

IMPACT REPORT



6 How do we eliminate poverty in our community?

Together.

Letter from the CEO

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Bissell Centre successfully helped thousands of people through one of the most challenging periods of our lives to date.

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The economic decline, the global pandemic, the sudden loss of access to basic needs and other critical resources, and the escalating opioid crisis created a perfect storm for people living in poverty - particularly those experiencing homelessness.

Anchored by our mission, and guided by our core values of compassion, collaboration, inclusion, and integrity, Bissell Centre successfully helped thousands of people through one of the most challenging periods of our lives to date.

I'm proud of the swift and innovative action our team took during the first eighteen months of this pandemic. The staff's dedication and determination to support our community's most vulnerable populations, while also adapting to ever-fluctuating changes and challenges on a personal level, led to unprecedented growth. Staff truly leaned in and went above and beyond these past months.



I am so thankful to all orders of government, our partners, funders and donors, and numerous people in our community, who contributed in so many ways. The collective response to mitigate the worst possible outcomes is deeply appreciated. It has been inspiring to see so many people who have been willing to act.

It is important to acknowledge what was accomplished since March 2020. At the same time, the long-term impacts of the crises will continue to affect people in need. To achieve our vision of a community without poverty, it is equally vital that we continue to highlight and fix the gaps in our systems, and advocate for justice for everyone.

I am more confident than ever that, together, we can make Edmonton a safe, fair, and poverty-free community for everyone.

Gary St. Amand, **CEO Bissell Centre**

2020-21 HIGHLIGHTS

With the moral, emotional, physical, and financial support and encouragement of thousands of people, and by thinking outside the box, we accomplished more than ever before, despite a global pandemic and other challenges.

Together, we positively impact our entire community.



New Child Care

By moving locations and expanding our Child Care Centre, we can now serve more children and families in the broader community and still offer affordable, quality care.

Emergency Response Collaborations

Working alongside The City of Edmonton and numerous agencies, we ensured the protection of those who were most at risk of the severe outcomes of the COVID-19 virus.



Engagement Events

Numerous Albertans stepped up and engaged with us virtually to help people in need. Their support enabled us to surpass our Coldest Night of the Year and Drop Your Gonch fundraising goals.



Second Thrift Shop

To help ensure the stability of our programs, we opened a second Thrift Shop. All revenue from our Thrift Shops goes back into our programs that aim to help move people out of poverty.



Housing Loss Prevention

Never have so many people been on the brink of losing their homes within such a short period of time. Our Community Bridge and Housing Teams prevented hundreds of people from becoming homeless and helped thousands more access much needed housing supports.



Employment Supports

Throughout the challenges of COVID-19, we sustained skill-building workshops, safety certifications, individualized one-on-one employment counselling, and more to help people retain and gain employment.



The pandemic pushed Bissell Centre to find creative solutions so that we could continue to offer our services to even more people and ensure that staff, participants, and the community were kept safe.

Challenges and Changes

It has been a year of challenges, changes, and growth.

March 2020 marked the beginning of the global COVID-19 pandemic, bringing with it changes to public health regulations and access to provincial services. Simultaneously, falling oil prices were negatively affecting Alberta's economy.

The people most immediately affected by these abrupt changes were adults and families in low-income households.

- equally challenged.
- places to turn to.

Agencies and emergency support systems designed to help those in need experienced unforeseen and unprecedented strain:

1. Within 24 hours, day drop-in capacity went from 650 spots city-wide to 150 spots because of physical distancing requirements. Overnight shelters were

2. People were further displaced as public facilities like libraries and recreation centres were forced to close. Many people experiencing poverty and homelessness, who turned to these places for refuge from the weather, access to the internet. and to connect with supports, now had even fewer

3. Families and individuals who were new to homelessness or threatened with imminent eviction because of a sudden loss of income, were now turning to social service agencies for help as they tried to navigate and access supports.

The number of people in Edmonton struggling with homelessness rose dramatically.

The pandemic pushed Bissell Centre to think creatively. We had to find solutions so that we could continue to offer our services to even more people and ensure that staff, participants, and the community were kept safe.

The way in which we delivered most programs shifted, these included online service delivery, location changes, unique supports to combat loneliness brought on by isolation, and dropping off supplies directly to families and individuals.

Despite the challenges and changes, we have remained steadfast in our efforts to support people in need.

EMERGENCY RESPONSE EXPO Centre

Despite how long it's been and how much has happened since, we can recall the beginning of the pandemic in vivid detail:

- March 11 the World Health Organization declared COVID-19 a pandemic and Alberta banned gatherings of more than 250 people
- March 16 Bissell Centre suspended volunteer activities and group programming
- March 19 Edmonton recorded its first COVID-19 death

With suspended activities and gatherings, how were agencies going to safely support people living on the streets? Neither day services nor overnight shelters had the space to meet the needs of its community members, and it was becoming even more challenging to meet the rising needs brought on by sudden job losses, the demand for PPE, and the lack of food and resources as places closed their doors.

At the core loomed one question – how does a person isolate if they do not have a home?

The answer came from a collaboration of local agencies. On March 22, The Government of Alberta and the City of Edmonton agreed to turn the Edmonton EXPO Centre into a Day Services Shelter. Three days later, Bissell Centre, together with our partners Alberta Health Services, Boyle McCauley Health Centre, Boyle Street Community Services, The City of Edmonton, and Homeward Trust opened its doors.

Providing multiple services in one location, made it easier for staff and participants to build deeper relationships, which is often the key to helping people find the will to access long-term services. It was especially easier for people to connect with housing services, which was now recognized as a critical need.

Working together this way led to more effective outcomes for everyone.

An average of 650 people accessed services each day, with 1,135 people engaging with housing. Services ran at the EXPO until July31, 2020.

This astounding journey was captured in a video series produced by PlanIT Sound, and can be viewed on our website: bissellcentre.org/expocentre



COVID-19 Outbreaks



People Served



Unique Visits



People Engaged with Housing



Meals Served





EMERGENCY RESPONSE Tipinawâw









People Engaged with Housing

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People Served

Individuals **Obtained Personal ID** **People Referred**

Come Fall, seven months into the pandemic, it was clear that we needed to find solutions to safely support people experiencing homelessness during the cold winter months.

Together, The City of Edmonton, Bissell Centre, Bent Arrow Traditional Healing Society, Boyle Street Community Services, Homeward Trust, and The Mustard Seed worked to activate a 24/7 shelter in less than a month.

The City had already determined that the Edmonton Convention Centre was the most suitable facility to operate just such a shelter - it was available, in a central location, and held the proper zoning permits.

The agencies agreed that services needed to:

- it was cold
- training





Meals Served



to Financial Assistance



to the Site

• Be low barrier to ensure it was accessible to as many people as possible

• Be 24/7 so people had a place to turn to, day or night, especially when

 Offer integrated Cultural Supports to build trust and help people connect with appropriate services

• Ensure adequate staffing and proper

 Operate from a housing-focused perspective to help get people into their own safe space and reduce strain on agencies serving people who are experiencing homelessness

Tipinawâw means "sheltered from the outside elements" in Cree. The name was provided to us by Elders through a naming ceremony.

It ran from October 30, 2020 to April 30, 2021. Despite various unique challenges, it was a successful endeavour.

A series of 5 videos was produced to tell the story of Tipinawâw, which can be found on our website: bissellcentre.org/tipinawaw.

CHANGES

Meeting Families' Needs

Many families were suddenly unable to access resources because of the pandemic, so right away the Family Services team set up curb side pick-up and delieveries for essential items.

Families could access items such as diapers, formula, emergency clothing, baby supplies, and food hampers.

The team offered support over the phone and, where possible, video calls. When more was needed, support workers met with families in (or outside) their homes to deliver goods and cleaning supplies; as well as discuss each family's needs.

This shift to an outreach model provided support workers with new insights. People were clearly more comfortable in their own settings. This fostered deeper conversations and workers gained clearer insights into families' daily living situations. In turn, this enabled workers to provide more well-rounded supports and provide more practical guidance on how to build daily living skills.



CHANGES Child Care as an Essential Service



When Canada went into lockdown, our Early Childhood Development Centre was forced to close its doors for the first time in over 40 years.

However, it became clear that frontline essential services workers with young children needed safe and flexible spaces for childcare. Child Care was quickly identified as a critical need.

Our Child Care Centre was designated as an essential service and reopened its doors.

Additional cleaning and sanitizing protocols were introduced, and programming was adapted to meet safety requirements.

Throughout it all, our educators continued to guide and nurture the little ones in their care providing emotional, social, cognitive, and physical development opportunities.

CHANGES

Employment Services

Like most programs, the Employment Services team had to find new ways to support participants when the pandemic hit.

When the EXPO Centre opened, the team shifted supports there, so that they could continue helping people prepare for employment through skill-building workshops, safety certifications, required training for specific jobs, and individualized one-on-one employment counselling.

By this time, Alberta Works and the Government of Canada support centres stopped offering in-person services, which left many vulnerable Edmontonians unclear about how or where to access supports. To fill this need, the team quickly began to help people apply for provincial and federal benefits.

In order to continue offering casual labour opportunities to people wanting to find short-term employment and build experience, people called to express interest and were remotely dispatched to job sites. This shift made Bissell Workforce more accessible to people residing outside of Edmonton's downtown core and minimized the need for people to travel to our location to get involved.

At the same time, we updated the Bissell Workforce website with a Hire Now page (<u>bissellworkforce.org/hire-now</u>) to make it easier for employers to communicate their needs and job details. This has led to new partnerships and opportunties for the team.

The changes made during the pandemic led to growth. There were more positive outcomes all around.

In fact, Bissell Workforce staffed the entire sanitization and cleaning service team at Tipinawâw. Overall, the pandemic provided new opportunities and partnerships for the team.

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Our Impact Together

Our Impact

Together, we have made incredible impacts.

These numbers are only a small reflection of the quantifiable outcomes we have seen since March 2020.





The Start of the Journey



Everything seems complicated when you're feeling alone, anxious about where you will sleep that night, or worried about how you will put food on the table.

The reality is, poverty and homelessness are complicated, and the systems are not always easy to navigate.

When people first access services at Bissell they are invited to complete a Starting Point conversation. This is an in-depth, non-judgmental discussion with a staff person about what supports an individual or family is looking for and which programs are best suited to meet their specific needs. This approach puts people at the centre of all the decisions regarding their journey. The intention is to build on a person's strengths. This path is unique to everyone and helps empower them to determine their own course and meet their goals.

We aim to make this first step as easy and comfortable as possible – knowing that the first step can often be the hardest.

Removing Barriers

Imagine not having a mailing address. Most of us take it for granted and do not stop to think about the complications created by not having one.

Close to 3,700 people use Bissell Centre as a permanent mailing address so they can receive paycheques, tax returns, government papers, personal mail, and more. This also enables people to acquire personal ID, as a mailing address is required when applying for official identification.

When the pandemic reached our community, we still had to ensure people could access their mail. Initially, we shifted to the EXPO Day Centre. Afterwards, in April 2020, when we reopened our Community Space, people could once again access mail directly from Bissell.



Meeting People Where They Are At

At a time when everyone was feeling a loss of control and dealing with fears about the pandemic, marginalized communities were being especially impacted. We understood that it was more important than ever to take the time to listen.

We implemented participant surveys and focus groups in order to respond to the community's needs with respect. We continually looked for ways to adjust our supports based on what people were telling us was important to them.

Meeting people where they are at and putting their needs first, leads to even more effective ways to help people move toward prosperity.

We approach our work with a harm reduction mindset. We encourage and support individuals to reduce any risk and to practice safety in all activities. We recognize that some people may be using substances and substance use could mean anything from problem drug use to total abstinence. We also recognize the realities of poverty, trauma, and other social inequities that impact peoples capacity to deal with drug related harms. We provide non-coercive, and non-judgmental ways to connect with and support people by handing out safe supplies and educating people about safe use.

To continue this practice during the pandemic, Boyle Street Community Services set up an overdose prevention at Tipinawâw.

The rise in contaminated substances has led to a rise in overdoses. To help mitigate this, all Bissell staff are now trained on how to administer naloxone and to take part in safety walks around our downtown spaces.

In our experience, people who trust that they will not be judged for substance use after accessing harm reduction services are more likely to engage in ongoing treatment.

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Meeting people where they are at and putting the needs of the people first, leads to even more effective ways to help people move toward prosperity.

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Financial Empowerment

Financial Empowerment is about helping people with little to no income connect with the financial system.

As people's knowledge about fiscal responsibility deepens, positive behaviors that are critical to economic security are developed and improved. In turn, people begin to recognize and seek opportunities to invest in their own future.

This year we developed new workbooks and began training all our frontline staff in Financial Literacy and Coaching. The aim was to ensure that the topic of financial wellness is a part of all the programming offered through Bissell.

As people's knowledge about fiscal responsibility deepens, positive behaviors that are critical to economic security are developed and improved.

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Tax Benefits Filed April 2020 - June 2021



Value of Tax **Benefits Filed** April 2020 - June 2021



Total Years Filed April 2020 - June 2021

Tax Preparation Support

For people experiencing poverty filing taxes is vital to securing income and accessing resources that can have a significant impact on their future but filing them can be daunting.

As part of the Make Tax Time Pay program, Bissell Centre offers free income tax preparation, access to financial resources, and support with applications for government benefits and subsidies to individuals and families with modest incomes.

This program is busiest during the spring tax season but runs year-round, so no matter when someone needs tax help. they can get it at Bissell free of charge.

Together, volunteer tax filers, Bissell Centre and partners, e4c and the Institute For The Advancement Of Aboriginal Women, have helped hundreds of individuals with tax filing over the last year.

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... no matter when someone needs tax help, they can get it at Bissell, free of charge.



Safe and **Secure Housing**

Adequate housing is internationally recognized as a fundamental human right.

Bissell Centre recognizes that housing is essential and integral to the dignity and well-being of all people. We believe that the long-term solution to homelessness includes short-term shelter for some, but is ultimately about providing safe, suitable, and permanent housing for everyone.

We assist people to obtain and retain adequate housing in a variety of ways:

- Help people find and set up a home of their own
- · Go to places throughout the city inviting people experiencing homelessness to connect with low-barrier housing services
- Provide follow up supports to help people stay housed
- Work closely with landlords to help navigate concerns and find solutions
- Operate Hope Terrace, a permanent supportive housing facility for individuals who are impacted by a Fetal Alcohol Spectrum Disorder.

Over the past year, we have adjusted the way we deliver supports to ensure everyone's safety. Primarily, we integrated Housing Navigation into all of our programs.

Despite a global pandemic, Bissell supported more adults and families with housing than ever before. And we will continue to prioritize this work and help welcome people home.

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Our Community Bridge program is about helping people manage the cost of living by finding practical ways to reduce their bills and increase their monthly income.

The team offers:

- Financial coaching to create a sustainable budget
- Help to develop financial action plans
- Help looking for benefits assistance
- Support to people as they negotiate with landlords and utility companies

The supports provided to each household is specifically tailored to address each unique circumstance.

Along with these interventions, government and community resources are leveraged and program funds are made available to pay delinquent housing and utility payments that, if not addressed, would trigger an eviction and potentially cause homelessness.

The COVID-19 pandemic exposed an entirely new population facing imminent eviction. These were cost-burdened households that experienced sudden and acute financial pressures because of an

unexpected loss in revenue. There was an urgent need to support these families, who were not connected to the social services sector in any way, by making various resources more accessible and creating sustainable plans for the near future.

The Community Bridge Pandemic Response Stream was developed to respond to this crisis, which featured an online application process, rapid responses, and remote case management.



A New Child Care Centre

Providing childcare is a pivotal part of supporting families at Bissell Centre. We have long since been aware that a primary barrier to parents accessing our services was the lack of affordable childcare.

In 1972, we launched the first iteration of our Child Care Centre. Bissell offered respite childcare to parents accessing our various programs, so they could focus on building more stability in their lives while their children were well cared for.

In November 2020, we moved our Child Care to a new location with more space. We now have more spots available, so we can support even more families in the community. Designed with kids in mind, the playrooms are warm and welcoming spaces that foster creativity and encourage exploration. The space was also designed for accessibility, so that all children have access to quality care.

At that time, we also introduced a new role – Early Childhood Development Resource Worker. The goal of the Early Childhood Development Resource Worker is to spend time in the playrooms with the children to help identify diverse abilities and provide individual supports. They work closely with families, and as needed, connect them with services to ensure the well-being of the whole family unit.

66 We can support even more families in the community.

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GROWING TOGETHER



Adapting and Growing

Not only did the pandemic bring numerous challenges, but it also provided a unique opportunity for growth.

Many people transitioned to working from home on a full or part time basis.Our Administration team was instrumental in getting everyone set up with laptops and other equipment needed to work efficiently in a remote environment.

Staff quickly adapted to using new online tools and project management software to work together more effectively. This new way of operating opened doors for speedy cross-team collaboration. Overall, staff could now more easily access what they needed so they could best serve the community.

A pandemic was not going to stop us from the core of our work – building relationships and engaging individuals. Our teams quickly found new ways to communicate using video platforms to connect with donors, for online meetings, for virtual apartment viewings, and when legal documents like leases required a witness. Bissell Centre is committed to fiscal responsibility and using funds wisely. We continued to implement process improvement training through a Lean Six Sigma lens, which helped ensure operational excellence through efficiency.

Investing into our infrastructure during this period also enabled Bissell to act even more intentinally on its core values of collaboration and accountability.

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Our People

Our Evolved Visual Identity

Bissell Centre cannot achieve its mission without the involvement of dedicated and passionate people.

We are so thankful to our frontline workers, case managers, support staff, managers, directors, and executives. The way in which everyone stepped up, adapted, pressed on, and supported one another and the people we serve was awe-inspiring.

We are also deeply grateful for our devoted Board of Governors who volunteer their time to guide our work. Their counsel through the pandemic helped us navigate new complexities and kept us focused.

Our Board

Jill Matthew. Chair NorQuest College

Lee-Ann Leitch, Vice-Chair NorQuest College

Ami Amato Media and Communications Professional

Lauren Chalaturnykyk Reynolds, Mirth, Richards & Farmer

Melanie Fix MNP Consulting

Jason Gorman Gorman and Associates

Hooman Hosseinkhannazer Norcada Inc.

Nat Kav University of Alberta

Debra Lister Miller Thomson LLP

Joshua Moser Alberta Health Services

Leigh Mulholland **Capital Power Corporation**

Brad Shopland DynaLIFE Medical Labs

Ryan Turpin Sequeira Partners

Gina Wheatcroft ViTreo Consulting

Our Lead Team

Gary St. Amand Chief Executive Officer

Jasmine Nuthall Chief Financial Officer

Thom Eggertson Chief Financial Officer

Louise Travnor Chief Operating Officer

Kelly Hoskins Director of Resource Development

Ashley Baxter Director of Families and Service Integration

Caitlin Beaton Director of Social Enterprise

Candace Noble **Director of Housing and Outreach**

Mary Higgs Director of Administration

Jesika Lefebvre Interim Director of Community Programs

Jessica Willis Director of People and Culture

This reflects Leadership and Board members during April 2020 to June 2021



We have a new look that is inspired by our people and our community!

Over the past few years, we have been reflecting on our values and strengths, and how our brand conveys these aspects of Bissell Centre. We reached out to participants, staff, donors, and stakeholders inviting their perspectives and beliefs about the organization.

Our goal in evolving our brand was to embody all the people that make Bissell what it is. We wanted it to be emblematic of the passion and dedication of our staff, the courage and resilience of our participants, and the care and compassion of our community of supporters.

Through these reflections and explorations our new brand identity began to take shape.

We stayed true to the recognizable hopeful blue, added a heart layer to the Bissell "B", included a bold attention-grabbing typeface and developed a bright, distinctive supporting colour palette to amplify the sense optimism, positivity, and community spirit that is core to who we are.



Bissell

We believe the elimination of poverty in our community is possible. But it will take the whole community. Creating lasting change and meaningful impact will require a commitment to collaboration, openness to diverse perspectives, unrelenting dedication-and a whole lot of heart. This is the essence of our new brand.



Diversity, Equity and Inclusion

A clear line can be drawn between discrimination and poverty.

Amongst many other impacts, discrimination creates a chronic lack of resources. This deprivation is complex and is compounded by systemic policies that continue to perpetuate inequality, including a lack of funding in education, adequate housing, and access to healthcare.

To achieve our vision of the elimination of poverty within our community, we must continue to address racism and discrimination. This work begins with us.

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In 2017, Bissell initiated a 2SLGBTQIA+ Inclusivity Taskforce, and in 2019, formed a Cultural Competency and Representation Taskforce. Both groups were mandated to review and improve internal policies and practices. A new Diversity, Equity, and Inclusion group, co-Chaired by our CEO, will be formed to ensure that this work remains a priority. With the ongoing impacts of colonization, the rise of the Black Lives Matter and Stop Asian Hate movements, and COVID-19 shining a brighter light on the fundamental inequities experienced by so many, it is clear that our work as an organization and a community must go further.

To this end, Bissell Centre will continue to be a part of reconciliation – to listen, learn, and engage in the community in which we work and live.



Investing in Our Communities



This year we opened our second Thrift Shop located in Hermitage Square.

Bissell Centre has operated its Thrift Shop as a social enterprise since the late '50s.

Over the years net revenue from its sales have been reinvested into our programs to help ensure their stability. However, social enterprises are not only about revenue.

Since the early '90s, Bissell Workforce has provided casual labour workers to job sites all over the Greater Edmonton area. Thousands of people have gained the skills and experience to prepare them for and earn long-term employment. Since 1929, Bissell has hosted camps for families and adults at Moonlight Bay Centre, located at Lake Wabamun. To help offset operating costs, we began renting the facilities to the public when camps were not running. This year, we are exploring how we might create a sustainable social enterprise that responds to the existing gap in Indigenous centered training and a place for healing.

More recently, we have expanded our meal program to support bridge housing around the city. These are short-term, continuous stay accommodations where residents have a safe and supportive environment to stabilize themselves while they look for permanent housing. Other agencies are managing these locations while Bissell Centre provides breakfast, lunch, and supper. This has resulted in deeper relationships with similar organizations, residents having access to healthy meals, and earned revenue.

The primary purpose of a social enterprise is to provide a return to society, which perfectly fits Bissell's mission and culture. We will continue to reinvest in our community and organization to build a healthier and more equitable place for all.

Innovating for Impact

With your continued support, we can do more. Thank you.

To deepen our impact within the community, over the next few years we will focus on:



Housing and Holistic Care

- Expanding our housing loss prevention program so even more families and individuals across the city get the support they need to avoid eviction
- Exploring alternate models of childcare in order to meet the diverse needs of the families that we serve
- Adding more supports to enhance family wellness
- Weaving Financial Empowerment into all our programs and services



Treaty, Reconciliation, Equity and Inclusion

- Expanding our cultural supports, services and access to ceremony in partnership with Indigenous nations and organizations
- Developing Diversity, Equity, and Inclusion policies related to hiring practices, staff training, and succession planning



Collaboration and Partnerships

- Exploring post-pandemic, cross sector collaborations
- Seeking partnerships to increase employment opportunities for participants to gain skills and work experience



Social Enterprise

- Expanding our social enterprises enabling us to build our capacity and builld new relationships in our community
- Continuing energy efficiency projects to upgrade systems and reduce energy costs

For more information about how to get involved with Bissell Centre through volunteering, partnership, or to donate, please reach out to:

Gary St. Amand Chief Executive Officer gary@bissellcentre.org



Kelly Hoskins Director of Resource Development khoskins@bissellcentre.org

bissellcentre.org

Bissell is an inclusive, client-centered organization that recognizes the dignity and strengths of individuals and families and offers the supports they need to move out of poverty and homelessness and build a better future for themselves.

Our work is guided by evidence-based methods to achieve our vision.

Bissell seeks to reframe the conversation around poverty, why it exists, and how we can all **work together** to end it **forever**.



