



Annual Report 2024-2025

Time, Talent, and Treasure

From the Board President and Executive Director

Many moments revealed a depth of compassion and commitment that stood out over the past fiscal year. Generosity took many forms. Donors, volunteers, staff, sponsors and various partners, lived out an expression of what it means to “love one’s neighbour as one’s self,” by offering Mission Services of London (MSL) their time with care, their talent with purpose and their treasure with trust.



Catharine Campbell
Board President



Ericka Ayala Ronson
Executive Director

The 23,000+ volunteer hours that faithful volunteers chose to give, were among the most powerful gifts; they took shape as a listening ear, a helping hand, or a consistent and supportive presence. Donors for their part, gifted their resources with thoughtfulness, blessing MSL with more than \$3.7 million in cash and in-kind donations. Sponsors helped amplify the reach of fundraising events like Coldest Night of the Year, while staff members diligently provided support with compassionate professionalism and participant-centred approaches.

New partners came alongside MSL to extend the continuum of care when certain services were outside our scope, but within the needs of a participant; we collaborated to achieve warm transfers and joint supports that fostered positive outcomes or progress toward a person’s self-identified goals for the future. And when we think about achieving different tomorrows, we cannot neglect to give credit to participants themselves, who invested their own effort and energy to walk their journey forward.

Much of our work is to lend a helping hand to individuals and families who have come to need emergency shelter stays. However, we also engage in preventing homelessness from being part of a person’s or a family’s experience in the first place. For instance, our Prevention of Homelessness Among Families Program through Rotholme Family Shelter, interrupts the path to homelessness by offering shelter diversion services. This past fiscal year, with the help of their case worker, 35 families achieved diversion into other housed situations vs. needing entry into emergency shelter.

For some, the step that helped to interrupt their path into homelessness or that accelerated their journey out of it, was addiction treatment. Quintin Warner House (MSL’s 20-bed addiction treatment centre for men) delivered 6,467 days of addiction treatment and saw nearly 40 men graduate from the program this past fiscal year.

And we would be remiss if we did not mention the important work of the Community Mental Health Programs team; they logged nearly 10,000 participant interactions in 2024-2025. They reached out to unhoused individuals to connect them with services; they also assisted newcomers and other individuals at risk of homelessness, to connect with health care, mental health services, addiction treatment, food security and housing programs, and household items or clothing, among other things.

On the topic of household items and clothing, the 2024-2025 fiscal year marked the 60th anniversary of the Mission Store. We celebrated the rich history of the Store, from its early beginnings through the Women’s Auxiliary clothing room at the Men’s Mission, to the social enterprise arm of MSL that it is today.

Over the past year, 34,458 items (gently used and new donations) were distributed at no cost through the Emergency Voucher Program, supporting 4,487 individuals and providing over \$169,000 worth of goods to people in need. The Store also surpassed \$1.1 million in gross sales, with your donated items and purchases contributing to the alleviation of poverty in our area. Your items found renewed purpose as inventory at the Mission Store, which offered these goods at modest prices that kept items accessible across all income levels. To crown this year’s achievements at the Store, we were honoured to be voted London Inc.’s Best Thrift Store in 2024! Thank you, London!

Continued...

In January, kicking off the last quarter of the fiscal year, we welcomed Anne-Marie Irvine as the new Director of Shelters. Later in the winter, our Chaplain began an outreach to faith-based congregations in order to explore partnerships in volunteerism or other forms of connection. The Board of Directors also undertook a fulsome call for expressions of interest to add to its complement of members in the coming fiscal year (2025-2026). We were pleased and blessed to see so much talent coming forward to form part of the important work at MSL!

With our hearts open, we continue to centre on prayerful seeking of, and trust in, God's guidance. We are deeply grateful for the opportunity to be part of this meaningful work. Every hour given, every talent shared, and every treasure offered by donors, sponsors, volunteers, staff, partners, and other supporters reaches into the every-day struggles of people in need in our area, and offers hope. We give you profound thanks for coming alongside your neighbours, and for having a positive influence in your corner of the world.

"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms." 1 Peter 4:10 (NIV)

The Gift of Time: Baking from the Heart

After being a long-term donor, Marlene Wyatt decided in 2015 that she wanted to give back through volunteering. "I realized I had the time to devote," she says. For nearly a decade, she's been coming into the Men's Mission weekly to bake cookies, pies, cakes, and other desserts. "At Christmas, I've been told that some participants have said my dessert reminds them of something their mother used to make. I hope it brings them a sense of comfort," Marlene shares with a smile.



For Marlene, volunteering has brought connection and joy. "The staff reinforces that I'm valued here. They really care about the people they serve," she says. "That aligns with what I believe — that every person is an individual and deserves to be seen that way." With deep gratitude, MSL reflects on Marlene's 10 years of donating her time.

The Talent Behind 35 Years of Direct Care

Mary-Jo Parisi began her career with MSL in 1990 at Rotholme Family Shelter. "I had been a caseworker for youth, single women, young mothers, and families," Mary-Jo explains. After decades of hands-on experience, she stepped into a leadership role, currently serving as Direct Care Supervisor at the Men's Mission. Mary-Jo oversees the teams who serve as each man's first point of contact, as well as the caseworkers who help individuals create personalized plans toward stable housing.



"Every moment of care matters," Mary-Jo says. "It's about walking alongside each man or family to help piece together a path that makes sense for them." MSL thanks Mary-Jo for dedicating 35 years and many talents to the participants we are blessed to serve, and for her unwavering commitment to men, women, and children in need.

The Treasure of Thoughtful Giving

Wayne Ellwood's parents were born into large families during the 1920's, just a few years before the Great Depression. "Their young lives were not very kind," Wayne explains. "But, as the post-war period brought new growth and opportunities, my parents continued to work hard and contribute to the community through service club activities and modest giving," he says.



After Wayne's father passed away 10 years ago, he and his mother decided the best use of their funds would be to give back even more. "We wanted to recognize my father, his lifelong efforts, and the compassion he always had for people in need," he reflects. After his mother's passing, Wayne kept his parents' habit of giving. MSL thanks Wayne and his parents for their generosity and for coming alongside neighbours in need.



23,209

VOLUNTEER
HOURS

faithfully given
throughout sites and
programs

184,420

MEALS & SNACKS

provided across Mission
Services of London's
three kitchens



76 single
beds &
20 family
rooms of

EMERGENCY
SHELTER

provided each night



35 FAMILIES
SUCCESSFULLY
DIVERTED

from emergency shelter and into
housing through Rotholme Family
Shelter's Prevention of Homelessness
Among Families program

The Impact of 2024-2025

*For I was hungry and
you gave me something
to eat, I was thirsty and
you gave me something
to drink, I was a
stranger and you invited
me in.*

Matthew 25:35 (NIV)



6,467

DAYS OF
ADDICTION
TREATMENT

provided to men at
Quintin Warner House



9,966

INTERACTIONS

with participants through
our Community Mental
Health Programs



\$169,000

OF BASIC
NECESSITIES

provided at no cost to
individuals and families
via the Emergency
Voucher Program

Celebrating 60 Years of Local Impact

On Saturday, September 21, 2024, MSL's social enterprise, the Mission Store, celebrated its 60th anniversary. The event offered a meaningful opportunity to reflect on the Store's legacy and local impact on London and the surrounding areas. We were honoured to be joined by members of the Women's Auxiliary to MSL (who planted the seeds for what would become the Mission Store), past volunteers and staff, long-time supporters like Lutheran Social Services (London), as well as MP Peter Fragiskatos and MPP Teresa Armstrong.

The Mission Store's journey began in 1964, when the Women's Auxiliary established the Clothing Centre, originally operating out of the basement of the Men's Mission. In its first year, the Centre distributed 28,352 articles of clothing at no cost, excluding hats, shoes, handbags, and other accessories.

This early approach laid the foundation for what would become the Emergency Voucher Program (EVP), which continues to operate today through the Mission Store. Individuals and families in need are able to receive basic necessities, including clothing and housewares, at no cost to them, using a voucher system that promotes dignity of choice.

MSL remains deeply grateful for those who came before us. For six decades, the Mission Store has been sustained by the incredible gifts of time, talent, and treasure from volunteers, staff, and donors. Their generosity is what has kept the Mission Store evolving to meet emerging needs at the point of need.

A highlight of the celebration was the gathering of guests for a commemorative group photo in front of the Store, a powerful image capturing multiple generations united by a shared commitment to making quality items accessible to all income levels, and to supporting men, women, and children in need throughout the London area. The photo stands as a visual reminder that the Mission Store's impact over the past 60 years has been made possible by the collective efforts of countless individuals, and we thank every single one of them.





Best Thrift Store 2024

We are proud to share that the Mission Store was voted Best Thrift Store 2024 by Londoners! Thank you to the voters and to loyal shoppers who made this recognition possible.



Financials 2024-2025

MSL closes the year with total revenues of \$11.8 million, a 10% growth in revenue realized in comparison to the previous fiscal year. We have seen a \$1 million increase in Government revenue compared to last fiscal, with the funds enabling service delivery to neighbours experiencing, or at risk of, homelessness. Through the generosity of donors, we saw a 6% increase in donation revenue, underscoring strong community engagement and donor confidence in the work of MSL. Other revenue, which consists of rental revenue and Mission Store sales, decreased slightly due to strategic programmatic changes. Investment income decreased year over year, as anticipated, due to economic fluctuations which resulted in lower investment income during the fiscal year. Our diversified revenue base continues to support vital services. We are deeply humbled and thankful for funders, shoppers, and donors who continue to help struggling neighbours in the London area.

Total Revenue

- Government Funding: \$6.6 million
- Donations: \$3.7 million
- Other Sources: \$1.5 million (including Mission Store sales)



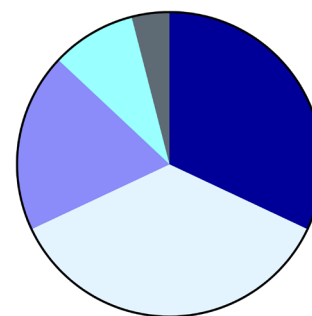
Expenses

- Programs (incl. Amortization): \$9.9 million
- Fundraising: \$1.5 million
- Administration: \$1.2 million



Sources of Funding

- Donations (32%)
- Municipal Funding (36%)
- Provincial Funding (19%)
- Mission Store Sales (9%)
- All Other Sources (4%)



Total Expenses

MSL ended the year with total expenses of \$12.7 million. Total expenses incurred include staff compensation, general program costs, costs incurred in repairing and maintaining our sites, as well as amortization of property and equipment. Although our revenue increased by 10%, our expenses increased by only 6%. Expenses grew at a slower rate than revenue due to cost efficiencies and robust cashflow management across all the sites. We remain committed to faithfully stewarding MSL's financial resources.

With Heartfelt Gratitude

The Arcangelo Rea Family Foundation

By supporting Rotholme Family Shelter, the generosity of the Arcangelo Rea Foundation helps to open the doors to stability and a renewed sense of hope for families experiencing, or are at risk of, homelessness.



Lutheran Social Services (London)

For over 30 years, Lutheran Social Services (London) has come alongside MSL and its Mission Store, helping to provide hundreds of thousands of basic need items to men, women, and children in the London area.



Summit Properties

A \$50,000 gift from Summit Properties enabled different tomorrows by helping to provide emergency shelter, addiction treatment, community mental health programs, and many other vital services to neighbours in need.



TD Bank Group

TD Bank Group made summer camp and cherished memories possible for children at Rotholme Family Shelter. Additionally, TD Bank Group pledged \$30,000 to the Prevention of Homelessness Among Families program.



Statement of Financial Position

(As at March 31)

	2025	2024
Assets		
Current Assets	2,857,690	3,082,674
Non-Current Assets	6,093,225	6,598,034
Total Assets	8,950,915	9,680,708
Liabilities		
Current Liabilities	1,286,585	1,144,049
Net Assets		
Operating Fund	420,999	1,192,632
Property Fund	5,459,267	5,838,447
Restricted Fund	1,784,064	1,505,580
Total Liabilities and Net Assets	8,950,915	9,680,708

MSL 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 2024-2025 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)

	2025	2024
Revenue		
Government	6,555,964	5,579,359
Donations (incl. MS Voucher)	3,718,530	3,497,518
Investment Income	64,090	76,047
Gain (Loss) on Disposal of Tangible Asset	—	447
Other Revenue (incl. MS Sales)	1,461,191	1,558,626
Total Revenue	11,799,775	10,711,997
Expenses		
Programs & Amortization	9,901,247	9,095,115
Administration, Fundraising, & Promotion	2,770,857	2,801,674
Total Expenses	12,672,104	11,896,789
Net Revenue (Loss) for the Year	(872,329)	(1,184,792)
Net Assets Beginning of Year	8,536,659	9,721,451
Net Assets End of Year	7,664,330	8,536,659

Time, Talent, and Treasure

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 are Grounded in Faith

Compassion. Hope. Integrity. Diligence.

Board of Directors 2024-2025

President

Catharine Campbell

Past President

Allen Page

Secretary/Treasurer

Peter Dale

Board Members

Diane Bewick

Suzanne Larouche

Nadeana Reece

Tyler Stiller

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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 Development & Communications

Harry Soedarmasto

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Thank you to our municipal and provincial funders:



And so, dear brothers and sisters, I plead with you to give your bodies to God because of all He has done for you. Let them be a living and holy sacrifice—the kind He will find acceptable. This is truly the way to worship him. Just as our bodies have many parts and each part has a special function, so it is with Christ's body. We are many parts of one body, and we all belong to each other. If your gift is to encourage others, be encouraging. If it is giving, give generously. If God has given you leadership ability, take the responsibility seriously. And if you have a gift for showing kindness to others, do it gladly.

Romans 12:1,4-5,8 (NLT)

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