We would like to acknowledge and thank the residents of Cordova House, whose photos appear in this Annual Report, for sharing their perspectives on the community we live and work in together.
Dear friends and family of The Bloom Group,

We cannot thank you enough for your support and generosity. Whether as a donor, a volunteer, a funder, or a combination of all three, you’ve helped to make our message of Community. Services. Together. possible and shaped the lives of over 2,500 people living across Metro Vancouver. In our shelters, our hospices, and our housing, your impact has been felt and appreciated by those most in need.

As you read through this Annual Report, we hope you will be inspired by what our community has accomplished in the last year and will join us again in 2018 to continue bringing community and services together.

Sincerely,

Jonathan Oldman
Executive Director

Franco Ferrari
Board President
INDIGENOUS HEALING AND WELLNESS CIRCLE

As leaders in providing women-centred shelter services, the staff at Powell Place and Springhouse have worked closely with the community to create new practices that meets the needs of indigenous women. With over 60% of the 400 women we assist each year identifying as indigenous, a method of addressing trauma that includes traditional healing practices was identified as a vital need and led to the creation of a healing and wellness circle.

With activities like creating shawls and moccasins, the first circle was held with staff and community elders and provided an empowering moment for indigenous staff, and one of learning for non-indigenous staff, who will help support women like Darlene to find stability in their lives.

This important program was made possible by the BC Ministry of Justice.

“Being able to reconnect with my traditions, and receive healing from my elders, while staying at Powell Place was a really powerful experience that reminded me of how much I have to be proud of as a Squamish woman and how much I had lost by letting others make me ashamed of my heritage. I hope to stay in touch with the women I met so that my sons and daughters can also learn these important lessons.”

-Darlene, temporary resident at Powell Place
Having lived alone in the West End for many years, moving to Nicholson has been an amazing change for me. I’ve felt really welcomed into this community and the special events that staff and residents organize have been a wonderful way to connect with my neighbours and enjoy the holidays. I’ve also really enjoyed how active everyone is and have started to learn how to garden with a group of other seniors.”

- Richard, resident at Nicholson Tower

Few things bring a community closer together than sharing food. And at Nicholson Tower, where many tenants live on a fixed-income, organizing events for the whole building has become a regular tradition. Whether it’s Canada Day burgers, Thanksgiving turkey, or Christmas pie, there is always enough for everyone. A 12-week program called FoodFit has also helped to create new bonds in the community, bringing seniors together to improve their health through group exercise and cooking lessons. Based on the positive response we received from participants and demand from other tenants, we hope to make this a regular program each year.
“I’m really proud that I can now keep my room nice and clean without help! It used to be really messy because I didn’t know what to do, but the staff helped teach me the steps and was really helpful and gave me confidence when I wanted to give up. I think I have the cleanest place in Cordova House.”

- Eduardo, resident at Cordova House

Working in partnership with Pender Health, The Bloom Group has paired residents with occupational therapists who can support them in developing new skills. As a result of this partnership, residents like Eduardo have developed increased confidence in their abilities and feel greater ownership over their home. This has allowed staff to provide more resources to other residents with higher needs and ensuring a higher standard of living for all.

A Day In The Life

On February 21, Cordova House transformed from an assisted living facility into a gallery as six residents shared their perspectives on life and community through photos and stories. Assisted by UBC students on their spring break, each resident received a camera and training on how to use it before taking their student partner for a tour of the neighbourhood and their favourite places. We welcome you to view these photos yourself by visiting our website at www.thebloomgroup.org/news.

Thank you to UBC’s Centre for Community Engaged Learning for making this opportunity possible for our residents.
“Ever since he was a young boy, James loved cameras and taking photos. Whether it was of flowers, people, or animals, clicking away on his camera always put a smile on his face. An amateur photographer myself, we quickly bonded over this shared passion when he arrived at May’s Place and explored the world outside of the hospice together. As his mobility decreased due to his condition, I became James’ eyes and took photos before every visit. I’ll miss learning from him most of all, but I’m so glad I was able to make his last days brighter.”

- Shyreen, hospice volunteer
Andrew’s story is a fantastic example of the power of a rehabilitation model when treating mental illness. However, there are significant barriers that prevent others from accessing similar services. To address these challenges, The Bloom Group has worked with community partners as part of the Mayor of Vancouver’s Taskforce on Mental Health and Addictions on a pilot initiative that applies systems theories of change to try to better define, measure, and respond to broader community gaps. To learn more about the project, and the outcomes of Phase One, please visit www.thebloomgroup.org/collectiveimpact

“...you feel like it’s just who you are and always will be. Having felt that way for two decades while living in institutions, the move to Victory House was like hitting the reset button on life. Thanks to the empathy of the staff I realized that there is more to me than my schizophrenia and that I had been letting it limit who I thought I could be. I’m really enjoying being able to meet new people and see new places that just a few years ago would have seemed impossible.”

- Andrew, Victory House resident and exercise group leader
“I have family in Montreal and have always wanted to go visit them, but I’ve never been able to save up enough to do it. My case manager helped me to keep paying all of my bills while putting money aside each month so that I could afford the flight, taxis, and food. It was great being able to visit and then come back knowing that everything was taken care of for me while I was away.”

- Angela, Adult Guardianship Client

Financial Security Made Easy

Each year over 1,200 seniors in our community are able to maintain their financial independence with the guidance and support of our Adult Guardianship staff. Providing customized recommendations and oversight, they help clients to become debt free, to save for activities like Angela’s trip to Montreal, and to remain safe from individuals who might take advantage of their vulnerability. In addition to the peace of mind it gives our clients, this service has also helped to provide relief to their families - who are often the primary care givers.
**Shred for the Cause**

For the second year in a row, Powell Place and Springhouse shelters were selected as the charity of choice for Mt. Seymour’s annual **Shred for the Cause** event. With terrific weather and tons of snow, the slopes were filled all winter with skiers and snowboarders whose donations helped raise a record $25,000 to support initiatives like our Indigenous Wellness program. Thank you to everyone who took part. We look forward to seeing you again next year!

**Hockey Tournaments and Summer Games**

The holidays are an exciting time for the 30+ boys and girls who stay in our Springhouse shelter each year, and **Hockey Helps the Homeless** helped make sure that we could organize a variety of activities and games for them and their moms. Thank you to the organizers, the volunteers, and the dozens of teams whose participation and generosity each year make this!

**Cottage 寧養院歡迎您**  
**Welcome to Cottage**

The community our hospices serve is becoming more and more diverse and speaks a wide range of languages. To help us provide the best possible end-of-life care to your loved ones, **Glenhaven Memorial** kindly sponsored the translation of all of our hospice materials. A special thank you goes to Bob, his team, and the translators Colleen, Irene, Lau, and Ting.
A Memorial Gift

It’s never too early to make a difference in your community, and Eric Hoemberg decided that at age 9 he was going to help Cottage Hospice care for others. Not only did he encourage friends and family to give, he donated a portion of his birthday money, in addition to running a bottle and can drive. Thank you Eric for your support in memory of your grandfather. Best of luck on becoming a marine biologist and hockey player!

Period at UBC

After experiencing how difficult it is to access menstrual health products while homeless, a young woman launched her own charity to make sure others don’t have to. Her efforts have inspired UBC students to start a local chapter and create care packages with kind messages and health products for 52 homeless women who stay at our shelters each month. Thank you Period at UBC for your essential help in loving and caring for the women in our community.

...And Many More!

We are incredibly appreciative of all of the support we receive from our community each year. In addition to the supporters mentioned, we would also like to thank the following people and groups who helped fundraise for our programs:

- Chiara Martini and Erin Levine
- Enactus UBC
- Hannah Calvert
- The students of Magee Secondary School
- Surrey Newton Rotary Club
- Urban Barn

Do you have a great idea for an event that could support a program that you love? We’d love to help!

Contact
Darius Maze, Development Manager
604-606-0306 | dmaze@thebloomgroup.org
The streets of Gastown were filled with song as our biggest hospice fundraiser – YuleDuel – brought thousands of people out to cheer on 20 choirs as they Caroll for a Cause. That cause is the care of loved ones who stay at May’s Place and their families, and together we raised **$58,291**!

Please join us again for the third annual Yule Duel event on **December 7, 2017** at 6:30pm in Vancouver’s historic Gastown!

For more information, including photos, videos, and last year’s winners, visit [www.yuleduel.com](http://www.yuleduel.com)

Want to join in the fun? Sign up with some coworkers, friends, or family members at [www.yuleduel.com/sing](http://www.yuleduel.com/sing)

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**Thank you to all of our sponsors!**

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[Image of various sponsors]

Summarized Statement of Revenue and Expenses

<table>
<thead>
<tr>
<th>Revenue Description</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Funded Programs</td>
<td>$9,530,406</td>
<td>$9,538,629</td>
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<tr>
<td>Rental and Other</td>
<td>$4,450,926</td>
<td>$3,053,436</td>
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<tr>
<td>Donations</td>
<td>$515,119</td>
<td>$530,812</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$14,496,451</strong></td>
<td><strong>$13,122,877</strong></td>
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<table>
<thead>
<tr>
<th>Expenses Description</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages and Benefits</td>
<td>$8,479,661</td>
<td>$8,179,018</td>
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<tr>
<td>Interest on Long Term Debt</td>
<td>$273,720</td>
<td>$268,075</td>
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<tr>
<td>Operational Costs</td>
<td>$4,134,711</td>
<td>$3,044,890</td>
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<td><strong>TOTAL DIRECT CARE EXPENSES</strong></td>
<td><strong>$12,888,092</strong></td>
<td><strong>$11,491,983</strong></td>
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<table>
<thead>
<tr>
<th>General and Administration Expenses</th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Wages and Benefits</td>
<td>$908,293</td>
<td>$817,762</td>
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<tr>
<td>Other</td>
<td>$645,646</td>
<td>$652,640</td>
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<tr>
<td><strong>TOTAL ADMINISTRATION EXPENSES</strong></td>
<td><strong>$1,553,939</strong></td>
<td><strong>$1,470,402</strong></td>
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<tr>
<th><strong>TOTAL EXPENSES</strong></th>
<th><strong>$14,442,031</strong></th>
<th><strong>$12,962,385</strong></th>
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<tbody>
<tr>
<td>BC Housing Adjustment</td>
<td>-$9,095</td>
<td>-$83,044</td>
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<tr>
<td>Excess of revenue over expenses</td>
<td>$45,325</td>
<td>$77,448</td>
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</table>

**Society Expenses**

The Society’s administration and management expenses (including fundraising costs) were 10.72% of total revenue during fiscal year 2017 (down from 11.20% in the prior year), which is considered by the Society to be within reasonable standards for social and healthcare charities.
Data for this financial report has been compiled by management from our audited financial statements. However, this financial report in itself has not been audited. A full copy of our audited financial statements is available from our Controller, Deepak Sharma, at 604-606-0305.

Management’s criteria for preparation of the summary financial statements were to provide condensed financial results in the Society published annual report.

The total amount of donations received during the year was $631,822 (2016 - $654,538), of which $116,703 (2016 - $123,726) is included in deferred contributions.
Thanks to our funders:

Thanks to our donors:

$25,000+
Benefaction Foundation
Face The World Foundation
Hockey Helps the Homeless
Michael Janyk
Mr. & Mrs. P.A. Woodward’s Foundation
North Growth Foundation
The Christopher Foundation

$5,000+
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David Harvey
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Paul MacKenzie
Richlink Financial Services Ltd.
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Sean Fahy
Sherrie Budai
Dr. Sheryl Tanco & Dr. Dean Smith
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Vancouver Chinatown Lioness Club
Vancouver Pacific Lions Club
Wilson Heights United Church

$500+
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Anne Givens
Anne Rydman
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Bev Schultz
Bill Beenham
Brett Smaill
DN (Canada) Productions Inc.
Donna Hardie
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Karen Bowles
Larry Adams
Lawrence & Vivien Webb
Dr. Linda Simpkins
Makabayan Antonio Baranda
Margot Lin
Molly-Ann Barkley
Paul Walden

$200+
A Christine Dryvynsyde
A&E Communications (Interpretation) Inc.
Annie Sam
Avi Dolgin
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Bethany Lindsay
C. Lawrence Ruddell
Catherine L. Robinson
Chellan Hoffman
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Christopher Zuberec
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David Lemon
David Osborne
Dennis Brusich
Denny Leung
Devra Samson

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St. Faith’s Anglican Church
St. James Women’s Guild
St. Philip’s Anglican Church
Suzanne Everett
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Neli Brum  
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Norma Mahulja  
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Tom Ng  
Trish Hunt  
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Wanda Simek  
Wayne Lum  

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West Creek Farms Ltd.  
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Alice Clarke  
BC Muslim Association  
Eden Textile  
Heather Dungate  
Karen Nishi  
Konstantina Koutsogiannis  
Lynn Keller  
Surrey SPCA  
Tanya White  
The Cannibal Cafe  
Tracey Friesen  
Wyatt Sjoberg-Fox  
Filmgroup Macy’s  

**Special Thanks**

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Beauty Night Society  
Gordon Neighbourhood House  
McLaren Housing Society  
Dr. Peter Centre  
Bob Leir, Glenhaven Memorial  
Gastown Business  
Improvement Association  
ENACTUS UBC  
Katherine Holden, BigLittle Madrona Works  
MultiTrends IT Services  
ManagedFuture Technology Group  
Strathcona Mental Health Housing  
Tradeworks Training Society  
University of BC  
University of Victoria  
Vancouver Master Gardeners  

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Ting Li  

The Bloom Group makes every effort to ensure the donor listing is as accurate as possible. If you identify a mistake, please call us at 604-606-0300.
First impressions can make all the difference and at Cordova House we want new residents’ first experience to be a friendly and welcoming one.

However as Cordova reaches it’s fourth decade serving the community, the lobby has begun to reflect its age and is in need of renovations that address the mobility and vision challenges of aging residents while preserving its friendly and welcoming atmosphere.

To help us achieve these goals, longtime supporter and design company Cutler has generously donated their expertise to the project. Thanks to their help, we will also be able to create an additional room and provide one more person in our community with a home.

With your help, we hope to raise $25,000 to cover the costs of construction and materials for this much-needed project.

An anonymous donor has generously offered a $5,000 gift to support this project, will you help us match it?
Thank You!

The Bloom Group
391 Powell Street
Vancouver, BC V6A 1G5