

THE BLOOM GROUP



Annual Report 2020-21

The Bloom Group Community Services Society



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A Message from the President & Chair of the Board



While 2020/21 was marked by unprecedented hardships wrought by the pandemic that had a toll on all our stakeholders, there were also silver linings. The community responded generously by opening its hearts, minds and wallets. We experienced a substantial 770% increase in donations from previous years. Staff stepped up to support team members, tenants took on new volunteer responsibilities, and residents did what they needed to do for the safety and health of others.

Since our Founder, May Gutteridge, first planted those seeds of care and compassion in the Downtown Eastside in 1961, The Bloom Group has grown to empower thousands of people each year. We've risen to the challenge of providing housing, healthcare and social services for the most vulnerable communities in Vancouver and across British Columbia. We continue to evolve to meet the pressing challenges of the day and develop innovative, relevant and timely solutions.

We walk shoulder-to-shoulder with 3,000 people each year; however, we recognize the need is greater and we need to do more. With your help, we will continue to fill the gaps in society so no one falls through the cracks and everyone has a soft landing space when they need it. We will commit to reinventing ourselves as necessary but we will not lose sight of the individual and will remain dedicated to ensuring everyone is supported to live their fullest life with self-worth and self-determination.

Wayne Henderson
President & Chair of the Board

A Message from the Executive Director



The global pandemic in 2020/21 forced us to reshape our lives. Bloom mobilized a COVID-19 Response Plan that ensured our services complied with changing government and Health Authority protocols. We heightened measures already in place to further reduce the risk of exposure as well as protocols should someone become symptomatic. With input from the people served, pandemic responses were considered when planning activities.

In compliance with Health orders, many services were put on hold, visitors and volunteers were no longer allowed onto sites, social activities cut, group gatherings halted and outings cancelled. Although we had very few Covid cases, we did see a reduction in tenant engagement, relationship building and community connections. Residents reported increased isolation, frustration, boredom and depression. Our valued employees have also experienced increased levels of anxiety and stress. Throughout the pandemic, Bloom continued to support the people served, our employees and the community with acts of kindness and appreciation.

Thanks to the dedication and commitment of our employees, volunteers, partners and donors, Bloom rose to the challenge. Over our sixty-year history, Bloom has worked to meet a challenge or embrace an opportunity and I suspect we will have plenty of more changes as we celebrate our next sixty. What is most heartening is the degree to which we pulled together to overcome the obstacles. I remain deeply grateful to the Bloom team who worked tirelessly to put the safety and health of residents, clients, patients, their co-workers and our communities as a priority. You are an inspiration.

Looking ahead at the next sixty years, we will witness the changes in the supports and services offered to an aging population with an increased focus on mental, emotional and physical health, as well as financial management services, to assist aging in place. We will continue to provide options for a continuum of care model and consider innovative solutions to house people who lack shelter or who are at risk of homelessness. We will remain diligent in our vision for strong and resilient communities, steadfast in our commitment to inclusion, diversity, equality and access, and dedicated to creating a world where everyone is supported to thrive.

Liz Barnett
Executive Director



In celebration of May's Place 30th Anniversary, The Bloom Group hosted a 30th birthday party on October 22, 2020. The virtual event fundraiser raised \$118, 633 for important social services and equipment at May's Place including the purchase of six ceiling lifts, music therapy, art therapy and a daily comfort fund for patients.

The event featured an intimate conversation with internationally renowned speaker and award-winning author Dr. Gabor Maté. Highly sought after for his expertise on addiction, trauma, childhood development, and the relationship of stress and illness, Dr. Maté treated patients at May's Place 30 years ago.



The documentary film, **The Magic of May's: Celebrating 30 years of hospice in the Downtown Eastside** premiered at the event. Watch **The Magic of May's** and Dr. Gabor Maté's interview!

[Click Here to Watch](#)

What is Hospice?

Hospice care, also called end-of-life care, is the physical, emotional, and spiritual care offered to those in the final phases of life due to a terminal illness. Hospice is usually appropriate when a person has a life expectancy of three months or less and when medical treatment is no longer an option. For The Bloom Group, hospice care means compassionate and dignified comfort-care. We aim to alleviate symptoms, maximize quality of life, and provide a warm and home-like environment for residents and their loved ones.

May's Place

- 6 Private rooms with television and wi-fi in Licensed Care Facilities
- Located in Downtown Eastside
- Daily physician visits
- Nursing care 24-hours a day with access to other health care team members

Cottage Hospice

- 10 Private rooms with television and wi-fi in Licensed Care Facilities
- Located in Burrard View Park Vancouver
- Daily physician visits
- Nursing care 24-hours a day with access to other health care team members

ADULT GUARDIANSHIP



What is Adult Guardianship?

Since 1998, the Adult Guardianship (AG) program has managed the income of low-income individuals who are no longer able to care for their own financial needs. AG works with mental health teams, care facilities and other community groups to promote our clients' well-being and ensure rent, food and other bills are paid on time. We help clients become debt free, save for expenses and remain safe from financial abuse.

1,706

Clients served
in 2020/21.

709

Clients on
Voluntary Pension
Management
Contract.

973

Clients on Pension
Trustee - Certified
Incapable of
Managing Finances
Contract.

24

Clients on
Discretionary
Trusts
Contract.

90% +

Self-financing from
user fees.

Lily's Story



[Click Here to Watch Her Story](#)

“If it wasn't for the Bloom Group I could not have coped taking care of two siblings. Both Tony and Nora suffered and were impacted by the incarceration of Japanese Canadians from 1942-1949.

They coped with mental health issues and the trauma and had trouble coping with daily life to this day.”

**Lily Yuriko Shinde,
Sibling to two Adult
Guardianship clients.**

MENTAL HEALTH

What is Mental Health Housing?

The Bloom Group's Mental Health Housing provides individuals with permanent homes combined with on-site support services to promote residents' health and well-being, quality of life, social inclusion, and a sense of self-determination. Mental health housing residents are adults who are unable to live independently due to a serious and persistent mental health issue.

Our Mental Health Housing provides 81 individuals with chronic mental health issues a stable home in the Downtown Eastside. We believe all individuals have the capacity to recover and lead meaningful lives.

Santiago Lodge

- Home to 25 residents with mental health issues
- Semi-independent housing
- Located in Vancouver's Downtown Eastside

Victory House

- Home to 48 residents with chronic mental health issues
- Licensed Mental Health Care
- Residential Facility
- Located in Vancouver's Downtown Eastside



"It's been a drastic change. I came from being unstable to stable. From being transient to having a place to live...I love Victory House."

Delene, Resident at Victory House

[Watch Delene's Story](#)

Cecilia House

- Home to 8 residents with mental health issues
- Semi-independent housing
- Located in Vancouver's Downtown Eastside



"I'm eternally grateful to this place. Because without it I wouldn't be here. I would be dead. Without it I'm gone. At one point that's where I was at. That's the point where I entered this place. And my whole life changed."

Timothy, Resident at Cecilia House

[Watch Timothy's Story](#)

YOU'RE HIRED!

Program Highlight



Thanks to a very generous donation of \$125,000 from B2Gold at the start of 2021, The Bloom Group was able to initiate a new program to improve the lives of residents in our housing facilities. You're Hired! provides employment assignments and skills training as a catalyst to help enrich and empower residents and alleviate the cycle of poverty and homelessness.

The creation of adaptive paid opportunities for marginalized residents is possible due to the development of new community partnerships. The work projects provide skills development and a stepping stone for individuals who have been out of work for extended periods of time. The program helps integrate individuals into the community, giving them a lift and building resiliency.



[Learn More, Watch Video](#)



AFFORDABLE HOUSING

What is Affordable Housing?

The Bloom Group's Affordable Housing program prevents homelessness by providing affordable rent for individuals on fixed or low-income who have either experienced homelessness or been deemed at-risk of homelessness.

Our Affordable Housing program provides safe, clean, and stable housing for more than 200 individuals in Vancouver each year. It ensures that individuals and families do not find themselves in the streets of Vancouver as they try to navigate life. We cannot simply "manage" homelessness. We must find solutions.

The View



96 units of affordable housing in Vancouver's Downtown East-side.

58 of 96 units are permanent housing, with 16 dedicated for The Bloom Group's Women & Children's Services.

24 of 96 units set at the Shelter Rate of Income Assistance.

38 of 96 units designated for Indigenous young adults through a partnership with ACCESS' BladeRunners program.

Nicholson Tower

- Home to 240 low-to-moderate income individuals.
- 221 apartment units in Vancouver's West End.
- Affordable rates for residents aged 55 and over.



"I have more angels than I ever imagined. I have great angels to get me here. And now I'm living in the lap of luxury. I'm very grateful for what I have. For me for now this is my home."

Ron, Resident at Nicholson Tower

WOMEN & CHILDREN SERVICES

Ending Women's Homelessness

The Bloom Group's Emergency Shelters are dedicated to helping women and children in crisis attain a stable and secure place to stay as they rebuild their lives. Our Shelters are designed to enable women to retain their autonomy and cultivate the resiliency, skills and strengths to overcome their challenges, progress to permanent housing, and move forward in life.

Our all-women staff provides a stable foundation for women and women-led families with 24/7 services that are inclusive and promote self-confidence and independence. Every woman, regardless of her circumstances, is welcome.

Powell Place

- 52 women-only beds in Downtown Eastside
- 24/7 on-site staff support
- No fee for services; beds are available on a first come, first served basis

Springhouse

- 32 beds for single women and women-led families
- 10 second-stage supported family housing units
- 24/7 on-site staff support
- No fee for services; beds are available on a first come, first served basis



Donor Impact Story

Thanks to a generous \$100,000 donation from an anonymous donor in August 2020, Women and Children Services was able to provide three new important initiatives:

i. Shelter Safety & Security

Facility security precautions are extremely important in a shelter to provide protection and support women and their children to feel safe. This project added key code door locks to each shelter room door, improved unwanted access, and enhanced surveillance.

ii. Peer Support Training: Creating Opportunities & Skill Development

This project develops and provides training to current and former residents (peers) able to support our programs. This training is provided to peers (women who have lived in or received support from one of our programs) and are now looking to gain job experience or give back to the programs from which they received support.

iii. Saving Lives: Improving Access to Harm Reduction Services

BC declared a public health emergency regarding opioid-related overdoses and death. This project supports the development of an Overdose Prevention Operational Plan, including staff training. Substance use is prevalent among shelter service users for many reasons, primarily to cope with multiple current and historical traumas. The overall goal is to prevent overdoses from occurring through training and education and reversing overdose if they occur on site.

NUTRITION & FOOD SERVICES



243

clients served per day



4,725

meals prepared per week

6 residences provided with meal service



19

Food Services employees



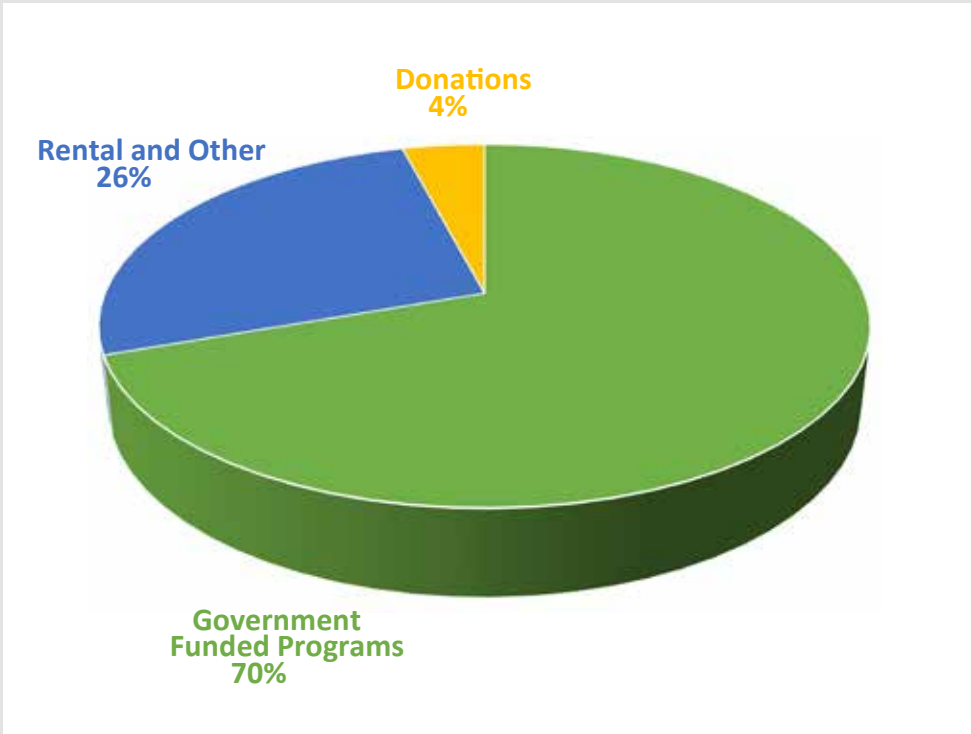
250

cases of Ensure distributed per week to individuals in DTES and West End

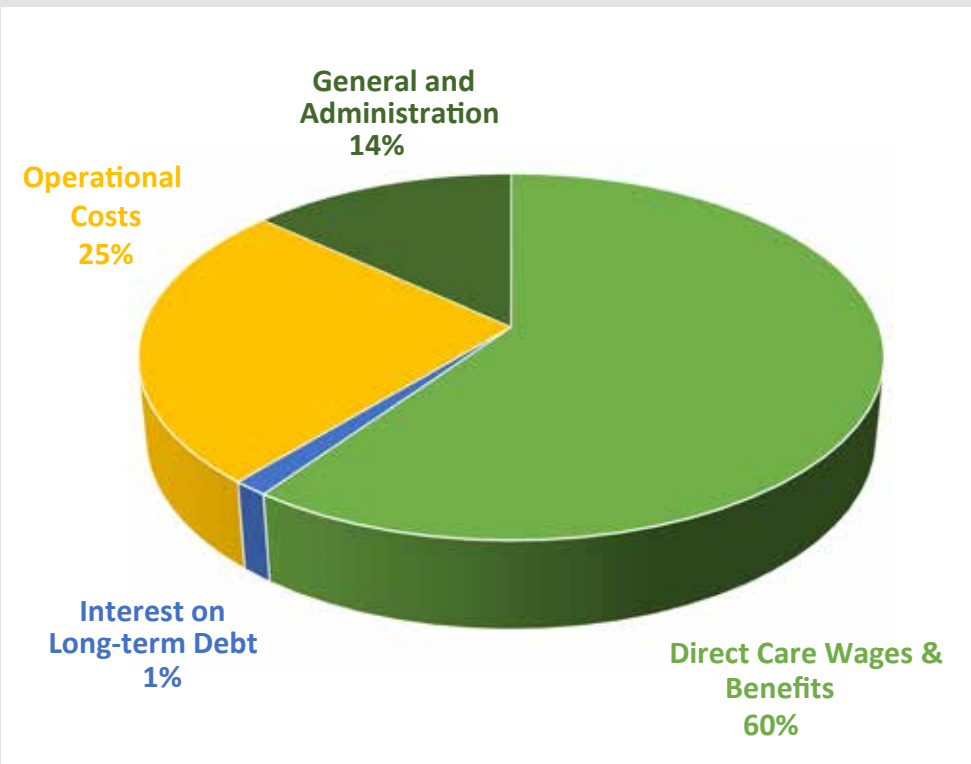


FINANCIAL HIGHLIGHTS

Revenues



Expenses



THANK YOU

A big Thank You to all our donors and sponsors. Your contributions helped the most vulnerable in our community have a stable home and support to live healthy lives with self-determination.

“625 Powell St. Foundation has a 30-year history of supporting the impressive work of the Bloom Group. We are pleased to mark their 60th anniversary year with a donation for the Broughton Street property. We believe this project will help grow the organization and increase services of much-needed support to vulnerable communities.

Our Foundation is committed to helping those who help others and The Bloom Group helps and supports so many.

Congratulations on 60 years! We are proud supporters. ”

625 Powell St. Foundation



Special Thanks to the continued support of our Major Funders:



Major Donors \$50,000+

625 Powell St. Foundation

B2Gold

Hockey Helps the Homeless

Nicola Wealth Private Giving Foundation

Rogers Foundation

Vancouver Foundation

\$10,000 - \$49,999

Allan M. Lo

BC Housing

Blanche Shuet Yun Lo

Carole Rice

City of Vancouver

Dave Symington

Estate of Carla Poppen

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Working together for a
better **British Columbia** !

Thank you for your support!
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