



mission
possible

EMPOWERMENT
THROUGH
OPPORTUNITY

2023-2024

ANNUAL REPORT





Leadership Team

Matthew Smedley, CEO

Anastasia Bogomolova, Deputy Director

Jasmine Allen, Director of Partnerships

Chris Ward, Director of Opportunities

Tara Chang-Swanson, Director of Programs

Ida Wang, Manager of Administration

Board of Directors

Pam Ryan, Chair

Andrea Spiegel

Gordon McCann

May Amero

Michael LoVecchio

Nicole Gilewicz

Tristan Kingcott

A MESSAGE FROM OUR CHIEF EMPOWERMENT OFFICER



Since 1992, Mission Possible has transformed lives in Vancouver's Downtown Eastside by focusing on the immediate, tangible needs of the community.

What started out as one woman serving sandwiches out of the back of her station wagon to those that were hungry for food, evolved to meet the needs of those who are hungry for life change — specifically through access to meaningful work.

While our programs have evolved over the years, we have always stayed focused on our core belief that everyone inherently has the capacity for growth and change.

And I know that you believe that too.

With your steadfast, generous support, Mission Possible is now a sought after leader in our field of community economic development. We have a proven model for championing people who face significant barriers to accessing meaningful, long term work opportunities.

We believe in the power of work to transform a life. Through work, people are moved out of isolation and into connection. They are contributing to something that is greater than themselves. They are accountable to others. Like you'll read here in Noah's story, work is so much more than just the job.

This past year points to just how hungry our community is for change.

We saw the demand for our information sessions increase by 40% since this time last year before pausing our intake due to overwhelming demand. With you by our side, our team is working hard to respond to this growing need and remove more barriers to employment.

As you read this Annual Report, I hope that you see just how big of a difference you have made through your support. You are changing people's lives with your generosity — offering people a bridge out of poverty by empowering them with the skills and experience they need to thrive at work and in life.

With gratitude for this community,

A handwritten signature in black ink, appearing to read "Matthew Smedley". The signature is fluid and cursive.

Matthew Smedley
Executive Director & Chief Empowerment Officer

OUR REACH IN THE COMMUNITY

For people facing the significant barriers of homelessness, poverty, and addiction, the opportunity to secure meaningful work is often out of reach.

At Mission Possible, we believe in people's inherent capacity for growth. We take on the role of coach, empowering people as they access training programs, skill-building opportunities, and ultimately, work opportunities.

From information sessions available to everyone, to our flagship Employment Readiness Program and transitional work opportunities at our social enterprises — MP Maintenance and MP Neighbours — we walk with people on their own journey to meaningful employment.

This past year **over 1,200 people expressed interest** in these opportunities by signing up for our information sessions. This overwhelming demand caused us to pause our intake several times and evaluate how we can adapt to serve more people.

Here's more about our reach in the community this fiscal year:

397

397 people participated in 44 information sessions, taking a step to reach out and learn about our Employment Readiness Program and other resources available at MP.

349

349 people signed up for our Employment Readiness Workshop — our 3-day workshop that teaches soft skills development, job search skills, and workplace expectations.

132

This led 132 people to begin work with our social enterprises including 99 Co-Ed Team associates and 33 Women's Team associates.

45

Ultimately, 45 people transitioned to long term, stable employment including 35 Co-Ed Team associates and 10 Women's Team associates.

“Participants can turn the opportunity at MP into something for themselves that gives them momentum. It's always amazing to see what people can do when they're given a chance.”

— Tara Chang-Swanson, Director of Programs



2,230

Graffiti removals provided by the MP Maintenance team.

142

Snow removals by MP Maintenance last winter, which was twice as many as the previous winter.



877

De-escalated situations by our MP Neighbours team in the community.

45,954

Needles picked up off the streets by our MP Neighbours Community Navigators.



10,782

Hot, nutritious breakfasts were served by 454 volunteers to 9,780 unique guests at the Power Breakfast.

9,153

Brown bag lunches provided to MP associates on shift.

NOAH'S STORY

CULTIVATING A NEW LIFE THROUGH WORK



When Noah first arrived at Mission Possible, it had been over a decade since he'd been employed.

Noah once had a thriving career in computer technology, but when he began using substances and drinking excessively, it was impossible to keep a job.

Noah knew he needed help, so he attended a recovery program and started working towards rejoining the workforce.

"Seeing other people at work, that's something I envied," he shares, "I was missing that sense of community and the opportunity to earn money, but I'd been displaced from the industry for so long it was a bit daunting."

It took Noah two tries to find his footing at Mission Possible. The first time he enrolled in our Employment Readiness Program, he believed he was work ready. But that wasn't the case.

He quickly realized he needed more time to work on his physical and mental health to be ready to fully engage, and returned to Mission Possible with a different outlook the second time.

Noah's second start with the Clean Team was very different from the first. He was socializing with coworkers and accessing every wraparound support he could, including workshops, food security initiatives, and housing. Meeting with our Housing Support Coordinator had the biggest impact on Noah's life, moving him off a long waitlist and into stable housing for the first time in years.

Feeling supported and more confident, he was ready to apply for permanent work opportunities outside of Mission Possible.

His coach recommended he consider a groundskeeper position with one of Mission Possible's Impact Employers, 2400 Motel, and before long he started his new role as the iconic building's full-time groundskeeper.



Since joining the team at 2400 Motel, Noah has worked to help improve the site to meet the diverse needs of the guests. From generating the motel's new grounds management plan to retrofitting the various equipment on site, he has enjoyed the diversity of the role, the autonomy afforded to him by motel management, and the goal of improving grounds conditions for the comfort of staff, visitors, and guests.

He feels that improving the landscaping around the rooms has been reflective of his journey so far. "It's almost like a metaphor for my life. Five years ago I was in a shocking place and really run down. Now, I'm in a much better place." He continues to feel supported in this new environment too, receiving positive feedback from both the community and management.



"Not only did I return to work, I have gotten a huge boost in my self-confidence and I have a home... If I can show people that it is possible to recover and there are services available that can help people, that's great," he shares.

Noah exemplifies the tenacity it takes to overcome barriers and return to work, and we are thrilled to continue to watch him create a sustainable livelihood for himself.

Photo Credits: @RaviRanePhotography

WOMEN'S TEAM GROWTH

Our Women's Team saw a 52% increase in enrolment from last year, with 33 women and non-binary people starting the program.



Photo Credits: @RaviRanePhotography

We recognize that for women and non-binary people, working in a co-ed environment can be a barrier in and of itself. In 2020, we developed the Women's Team to create a safe space for women and non-binary people to participate in our Employment Readiness Program.

The Women's Team removes barriers that women and non-binary associates face in the workplace through unique programming, professional development, and leadership opportunities. We also ensure more gender representation in day-to-day work.

For example, Women's Team associates have the opportunity to attend Mission Possible's annual Women's Team Personal Development Summit. The Summit is designed to hold space for women and non-binary people to connect and learn in order to increase confidence and empower them to thrive and lead in the workplace.

At the summit, participants join their peers in carefully chosen and curated workshops that focus on personal and professional growth. At our most recent Summit, Vancouver Art Therapy Initiative led attendees through an intuitive vision board session, Employ to Empower helped them discover business ideas, and Family Services of Greater Vancouver gave useful tips on budgeting and goal setting.

"I liked it a lot! It was a really good experience. We came together in unity and it was very powerful. I felt very empowered leaving there. It was a beautiful experience."

— Brenda, Women's Team Associate and Summit Attendee



Photo Credits: @RaviRanePhotography

Tara Chang-Swanson, our Director of Programs, is committed to further developing the Women's Team to meet the huge growth in demand we see in this community.

Tara shares that priorities for this upcoming year include facilitating more training opportunities for Women's Team participants, such as pursuing a security license, or upgrading a first aid certificate, in order to further empower these participants to enhance their skills and move closer to their individual employment goals.

Whether in the Women's Team or Co-Ed Team, the coaching, training, and work opportunities that associates gain through their experience with Mission Possible lower the barriers to employment.

These skills and experiences at Mission Possible become a bridge to a future filled with possibilities.

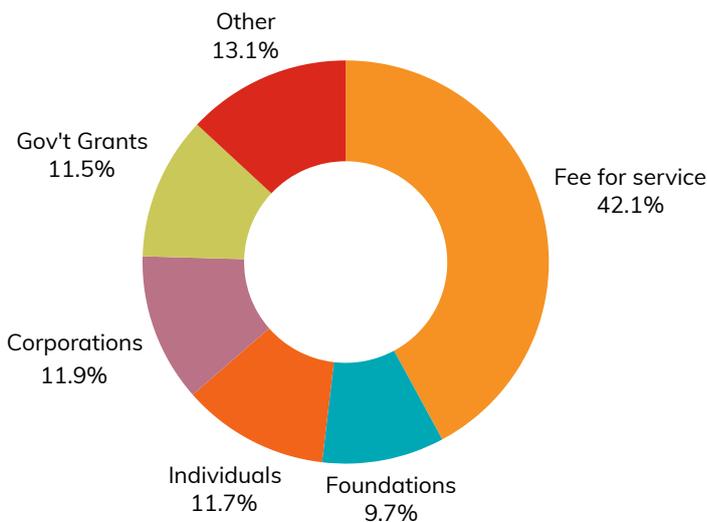


FINANCIAL SUMMARY

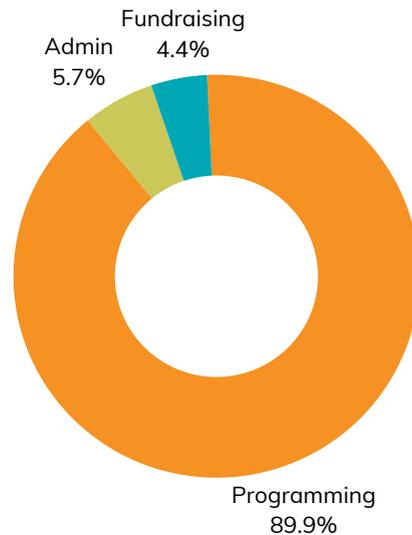
MAY 1, 2023 - APRIL 30, 2024

At Mission Possible, we pride ourselves in being a well-run organization that creates social impact. Built on a strong entrepreneurial operating system, we strive to increase the efficiency and productivity of our enterprises while remaining laser-focused on our mission, responsive to our community members, and accountable to our donors.

INCOME: \$2,732,957



EXPENSES: \$2,724,426



The above summary of income and expenses reflects the unaudited financial statements of Mission Possible Compassionate Ministries Society from May 1, 2023 - April 30, 2024.

PARTNERSHIP WITH A PURPOSE

Taseko Mines Ltd. is a leading North American copper mining company, dedicated to unlocking copper's true value as a key metal for the world's low-carbon future.

When we expressed interest in purchasing our first electric truck last year, Taseko stepped up and kick-started the campaign with a generous \$10,000 gift. Since then, they've embodied what it means to be an Impact Partner by supporting our events and associates as well. Partnerships like this make it possible for us to achieve our ambitious goals.

As part of Taseko's commitment to delivering 360° of Value, Sean Magee, VP of Corporate Affairs, shares, "Taseko supports local organizations that deliver direct, tangible, on-the-ground support to people seeking to better their lives. We believe the work [Mission Possible is] doing is making a real difference in people in our community's lives - which is why we are proud to be a community partner."

Taseko's enthusiasm to support our growth and community is what makes them incredible partners. Thank you to Taseko and all our other generous community partners, we couldn't do this work without you!

HOW YOU CAN HELP

When you support Mission Possible, you're joining a community of passionate and committed donors and partners — individuals, foundations, and businesses alike — that believe in the power of an opportunity.

Demand for the innovative programming and community Mission Possible offers continues to outstrip the resources we have. Your support today will help us increase our capacity and reach more people in the Downtown Eastside with the life-transforming power of an opportunity.



Donate One-Time or Monthly

When you give to Mission Possible, you are creating true and lasting change by removing barriers to employment for people who would otherwise be locked out of work.

Consider joining our community of monthly donors as a Momentum Partner, where you will support people as they break through barriers to employment by providing consistent, reliable support all year long.

To make a one-time or monthly gift visit us at mission-possible.ca/give.



Become a Customer

Our social enterprises, MP Maintenance and MP Neighbours, provide high calibre services throughout Greater Vancouver while employing individuals with barriers to employment.

MP Maintenance is a full-service exterior property cleaning company while MP Neighbours is a community-based solution to community safety and security.

To get a free estimate visit mpmaintenance.ca and mpneighbours.ca.



Be an Employment Partner

Every year, associates graduate from our Employment Readiness Program having shown commitment, reliability, dedication, and attention to detail. As an Employment Partner, your company can gain a valuable team member and can also demonstrate your commitment to inclusive hiring practices. Your team will benefit from the continuous support — for both graduates and partnering organizations — that Mission Possible's supervisors and coaches will provide throughout this transition.

To learn more about hiring an MP graduate, please contact hire@mission-possible.ca.



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