



# The Next Generation

**GOOD SHEPHERD  
COMMUNITY REPORT  
2015-2016**



Good Shepherd  
Faith in people.

## A MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

On behalf of the Good Shepherd Centres Board of Directors, I would like to thank all of our community partners, donors and volunteers for their generosity this past year. This was my first year serving as President of the Board and I am very proud of the progress and accomplishments that Good Shepherd has made.



Good Shepherd's programs and services continue to have a strong impact on the community's most vulnerable people and our staff and volunteers have worked tirelessly to adapt to the growing needs of the community. Last year the number of clients using Good Shepherd's Emergency Food and Clothing Program increased by 60 percent and the newly established **Market Place** at the Venture Centre is now the most accessed emergency food program in Hamilton.

As the demand for our services has increased, we have experienced challenges in maintaining our resources. However, as with all of our programs and in line with our mission and values, we refuse to turn our backs on the growing needs of the people who come to us for assistance.

The Board of Directors looks forward to the future as we continue to ensure that Good Shepherd serves the needs of all children, youth, men, women and families that come to us in their time of need.

Sincerely,

A handwritten signature in black ink, appearing to read 'GB', written over a light blue background.

Gary Beveridge  
President, Board of Directors

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

This year, Good Shepherd continued to be blessed with the collective positive energy and generosity of donors, volunteers and community partners who rally to keep our programs and services running.

However, we have been confronted with the reality that we do not always have enough resources and are often faced with significant funding challenges, more so this past year for our youth programs. Homeless and street-involved youth are often the least visible of Hamilton's marginalized population and there is a lack of awareness by the general public. The financial constraints placed on human services organizations such as Good Shepherd by funding agencies increase pressure on efforts to alleviate poverty and homelessness in our community.

In this annual report you will read about a new generation of donors like the Lecluse family, who came to our rescue by assisting us in keeping services available for our community's at-risk youth. Their generosity demonstrates the importance of celebrating investment in our youth.

I want to sincerely thank those who continue to show great kindness as we move forward in our efforts to find a more permanent funding source for our youth programs and all the programs that benefit some of the most vulnerable people in our community.

Thank you for your ongoing commitment to our mission of Hospitality.



Brother Richard MacPhee, OH  
Executive Director



## A MESSAGE FROM THE PROVINCIAL, HOSPITALLER ORDER OF ST. JOHN OF GOD



January 19, 2016, marked the first anniversary of the fusion of the Little Brothers of the Good Shepherd and the Hospitaller Order of St. John of God. To commemorate the anniversary of the establishment of the Hospitaller Order of St. John of God's new province, Good Shepherd hosted a week of events related to Hospitality, which is at the heart of our Mission. Co-workers from across all programs offered activities such as meditation, music therapy and open houses to demonstrate their commitment to Hospitality.

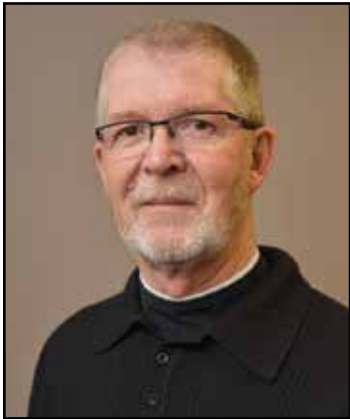
Over the past year, we have learned from the experiences of our Brothers and have gained valuable knowledge from the larger religious order. In October we assembled a committee of co-workers from each Good Shepherd program, Board members, volunteers and Brothers to develop new Mission, Vision and Values Statements and formally integrate Hospitality, as inspired by St. John of God. It was important that these statements reflected this overriding Value, which has governed the Brothers' work since our Founder, St. John of God, established the Order in the 16<sup>th</sup> Century.

I am proud of this committee's effort and our organization as a whole for fully embracing the value of Hospitality into our daily work.

Sincerely in the Spirit of Hospitality,

A handwritten signature in black ink, which appears to read "Justin Howson OH". The signature is written in a cursive style with a large initial "J".

Brother Justin Howson, OH  
Provincial, Hospitaller Order of St. John of God  
Province of the Good Shepherd in North America





# The Next Generation



Good Shepherd  
Faith in people.

**PATRICK FLETCH**  
*Donor & Volunteer Board Member*

When Patrick Fletch first attended the Good Shepherd Youth Services high school graduation ceremony at Notre Dame House, his passion for helping at-risk and homeless youth grew to a new level.

“The only way to make changes to the world is through children and youth,” says Patrick. “When I heard there are fourth-generation homeless youth living on the streets, I knew I needed to do whatever I could to change that and help break the cycle.”

Patrick left home at the age of 15 and didn’t graduate from high school. He explains that he left his parents’ home of his own free will and acknowledges that his teenage years were difficult.

“I was a tough kid for my parents to handle. Through my own experiences I’ve become determined to help other at-risk youth get through their obstacles and accomplish great things,” says Patrick.

With years of work in the automotive industry under



his belt, Patrick uses his connections to raise awareness of Good Shepherd programs and helps build relationships for the organization. It speaks volumes that many of the people he has introduced to Good Shepherd have become loyal partners.

“People give to people and I’m happy to spread the word and act as an ambassador to Good Shepherd,” he says. “I put a lot of responsibility on myself as a member of the Board of Directors and I’m always asking myself if I’m giving enough and doing enough to help.”



## CARMEN'S GROUP: PJ & JOE MERCANTI

*Corporate Donor*

In November 2015 Carmen's Group announced that brothers PJ and Joe Mercanti would take over the family business as Chief Executive Officer and Chief Operating Officer, respectively. The highly successful hospitality and entertainment brand is widely known for its philanthropy and has been a leader in the success of Good Shepherd events such as the Harvest Dinner, Christmas Wonderland and many others over the past 23 years.

"We are inspired by other Hamilton businesses, like Arcelor Mittal Dofasco, for example, who make a big impact on the community," says PJ. "We pay close attention to business leaders like Ron Foxcroft who spark change and aspire to do more than just run their businesses."

Both PJ and Joe credit their parents for instilling a sense of philanthropy in them at a young age. Following in the footsteps of their father, Peter, they are focused on partnering with charities that have a deep and meaningful impact on the community. Specifically, they have an affinity for



those organizations who support the health and well-being of vulnerable people in the Hamilton area.

"It feels good to know that after we pull off a successful event, we've been a part of something that will make the community a better place. It's both a personal and professional fulfillment," says PJ.

"It is the least we can do to help a community that gives so much back to us," Joe adds.



## JAY PERRY & FRIENDS WITH HEARTS *Community Fundraising*

Jay Perry's energy and imagination inspired the aptly named *Friends with Hearts*, a community of like-minded individuals who come together to restore the magic of Christmas for families in difficult circumstances. Jay's motivation to start the group was born out of his experiences in poverty-ravaged Haiti, which radically changed his perspective on life at home.

"Haitians are economically poor but they're social millionaires. They talk to one another, they take care of one another," he explains. "My hope was to bring that sense of community back with me to Canada."

Jay took to social media and tweeted an appeal for help to sponsor a family for Christmas. He was flooded with replies within minutes from people eager to be involved. By 2013, 165 Friends with Hearts were on board and their generosity seems to have no bounds. In 2015 they raised almost \$13,000 and bought gifts for 70 people at the Family Centre and Youth Services.

"We continue to post all of our material via multiple social media streams as we believe it's the fastest way to reach a demographic of people that aren't your typical donors," Jay says. "My life has taken a different direction since starting Friends with Hearts. It has brought back a sense of community to my life."





## MATTHEW & ERIN GIFFEN

*Major Gift Donors*

**M**att and Erin had been living overseas for a few years before moving back to Oakville in 2008. Once they were settled in they did some research to determine which charity their family would support. Matt is a huge Hamilton Tiger-Cats fan and never misses a game. His love of the team blossomed into a love for the city.

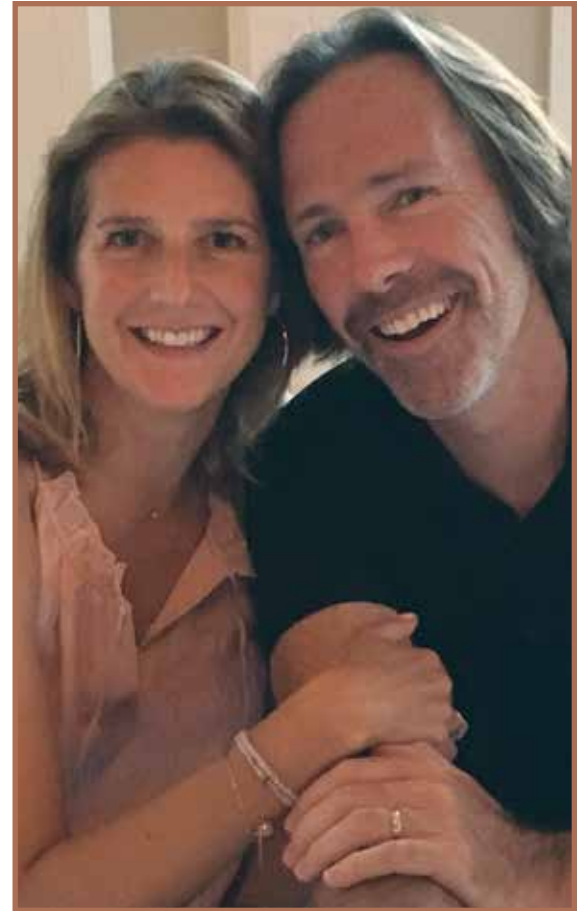
“We have strong ties to Hamilton and believe in giving back to communities where we live and spend time. We also have strong Catholic values and appreciate that Good Shepherd’s work is rooted in Catholic teachings,” says Matt.

Matt and Erin learned early in life that giving back is important. Matt’s mother has been a leader in her church’s charity work for over 60 years.

“Giving back was a natural part of our upbringing and it has been a natural part of raising our own children,” he says.

Matt and his daughter Molly have volunteered at Good Shepherd’s Christmas Hamper program after making a significant donation in 2014 that was crucial in getting the Venture Centre open to the public.

“It’s great to give back financially but it’s also great to volunteer,” he explains. “I love that Good Shepherd allows us to take a hands-on approach to our giving.”



## LECLUSE FAMILY *Family Foundation*

**T**he Lecluse family – Jennifer, a former Good Shepherd Youth Services volunteer, her father John and her mother Jocelyn – are long-time supporters of Good Shepherd.

John has financial interests in a number of auto dealerships, including Sterling Honda and Plaza Nissan. As a Family Foundation, the Lecluses make funding decisions together as philanthropic values are passed down from one generation to the next.

The Lecluse family have become ambassadors for the programs and services that are offered at Good Shepherd Youth Services after making a substantial donation to ensure the survival of the Notre Dame Community Resource Centre (CRC) when funding from the City was cut in late 2015.

“My hope was that this donation would have an impact on the City of Hamilton,” says John.

John admits that his passion for helping at-risk youth comes from his daughter’s influence. She’s the one who encouraged her father to take a tour of the



CRC and then attend a holiday party for homeless and street-involved youth.

“Through volunteering there, I gained an understanding of how important the services are for the lives of so many youth,” explains Jennifer.

“There is so much opportunity (at the CRC), if only the youth are given a chance,” says John. “It’s a very important service for this community.”





Good Shepherd  
Faith in people.

REPORT TO THE COMMUNITY 2015-2016



# A Snapshot of Good Shepherd 2015-16



## 13 Students

*a record number of homeless and at-risk youth, earned their high school graduation diplomas from our alternative education schools – nine from the Jeanne Scott Parent & Child Resource Centre and four from Notre Dame House School.*

## 2,300 People

*enjoyed a delicious turkey dinner and a visit to Christmas Wonderland where they met Santa and received a gift.*



- 3,000 people visited our Christmas Hamper Program to shop for seasonal groceries, clothing and toys
- 65 people with life-limiting illnesses lived their remaining days in hospice palliative care at Emmanuel House
- 61,476 people were helped by our Emergency Food & Clothing Services.
- 308 women and 569 children found safety from abusive circumstances while re-establishing themselves in the community through our Second Stage Housing.
- 896 individuals visited our five Health Clinics, serving people who do not have stable housing and have complex health problems.



## 70,867 Hot Meals

*were served at  
The Good Shepherd Centre  
including special occasions, like  
Easter and Thanksgiving.*

## 5,345 Volunteers

*donated their time and energy  
to Good Shepherd clients:*

- 2,661 at Day of Caring
- 1,163 at Christmas Hamper
- 753 at Christmas Wonderland

## Emergency Shelters

*Community demand continues*

The average monthly occupancy rate for our emergency shelters:

- Notre Dame House: 71.4%
- Men's Centre: 89.8%
- Martha House: 104.3%\*
- Mary's Place: 102%\*\*
- Family Centre: 98%

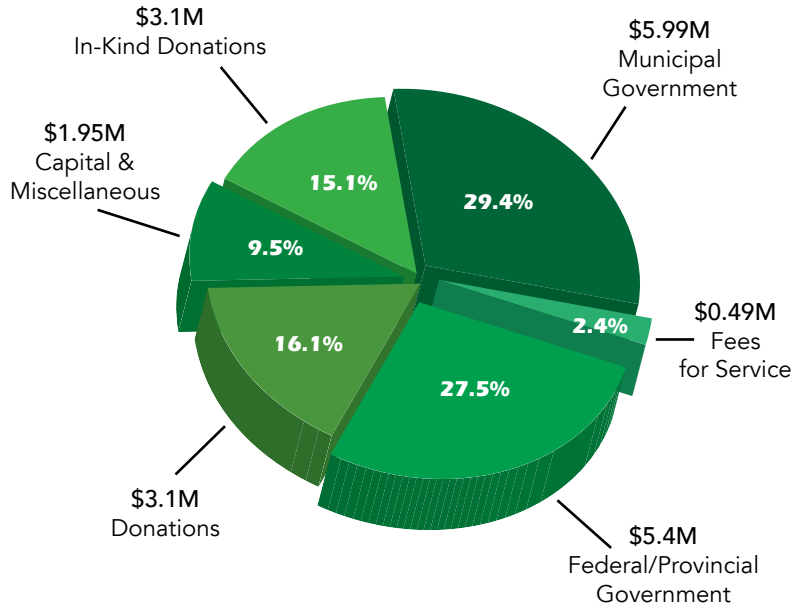
\* Women and children were turned away on 2,412 occasions because our beds were full.

\*\* Women were turned away on 2,427 occasions because our beds were full.

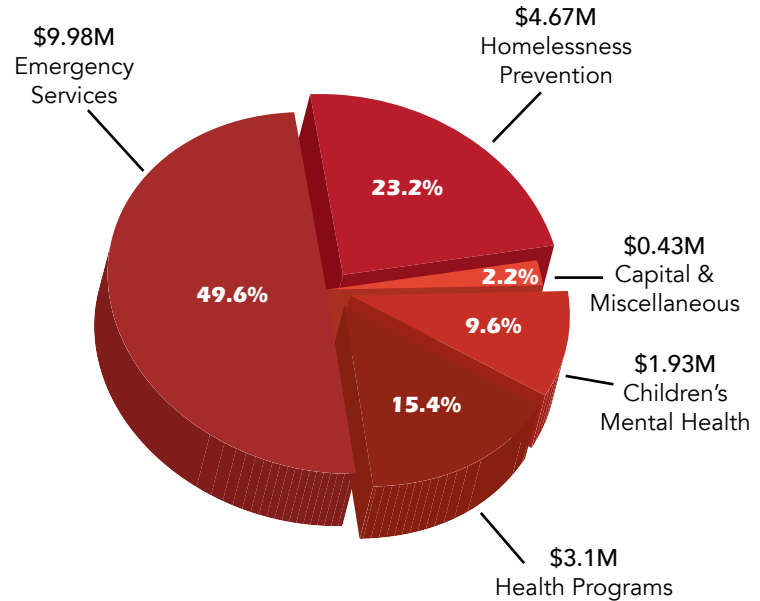


# REPORT TO THE COMMUNITY 2015-2016

## Your Investment in Us



## Community Benefit *How We Used Your Investment*



## A MESSAGE FROM THE CHIEF DEVELOPMENT OFFICER

The face of our community is changing rapidly, making it more important than ever to attract new donors to our cause. The next generation of philanthropists, who fit into **Gen X** (born 1964-1980) or **Gen Y/Millennial** (born 1981-2000), are the major donors of the future.



In this report we have profiled Good Shepherd donors who are a part of this next generation. These donors are driven by the values they typically have learned from their parents, grandparents or other close family members. They are highly focused on the impact of their giving and they want to know how their involvement with Good Shepherd has contributed to the community. Many members of the younger generation of donors are also Good Shepherd volunteers who not only donate money but also offer their own professional or personal talents to help us accomplish our goals.

As we look ahead, we must pay close attention to our new donors' evolving communication preferences (online through email and social media) and offer a variety of ways to donate to us.

I am very excited about the future of philanthropy. Our next generation of donors will find new and innovative ways to give of themselves, and as a result will have a major impact on the people who come to Good Shepherd for assistance.

As always, thank you all for your ongoing support.

God Bless,

A handwritten signature in black ink, appearing to read 'Cathy', enclosed within a circular scribble.

Cathy Wellwood  
Chief Development Officer

**President**

Gary Beveridge

**Vice President**

Patricia Leonard

**Treasurer**

Tony Italiano

**Past President**

Paul (Duke) O'Sullivan

**Directors**

Jackie Bajus

Mary Lou Dingle

Ed Dunn

Patrick Fletch

Shari Guinta

Celeste Heyerichs

Brother Justin Howson, OH

Brother David Lynch, OH

Father Tony O'Dell

Frank Passaro

Father James Petrie

**Executive Director**

Brother Richard MacPhee, OH

**Secretary (Non-Board Member)**

Paula Landry

**CONTACT US**

**GENERAL INQUIRIES**

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**DONATION QUESTIONS**

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(905.57.ANGEL)

**FAX**

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**MAILING ADDRESS**

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Charitable Registration No. 13063 6798 RR0001

