations and individuals who supported this project along the way.



THANK YOU TO THE DONORS WHO MADE THIS POSSIBLE



DR. NICHOLE RIESE



THANK YOU TO THE TALENTED BUILDING COMMITTEE

Andy Dutfield, Rick Lees, Angela Mathieson, Art Macaw, Tom Akerstream, Dan Bockstael, Vince Warden, Thomas Becker, Jordan Farber, Brian Oleksiuk, Adrienne Dudek, Dawn Cumming, Sebastien De Lazzer, Tahl East, Adam Moz, Karl Truderung, Michael Robertson, Gerry Sekhon, Rick Tetrault, Anastasia Ziprick, Erwin Dayrit.



Pictured here is Michael Robertson, Andy Dutfield, Brian Oleksiuk, Angela Mathieson, Dan Bockstael, Karl Truderung, and Adrienne Dudek



TREASURER'S MESSAGE

Main Street Project (MSP) incurred an overall surplus on operations of \$43,645 for the year ended March 31, 2021 compared to a surplus of \$1,619 for the previous fiscal year. Our revenue and expenses have increased over 50% year over year, which is reflective of the tremendous efforts of Main Street Project and our funders in addressing the COVID-19 pandemic. Part of these efforts included opening additional space at 777 Sargent and 190 Disraeli to allow room for isolation and social distancing in our shelter.

I can't say enough about the efforts of the staff of MSP, together with our partners, in evolving to meet the needs of our clients and community. I said it last year, and I'll say it again, thank you to the staff and front-line workers of MSP who go above and beyond every day.

I can't thank our supporters enough for their generous donations this year as well. During these difficult and turbulent times our donations have grown almost 80% year over year, a testament that Manitoba is truly the most generous province in the country! We could not do the work we do without the support of our community, so I'll say one more time, thank you!

Main Street Project, Inc.
Statements of Operations and Changes in Fund Balances

Year Ended March 31 2021 2020

Revenues		
Grants	\$ 9,829,301	\$ 6,149,777
Per diem payments	355,431	369,855
Miscellaneous and other	128,126	56,926
Donations	867,343	485,707
Loan forgiveness and MHRC subsidy	<u>76,250</u>	<u>82,250</u>
	<u>11,256,451</u>	<u>7,144,515</u>
Expenses		
Advertising	20,771	7,646
Amortization	235,958	191,421
Board	24,427	34,391
Cleaning and staff supplies	238,606	55,939
Client and medical supplies	117,292	63,781
Development	204,961	154,864
Food	348,907	262,434
Insurance	22,284	21,658
Minor furniture & equipment	108,918	14,534
Mortgage interest	50,847	35,544
Office	115,859	50,486
Professional fees	220,204	106,220
Program	49,692	2,423
Property tax	28,501	20,658
Rent	275,683	66,787
Repairs, maintenance, and replacements	472,727	107,143
Staff training	25,912	16,134
Telephone and internet	105,349	61,171
Travel	13,723	23,297
Utilities	222,940	109,388
Wages and benefits	<u>8,077,800</u>	<u>5,740,896</u>
	<u>10,981,361</u>	<u>7,146,815</u>
Excess (deficiency) of revenues over expenses before other items	<u>275,090</u>	<u>(2,300)</u>
Other items		
Interest income	-	1,396
Parking lot	(3,677)	2,270
Miscellaneous and other	<u>(227,768)</u>	<u>253</u>
	<u>(231,445)</u>	<u>3,919</u>
Excess of revenues over expenses	<u>\$ 43,645</u>	<u>\$ 1,619</u>
<hr/>		
Fund balances, beginning of year	\$ 483,391	\$ 481,772
Excess of revenues over expenses	<u>43,645</u>	<u>1,619</u>
Fund balances, end of year	<u>\$ 527,036</u>	<u>\$ 483,391</u>

FUNDERS AND PARTNERS

Canada Mortgage and Housing Corporation

City of Winnipeg

Manitoba Families

Manitoba Health and Seniors Care

Public Health Agency of Canada

Service Canada, Reaching Home
(End Homelessness Winnipeg)

The Winnipeg Foundation

United Way Winnipeg

Winnipeg Police Services

Winnipeg Regional Health Authority

main
street
project



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