

**PEOPLE WHO
ARE HOMELESS
ARE NOT
SOCIAL
INADEQUATES.
THEY ARE
PEOPLE
WITHOUT
HOMES.**

- SHEILA MCKECHNIE

ANNUAL REPORT 2021

R.O.C.K. Missions

Email: reachoutchathamkent@gmail.com

Tel: 519-354-0430 ext 205

Website: www.rockmissions.com



TABLE OF CONTENTS

To Our Partners and Members	3
Note From the Operations Coordinator	4
Financial Summary	5
Financial Statement	6
Revenue vs Expenses	7
Financial Wrap-Up	8
Logic Model	9
Operational Highlights	10
Leadership	11
Organizational Chart	12

TO OUR PARTNERS AND MEMBERS

Strategic Highlights

2021 has been astounding. We have built capacity in all of our programming, and have been successful at growing into other areas of Chatham-Kent. The statistics show that we are making a considerable difference in our community, and we continue to streamline our operations to create the most impact for as many who need us.

Financial Highlights

R.O.C.K. continues to be supported by financing from a variety of sources, including grants, donations, and fundraising. We ended the year in with a positive number, within budget, and continue to strive to be accountable for every dollar that is given. As we continue to grow, we consistently stretch outwards to look for new and continued resources to make our work possible.

Operating Highlights

2021 has seen remarkable growth for R.O.C.K. We expanded into Wallaceburg with a very active outreach team. Once per week they visit a number of locations, and serve a total of 70 lunches each time. We also grew our Peer-to-Peer programming to include two active Peer Pathfinders who work in and support the community they serve. We learned and appreciate the value of having People With Lived/Living Expertise, and have incorporated their voices into everything we do as an organization. They have taught us more than we could ever imagine to know. We actively continue to support over 300 people, twice per week, in Chatham proper. Our voice in community has grown large, and the partnerships we created since the beginning are strong and valuable. R.O.C.K. has, and uses, this voice to help advocate for our friends in policy, anti-stigma, equity in health and housing, and proper access to Harm Reduction. R.O.C.K. now has a seat at each and every table offered in the community in regards to Homelessness, and works diligently to be part of the solutions.

Looking Ahead

“In the quiet hours when we are alone and there is nobody to tell us what fine fellows we are, we come sometimes upon a moment in which we wonder, not how much money we are earning, nor how famous we have become, but what good we are doing.”

A.A. Milne

2022 will bring even more growth and change for our organization. As the year arrived, we celebrated our success in dealing with another year of COVID-19, without missing a beat. While the people we served were affected disproportionately, we were able to respond and rise to the challenges and double-down on the work we do. Our volunteer base stayed strong and stable, and we are blessed to have many who are committed to our community.

We are also on the brink of creating even deeper and more abiding relationships with others who are doing this same work. Through networking, commonality, and friendship, we have become a stronger group of allies committed to serving all of Chatham-Kent.

2022 will find us looking for a more permanent place to land our roots. As we find ourselves working towards our third year in service, we are ever more committed to continuing to work in the gap, and find bridges and solutions for the people we care about.

Renee Geniole
Operations Coordinator
June 16, 2022

FINANCIAL SUMMARY

Financially, we are still showing positive numbers. We ended the year with a small margin of buffer, even as our operating costs increased. We were able to stay within budget, and have a strong revenue base. This will continue into 2022 as we continue our upward swing.

Our biggest sources of revenue include:

- Grant Writing
- Donations

In 2022 we will look to forge new partnerships, which will lead us to new revenue streams. Our programming will expand to support this.



While 2022 shows definite increases in costs and the needs of our community continue to rise, we hold optimism in our community resources, our ability to continue to pivot and find creative solutions, and most of all the strength and determination of our team and Board of Directors. As we continue to show the value and importance of supporting all members of Chatham-Kent, the opportunities and resources follow.

FINANCIAL STATEMENTS

Statement of Financial Position



R.O.C.K. Missions
STATEMENT OF FINANCIAL POSITION
December 31, 2021

	2021
<i>ASSETS</i>	
<i>CURRENT ASSETS</i>	
Cash and cash equivalents	\$50,974.32
	TOTAL <u>\$50,974.32</u>
<i>NET ASSETS</i>	
Cash and cash equivalents	\$50,974.32
	TOTAL <u>\$50,974.32</u>
	TOTAL ASSETS \$50,974.32

“A dream doesn't become reality through magic;
it takes sweat, determination and hard work.”

- Colin Powell

Statement of Comprehensive Income (Profits and Losses)

R.O.C.K. (Reach Out Chatham Kent) Mission Statement of Revenue and Expenditures



For the Year Ending December 31

2021

Revenue

Donations and fundraising \$ 201,778.23

Expenses

Purchases-Food 69,468.62
Purchases-Hyg/Clean/Pet 10,330.49
Purchases-Medical 3,726.07
Purchases-Clothing 4,563.06
Purchases-Other 7,277.68
Bereavement/Celebration 300.50
Fundraising Expenses 210.00
TOTAL PAYROLL 28,851.42
Accounting & Legal 6,580.00
Advertising & Promotions 6,161.04
Gift Cards 8,050.86
Housewares 580.36
Insurance 3,101.76
Office Administration 17,576.78
Office Supplies & Expenses 1,844.97
Meals 93.88
Transportation Expenses 567.98
Rent 3,750.00
Repair & Maintenance 633.27
Shelter 3,098.42
Storage 1,679.00
Telephone 1,632.50
Training 705.47
Winter Warmth 1,890.51
NON-OPERATING EXPENSE 841.37

183,516.01

\$ 183516.01

Balance, end of year

\$ 18262.22

NOTES TO FINANCIAL STATEMENTS

End of Year Review

As you can see by the simplification below, our budgetary needs have increased, yet so has our revenue. Our organization has had significant growth, and our funding has increased to match. We are within budget, and have a strong showing financially to support this.

BUDGET 2020 VS 2021

	2020	2021
Revenue		
Donations and Fundraising Totals	\$129,891.60	\$201,778.23
Expenses		
All Costs Calculated	\$87,567.16	\$183,516.01
Balance, end of year	\$48,019.07	\$18,262.22

Debt

Debt is always a concern, but our financial position shows that we have not taken on any debt in 2021.

“Stay committed to your decisions, but stay flexible in your approach.”

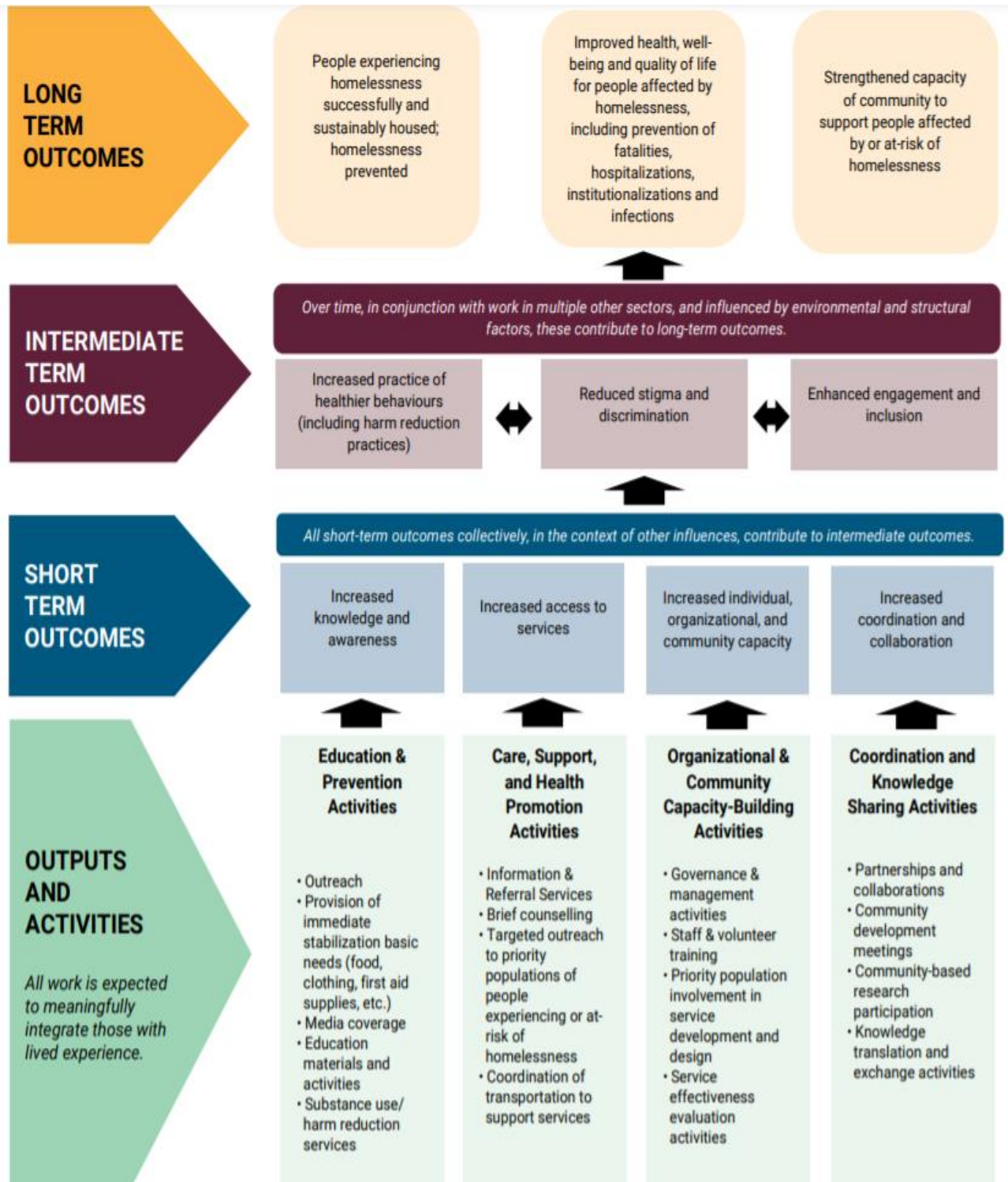
-Tony Robbins

Takeaways

Our most important takeaway this year is knowing how to be flexible and pivot when needed. The whole of our organization has shown incredible growth in a short time, and have had to flow with it in order to keep up. Financially we have been successful and our programming is making a difference in our community. 2022 will mark an even bigger opportunity to see what we can do.

OPERATIONS

We continue to use the logic model created for us in 2020. It gives us direction and purpose to support those that we serve. Each moment of growth or new programming is based on how to achieve outcomes and best serve our community.



Operations Achievements of 2021

- Served over 35,000 lunches/meals in the community in 2021, which now includes a dedicated team in Wallaceburg serving 70+ each week.
- Continue to deliver 10+ food boxes each week in many communities in Chatham-Kent.
- Have an active volunteer base of 75+ people from our community, including Chatham, Wallaceburg, Blenheim, Ridgetown, and Rondeau.
- Peer to Peer program has grown in its depth of work, with 2 peers with living/lived expertise actively working programs in the community. They are also creating programming such as our Harm Reduction 101, a local field guide of resources for distribution, and helping to develop better programming for ROCK to serve our friends. They also participated in various training, such as Overdose Prevention First Aid.
- Created more established partnerships with organizations in our community, and initiated more. We have done presentations to over 15 organizations, including faith based, social services, and community partners.
- Continued to grow our Board of Directors and implement a policy and procedure manual.
- Provided training for our volunteers through OrgCode, Heart2Heart Overdose Prevention First Aid, Catie.
- Reconnected friends to their families by providing support and transportation.
- Over 50 people have had health cards replaced.
- Through our volunteer pharmacist who does Hepatitis C testing and treatment, a total of 44 people were tested and offered treatment – 17 were positive, 13 were treated.
- Supported multiple friends' post-incarceration.
- Provided transportation to various detox/substance use programs in Southwestern Ontario.
- Continued to facilitate the Homeless Table at the Social Planning and Action Tables (facilitated by the Chatham Kent Nonprofit Centre).
- Joined new task forces throughout the community and continued participation in others, for example, the FIRST Strategy Team for Chatham-Kent.
- Logged almost 10000 volunteer hours combined in all areas of our organization.
- Support provided in collaboration with the Municipality when folks were displaced from a prominent congregate living setting and unsanctioned community shelter back in Sept 2021. This turned into a collaboration with the Municipality when any evictions occur with people we serve – referrals to housing programming.
- Held our second annual Memorial Service for those lost to Overdose or Misuse of Substances.
- Provided basic supports and supplies to dozens of people recently discharged from hospital. Also supported those who needed consults with specialists or follow up care.

And the most important achievement of all, through the year 2021...

- Did not miss an outreach, a connection, or any type of engagement throughout the COVID-19 pandemic – year II.

LEADERSHIP

RENEE GENIOLE
OPERATIONS COORDINATOR



renee@rockmissions.com

COLLEEN LEWIS
BOARD CHAIRPERSON



Colleenlewis24@gmail.com

CONTACT INFORMATION

425 McNaughton Ave. West
Chatham, ON, N7M 4K4
Office (519) 354-0430 ext 205
Cell (226) 627-6163
reachoutchathamkent@gmail.com



Organizational Chart

Board of Directors:

Colleen Lewis - Chair
colleenlewis24@gmail.com
226-626-5839

Delynne Marlatt - Treasurer
Asdm1036@shoppersdrugmart.ca
519-350-4964

Jane McFadden
jpacb111@gmail.com
519-350-7040

Daniel Justin Whittal
daniel.whittal@gmail.com
519-437-8639

Andrea Sullivan
nf.andrea@hotmail.com
519-437-9912

Nancy Geniole
nmgeniole@hotmail.com
519-784-7906

Volunteer Positions:

Volunteer Coordinator
Andrea Sullivan
nf.andrea@hotmail.com
519-437-9912

Fundraising Coordinator
Darlene Rylett
darlenerylett0@gmail.com

Employees:

Operations Coordinator
Renee Geniole
renee@rockmissions.com
519-350-1830