



Volume 5 NEWSLETTER March 2025

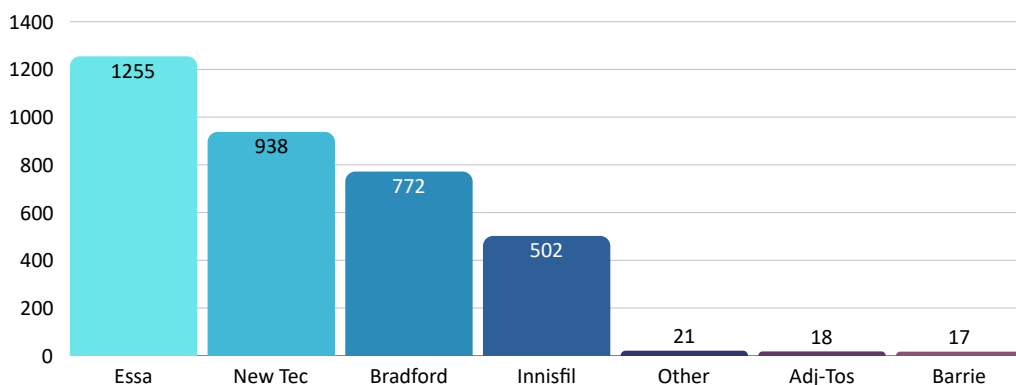
How it's going!



S.H.I.F.T. has been working hard to meaningfully share our story with our community. We have been invited to speak at many groups and attended community events to share information about what we do throughout South Simcoe.

Our core programming of Outreach, Drop-in and Overnight Shelter, in 2024, had assisted 904 unique individuals and provided 10,229 meals, 1,000 pairs of socks, 648 bags of pet food and assisted 69 people in finding permanent housing or housing alternatives.

The outreach teams travel throughout South Simcoe, to support our communities with much needed supplies and support, in 2024 we saw 855 unique individuals and here is the breakdown by area:



We encourage groups, clubs, businesses and individuals to contact us to set up a speaking opportunity, presentation or speak 1-on-1 to learn more about us.

Inside this issue:

- How's it going
- From Jeni's Desk
- Save the Date - CNOY
- In Review - 2024 events
- Volunteer Spotlight



Follow us:

Facebook: @shiftforgood1
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 Tik Tok: @s.h.i.f.t.for.good

S.H.I.F.T provides safe, respectful, and welcoming emergency overnight accommodation, meals and supports to those experiencing or at-risk of experiencing homelessness and/or food insecurity in South Simcoe.

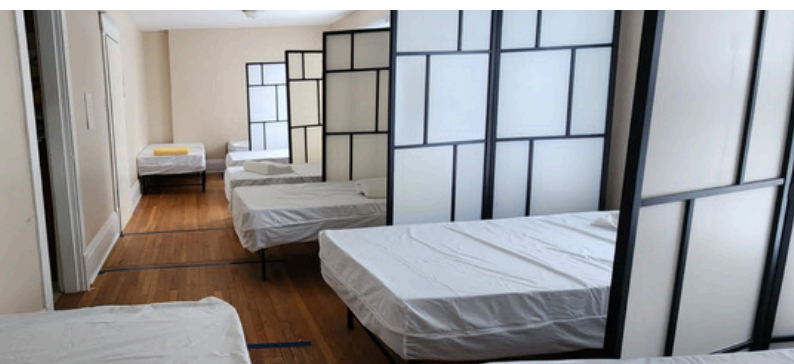
We are committed to facilitating connection to further services, resources and community.

S.H.I.F.T

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 Alliston, ON L9R 1V8



From Jeni's Desk:



Jenifer Pergentile

We are committed to actively engaging with individuals, families, and couples who are experiencing or at risk of experiencing homelessness.

Our programs are designed to address the complex social issue of homelessness and the inadequate access to essential support services for low-income and unhoused individuals throughout South Simcoe.

Many individuals and families face significant barriers to securing safe, stable housing, finding employment opportunities, and accessing critical social services. Without timely support, crisis intervention, and personalized care, these challenges can heighten safety risks, extend periods of homelessness, and impede progress toward self-sufficiency.

Since 2022, S.H.I.F.T. has supported over 300 individuals and households in finding housing or housing alternatives through active engagement, ongoing case management, and additional supports. Since the beginning of year-round operations of our shelter program in August 2023, we have housed over 180 individuals—approximately 125 of whom were new to our organization.

Our programs work to mitigate the challenges of homelessness by improving access to critical services and delivering tailored support to meet each client's unique needs. As a vital first point of contact, we help alleviate pressure on local agencies by addressing non-emergent and unrelated requests, allowing them to focus on specialized care.

Our dedicated staff ensures that clients' urgent needs are met promptly and that they are connected to the most appropriate resources, including referrals to specialized agencies when necessary. Through this comprehensive approach, we strive to foster stability, safety, and community well-being.

Together, we can help someone make a *shift* for good.

With gratitude,

Jenifer Pergentile
Executive Director
S.H.I.F.T.

Potato Festival and Parade 2024

We had a great team of volunteers join us for our annual DUNK TANK!

With the support of our volunteers and community we raised \$1,300!

We are grateful for everyone who stopped by to dunk a volunteer in support of S.H.I.F.T. and checked out our open house!

We are excited to announce that the dunk tank will return August 9, 2025 and were looking for volunteers! Interested? Sign up today <https://shorturl.at/3sC2z>





In June 2024, you helped us raise \$806! Thank you!

The Great Canadian Giving Challenge is a National public contest which runs from June 1 to 30 to benefit our organization and others like us.

Every \$1 donated to a registered charity on CanadaHelps.org or through givingchallenge.ca, automatically enters our charity to win a grand prize of \$20,000.

No donation is too small and all funds raised go to supporting our vital programs and services. Contact us to learn more or donate [HERE](#).

Mental Health Matters

World Mental Health Day took place on October 10th, 2024. This is a day to raise awareness of mental health issues around the world and to mobilize efforts in support of mental health.



S.H.I.F.T. was very grateful to have accepted a donation of \$35,000 from the Coleman family, from the proceeds raised at the annual Kyle Coleman Memorial Golf Tournament held Sept. 14th, 2024 at Bear Creek Golf Club.

The tournament is held, annually, in honour of Alliston's Kyle Coleman, who died by suicide in December of 2016 at the age of 18.

We are honoured and feel truly blessed to be the recipient of the funds raised in his memory. S.H.I.F.T. is grateful to the Coleman family for their generosity and support of our programming.

If you would like to learn more about this tournament please check out their [Facebook](#) page for more information.

Thank you to the Coleman family for your unwavering support.



THANK YOU!

Thank you to everyone who came out, walked, donated and sponsored. **Together we raised \$150,000 in 2024!** Be sure to check out our webpage to see more.

Join us February 28th 2026 for S.H.I.F.T.'s 7th annual Coldest Night of the Year fundraising event!

The Coldest Night of the Year is a fantastically fun, family friendly walk-a-thon that raises money for people experiencing homelessness, hurt, and hunger. How can you get involved?

- Become a corporate sponsor, start a fundraising team or join a team and raise funds to support those in need

save the date

february

28
2026





VOLUNTEER SPOTLIGHT THANK YOU VOLUNTEERS

We would like to give a huge shout-out to all of our amazing volunteers!

Whether you are supporting us through events, cleaning, organizing, meal making or running errands we wanted to express our sincere gratitude!

Your support means so much to so many people and we wanted you to know that YOU are making a difference in our community and the dedication, support and kindness you show to not only us but to the people we serve daily is life-changing.

We would also like to send a big THANK YOU to the CNOY planning team for helping to execute the event and spreading the news about what we do and how we help. This event would not have been possible without the amazing dedication and support from this team and for that we say THANK YOU!



**Thank you for your passion, time,
dedication, and support!**



“Volunteers don’t get paid, not because they’re worthless, but because they’re priceless.”

- Sherry Anderson

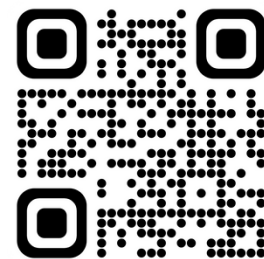
MAKE A DIFFERENCE

Volunteering:

There are many different ways you can volunteer with S.H.I.F.T.:

- S.H.I.F.T. Board Committees
 - Fundraising and Events
- Meal-Makers

If you are interested in volunteering please email us at info@shiftforgood.ca



Donate: Your donations make a HUGE difference, no matter the amount. If you would like to donate to S.H.I.F.T please visit our website for more information or scan the QR Code above.

Thank you!

Mark your Calendars!

Great Canadian Giving Challenge - June 2025

Summer Newsletter - August 2025

Dunk Tank - August 9, 2025

CNOY - February 28, 2026

Follow us on socials to see what events and festivals we will be attending this summer

Thank you to our community for their ongoing support! Anyone interested in being a part of our initiatives can reach out anytime to secure a spot or send us an invitation. Together we can accomplish anything.



Thank you to Rotary International for inviting us to be a part of their conference!

We were thrilled to be a part of the breakout room sessions to help share information about how we, and organizations like ours, support our communities.

During the process we had a wonderful time making no sew blankets with our groups. Thank you Rotary!



We hosted our first annual gala!

With the support of our sponsors, attendees and donors we came together for a night of glamour, fun and heartfelt speeches. and together, you helped to raise \$18,000 for those who are experiencing or at risk of homelessness and or food insecurity throughout South Simcoe.

SAVE THE DATE for November 2026 for our second annual gala



Our first NAME A PLOW auction!

We had 3 winners name some plows this winter season with the names being selected as:

Scoop Dogg, The Totten-hammer and CTRL+SALT+DEL

Thank you to everyone who participated!



DONATION DRIVES!

We had some amazing community support with holiday donation drives throughout South Simcoe.

Thank you to Terragen, Focus employment, Starbucks, The Hummel team, banting high school, faith groups and many more for gathering much-needed supplies.



Coldest Night of the Year was a success!

We had over 300 people join us to fundraise, walk and celebrate with good time, great music and amazing food!

We thank our sponsors and vendors for helping make this event such a huge success.

SAVE THE DATE and join us Feb. 28, 2026 for a night of fun!