



Annual Report *2025-2026*

Seeds Sown in Faith: Nurturing the Future

Message from the Board President & Executive Director



Catharine Campbell
Board President

The year 2025-2026 marks Mission Services of London's (MSL's) 75th Anniversary. What a blessing to celebrate a milestone like this!

With doors first opening in January 1951, ours is a long history of sowing seeds in faith, remaining rooted as an organization local to London and its surrounding area, and cultivating what we are entrusted with, so that its impact extends well into the future. It was Alvin Roth, our Founding Executive Director, who was known for saying that MSL's service centred on "meeting need at the point of need." The phrase resonates to this day.

We began in a house on Talbot Street, welcoming nine men for lunch and offering overnight emergency accommodation to six men. From there, by God's grace, under his guidance and with his provision, the work expanded to meet other needs. Today, MSL encompasses not only the emergency shelter for men with its transitional housing wing (Men's Mission), but also the prevention of homelessness and emergency shelter services for families (Rotholme Family Shelter), the addiction treatment centre and its transitional supportive housing for men (Quintin Warner House), the outreach and community-based mental health supports (Community Mental Health Programs), and the social enterprise thrift store with emergency voucher program (Mission Store), which operates next door to the Administration Office. MSL now employs about 165 staff who help meet need at the point of need, alongside 134 generous volunteers who, in 2025-2026, donated more than 26,000 hours of volunteer time.



Ericka Ayala Ronson
Executive Director

It is with heartfelt gratitude to the many donors, funders, partners, staff, volunteers, and other supporters who make this work possible, that MSL presents this annual report. In a year where much work was done to prepare for an accreditation renewal review that will take place in 2026-2027, we remember the very real legacy of diligence lived out with compassion that we are fortunate to steward to this day. We remember also that service spanning three quarters of a century does not happen without prayer, strategy, planning, and follow-through. This year, we are excited to unveil a new Strategic Action Plan (SAP) and to share that with you via this annual report (see page 3).

The new SAP will guide MSL over the next three fiscal years, with a focus on Growing Compassion, Building Collaboration, and Strengthening Organizational Health. The SAP process began with a summer of prayer in pursuit of discernment and direction, followed by environmental scans and broad stakeholder input that spanned many avenues: focus groups with faith-based partners and MSL's community of practice; input from elected officials and government funders; interviews with donors; surveys for shoppers, program participants, staff and volunteers; and three facilitated Board/Senior Leadership retreats. We extend our thanks to every person who participated in the process, and we now share the finalized plan that emerged from prayerfully considering the robust, thoughtful feedback gathered.

As we reflect on both challenges and celebration moments of 2025-2026, and as we move to implementation of the new SAP, we recognize that the needs in our community are shifting – in some areas deepening. We look forward to continued service for the benefit of neighbours in need; it is the love for God and for others, which has always been the motivation behind our mission: **"We actively respond to people experiencing need, affirm human dignity, and inspire hope."** We appreciate that in challenging times, hope can shine; we pledge to continue seeking ways to nurture the seeds of our history to cultivate a hopeful tomorrow.

Strategic Action Plan

2026-2029

Rooted in our faith-based identity and a deepening culture of prayer, our strategic goals are to:



GROW

Compassion

Stakeholders we engage with have increased compassion toward neighbours struggling with homelessness, poverty, addiction and mental illness.

- Engage in deliberate advocacy for the benefit of neighbours in need.
- Educate stakeholders with an aim to reduce stigma and encourage neighbourly behaviours.
- Harness the power of story telling to humanize neighbours in need.



BUILD

Collaboration

Our collaboration is focused and leads to improved outcomes for the people we serve.

- Offer our unique strengths and expertise to the continuum of care.
- Seek out collaboration opportunities that enhance our capacity to serve well without overstressing resources or losing focus.



STRENGTHEN

Organizational Health

Our organization is healthy so we can experience joy and hope.

- Nurture staff and volunteer wellbeing – mind, body and spirit.
- Achieve financial stability while maintaining high quality services.
- Create or enhance physical environments to better support dignified service delivery with excellence.

The Impact of 2025-2026

5,133

DAYS OF ADDICTION
TREATMENT provided to men
at Quintin Warner House

26,200

VOLUNTEER HOURS faithfully given
throughout sites across Mission Services
of London's sites & programs

44

FAMILIES SUCCESSFULLY DIVERTED
from entering shelter through Rotholme's
Prevention of Homelessness Among
Families Program

258,466

MEALS AND SNACKS prepared
across Mission Services of London's
three kitchens

\$125,000

OF BASIC NECESSITIES provided at
no cost to individuals and families via
our Emergency Voucher Program at the
Mission Store

10,814

INTERACTIONS with participants
through our Community Mental
Health Programs

These numbers matter. They speak to scale, impact, and responsibility. But behind every number is a person, a family, a staff member, a volunteer, a donor, and a story.

New Initiatives – shopmissionstore.ca

With an overwhelming blessing of donated items, we simply ran out of room to showcase all the incredible items people have been willing to donate to our Mission Store. In May, 2025, we launched our online shopmissionstore.ca and carry a wide variety of unique and collectible items. Every purchase helps support men, women, and children experiencing homelessness, mental illness, and substance addiction in our community.

Every Find is a Treasure. Every Purchase Shapes a Different Tomorrow.

Visit us at shopmissionstore.ca



[Home](#) [Shop](#) [About](#) [Contact](#)



London's Best Thrift Store – Second Year in a Row

We are excited to share that the Mission Store has once again been voted London's Best Thrift Store by our community through *London Inc.* Magazine.

We want to thank the many hands and hearts of volunteers, staff, donors, shoppers, and partners who continue to make the Mission Store stand out in the London community. Thanks to you, the Mission Store continues to be a staple, making thrift shopping accessible and meaningful, while keeping valuable shopping dollars local to help meet the needs of our neighbours. ***Thank you.***



Financials

Statement of Financial Position

(As at March 31)	2026	2025
Assets		
Current Assets	2,559,980	2,857,690
Non-Curent Assets	5,894,136	6,093,225
Total Assets	8,454,116	8,950,915
Liabilities		
Current Liabilities	1,389,566	1,286,585
Net Assets		
Operating Fund	138,623	420,999
Property Fund	5,182,657	5,459,267
Restricted Fund	1,743,270	1,784,064
Total Liabilities and Net Assets	8,454,116	8,950,915

Mission Sevices of London is committed to stewarding all the economic resources entrusted to it by various stakeholders. The financial information shown in this report has been extracted and summarized from the 2025-2026 audited financial statements. A complete set of audited financial statements is available online at missionservices.ca.

Statement of Operations & Changes in Net Assets

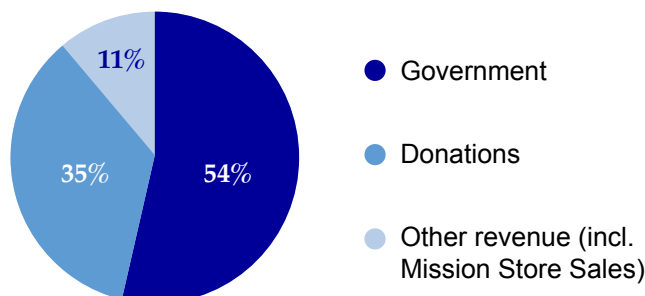
(Year ended March 31)	2026	2025
Revenue		
Government	6,864,601	6,555,964
Donations (incl. MS Voucher)	4,528,745	3,718,530
Investment Income	65,662	64,090
Gain (Loss) on Disposal of Tangible Asset	-	-
Other Revenue (incl. MS Sales)	1,347,129	1,461,191
Total Revenue	12,806,137	11,799,775
Expenses		
Programs & Amortization	10,693,485	9,901,247
Administration, Fundraising, & Promotion	2,712,432	2,770,857
Total Expenses	13,405,917	12,672,104
Excess (Deficiency) of revenues over expenditure	(599,780)	(872,329)
Net Assets Beginning of Year	7,664,330	8,536,659
Net Assets End of Year	7,064,550	7,664,330

Financials

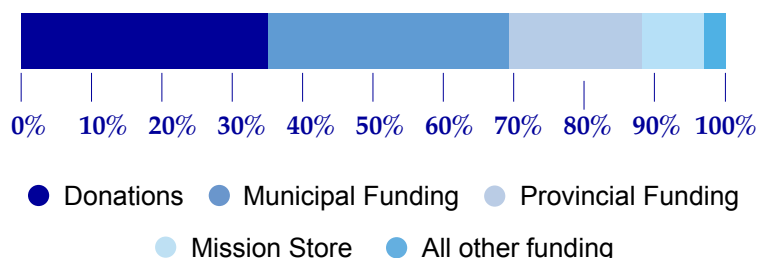
Total Revenue

Government Funding:	\$6.9 million
Donations:	\$4.5 million
Other Sources:	\$1.4 million

Sources of Funding



Revenue Sources



Mission Services of London closes the year with total revenues of \$12.8 million, a 9% growth in revenue compared to the previous fiscal year.

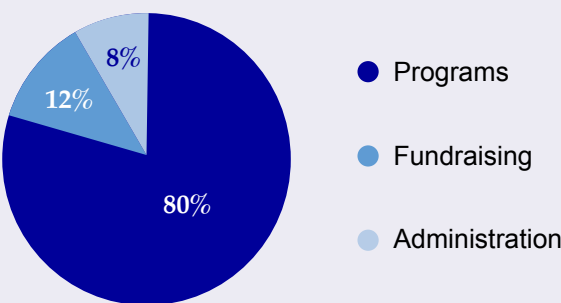
This year, we were blessed with a notable increase in donation revenue. We are grateful for the continued confidence shown by community donors, as well as government funders at the municipal, provincial, and federal levels. This collective support has enabled vital services and practical assistance for people experiencing, or at risk of, homelessness and poverty; it has facilitated a helping hand to men completing addiction treatment and to vulnerable neighbours in need of community-based mental health programs. This year's financial report underscores strong community endorsement, via diverse revenue streams, for the work that Mission Services of London is doing in London and surrounding areas.

We feel blessed to have welcomed many shoppers through the doors of the Mission Store, where sales proceeds are reinvested to continue programming, and to have offered rent-geared-to-income, short-term transitional housing spaces to Men's Mission and Quintin Warner House participants on their journey toward stability.

Total Expenses

Program Expenses (incl. Amortization):	\$10.7 million
Fundraising:	\$1.6 million
Administration:	\$1.1 million

Uses of Funding



We ended the year with total expenses of \$13.4 million.

A great portion of these expenditures has applied to program expenses. This fiscal year, a lot of effort has centred on enhancing buildings and spaces to promote ongoing safe service delivery in welcoming environments that support stability and recovery journeys. Improvements to our facilities reflect a desire to ensure every person who walks through our doors feels seen, valued, and supported. In addition, and in the spirit of maintaining quality service delivery, we invested in various staff team supports and were able to make some compensation adjustments as informed by labour market analysis. We look forward to the year ahead, continuing to serve, and to partner with community for the benefit of neighbours in need in the London area.



Our Heartfelt Gratitude

Dear Donors, Volunteers, and Supporters,

As we reflect on the past year, we are filled with deep gratitude for each and every one of you. Your generosity, compassion, and unwavering support have made an incredible difference in the lives of our neighbours who come seeking a different tomorrow.

Because of you, lives have been touched, hope has been strengthened, and our mission to serve our neighbours has continued to grow in meaningful ways. Your support and the perseverance of those we serve inspire us every day. Whether you have given of your time, resources, or encouragement, please know that your impact reaches far beyond what can be fully expressed in words alone. You are the heart of our work.

From all of us, thank you for standing with us over the past year. We are grateful to have you as a part of our community, and we look forward to continuing this journey together. You help hope live here.

Warmest regards,

Tara Saunders
Director of Social Enterprise, Development & Communications

Facilities Improvement

Throughout 2025 and into early 2026, Mission Services of London undertook a series of important maintenance and facility improvement projects across multiple sites, reinforcing its commitment to providing safe, comfortable, and dignified environments for participants.

At the Men's Mission, significant progress was made in refreshing and upgrading interior spaces. Hallways and approximately 30 percent of participant rooms were repainted, creating a brighter and more welcoming atmosphere. Handrails throughout the building were carefully sanded and re-varnished, improving both safety and appearance. Enhancements to participant amenities included the installation of a new water station in the dining room, allowing participants to refill their water bottles at any time. As well, there is another water station at the Intake Office. A new fridge and microwaves were installed on the second floor. A new participant freezer was also installed in the Roger Smith Wing, further supporting accessible food storage options.

Additional improvements at the Men's Mission included the beginning of bathroom upgrades and enhancements in late 2025, with work continuing into 2026. These upgrades aim to modernize facilities and improve overall functionality and hygiene. Preventative maintenance also played a key role over the past year. The HVAC systems at both the Men's Mission and Quintin Warner House were serviced and maintained, resulting in improved efficiency and an estimated annual gas savings of approximately \$10,000 at the Men's Mission alone. These efforts not only reduce operating costs but also contribute to environmental sustainability.

At Rotholme Family Shelter, the dining room was revitalized with a fresh coat of paint, creating a more inviting and comfortable space for families.

Other significant infrastructure work was completed at other locations. The Annex at 479 Queens Avenue underwent a major sewer, drainage, and water supply project to ensure reliable and modernized systems. Similarly, 440 Maitland Avenue saw important sewer work, including the removal and replacement of aging tubes, lines, and drains. Collectively, these projects across all locations reflect Mission Services of London's ongoing investment in its facilities. By prioritizing both immediate improvements and long-term infrastructure needs, the organization continues to enhance the quality, safety, and efficiency of its spaces for participants.

Men's Mission



*"That the man of God may be complete,
equipped for every good work."
2 Timothy 3:17 (ESV)*

Program Updates – Training for Staff

We support our staff in continually upgrading their skills through regular training, enabling them to uphold and deliver high standards of care for our participants, as well as with best practices for health and safety. Examples from the past Fiscal year include:

- Indigenous Cultural Safety Training
- Trauma Informed Care Training
- Art Therapy Training
- Psychological First Aid
- Critical Incident Group Debriefing
- Crucial Conversations for Mastering Dialogue
- Crucial Conversations for Accountability
- Crisis Prevention Intervention
- Problem Gambling
- CPR/First Aid
- Safe Food Handling
- Ladder Training & Working from Heights



Celebrating 75 Years – Honouring the Past, Inspiring the Future

In late January of 1951, Goodwill Rescue Mission opened its doors to men with three gospel services a day along with meals and shelter with its passion to help the homeless and to evangelize. The first location at 529 Talbot Street was the beginning of what has now become decades of dedication by thousands of staff, volunteers, and supporters to help individuals and families who have found themselves in need of assistance because of difficult life circumstances. The seeds planted 75 years ago continue to bear fruit today and we stand on the shoulders of the people who went before us.

In its first month of operation, the Mission recorded 631 meals served and 350 nights of lodging. Seventy-five years later, Mission Services of London offers over 5,100 nights of shelter plus 600 nights of addiction treatment a month, and can serve more than 17,000 meals in that same time period.

Mission Services of London has always operated in ways that tries to meet need at the point of need and we are so grateful to everyone who has contributed to helping to provide hope to the men, women, and children who come to us looking for a different tomorrow. You have joined a lasting legacy of care and thank you for making this special milestone possible.



Madeline serving soup



Kent & Talbot Street

"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." Galatians 6:9 (NIV)

Our Vision, Mission and Values

Motivated by our love for God and for others, and moved by compassion:

Our Vision That all people are accepted, valued, and can thrive in a caring community.

Our Mission We actively respond to people experiencing need, affirm human dignity, and inspire hope.

Our Values Our values are grounded in faith: Compassion. Hope. Integrity. Diligence.

Board of Directors:

President: Catharine Campbell

Secretary/Treasurer: Michael Nikou

Past President: Allen Page

Board Members:

- Ian Bagnas
- Diane Bewick
- Peter Dale
- Patricia Hodgins
- Suzanne Larouche
- David Morin
- Nadeana Reece
- Rod Stiller
- Alex Verdun

Senior Leadership Team:

- Ericka Ayala Ronson – **Executive Director**
- Anne-Marie Irvine – **Director of Shelters**
- Lisa Misselbrook – **Director of Mental Health & Addiction Programs**
- Shana Nyamandi – **Director of Finance**
- Tara Saunders – **Director of Social Enterprise, Development & Communications**
- Harry Soedarmasto – **Chaplain**

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Thanks to municipal and provincial funders:

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