



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

ANNUAL IMPACT REPORT

WITH DEEP GRATITUDE

To our staff - From shelter to outreach, drop-in to leadership, your dedication is the heartbeat of S.H.I.F.T. You show up with compassion, grit, and grace, often giving more than anyone sees. Your blood, sweat, and tears make this work real. Thank you for holding space, solving problems, and showing up - day after day - for those who need us most.



To our volunteers - Whether preparing meals, supporting events, or lending a hand behind the scenes, you bring warmth, generosity, and joy to our spaces. Your time and care ripple outward in ways that matter deeply. Thank you for being part of this movement.

To our 2024-2025 Board of Directors - Your guidance, oversight, and belief in S.H.I.F.T.'s mission help us stay grounded and forward-looking. Thank you to Andrew Mackenzie (Co-Chair), Ken Marsh (Co-Chair), Jenna Dollin (Secretary), Caroline Ruffolo (Treasurer), Maggie MacMurchy, Melissa Marshall, Alicia Kalozdi, Myriam St. Hilaire, Devin Roshan, and Alycia Rose; your leadership helps S.H.I.F.T. remain strong, strategic, and deeply rooted in community.

Together, we are shifting systems, stories, and futures - with care, courage, and collective strength



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

LAND



ACKNOWLEDGEMENT

S.H.I.F.T acknowledges that we are situated on the traditional land of the Anishnaabeg people. The Anishnaabeg include the Ojibwe, Odawa, and Pottawatomi nations, collectively known as the Three Fires Confederacy. We are dedicated to honouring Indigenous history and culture and committed to moving forward in the spirit of reconciliation and respect with all First Nation, Métis and Inuit people.



S.H.I.F.T (Support and Hope for Individuals and Families Today) provides safe, respectful, and welcoming short-term overnight accommodation, meals, resources, referrals and supports to those experiencing or at-risk of experiencing homelessness and/or food insecurity, as well as the challenges related to poverty, in South Simcoe. We are committed to facilitating connection to further services, resources, and community.

OUR VISION

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

OUR MISSION

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

FROM THE EXECUTIVE DIRECTOR & BOARD CO-CHAIRS

Across Canada, the housing crisis is no longer looming - it's here. **Every day, thousands of people face the reality of homelessness, housing insecurity, and social isolation.** In 2024, more than 30,000 people experienced homelessness on any given night, and over 119,000 Canadians relied on emergency shelters last year. These are not distant issues or abstract numbers. They are lived experiences unfolding in **our communities, in our neighborhoods, and on our streets.** In Ontario, even full-time work at minimum wage often fails to meet the basic cost of living, leaving individuals and families vulnerable to poverty and **impossible choices between food, rent, and survival.**

In South Simcoe, these pressures are felt acutely. Across the region, we've witnessed a **growing demand for supports.** But alongside this rising need, we've also seen something powerful: a community that refuses to look away. We've seen **resilience** - in those we serve, in our staff, and in our partners. We've seen **innovation** - in the ways we respond, adapt, and collaborate. And we've seen **care** - in every meal shared, every conversation held, and every door opened.

At S.H.I.F.T., our response to the needs in our community has been **rooted in urgency, compassion, and a deep commitment to dignity for all.** Our programs - Emergency Overnight Shelter, Mobile Street and Community Outreach, and Daytime Drop-In Centre - have continued to evolve, not only to meet immediate needs, but to **create pathways toward long-term stability.** These programs are more than services. They are lifelines. They are **spaces of safety, connection, and possibility.**

We've deepened our commitment to trauma-informed care, equity, and inclusive service delivery. We've strengthened our internal systems, invested in staff development, and expanded our partnerships with service providers, municipalities, and funders. We've continued to center the voices of those most impacted by homelessness - ensuring that our work reflects lived experience, not just professional expertise.



Every day, thousands of people face the reality of homelessness, housing insecurity, and social isolation.

2024 also marked a pivotal milestone: the launch of our 2024–2027 Strategic Plan. Built on four foundational pillars - **Strong Foundations, Community Collaborations, Education & Advocacy, and Commitment to Excellence** - this plan is more than a roadmap. It's a declaration of our values and our vision. It affirms our belief that housing is a human right, and that real change happens when we listen deeply, act boldly, and build together.

We've also laid the groundwork for our capital campaign, which will allow us to expand our physical infrastructure and enhance service delivery. This is not just about bricks and mortar - it's about **creating spaces that reflect the dignity of those we serve**. Spaces that are welcoming, safe, and equipped to meet the complexity of need.

Throughout 2024, **we faced challenges** - staffing gaps, community tensions, and the ongoing strain of operating in a system that is under-resourced and overstretched. But we've **met these challenges with professionalism, care, and a commitment to collaboration**. We've navigated complexity with humility and resolve, always returning to one core question: What does it mean to truly meet someone where they are?

Leadership at S.H.I.F.T. is not confined to strategy - it lives in the rhythm of daily operations. It's in the quiet decisions made by frontline staff, the thoughtful planning of our management team, and the steady guidance of our Board of Directors. It's in the way we hold space for grief, celebrate progress, and remain accountable to our mission.

As we reflect on 2024, we are both humbled and energized. **The challenges are real - but so is our resolve**. We've seen firsthand what's possible when a community comes together with compassion, creativity, and a shared commitment to justice. We've witnessed transformation in individuals, in systems, and in ourselves.

We invite you to **stay connected, stay informed, and stay engaged**. Your voice, your time, and your support help shape a South Simcoe where everyone has the chance to thrive. Whether through advocacy, partnership, or everyday acts of kindness, you are part of the S.H.I.F.T. story.

Let's continue to **shift systems, shift narratives, and shift futures** - together.

With gratitude,



A handwritten signature in white ink on a dark blue background.

Andrew Mackenzie
Co-Chair



A handwritten signature in white ink on a dark blue background.

Ken Marsh
Co-Chair



A handwritten signature in white ink on a dark blue background.

Jenifer Pergentile
Executive Director

TEAM SPOTLIGHT

What defines leadership at S.H.I.F.T. is not hierarchy, but the collective courage to respond with integrity and intention. Our leadership team brings together a range of expertise, united by a **shared commitment** to responsive care and community transformation.

Their **passion and dedication** is evident most deeply in the spaces where lives are changed moment by moment: the Emergency Overnight Shelter, the Daytime Drop-In Centre, and our Mobile Street and Community Outreach. These programs are not just services, they are **lifelines**. Behind them is a team that ensures they remain **grounded, adaptive, and deeply human**.

Whether coordinating frontline teams, stewarding resources, strengthening systems, or amplifying S.H.I.F.T.'s voice in the community, this group leads with **integrity and intention**. They hold the tension between crisis response and long-term vision, ensuring that our Strategic Plan is not just aspirational, but actionable.

Their leadership guides S.H.I.F.T. through **growth, challenges, and change**; focused on improved access, deepened trauma-informed practices, and upholding the values that define our work. As we look ahead, we do so with confidence in the team that **steers our mission forward** - quietly, consistently, and with unwavering heart.



Jenifer Pergentile
Executive Director



Colleen Stephenson
Operations Administrator



Candace Gordon
Development Officer



Courtney Holmes
EOS/DDI Program Coordinator



Karen Majury
MSCO Program Coordinator

2024-2027

STRATEGIC PRIORITIES

STRONG FOUNDATIONS

Build trust through transparent fundraising, ethical governance, and a culture of wellness - developing a comprehensive growth plan and advancing a capital campaign that strengthens our organizational core.

COMMUNITY COLLABORATIONS

Foster partnerships, revitalize volunteer engagement, and launch a social enterprise - collaborating with key stakeholders and service providers to **expand intervention, education and prevention services** across South Simcoe.



EDUCATION & ADVOCACY

Challenge stigma, amplify lived experience, and influence policy - engaging communities through education, storytelling, and advocacy while upholding transparency, ethical standards, and social responsibility as **a trusted voice for change**.

COMMITMENT TO EXCELLENCE

Enhance service delivery through holistic, harm-reduction-based supports - aligning programs with best practices, strengthening staff capacity, and ensuring safety, data integrity, and continuous improvement across all operations.



OUR IMPACT

In 2024, S.H.I.F.T. delivered **vital services** and compassionate, non-judgmental, client-centred, and trauma-informed support to individuals experiencing homelessness, housing insecurity, and social isolation across South Simcoe. As **demand continued to rise**, our programs expanded in both reach and depth - reflecting not only the urgency of the moment, but our steadfast **commitment to dignity, equity, and care.**



900+
INDIVIDUALS SERVED
ACROSS ALL PROGRAM



25,000+
MEANINGFUL INDIVIDUAL
INTERACTIONS
ACROSS ALL PROGRAM



3,600+
HARM REDUCTION
INTERACTIONS
ACROSS ALL PROGRAMS



22,000+
MEALS, SNACKS AND FOOD
ITEMS HANDED OUT
ACROSS ALL PROGRAMS

In 2024, S.H.I.F.T. distributed **thousands of essential items** - clothing, water, hygiene supplies, pet food, and more - across South Simcoe. These everyday supports **met urgent needs**, reinforced dignity, and reflected our community's deep **commitment to care, connection, and equity** in the face of growing housing insecurity and social isolation.



1200+
ITEMS OF CLOTHING



650+
BAGS OF PET FOOD



3800+
BOTTLES OF WATER



7000+
PERSONAL HYGIENE ITEMS



1250+
PAIRS OF SOCKS

A PATH TO STABILITY

Mark arrived at S.H.I.F.T.'s Emergency Overnight Shelter in June 2024 after spending three nights sleeping outside. He had no income, no employment, and wasn't connected to any social assistance programs. Exhausted and out of options, he came to S.H.I.F.T. as a last resort. A diversion assessment confirmed that he met the criteria for shelter - he had no other resources, and nowhere else to turn.

During intake, Mark **worked with staff to identify his most urgent needs**. Income and employment were top priorities, and he was quickly referred to housing retention, income and job supports to assist in his journey. Within four

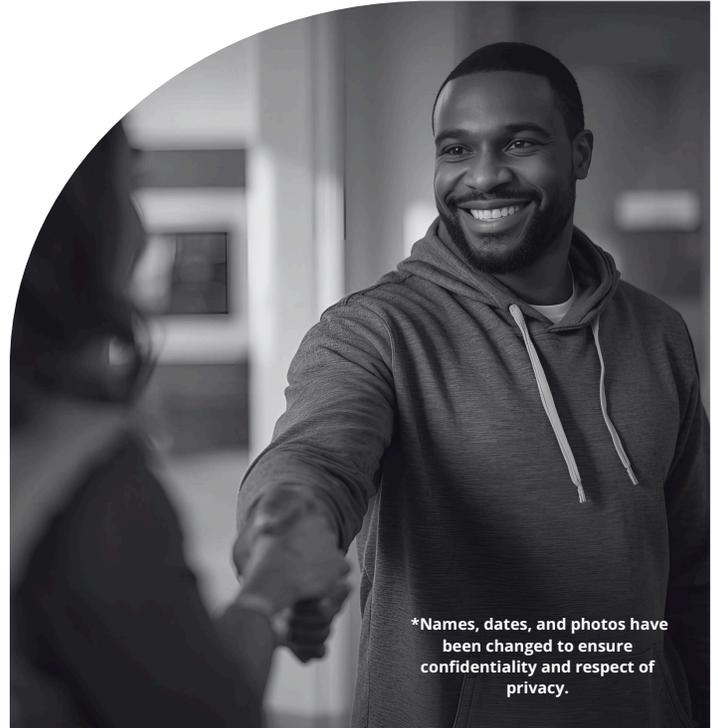
days, he had met with employment supports and begun preparing for job interviews. Just two weeks into his shelter stay, Mark secured full-time employment.

While this was a major step forward, housing remained a significant barrier. Despite having a steady income, the local rental market was operating far beyond what he could afford. He expressed frustration and concern, knowing that without stable housing, his progress could quickly unravel.

At 28 days in shelter, Mark came to staff with **hopeful news** - he had found an apartment to rent and would be able to move in at the beginning of August. To support this transition, his stay was extended, allowing him to continue working and save for first and last month's rent. Over the next few weeks, he focused on **building a sense of independence**, purchasing personal items and preparing for the move.

In early August, Mark **moved into his new home**. He remained employed full-time and began reconnecting with hobbies and interests he hadn't been able to pursue in years. The stability of housing allowed him to **shift his focus** from survival to growth.

Mark continues to visit S.H.I.F.T.'s Drop-In Centre from time to time - sharing updates, saying hello, and reminding staff of the role they played in his journey. His story is a powerful reflection of what's possible when someone is met with **compassion, opportunity, and timely support**.



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

EMERGENCY OVERNIGHT SHELTER



In 2024, S.H.I.F.T.'s Emergency Overnight Shelter offered **safety, warmth, and stability to those facing crisis**. Beyond immediate relief, the shelter served as a vital entry point—connecting individuals to employment, housing supports, and mental health services, and helping hundreds **take meaningful steps** toward long-term stability, dignity, and renewed independence.



86
INDIVIDUALS
ENTERED SHELTER



33
INDIVIDUALS ASSISTED
INTO PERMANENT
HOUSING



1850+
NIGHTS OF SAFETY
IN SHELTER



36
INDIVIDUALS ASSISTED
IN ACCESSING SAFE &
APPROPRIATE SHELTER
ALTERNATIVES

STREET & COMMUNITY OUTREACH

in 2024, S.H.I.F.T.'s Mobile Street & Community Outreach program **met people where they were** - offering survival supplies, emotional support, and pathways to housing. Through consistent presence and trust-building, our team connected individuals to vital services, coordinated wraparound care, and helped **transform moments of crisis into opportunities for stability and hope.**



600+
*UNIQUE INDIVIDUALS
ACCESSED SUPPORTS*



250+
*REFERRALS FOR
ADDITIONAL AND WRAP-
AROUND SUPPORTS*



4000+
*MEANINGFUL
INDIVIDUAL
INTERACTIONS*



300+
*TENTS, TARPS,
SLEEPING BAGS,
WARM BLANKETS AND
MILK BAG MATS PROVIDED*

A PATH TO HOME



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

During the harsh winter months of 2024, Alex was living out of her vehicle in a community within South Simcoe. She had been experiencing homelessness for several months with little supports, navigating freezing temperatures and isolation with limited access to basic necessities. It was through S.H.I.F.T.'s partnership with a municipal library and their community engagement worker that our Outreach team first connected with her.

Initial support focused on immediate survival - providing food, warm supplies, and a supportive and compassionate presence. But the relationship didn't end there. Over the course of several weeks, S.H.I.F.T.'s Outreach team continued to **show up,**

building trust and offering **consistent support.** These interactions laid the groundwork for deeper engagement and long-term planning.

Eventually, Alex agreed to complete a specialized prioritization assessment, a key step in understanding her needs and prioritizing services. She also gave permission to be added to the shared database, allowing S.H.I.F.T. and our community partners to **coordinate wraparound supports.**

With this foundation in place, Alex was connected to services including housing retention supports. The Outreach team remained a steady guide throughout the process - **helping navigate systems, advocating for her needs, and ensuring she didn't fall through the cracks.**

Thanks to this collaborative effort and Alex's own resilience, she was able to access affordable, safe, and secure housing in a Simcoe County community. Today, she is no longer living in her vehicle. She has a **place to call home.**

Alex's story is a testament to the power of **consistent outreach, community collaboration, and the belief that everyone deserves safety, stability, and a chance to rebuild.**

A PATH REOPENED

In July 2024, David came to S.H.I.F.T. after completing a detox program. Unable to return to his previous living situation, he faced immediate housing instability. He worked as a freelance handyman with a loyal clientele, but his income was unpredictable - making it difficult to secure permanent housing.

During intake, S.H.I.F.T. staff worked with David to **identify key barriers** and **build a plan forward**. Applications were initiated for the income supports and pension, and referrals were made to housing and mental health supports. Within a week, he was attending prospective housing viewings and had started the process for attending treatment as a longer-term option.

Three weeks into the program, David was supported in making **meaningful connections** with a case worker at a treatment centre and establishing ongoing mental health supports. By the end of his first month with S.H.I.F.T., he had secured a spot in a long-term treatment program, with intake scheduled for the following month. In the meantime, he continued to work on housing options for the future.

Six months into the treatment program, David graduated, and was released without housing prospects. He immediately contacted the Emergency Overnight Shelter program intake staff to re-engage and start the process towards permanent housing. Further assessments revealed that he was both a veteran and held Indigenous status; this opened **new pathways for support**. He was immediately connected with veteran-based supports, which provided access to mental health services, financial assistance, food support, and housing.

Through the veteran supports, David was placed in a fully furnished supportive housing unit, complete with weekly grocery funds and wraparound supports. The program offers up to a year of stability - giving him the time and space to **rebuild and pursue long-term housing**.

Today, David occasionally visits S.H.I.F.T.'s Drop-In Centre to share updates and stories from his journey. His resilience, paired with timely support, has opened a new chapter **filled with possibility**.



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

DAYTIME DROP-IN CENTRE



In 2024, S.H.I.F.T.'s Daytime Drop-In Centre remained a vital space of **dignity, connection, and care**. Through warm meals, trusted relationships, and access to essential supports, it offered **stability and belonging**. For many, it was a first step toward housing, wellness, and renewed hope - a place where people felt **seen, supported, and empowered** to move forward, one meaningful interaction at a time.



250+
INDIVIDUALS ATTENDED
FOR SUPPLIES, SUPPORTS
AND MEALS



100+
REFERRALS FOR
ADDITIONAL AND WRAP-
AROUND SUPPORTS



20,000+
MEANINGFUL
INDIVIDUAL
INTERACTIONS



5000+
MEALS PROVIDED

FROM THE TREASURER OF THE BOARD...

At S.H.I.F.T., we take great care in how we manage our finances - because **every dollar represents trust** from our community and a chance to make a meaningful difference.

Throughout the year, staff continued to manage resources with care and integrity, ensuring that every decision reflected our mission and the realities faced by those we serve. With thoughtful Board oversight and a commitment to ethical practice, **we remained focused on what matters most:** delivering high-impact programs and maintaining a strong foundation for the future.

We know that financial stewardship isn't just about numbers - it's about people. It's about ensuring that our shelter stays open, our outreach teams stay equipped, and our drop-in space remains welcoming and safe. It's about making sure our team has the support

they need to do this work well, and that our systems are built to last. We're **proud of how our resources were used** to support the services we provide, while also investing in the people and systems that make this work possible.

While our financial summaries offer a snapshot of how funds are received and allocated, **the deeper story is one of community investment** - of people coming together to support dignity, stability, and hope.

To everyone who contributed this year - **thank you.** Your generosity helps S.H.I.F.T. remain responsive, grounded, and ready to meet the moment with compassion and care.

Together, we're not just managing resources - we're shifting futures.

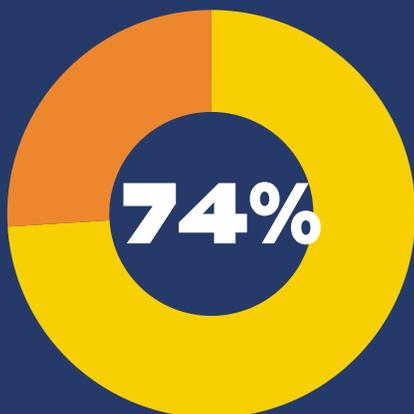


Caroline Ruffolo
Caroline Ruffolo
Treasurer of the Board

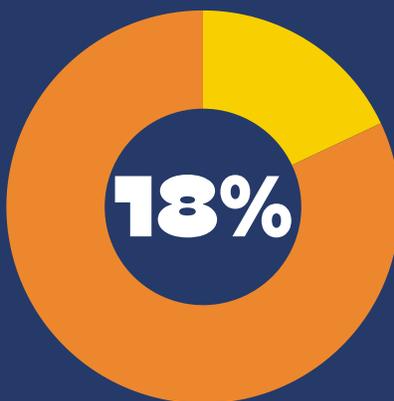
"...every dollar represents trust from our community and a chance to make a meaningful difference."

FINANCIALS

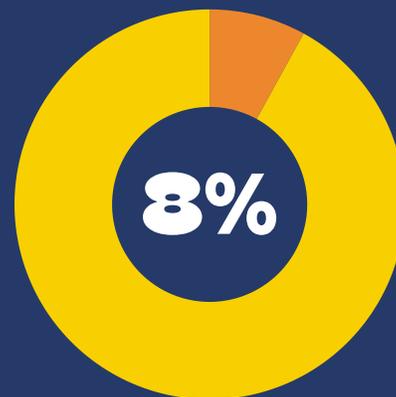
REVENUES



Service Contracts

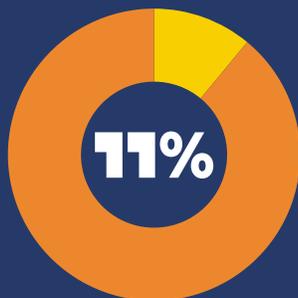


Fundraising



Donations,
Foundations & Grants

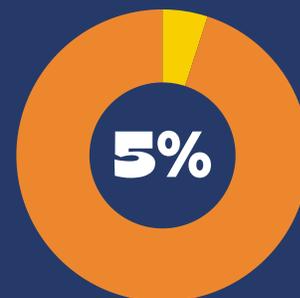
EXPENSES



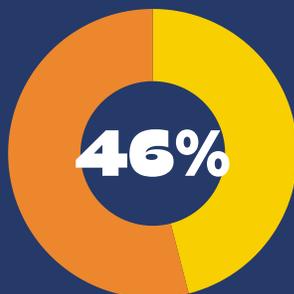
General Operations



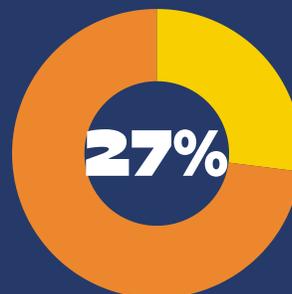
Administration



Fundraising &
Fundraising Supplies



Shelter/Drop-In Programs



Outreach Program

YOUR IMPACT

Thank you to the following donors and grantors who generously supported with financial or in-kind gifts to S.H.I.F.T. by contributing \$250 or more in 2024!

- 100 Men - Innisfil
- 54 Plus Seniors Centre
- A Dollar a Day Foundation
- Alliston Christian Fellowship
- Alliston Potato Festival
- Archaccept Inc.
- Bond Head United Church - Out Reach
- Margaret B.
- William B.
- Alice B.
- Susan B.
- Christ Church - St. Judes - Ivy
- Church of the Evangelists
- Ruth C.
- Pamela C.
- Robert D.
- Bill E.
- Tanja F.
- Julie G.
- Mary G.
- Patricia G.
- Guerra Team
- Debbie Hudson: TD Wealth
- Jackman Foundation
- Patricia J.
- Michael & Sarah J.
- Knox Presbyterian Church - Alliston
- Kyle Coleman Foundation
- Barbara & Darin L.
- Joyce L.
- Amy & Brad M.
- Denis M.
- Paul M.
- Pat M.
- Patricia M.
- Donna & Tod M.
- Kimberley O.
- Perimeter Fence & Deck Inc.
- Samantha P.
- Rich Hill United Church - UCW
- Rotary International District 7070 Inc.
- David S.
- Martin S.
- Simcoe Parts Service Inc.
- Society of St. Vincent de Paul
- Somerville Nurseries
- St. Andrew's Mansfield Presbyterian Church
- St. Andrew's Presbyterian Church
- St. James United Church - Stroud - UCW
- St. Paul's Catholic Church - CWL
- Tatham Engineering
- Tec We Gwill Women's Institute
- The Beeton & District Agricultural Society
- The Catholic Women's League - Alliston
- The Leonard & Betty Jeffrey Foundation
- The Police Retirees of Ontario Inc.
- The Simcoe Free Church
- The Tonglen Foundation
- Patricia T.
- Vera T.
- Anastassia T.
- Trillium Ford Lincoln Ltd.
- Erwin V.
- Jefferey V.
- Kim Y.
- Walmart Canada Corp.



Thank You

COMMUNITY IMPACT

Thank you to the many generous sponsors and supporters of our annual community events

- A Rose Law
- Allegra Barrie
- Bake My Day
- Brian Lafazanos: Century 21 Realtor
- Circle Theatre
- D.S.Financial Solutions Inc. | Sun Life
- Doane Grant Thornton LLP
- Domino's Alliston
- Eden Grill
- FreshCo Alliston
- Giant Tiger - Alliston
- iolite Studio
- Jenifer Gilbert Photography
- Johnny's Pizza
- Maggie MacMurphy: Coldwell Banker Ronan
- McDonald's Alliston
- McGoey Insurance Brokers
- Milligan Energy
- ML73 Photography
- Mobile Vibe Productions
- Powell Planning
- Rebel Crumb
- Rosemont General Store and Kitchen
- Sandra Phekoo: Co-Operators Insurance
- Sheldon Creek Dairy
- SpecSavers Alliston
- Starbucks Alliston
- Starbucks Angus
- Submarine Supreme
- Swiss Chalet Alliston
- Take 5 Oil Change
- The Hummel Team
- Trillium Ford
- Water Depot
- WD Potato
- Yorkwood Homes Management Ltd.
- Zehrs Alliston

MAKE A LASTING IMPACT

Become a monthly donor and help S.H.I.F.T. stay steady in uncertain times. Your ongoing support allows us to meet individuals and families facing homelessness with safety, connection, and care - day after day, without hesitation.



300+
Walkers &
Volunteers

\$120,000+
Raised





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

123 VICTORIA ST. W, ALLISTON, ON L9R 1L7

705-435-7293

INFO@SHIFTFORGOOD.CA | SHIFTFORGOOD.CA



CHARITABLE REGISTRATION #:
78448 3737 RR0001



To stay up to date on all S.H.I.F.T. events, information, and initiatives, sign up for the bi-weekly newsletter.

www.shiftforgood.ca/news