



MOVING FORWARD TOGETHER, FOR A BETTER FUTURE





In 2023 S.H.I.F.T. proudly celebrated 7 years of operations.



LETTER FROM EXECUTIVE DIRECTOR AND BOARD CO-CHAIRS

As we reflect on the achievements of the past year, we are thrilled to share with you the remarkable progress made by S.H.I.F.T. in 2023. **It has truly been a record-breaking year for our organization, marked by significant milestones and unwavering dedication to our mission.**

In 2023, S.H.I.F.T. proudly celebrated its seventh year of operations. We expanded our Outreach program to operate seven days a week, significantly enhancing our reach and impact within the community. Furthermore, we transitioned our emergency overnight shelter program and daytime drop-in center from a seasonal, winter-based model to year-round operations, ensuring continuous support for those experiencing homelessness and food insecurity.

The launch of our capital campaign was a pivotal milestone in our quest to secure a permanent home for S.H.I.F.T. We remain committed to this goal through our 'Rooted in South Simcoe' campaign, that will continue over the coming years. Additionally, our CNOY event, once again, highlighted our community's remarkable generosity, placing us among the top fundraising locations in the country.

None of these achievements would have been possible without the tireless efforts of our **dedicated staff and volunteer board members.** Their commitment to improving service delivery and meeting the evolving needs of our community has been nothing short of extraordinary.

“ S.H.I.F.T. is focused on fostering growth and empowering a thriving community ”

In line with our commitment to collaboration, **we have worked diligently to foster valuable partnerships** both onsite and in the wider community. These partnerships have enabled us to provide comprehensive support to those we serve, particularly vulnerable populations in South Simcoe.

Our active participation in the Coordinated Access and Housing and Homelessness Systems within Simcoe County underscores our dedication to effecting systemic change. We take pride in our adherence to ethical and best practice sector standards, as well as our ongoing efforts to refine and deepen our program offerings. Additionally, our focus on providing quality data has been instrumental in shaping a comprehensive understanding of housing and homelessness in our region. Our program leadership and frontline staff are dedicated to upholding S.H.I.F.T.'s mission and values and partner with us on **positively impacting people's lives, helping them make a *shift* for good.**

Looking ahead, the board is thrilled to roll out new Strategic Priorities, driven by a fresh, clear vision and valuable input from our staff and service users. Additionally, a comprehensive board governance review in 2024 will ensure we continue to evolve and adapt as an organization, consistently prioritizing the needs of our community.

As we look towards the future, the board remains steadfast in our belief in the mission of S.H.I.F.T. We are confident that with continued growth and strategic direction, **S.H.I.F.T. will continue to lead the way in serving our community and empowering individuals to thrive.** S.H.I.F.T. is focused on fostering growth and empowering a thriving community.

Thank you for your unwavering support,



WHERE WE HAVE BEEN

2020–2023 STRATEGIC ACHIEVEMENTS

Our Own Building

In early 2022 S.H.I.F.T. secured a new downtown location in Alliston, enhancing access to vital services. With a renewable lease, we're on track to own a permanent facility, ensuring lasting impact.

Organizational Growth

S.H.I.F.T. expanded to offer a permanent daytime drop-in center, achieved year-round operations for our shelter, and improved outreach to serve South Simcoe's municipalities more consistently.

Support Affordable Housing

S.H.I.F.T. remains engaged in advocacy to address local affordable housing challenges. We've enhanced partnerships with service providers across Simcoe County, facilitating access to affordable options and offering vital supports for permanent solutions.

WHERE WE ARE GOING

2024–2027 STRATEGIC PRIORITIES

S.H.I.F.T.'s strategic priorities encompass transparency in fundraising, team support and development, and operational excellence. We emphasize local partnerships, volunteer opportunities, and sustainable ventures for enhanced services. We are dedicated to education, advocacy, and community engagement on housing issues, aiming for lasting impact and social responsibility. Upholding data standards and program quality, we prioritize well-being, safety, and ethical practices for our community's benefit.

NEW VISION

A united community where every individual has access to stable housing, support, and opportunity.

MISSION

To partner with the individuals and families we serve to make a meaningful shift in their circumstances.

2024–2027 STRATEGIC PLAN PRIORITIES



STRONG FOUNDATIONS



COMMUNITY COLLABORATIONS



EDUCATION & ADVOCACY



COMMITMENT TO EXCELLENCE

EMERGENCY OVERNIGHT SHELTER

This housing-focused program offers safe emergency overnight shelter and intensive case management, serving up to 8 gender diverse individuals, 16+, each night, with 2 additional crisis or isolation beds available in critical circumstances. Service users have access to a warm bed, food, showers, essential supplies, harm reduction materials, and onsite support to assist in finding temporary or permanent housing solutions, tailored to their unique needs and circumstances.



In September 2023, the Emergency Overnight Shelter (EOS) Program transitioned to year-round operations. This enhancement enables us to better serve the South Simcoe community by providing sustainable, reliable, and consistent support for individuals experiencing homelessness. Since the year-round launch, the number of service users has continued to climb, demonstrating the ongoing need for services, like ours, to support those experiencing the effects of poverty.

1400+ Nights of Safety

115+ Individuals Supported

50+ Individuals Housed or Assisted to Shelter Alternatives

SHIFTing FORTUNES: KELLY'S TRIUMPH

Kelly's journey with S.H.I.F.T. began in early fall, when she found herself seeking support in our Emergency Overnight Shelter Program. After being unfairly discharged from a treatment facility for an unfounded assumption regarding her sobriety, Kelly faced a scary reality – she had nowhere to go. With no family or friends to lean on, she arrived at our doors, looking for support and stability within our program.

Once Kelly arrived at SHIFT, she found the stability and non-judgmental support she needed from our shelter and drop-in staff. With this support, Kelly was able to start planning and working towards her housing and overall life goals. She connected with local addiction support groups, reconnected with a previous employer and secured gainful employment. Soon after, Kelly was accepted into a post secondary course with Georgian College for 2024.

With the support and resources Kelly was offered through S.H.I.F.T.'s programs and staff, she successfully transitioned from shelter to stable permanent housing in just 22 days! But perhaps the most heartwarming chapter of Kelly's journey unfolded when she regained custody of her child shortly after her departure. Through her unwavering dedication to her sobriety and the stable and consistent support of our S.H.I.F.T. team, Kelly proved herself to be a survivor.



*Names, dates and photos have been changed to ensure confidentiality and respect privacy.

Kelly's story serves as a powerful reminder of the impact of community and compassion. And as she continues her journey, she carries with her the love and support of her S.H.I.F.T. family, a testament to the transformative power of connection within our safe and supportive environment.

PARTNERSHIPS AND COLLABORATION



S.H.I.F.T. partners with Simcoe County Paramedic Services to ensure that our AED machines are always in good working order and stocked with life-saving supplies. In addition, the Community Paramedicine Team attends our DDI program once per month to provide onsite medical supports to service users. This partnership allows service users to make connections with health care in a non-judgmental and safe environment.



SMDHU contracts S.H.I.F.T. as a needle exchange site, and they partner with us to provide safe use supplies, naloxone and other harm reduction resources. We have also had the privilege of piloting several harm reduction-based kits on behalf of SMDHU, providing important data to help inform continued provision of these supports. We are grateful to receive the bulk of our supplies and guidance on trends on harm reduction from SMDHU.



In a new collaboration, S.H.I.F.T. partners with the County of Simcoe Ontario Works department, to host a No-Fixed (NFA) Case Worker onsite weekly in our Drop-in program. This partnership allows service users to connect with and establish income supports as a part of their housing goals, which helps to cover the cost of their basic needs and gain access to housing retention assistance once they have secured permanent housing.



ASCO partners with S.H.I.F.T. to provide access to onsite supports with an Addiction Support Program, bi-weekly, as well as assist us with referrals to the local Rapid Addiction Medicine (RAM) clinic. In addition, ASCO provides fentanyl testing strips to hand out as a part of our harm reduction programming. This partnership helps our staff to facilitate connection to much needed supports within the community.



S.H.I.F.T.'s partnership with CONTACT Community Services provides a continuum of care that supports service users to achieve their housing goals, while accessing our programming. A CONTACT Housing Access Worker attends S.H.I.F.T.'s drop-in centre weekly to make connections and foster relationship building in a familiar and safe space for service users. This collaboration is paramount in our service users' journey, as they move from experiencing homelessness to becoming housed as quickly and seamlessly as possible. We are grateful for the ongoing partnership with CONTACT Community Services, as the only service providers of our kind in South Simcoe.



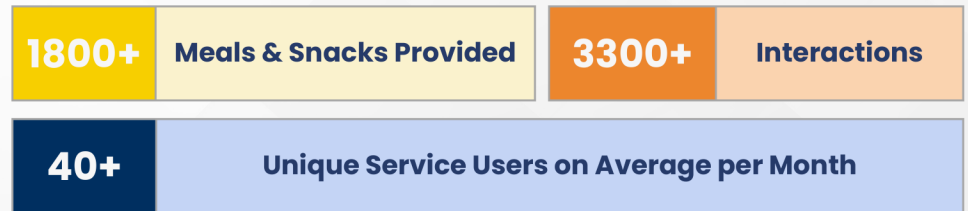
Aimed at addressing the needs of the community's most vulnerable individuals, this is a joint initiative among community partners in the Nottawasaga catchment. S.H.I.F.T. attends weekly meetings, which prioritize high-risk cases and ensure comprehensive supports, facilitating a coordinated and effective approach to helping the community's most vulnerable. This partnership helps to break down silos, increase efficiencies, and mobilize responses within 24-48 hours to address issues proactively.

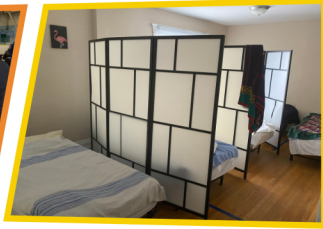
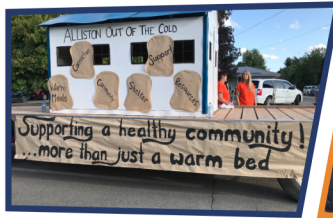
DAYTIME DROP-IN CENTRE



The Daytime Drop-In Centre (DDI) program provides a safe daytime respite, warm hospitality, and comprehensive support, including meals, clothing, and shower facilities. Open daily to individuals 16+, who are experiencing homelessness and food insecurity, the program offers access to essential supplies, harm reduction materials, and a computer workstation. Onsite staff assist service users in accessing resources and provide necessary support to achieve housing goals.

Support Workers are available to help service users with housing-related activities and accessing local and county-based services. Intake Workers offer intensive case management to help service users reach their goals and connect with community supports. Onsite resources include computers, internet, printers, phones, and informational materials, along with essential supplies such as personal hygiene and harm reduction items. Staff also provide referrals to other social services and assist with any necessary paperwork to access these services.





*7 years of serving
our community*



STREET AND COMMUNITY OUTREACH



The Mobile Street and Community Outreach (MSCO) program delivers mobile support across the municipalities of South Simcoe to individuals experiencing or at risk of homelessness. The program offers lifesaving resources, supplies, referrals, and brief case management with a strong focus on homelessness prevention and providing the necessary support to help individuals thrive and remain housed.

The Outreach team provides essential resources, including personal hygiene and harm reduction supplies, food, and access to other vital necessities. They offer both soft and direct referrals to social services and organizations, assisting with any necessary referral paperwork. Staff are available to guide and support individuals in accessing local and county-based resources, offering brief case management to help them achieve their goals and connect with community support systems.

750+

Harm Reduction Interactions

4300+

Interactions

120+

Unique Service Users on Average per Month

SHIFTing PERSPECTIVES:

*Names, dates and photos have been changed to ensure confidentiality and respect privacy.

ENCAMPMENT RESPONSE PROTOCOL

In early fall, regional government staff reached out to S.H.I.F.T. for support to assist a couple reported living in a tent on public property. In partnership, S.H.I.F.T. was able to discuss a best practices approach with the identified Township and an agreement was reached to allow the team to take the lead and attempt engagement before any form of enforcement efforts would take place to commence removal of the individuals.



The team quickly realized that these individuals were Suzie and Chris, who we had already met a few times. With continued engagement, the team was able to further our dialogue with them to encourage safe housing alternatives. The couple initially felt despondent and that they had no options for housing and were very hesitant to enter shelter.

With the the threat of colder weather and continued support from the outreach team, Suzie and Chris decided to leave their tent site, taking full responsibility for its tear down and clean up, without needing any additional intervention from S.H.I.F.T. or local bylaw. Suzie entered our shelter, while Chris was able to stay with family as they continued their search for housing.

This intervention has established a positive precedent for our collaboration with the leadership staff of the Townships of South Simcoe, their respective enforcement departments, and our local policing services. As a result, we are now their first call for support when they encounter individuals living rough or unhoused within the community. This initial dialogue has fostered a deeper understanding and empathy towards those experiencing homelessness.

MAKING A SHIFT FOR GOOD!

Each year we are beyond grateful for the amazing show of support we receive from our community.

With just over 50% of our annual budget coming from service contracts, **we truly appreciate the support of donors, community events, fundraisers and sponsors** to help us achieve our goals of raising the remaining funds needed for our operating budget.

Your support assists those who are accessing services through shelter, drop-in and outreach whether they are unhoused, living rough or low income, we are here to support in any way we can.

Whether it be a birthday fundraiser, BBQ, portion of store sales, community collection, challenges, the purchase or re-homing of much needed items for our programming and service users, or in-kind donations and fundraising we would not be able to do what we do without your support, so for that we say **thank you**.

Thank you!



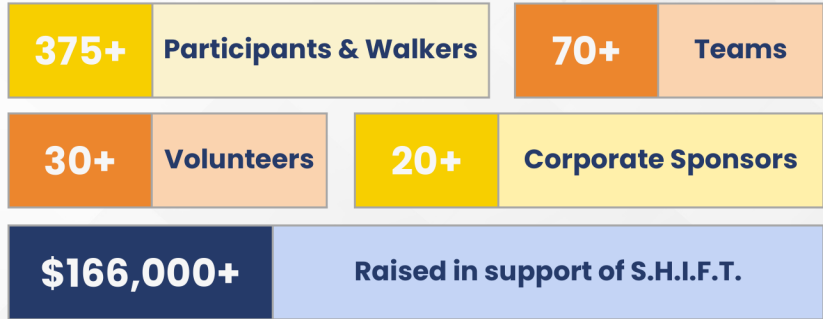
COLDEST NIGHT OF THE YEAR

The Coldest Night of the Year is a winterrific family-friendly walk in support of local charities serving people experiencing hurt, hunger, and homelessness.

2023 marked S.H.I.F.T.'s 4th year hosting the event in Alliston. Hundreds of people from across South Simcoe and beyond joined us on February 25th to walk the streets of Alliston to raise much needed funds and awareness about homelessness in our community.

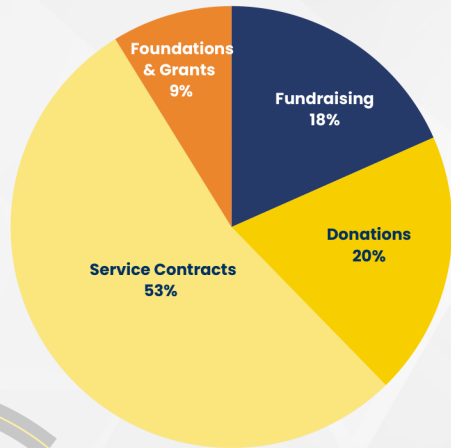


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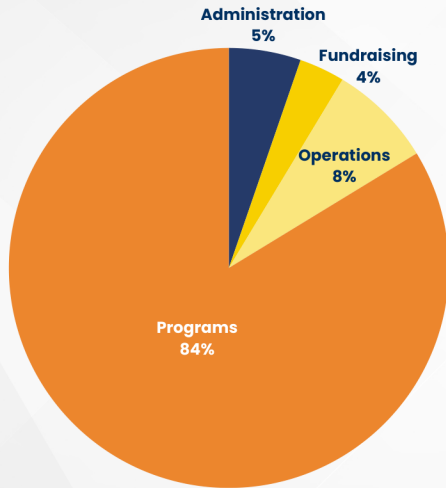


FINANCIALS

REVENUES



EXPENSES



A MESSAGE FROM OUR TREASURER

What a year 2023 has been! Our biggest change has been transitioning our shelter from a winter-based program to providing year-round services, bringing financial changes from government funding, community fundraising, and program staffing.

Government Funding: S.H.I.F.T. received unexpected funds to support service contracts through the County of Simcoe, allowing us to expand all programming aspects.

Community Fundraising: A community grant enabled us to hire a Donor Relations and Stewardship Officer, boosting our fundraising efforts and securing essential donations, grants, and foundational funds.

Program Staffing: We increased staffing to ensure consistent, safe, and appropriate services for our participants, adhering to best practice standards.

I am continually grateful for the new accounting software implemented in 2022, which has kept our financials organized and county reporting up to date.

Looking ahead, S.H.I.F.T. continues to seek a permanent location to serve our community. Our Capital Campaign has exciting plans to raise the necessary funds to achieve this goal soon.

As always, I am amazed by the dedication of S.H.I.F.T.'s employees, board members, and volunteers, who tirelessly give their hearts and time to positively impact our service users' lives. I am honored to be part of this incredible journey.



Caroline Ruffolo
Board Treasurer

THANK YOU

Board of Directors

S.H.I.F.T. is fortunate to have an incredibly dedicated team of Directors who invest their time and energy into this passion project. Without their commitment, we wouldn't be where we are today.

- Andrew MacKenzie (Co-Chair)
- Jenna Dollin (Secretary)
- Alicia Kalozdi-Macmillan
- Ken Marsh (Co-Chair)
- Caroline Ruffolo (Treasurer)
- Maggie MacMurphy
- Melissa Marshall (Vice Chair)

Volunteers

Our amazing volunteers dedicate their time to supporting our community and those who need it the most. Whether your time is spent helping in the shelter or outside of the shelter walls we could not do what we do without the support of our volunteers. Thank you!

Staff

Thank you to our frontline staff for your dedication and tireless efforts in delivering consistent and effective programming to our service users. We also extend our gratitude to our leadership staff for their unwavering commitment to the safety and care of both our service users and frontline team, ensuring that S.H.I.F.T. remains a leader in trauma-informed, person-centred care.



YOUR IMPACT

Thank you to the following supporters who generously supported with financial or in-kind gifts to S.H.I.F.T. by contributing \$500 or more in 2023.

- Alice Buchanan
- Alliston Christian Fellowship
- Alliston Pentecostal Church
- Alliston Potato Festival
- Alma Mechanical
- Amy & Brad Matheson
- Archacept Inc.
- Barb & Darin Lawson
- Barrie & District Association of Realtors
- Brian & Heather Armstrong
- Carolyn Knowles
- Catholic Women's League of Canada
- Christian Reformed Church of Alliston
- Church of the Evangelists
- Coldwell Banker, Ronan Realty
- Deb Hudson : TD Wealth
- Denis Mayer
- Excalibur Trailers
- Georgian Waste Service
- Giant Tiger - Alliston
- Grant Thornton LLP
- HJV Equipment
- Innisfil Community Foundation
- Jane Vandorp
- Julia Goebel
- Kathleen Boyd
- Knox Presbyterian Church
- Kyle Coleman Foundation
- Maggie MacMurphy
- Mansfield Presbyterian Church - Ladies Aid
- Mary Gordon
- Masco Corporation
- Norm & Myer Godfrey: Yorkwood Building Group Ltd.
- The Nottawasaga Foundation
- Ontario Realtors Care Foundation
- Park Hill Paving Limited
- Patricia Jackson
- Retired Teachers of Ontario Dist. 17
- Rich Hill U.C.W
- Robert McCarthy
- Sarah Lunn
- Simcoe Parts Service Inc.
- Sommerville Nurseries Inc.
- St. Andrew's Anglican Church
- St. John's United Church
- Tanja Futter
- Tec We Gwill Women's Institute
- The Pindoff Family Charitable Foundation
- The Simcoe Free Church
- Tottenham United Church
- Tottenham United Church Sunday School
- Trillium Ford Lincoln
- Wardlaw's Poultry Farm

grateful
❤️



S.H.I.F.T
SUPPORT AND HOPE
FOR INDIVIDUALS AND FAMILIES TODAY

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     Follow us on
social media!

Charitable Registration No: 78448 3737 RR0001

Founded in 2017, and the only service of its kind serving the area of South Simcoe, S.H.I.F.T stands for Support and Hope for Individuals and Families Today. S.H.I.F.T. provides lifesaving supports to youth, adults, and families experiencing or at-risk of homelessness and/or food insecurity.

Our goal is to support individuals and families in "making a shift" in their circumstances by way of providing consistent trusting relationships, honest communication and promoting participant choice and empowerment. Our aim is to support service users in feeling that they belong to and are engaged in the community. We are committed to facilitating connection to further services, resources, and community.

