

ANNUAL REPORT 2025



R.O.C.K.

Reach Out Chatham - Kent

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All of the artwork featured in this Annual Report was created by or in collaboration with our Peers and Street Friends. R.O.C.K.'s Peer-2-Peer team hosts regular paint nights as a way to engage, connect, and offer a creative outlet for those we serve.



TO OUR PARTNERS AND MEMBERS

2025 has been a year of turbulence and change. Shifts in policy and political landscapes have created instability, while the age of social media has caused significant harm in how our country responds to and serves people experiencing homelessness. It has been frustrating and, at times, deeply damaging — but it has also strengthened our resolve to follow the research, trust the evidence, and remain steadfast in how we do our work in Chatham-Kent.

We are incredibly grateful for the continued support of our community, especially during the rise of anger and increasingly loud voices when visible homelessness became a hot-button issue in the summer of 2025. Our dedicated community partners continue to work alongside us to create innovative, outside-the-box programming that serves people with dignity and compassion. Together, we remain united in the face of ongoing scrutiny and criticism.

As Year 7 begins, we remain committed to amplifying the voices of People with Lived and Living Expertise. We will continue to advocate for research-driven, peer-reviewed practices for everyone we serve, including People Who Use Drugs. Peers will continue to stand side-by-side with us at the helm — helping to create, lead, and shape an organization intentionally built to elevate and amplify this work.

We believe that lasting solutions to homelessness must be rooted in human rights, dignity, and compassion. Housing is a human right, and meaningful change happens when we meet people where they are at — without judgment, barriers, or conditions. We will continue to advocate for approaches that recognize the humanity, autonomy, and inherent worth of every person, and for systems that support people in building stability, safety, and hope on their own terms.



Renee Geniole
Executive Director



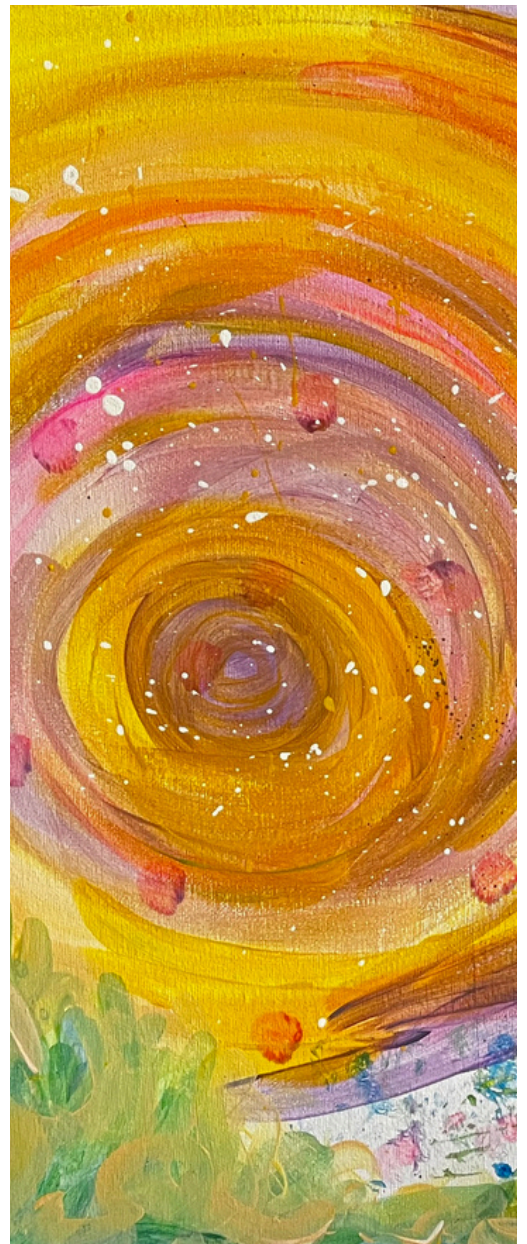
LOOKING BACK

Growth, resilience, and collaboration are the words that best exemplify our work in 2025. We have continued to grow not only in our peer-led work and the services we provide, but also in our understanding of the increasingly complex crises facing our community surrounding homelessness, substance use, and poverty. Throughout the year, one theme remained constant in conversation after conversation with community members, service providers, and partners alike — the challenges are intensifying, and more people are struggling to access the supports they need.

At the same time, 2025 reinforced the importance of strong partnerships and collective action. In the face of rising visibility, public scrutiny, and shifting political landscapes, our community continued to come together with a shared commitment to person-centred care and evidence-based solutions. We remain deeply grateful for the collaborations that allow this work to continue, because no single organization can address these issues alone. The most meaningful progress happens when all voices are at the table — especially those with lived and living expertise — working together to find compassionate, sustainable paths forward.

Renee Geniole

Renee Geniole
Executive Director



FINANCIAL SUMMARY

PLEASE NOTE: AT THE TIME OF PUBLICATION, THE ORGANIZATION'S FINANCIAL STATEMENTS REMAIN UNDER AUDIT REVIEW. FINAL AUDITED FIGURES WILL BE MADE AVAILABLE UPON COMPLETION OF THE AUDIT PROCESS.

2025 has been another exceptionally busy and transformative year for our organization. This year marked continued growth in community recognition and support, including increased independent donations, stronger community partnerships, and expanded opportunities through fundraising, grant writing, and collaboration with municipal and sector partners. As homelessness and substance use remained at the forefront of public conversation throughout 2025, our organization's visibility and advocacy work also grew significantly, strengthening our ability to seek sustainable resources and respond to emerging community needs.

At the same time, the realities facing the non-profit and social service sector have become increasingly challenging. Rising costs, inflation, limited affordable housing, and ongoing pressures on healthcare and social systems continue to impact both organizations and the people we serve. Across all levels of government, funding uncertainty remains a significant concern, even as communities experience increasing needs related to homelessness, substance use, and mental health. In 2025, we also began preparing for the conclusion of our Emergency Treatment funding (through the Municipality), while actively working to secure sustainable, long-term funding that will allow us to continue the depth and breadth of our work. As always, we remain committed to staying flexible, responsive, and nimble — adapting our programming where necessary while ensuring that people remain at the centre of everything we do.



Renee Geniole
Executive Director



BALANCE SHEET COMPARISON

	TOTAL	
	AS OF DEC 31, 2025	AS OF DEC 31, 2024 (PY)
Assets		
Current Assets		
Cash and Cash Equivalent		
1050 Petty Cash	-\$2,323.32	-\$1,330.94
1051 Fundraiser Cash on Hand	\$0.00	\$0.00
1055 Community 1 Account	\$36,384.78	\$38,921.26
1060 Wallaceburg	\$0.00	\$0.00
1062 Lottery Account 001_5501	\$65.27	\$3,300.40
1063 Bingo_2401	\$8,987.34	\$4,137.92
1065 Patronage Shares (0019)	\$85.03	\$75.74
1066 CKDAC_0005	\$3,187.35	
1067 Recover Out Loud _00007	\$3,624.58	
1070 Payroll	\$0.00	\$0.00
1075 James St. 012 (F2F temp)	\$10,828.99	\$11,217.36
1080 Health Canada (0003)	\$100,085.07	\$58,274.75
1090 Stripe	\$1,173.00	\$1,045.68
1100 Rafflebox Fundraising Clearing	\$0.00	\$0.00
Total for Cash and Cash Equivalent	\$162,098.09	\$115,642.17
Accounts Receivable (A/R)		
1500 Accounts Receivable	\$15,300.00	\$200.00
Total for Accounts Receivable (A/R)	\$15,300.00	\$200.00
1210 Grant Receivable	\$0.00	\$0.00
1215 Funding Receivable	\$2,268.00	\$2,268.00
1300 Purchase Prepayments	\$0.00	\$0.00
1315 GST/HST Receivable	-\$39.84	\$27,789.75
1320 Prepaid Expenses - 1	\$14,254.04	\$11,362.68
1833 Computer Equipment	\$8,381.94	\$7,326.98
Total for Current Assets	\$202,262.23	\$164,589.58
Non-current Assets		
Property, plant and equipment		
1834 Accum. Amort. -Computer Equip	-\$5,698.44	-\$5,698.44
1840 Furniture and Fixtures -Class 8	\$2,882.08	\$2,882.08
1841 Original cost	\$7,125.14	\$7,125.14
1842 Depreciation	-\$3,016.27	-\$3,016.27
Total for 1840 Furniture and Fixtures -Class 8	\$6,990.95	\$6,990.95
1850 Leasehold Improvements		
1851 Leasehold Improvements - Original cost	\$18,397.43	\$18,397.43
1852 Leasehold Improvements - Depreciation	-\$3,679.49	-\$3,679.49
Total for 1850 Leasehold Improvements	\$14,717.94	\$14,717.94
Total for Property, plant and equipment	\$16,010.45	\$16,010.45
Total for Non-current Assets	\$16,010.45	\$16,010.45
Total for Assets	\$218,272.68	\$180,600.03

BALANCE SHEET COMPARISON CON'T

	TOTAL	
	AS OF DEC 31, 2025	AS OF DEC 31, 2024 (PY)
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable (A/P)		
2500 Accounts Payable	\$6,050.81	\$8,260.77
Total for Accounts Payable (A/P)	\$6,050.81	\$8,260.77
Credit Cards		
2134 MasterCard Payable..4116	\$4,820.87	\$5,461.47
2135 Float Credit Cards	-\$4,511.11	
Total for Credit Cards	\$309.76	\$5,461.47
2100 Accounts Payable - History	\$0.00	\$0.00
2105 Accounts Payable-Other	\$0.00	\$0.00
2110 Accrued Expenses	\$14,257.03	\$14,257.03
2171 Vacation Pay Payable	\$3,050.53	\$1,724.33
2192 Payroll Tax Payable	\$0.00	\$0.00
2180 EI Payable	\$0.00	\$0.00
2185 CPP Payable	\$0.00	\$0.00
2190 Federal Income Tax Payable	\$0.00	\$0.00
Total for 2192 Payroll Tax Payable	\$0.00	\$0.00
2194 Payroll Tax Adjustments	\$0.00	\$0.00
2195 Wages Payable	\$8,377.15	\$8,377.15
2315 GST/HST Payable	-\$10,368.70	\$0.00
2316 GST/HST Paid on Purchases - Rate 2	\$0.00	\$0.00
2318 GST/HST Paid on Purchases	\$0.00	\$0.00
2480 Deferred Revenue	\$74,745.50	\$74,745.50
2510 Rafflebox Winner Payable	\$0.00	\$0.00
Benefits & deductions	-\$718.43	-\$179.61
Total for Current Liabilities	\$95,703.65	\$112,646.64
Non-current Liabilities		
2470 Deferred Capital Asset Funding	\$0.00	\$0.00
Total for Non-current Liabilities	\$0.00	\$0.00
Total for Liabilities	\$95,703.65	\$112,646.64
Equity		
3000 Retained Earnings	\$67,953.39	\$147,010.46
Profit for the year	\$54,615.64	-\$79,057.07
3010 Owners Contribution	\$0.00	\$0.00
Total for Equity	\$122,569.03	\$67,953.39
Total for Liabilities and Equity	\$218,272.68	\$180,600.03

STATEMENT OF COMPREHENSIVE INCOME (PROFIT AND LOSS)

	TOTAL
Income	
4110 General Donations	\$134,264.77
4113 Bingo Revenue	\$16,324.96
4120 Fund Raising Revenue	\$21,904.50
4200 CK Drug Awareness Revenue	\$11,418.93
4421 Municipal Funding	\$330,067.00
4423 Grants	\$324,874.00
4424 Feral2Forever	\$31,702.00
4500 Gifts in Kind	\$719.95
Total for Income	\$871,276.11
Cost of Goods Sold	
5200 Purchases-Food	\$117,790.64
5201 Purchases-Hyg/Clean/Pet	\$13,533.34
5202 Purchases-Medical	\$8,912.39
5203 Purchases-Clothing	\$61.30
5204 Purchases-Other	\$10,254.57
5300 Freight/Delivery Expense	\$2,068.48
Total for Cost of Goods Sold	\$152,620.72
Gross Profit	\$718,655.39
Expenses	
5410 Wages & Salaries	\$324,087.87
5417 Vacation Pay Expense	\$12,837.59
5418 Employee Expense Reimbursement	-\$40.48
5419 Honorarium Expense	\$1,350.00
5420 EI Expense	\$7,645.68
5430 CPP Expense	\$17,416.74
5440 WSIB Expense	\$2,196.33
5600 Consultant and Professional Services	\$10,004.21
5610 Accounting & Legal	\$19,076.07
5615 Advertising & Promotions	\$4,275.80
5625 Business Fees & Licenses	\$393.43
5626 Bursary Expense	\$1,000.00
5640 Courier & Postage	\$15.18
5665 Fundraising Expenses	\$2,519.45
5670 Gift Cards	\$7,675.88
5685 Insurance	\$6,272.44
5690 Interest & Bank Charges	\$525.24
PayFacto Processing Fees	\$423.31
Stripe Fees	\$635.96
Total for 5690 Interest & Bank Charges	\$1,584.51
5695 Office Administration	\$1,335.17
5700 Office Supplies & Expenses	\$4,895.47
5710 Payroll Processing Fees	\$1,146.44
5725 Meals	\$1,722.09
5735 Memberships	\$806.06
5760 Rent	\$1,200.00
5760.1 Chatham Rent	\$33,900.00
5760.2 Wallaceburg Rent	\$14,400.00
Total for 5760 Rent	\$49,500.00

STATEMENT OF COMPREHENSIVE INCOME (PROFIT AND LOSS) CON'T

	TOTAL
5765 Repair & Maintenance	\$3,409.13
5766 Shelter	\$4,738.54
5773 Sub Contract	\$126,627.45
5775 Suspense	\$0.00
5780 Telephone	\$8,775.97
5783 Training	\$10,129.02
5784 Travel	\$8,484.18
5790 Utilities	\$8,237.25
5791 Winter Warmth	\$1,729.07
6000 CKDAC Events	\$3,092.10
6001 Feral 2 Forever Expense	\$7,616.76
Payroll Expenses	\$1,274.52
Total for Expenses	\$661,829.92
<hr/>	
Other Income	
Interest earned	\$12.78
Total for Other Income	\$12.78
<hr/>	
Other Expenses	
5650 Currency Exchange & Rounding	\$0.12
5740 Miscellaneous Expenses	\$2,207.49
5741 Penalties and settlements	\$15.00
Total for Other Expenses	\$2,222.61
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Profit	\$54,615.64

END OF YEAR REVIEW

BUDGET 2024 VS. 2025

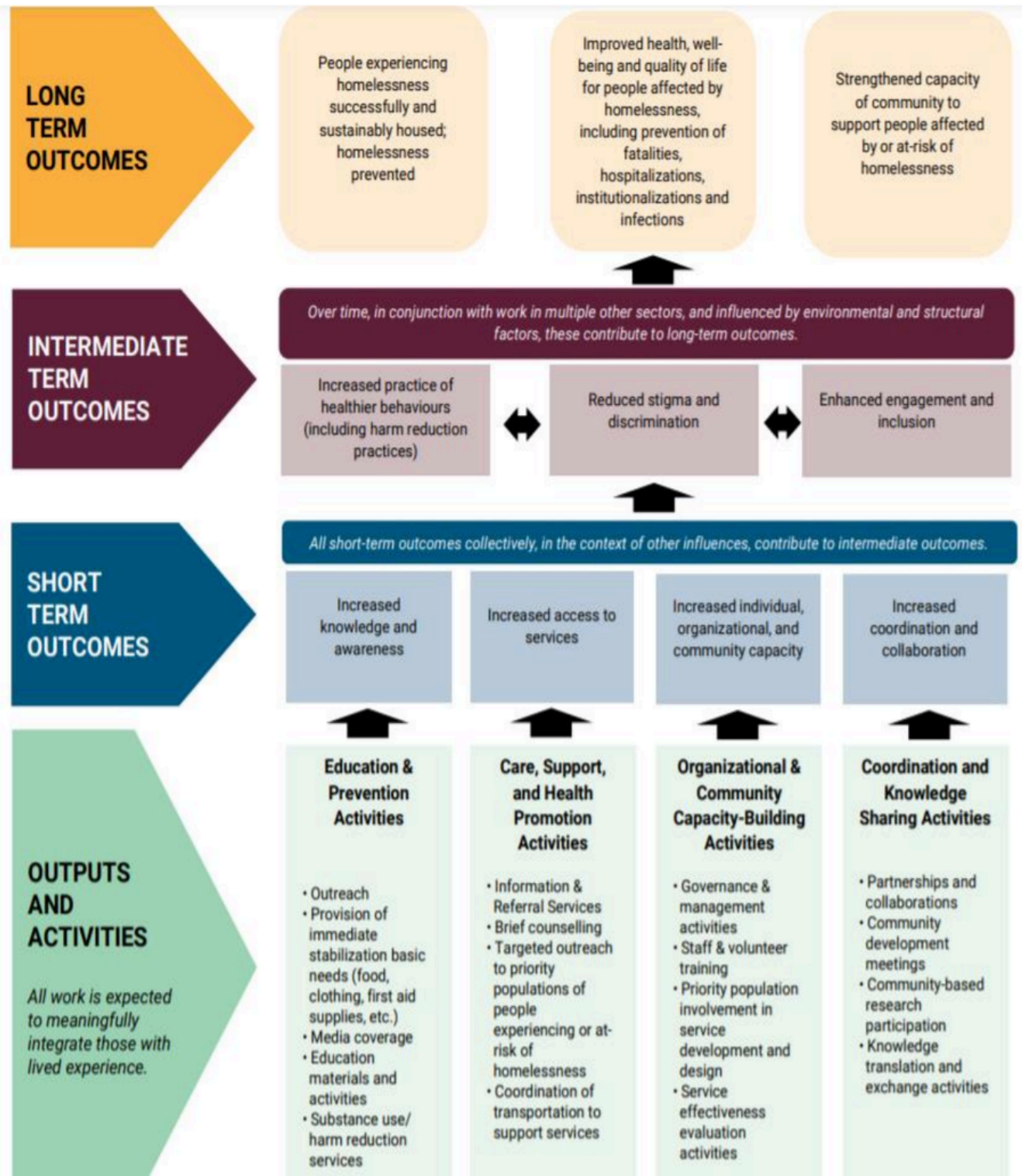
The following provides a simplified comparison between 2024 and 2025.

BUDGET 2024 vs 2025

	2024	2025
Revenue		
Donations, Fundraising and Direct Funding	\$729,253.21	\$871,288.89
Expenses		
All Costs Calculated	\$808,310.28	\$816,673.25
Year End Balance	\$-79,057.07	\$54,615.64

LOGIC MODEL

R.O.C.K. continues to use the logic model below which keeps us focused on those we serve, ensuring that the steps we take allow us to achieve the short and long term outcomes that our programming is based on.



P2C PROGRAM: 2025 IMPACT

The Pathway2Care (P2C) program was established in Fall of 2024 through a multi-sector partnership to provide person-centered care for those experiencing houselessness.



Pathway2Care

P2C is built on strong partnerships across various sectors, including healthcare, housing, social services, and community organizations.

Program Activities:

Outreach Sessions:

Weekly clinics are held at R.O.C.K. in both Chatham and Wallaceburg, and other various community locations. Recently added locations include the transitional cabins (Pathways on Park) and local encampments.

R.O.C.K. Peer-2-Peer Leaders, a Community Paramedic, and a Housing Stability Worker from the Municipality work together to provide integrated care and navigation. These outreach sessions aim to build relationships, strengthen trust between the P2C Team and the target population, and address health and social determinants of health needs.

Hospital Discharge for In-Patient Units at Chatham-Kent Health Alliance

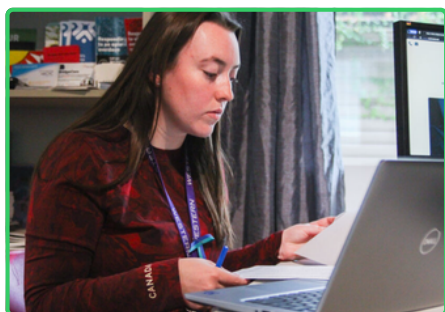
The P2C Team supports hospital discharges for patients experiencing houselessness by coordinating needs such as transportation, medications, and immediate concerns, while providing follow-up care in the community. Ongoing support helps ensure continuity of care, improve access to essential services, and reduce unnecessary readmissions.

In 2025, 135 clinics and encampment outreach sessions took place.

Community Paramedics completed 636 assessments and 137 external referrals.

As of October 31st, 7 people obtained long term housing.

There was a 77% reduction in 911 calls for P2C clients.



P2C Partners:



Canadian Mental Health Association
Mental health for all



2025 ACCOMPLISHMENTS

Community Training Sessions

Through 20 training sessions with churches, nonprofit organizations, CK Fire, Municipal partners, and other community members, the P2P team provided education on substance use, working to reduce stigma and encouraging compassionate responses across the Chatham-Kent community.



Unhoused: Communities in Crisis Doc

R.O.C.K. worked closely with The Sisters Strain to support their film, which was shown at 2 community screenings in 2025. The film looks at how smaller rural municipalities navigate the needs of people experiencing houselessness alongside the concerns of businesses and residents.



Resources

R.O.C.K. revamped and developed new resources, including a Field Guide for needs on the go, a Who to Call postcard, and a Homelessness Response Toolkit*. The goal is to provide practical guidance, reduce stigma, and encourage compassionate and informed interactions with those experiencing houselessness.



Holding Hope Support Group

In April of 2024, R.O.C.K. partnered with Moms Stop the Harm to start a bi-weekly support group at the Chatham drop-in centre. Holding Hope is a peer-led support group, offered at no cost, to families with loved ones living with substance use disorder. The group continues to meet bi-weekly.



* The toolkit was developed with inspiration and guidance from the Ontario BIA Association (OBIAA).

2025 ACCOMPLISHMENTS

OPERATIONS

- A total of **4,962** visits logged at the Chatham drop-in centre, averaging **28** people per day.
- A total of **11,985** visits logged at the Wallaceburg drop-in centre, averaging **48** people per day.
- **300+** days of on the ground support was delivered in Chatham, offering consistent outreach and connection to community members.
- **50+** days of on the ground support was delivered in Wallaceburg as R.O.C.K. works to expand outreach efforts and build relationships within the community.
- Over **35,000** lunches/meals were served in the community.
- **3,780** Naloxone kits were distributed. (Nasal and injectable kits combined)
- Continues to be the largest distributor of harm reduction supplies in Chatham-Kent, reaching multiple rural communities through the Peer-2-Peer Satellite Program.
- Purposeful engagement of People With Lived Expertise (PWLE) provided leadership in planning and implementing outreach services, community overdose response interventions, and addressing emerging needs.
- Secured \$600,000 in Ontario Trillium Foundation funding in 2025, to be received over three years in support of organizational growth, operational sustainability, and continued community impact.
- Continued to receive Emergency Treatment Funding through the Federal Government, administered by the Municipality of Chatham-Kent, to support seven day a week outreach services and provide Compassionate Approaches to Substance Use training to community organizations and partners.
- Staff and volunteer training included First Aid/CPR, safeTALK, Food Handlers, Wound Care training (Canadian Healthcare Education Network), and various mental health and wellbeing workshops.

PEER-2-PEER (P2P)

- **50** team gatherings resulted in **150** hours of peer support, knowledge exchange, relationship building, and project planning.
- **20+** active partnerships were maintained with community-based organizations.
- The P2P team delivered **11** community-based Compassionate Approaches to Substance Use training sessions to 370 individuals, focused on reducing stigma and promoting compassionate approaches to substance use.
- Evaluation feedback from 115 surveys demonstrated strong outcomes from the training sessions. Participants reported an average baseline knowledge rating of **2.9/5**, increasing to **4.1/5** following the training, with **82%** agreeing their knowledge increased as a result. Feedback also highlighted the value of lived experience and peer perspectives, identifying personal experiences and peer involvement as meaningful aspects of the training.
- An additional **9** information sessions were provided, focusing on substance use, harm reduction, stigma, and an overview of R.O.C.K. programs and services.

- Engaged and paid **20** peers to do Peer outreach work, including on the ground outreach, distributing harm reduction supplies, assisting at drop-in centres, and help with events and training sessions.
- Within the broader team of 20 paid Peer Workers engaged, **7** were based in satellite sites across Chatham, Ridgetown, Tilbury, and Blenheim, providing harm reduction supplies directly in their communities.
- **12** new Peer Workers completed a 5 week R.O.C.K. Peer Training program, building skills and readiness for future roles within the organization.
- Hosted **4** memorial events, including an International Overdose Awareness Day event, providing space to honour and remember those lost to drug poisonings and substance-use related harms.
- **2,609** volunteer hours were contributed across Board meetings, weekly meal preparation, Peer support programming, bi-weekly support groups, events such as Retrofest and Overdose Awareness Day, and fundraising initiatives including bingo.
- Developed new partnerships with local churches to integrate Peer support into their weekly meal programs.

FRIENDS

Through continued community partnerships with the Municipality and various community organizations, R.O.C.K. has made a significant impact reaching friends experiencing homelessness.

- Documented **1,143** individual referrals and service interactions through a municipal database, representing **242 unique clients** who have consented to a collaborative service approach. These figures do not include the broader, informal peer-led supports occurring in community settings.
- During the same period, R.O.C.K. recorded **1,127** outreach interactions, including health card supports and broader community engagement, reaching **359** known clients.
- Assisted **60** individuals obtain health card and photo ID replacements.

COMMUNITY

R.O.C.K. continues to be recognized as a leading organization for boots on the ground outreach and Peer led support for people experiencing homelessness in C-K.

- Maintains a strong, unified partnership with the Municipality of Chatham-Kent through contracted work to provide daily outreach.
- Works collaboratively alongside community partners, such as CMHA, CKHA, CKPS, EMS, CKOHT, CKPH and others.
- A key member of the Encampment Team, led by the Municipality and made up of dedicated community organizations. This collaborative team works together to respond to encampments and support individuals experiencing unsheltered homelessness.
- Continues to work alongside the Chatham-Kent Drug Strategy coordinator to ensure the voices of those with Lived/Living Expertise are heard through the implementation of the C-K Drug Strategy.
- Continues collaboration with the Windsor-Essex Community Health Centre to help provide testing and treatment for blood-borne illnesses.
- Remains actively engaged in a range of local boards, task forces, and committees across Chatham-Kent, including the Encampment Advisory Committee, the Anti-Human Trafficking Coalition, and the Chatham-Kent Drug Awareness Committee.

2025 ACCOMPLISHMENTS

FOR THE SEVENTH YEAR IN A ROW, R.O.C.K. DIDN'T MISS A SINGLE WEEKLY OUTREACH.

What began as one consistent weekly outreach day in Chatham and one in Wallaceburg has grown. While those outreach days remain our largest efforts, providing hundreds of lunches each week, R.O.C.K. is now on the ground throughout the week, expanding our reach and deepening our impact across the community.

BETWEEN CHATHAM AND WALLACEBURG, R.O.C.K. COMPLETED MORE THAN 350 OUTREACH SHIFTS IN 2025, AND OUR DROP-IN CENTRES WERE OPEN FOR A COMBINED 459 DAYS.



PEER TRAINING



CELEBRATING R.O.C.K.'S ONTARIO TRILLIUM GRANT



INTERNATIONAL OVERDOSE AWARENESS DAY 2025



COMMUNITY PARTNERS @ PUNK ROCK FLEA MARKET



FILL THE TRUCK EVENT IN WALLACEBURG



RETROFEST 50/50 FUNDRAISER



FIRST AID TRAINING



(SOME OF) THE AMAZING R.O.C.K. TEAM

LEADERSHIP



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COLLEEN LEWIS
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BOARD OF DIRECTORS

- Nooshin Azadi, Director
- Bruce Cockburn, Director
- Nancy Geniole, Director
- Mary Ann Hornick, Director
- Delynne Marlatt, Treasurer
- Jane McFadden, Director
- Mallory Nowakowski, Director
- Jenn Schatz, Director
- Andrea Sullivan, Director

CONTACT INFORMATION

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