

# GIFTS IN ACTION

SUMMER 2024

**BUILDING COMMUNITY.  
GROWING HOPE.  
SUPPORTING CHANGE.**

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## WHAT'S INSIDE?

Message from the CEO | **Page 2**

Impact Stories | **Page 2**

Your Compassion in Action | **Page 2 - 4**





## A MESSAGE FROM THE CEO

I am deeply honoured and excited to have taken over the CEO role as of March 1, 2024.

I want to express my heartfelt gratitude for the warm welcome and support during my transition. My previous roles on our Foundation Board for two years and on staff as Chief Impact Officer and Interim Chief Development Officer have allowed me to experience firsthand the passion and commitment of donors, staff, and volunteers, who are the heart of this organization.

Speaking with our guests, I've heard their struggles and gratitude for our vital assistance. I look forward to meeting with our community partners and donors, whose support makes our work possible.

As we navigate future opportunities and challenges, we must reaffirm our commitment to our core values and mission. The Mustard Seed's dedication to empowering individuals and families to break free from the cycle of poverty is not just a noble aspiration, it is a moral imperative. Together, we have the power to effect meaningful change and create a brighter future for those we serve.

Thank you once again for the privilege of serving as your CEO. I am truly excited about the possibilities that lie ahead and am humbled to be part of such a remarkable community.

James Gardiner  
Chief Executive Officer



## TURNING THE CORNER: CATHY'S PATH FROM HOMELESSNESS

Cathy had built a thriving career with a prestigious company in Vancouver. However, when she unexpectedly lost her job and the cost of living soared, she was compelled to move to Calgary. Initially, staying with a friend seemed like a temporary solution. But as weeks turned into months and months extended into nearly two years without employment, Cathy's situation grew increasingly dire. Her savings dwindled rapidly, and her living arrangements became unsustainable. For the first time in her life, Cathy found herself without a place to call home. "I had nowhere else to go," she confessed, her eyes welling with tears as she recalled the bizarre turn of events.

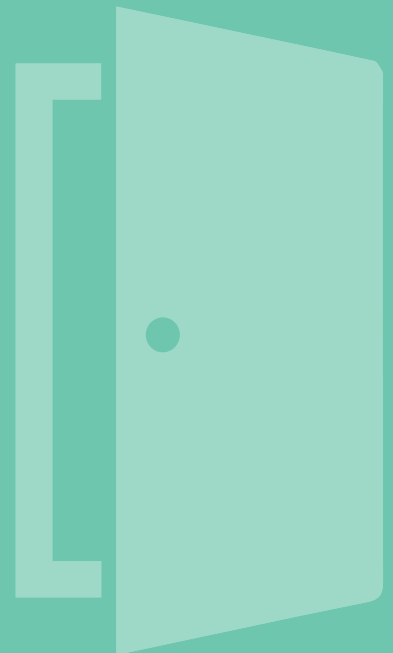
Fortunately, at The Mustard Seed, she discovered a lifeline. Grateful for the support and assistance of the staff, Cathy felt a glimmer of hope rekindle within her. With their guidance, she began to rebuild her life, focusing on securing employment and finding affordable housing.

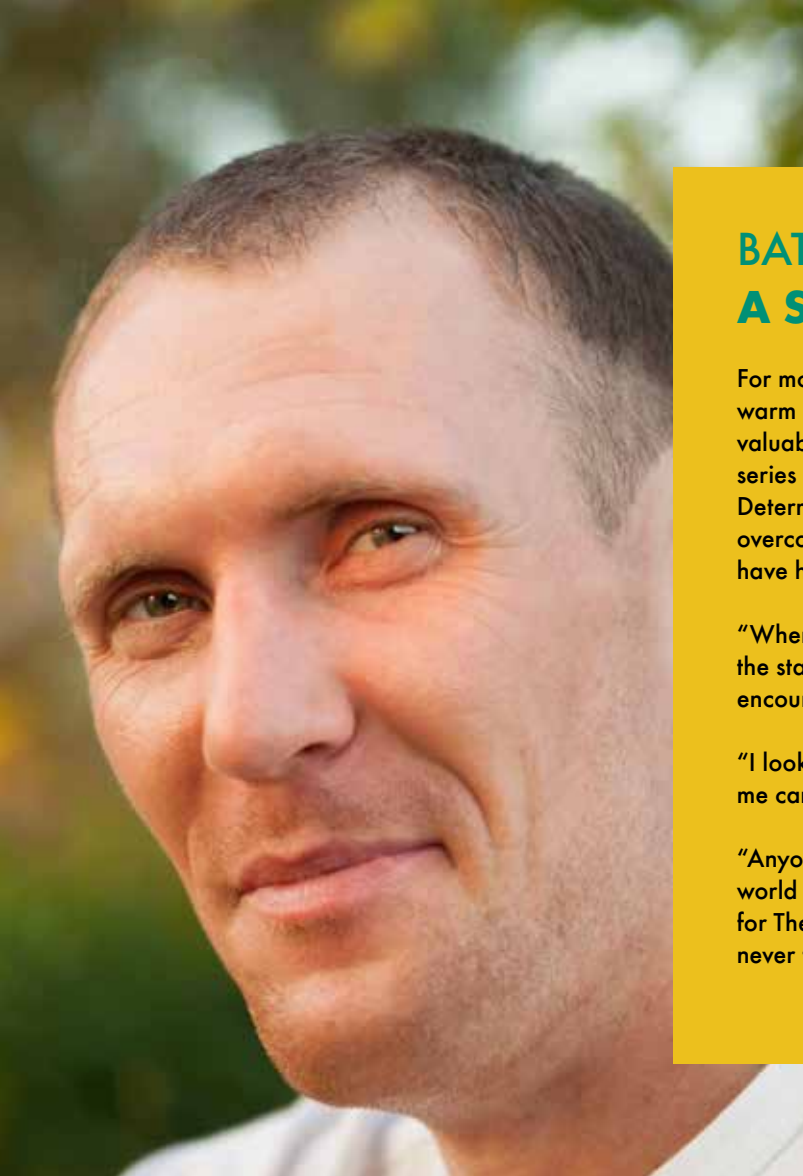
Slowly but surely, things started to fall into place for Cathy. "I finally have something to look forward to," she shared, her eyes sparkling with optimism.

## YOU'RE OPENING DOORS! CEDAR POINT (Formerly Coordinated Care Campus)

The Mustard Seed is excited to partner with the City of Grande Prairie to provide vital supportive housing for those experiencing poverty and homelessness. Cedar Point offers stable, safe, affordable housing with wrap-around supports, including healthcare, food, inclusive Indigenous and multicultural spaces, and recreation.

This innovative approach helps residents sustain housing and reach recovery goals, making Cedar Point a long-term, recovery-oriented housing solution. Unlike shelters, supportive housing units provide permanent homes where individuals pay leases and or rent, and have 24/7 access to onsite recovery care and social support.





## BATTLING THE ODDS ... A STORY OF TRANSFORMATION

For months Alex scavenged the streets in search of food, and a warm place to sleep. He arrived at The Mustard Seed with his most valuable possession – his life. Riddled with grief, hardships, and a series of unfortunate events, Alex battled substance abuse for years. Determined not to end up incarcerated or dead, he sought help to overcome his addictions. Now 24 months sober, Alex is all smiles. “I have hope – I can finally smile,” says Alex.

“When I first came to The Mustard Seed, I was in rough shape, but the staff looked at me as a person. They welcomed me, fed me, and encouraged me.”

“I look at the world differently now. I desire to give back, so others like me can find hope,” affirms Alex.

“Anyone can end up being homeless; one day you’re on top of the world and the next day you could hit rock bottom. I am truly grateful for The Mustard Seed. The staff went above to support me and I will never forget that.”



## FAMILIES NOW CALLING HUB:29 HOME

We are excited to announce that families are now calling Ogden Hub:29 home, our first family-oriented permanent affordable housing building. This five-story building offers 24 two- and three-bedroom units, Thornhill Childcare, a rooftop playground, Brian’s Café, and common areas where families can laugh, learn, play, grow, and thrive.

## YOUR SUPPORT IN ACTION:



**575** clients employed



**657** clients housed; **476** in our 8-buildings



Approx. **700** people/night in our 12 shelters



**17,600** spiritual event attendees



**63,500** clothing and living essentials given out



**55,800** health & wellness services provided



**710,500** meals provided

\*The Mustard Seed statistics shown are a consolidation of data from all locations, Jan-Dec 2023.



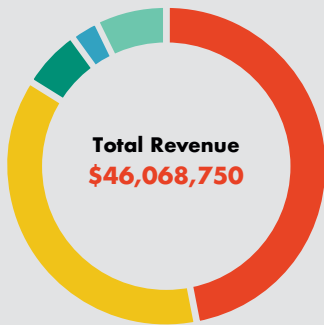
# 12,800 REASONS TO CELEBRATE – AND EVERY MOMENT MATTERS!

We are grateful to our volunteers who share their time, skills, empathy, and creativity to support the most vulnerable in our communities. Last year, **12,800** volunteers gave **119,000** hours to help transform lives in their communities. Thank you!

To volunteer or learn more visit [TheSeed.ca/volunteer](http://TheSeed.ca/volunteer)



## FINANCIALS



**Total Revenue**  
**\$46,068,750**

- Donations **47%**
- Grants & Government Funding **37%**
- Rentals & Services **6%**
- Other Income **3%**
- Gain on Sale of Assets **7%**



**Total Expenses**  
**\$47,764,316**

- Basic Services **43%**
- Housing **16%**
- Support Services **24%**
- Resource Development, Marketing, & Public Education **12%**
- Administration **5%**

## MONTHLY DONORS ARE AT THE HEART OF EVERYTHING WE DO.

Meet Lee-Ann, a 12Seeds community member and retired administrator who enjoys a quiet life with her family. As a former board member of New Life Mission for 11 years, Lee-Ann is passionate about helping those with substance use disorders.

“The work of this organization is very close to my heart, having lost a daughter to alcoholism. I know firsthand how addiction affects everyone who cares for the person,” she says.

Lee-Ann encourages donations to The Mustard Seed in Kamloops, emphasizing that contributions directly meet local needs and change lives. “I see myself as part of the work by donating. I believe in The Mustard Seed’s mission and am excited about future support for our community,” she adds.



# 12SeedsSupporter

## CHANGE LIVES all year long ...

Every day, every week, every month, be there for neighbours who need someone to rely on.

Join Now: [TheSeed.ca/12Seeds](http://TheSeed.ca/12Seeds)

Get social  
with us:



**1.833.GIV.HOPE (448.4673)**

**[info@theseed.ca](mailto:info@theseed.ca)**

[TheSeed.ca](http://TheSeed.ca)



THE  
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