



M2W2



M2W2 ANNUAL REPORT 2022/2023



CONTENTS

What We Do	3
From the Board	4
From the Executive Director	5
From the Program Director	6
Year in Review	7
'It Helps Ground You'	8
Prison Mentorship	9
NOLA: No One Leaves Alone	10
Hidden Treasures	12
Communications & Marketing	13
Finances 2022/2023	14
Thank You	15



WHAT WE DO

AT M2W2 our vision is to end imprisonment, one person at a time. Our mission is to empower and equip volunteers to build practical mentoring relationships with people affected by incarceration. We offer the following core services:

PRISON MENTORSHIP

One-on-one mentorship brings companionship, accountability, and an outside perspective to folks in prison—people who regularly experience isolation and loneliness. In a mentoring relationship, people in prison can build trust and find healing in a safe space.

NO ONE LEAVES ALONE (NOLA)

NOLA provides post-prison support by connecting people with the resources and relationships they need for successful community reintegration. Participants access support in five areas: housing, health, employment, education, and relationships.

HIDDEN TREASURES THRIFT STORE

At Hidden Treasures people on parole, work release, or Escorted Temporary Absence (ETA) can gain employment experience alongside store staff and volunteers. Store proceeds help support our organization.

FROM THE BOARD

OUR WORK HAS BECOME FACE TO FACE ONCE AGAIN. Mentors are increasingly able to meet with mentees in person, and the Board has had all its regular meetings in one room. This is a blessing!

The Board itself has undergone some changes. John Vugteveen stepped down due to health-related issues. We heartily thank John for his service on the Board and at Hidden Treasures in Chilliwack.

Teresa Spyksma and Andy Brintnell joined the Board earlier this year. We welcome them and thank them for their leadership and insights. Happily, I can report that the Board now has a full complement of members.

The executive remains the same as the previous fiscal year. I serve as Board Chair, Jason Crossen is Vice Chair, Phil Routly is Secretary, and Cody Vanderwal is Treasurer. My second three-year term comes to an end on June 30, 2024, as does Phil Routly's. The search is on for candidates to replace us.

The issue that has absorbed most of the Board's time is finances. We are currently facing the clear and present challenge of insufficient revenue to maintain current operations.

We believe our programs serve a real need in a very excellent manner and our staff are both first-rate and highly effective in their work. Efforts are ongoing to generate enough revenue to maintain our programs at the present level. Pray that the Lord will bless our fundraising efforts.

We are grateful that we were issued a clean and affirming auditor's report and have been blessed with a wide variety of ministry opportunities, which have been highlighted via written and online communications, as well as verbal testimonies at events such as the gala and the volunteer appreciation dinner. We hope, and plan, to continue with these events in the coming year.

Our ministry relies on our volunteers at every level. We have seen the staff put a lot of effort into volunteer recruitment, post covid, and we are grateful for everyone who has stepped forward. It is our hope and prayer that we can overcome our current financial concerns and that M2W2 will endure, so we can continue to address our goal of ending imprisonment, one person at a time.

Be blessed!



William Veenstra
Board Chair

NOLA PARTICIPANT – Coming from another province, I'm by myself here. It was great to have NOLA to help me get settled in and make me feel at home. I'm so grateful for my NOLA volunteers for hanging out with me, being parental figures for me, and taking me to church on Sundays, when I would not have any other way to get there.

FROM THE EXECUTIVE DIRECTOR

LET'S TAKE A PATH to self-discovery and healing.

Prisons are known for their strict routines and austere environments. However, within these confines, it's possible for people to access opportunities for connection and transformation. Because of the amazing generosity of our volunteers and donors, we can offer such opportunities through our prison mentorship program, No One Leaves Alone (NOLA) community reintegration program, and work experience program at Hidden Treasures.

Prison mentorship is possible because of our dedicated volunteers, regular people who create a safe and supportive space for someone to reflect, share, and learn. Mentoring is a way to encourage accountability and personal growth. It's also a chance to connect with someone who isn't affiliated with the corrections system.

Through simple yet meaningful activities like listening, sharing coffee, playing cards, or praying together, our volunteers offer companionship and support – without expectations. In time, mentoring participants, or matches, as we call them, can build trust, confront their past, and walk with their mentors on a road to discovery and healing.

In NOLA and work experience at Hidden Treasures Thrift Store, people in prison and on parole can gain a sense of belonging, which is invaluable for successful reintegration into society. A community that cares can help someone see themselves as more than their mistakes; they can see themselves as people made in God's image, deserving of compassion and support. Thank you for being this community.

At M2W2, our purpose is to answer God's call in Matthew 25:36 to visit people in prison. We believe that by embracing the humanity of those in prison, we can help build a more inclusive and compassionate society. Thanks to our generous financial supporters, our volunteers and staff can be there for people as they journey through incarceration and reintegration. We can be there to lift them up and encourage them to keep looking forward.



Raymond Robyn
Executive Director

OUR PURPOSE is to answer God's call in Matthew 25:35-36 and build trust-filled relationships that bring value, restoration, and hope to every person.

OUR VISION is to end imprisonment, one person at a time.

OUR MISSION is to empower and equip volunteers to build practical mentoring relationships with people affected by incarceration.

FROM THE PROGRAM DIRECTOR

Thankfully, last fall Correctional Service Canada (CSC) and BC Corrections gave us the green light to re-establish our **PRISON MENTORSHIP PROGRAM** in a post-covid environment. Our amazing volunteers, as always, stepped up and provided mentorship, companionship, and support to people incarcerated at seven federal institutions and three provincial facilities. There are 118 incarcerated individuals now benefitting from our mentoring program, which is organized and carried out by a fantastic group of volunteer coordinators and staff Program Leaders. The demand for prison mentorship is great, and approximately 80 to 100 people are still waiting for a match.

The now permanent **NO ONE LEAVES ALONE (NOLA)** community reintegration program saw an upsurge in participants, thanks to more referrals from CSC. Last fiscal year, we provided NOLA support to 126 people; of these, 44 received intensive support upon release from prison and then transitioned to less intensive support.

While NOLA provides a variety of practical supports based on participant needs, perhaps the most valuable support is forming relationships and building prosocial skills. Last year, staff and volunteers spent hours encouraging, motivating, and sometimes just listening to NOLA participants as they strove to reintegrate back into the community.

The closure of **HIDDEN TREASURES** in Abbotsford in April unfortunately meant the end of a successful Escorted Temporary Absence (ETA) program at this location. During the 2022/2023 fiscal year, prior to the store's closure, six people incarcerated at Fraser Valley Institution for Women took part in ETAs at the Abbotsford store.

Meanwhile, in Chilliwack, we hired a new Store Manager, Marian Knight, in August 2022. Marian has built a tight-knit team and created a welcoming and supportive environment for staff, volunteers, and customers. Besides building a fantastic team, Marian has already hosted two incarcerated individuals on work release. One of these individuals was recently paroled and upon release, continued volunteering at the store.

Under Marian's leadership and Raymond's mentoring, the Chilliwack store has seen an increase in daily sales of approximately 25 percent. This additional funding is of great assistance in supporting our other two programs.

I am grateful to our staff and volunteers, who continue to display dedication, enthusiasm, and servant hearts as they help those affected by incarceration. Thank you also to our wonderful donors. You provide the funding that allows staff and volunteers to continue this meaningful work.



Glenn Burchart
Program Director

YEAR IN REVIEW

APRIL 2022

- National Volunteer Week
- NOLA offers one-on-one support as well as circle-based support, giving participants more options to access care
- The Canadian Race Relations Foundation grants \$50,000 to NOLA
- Christian Brouwer and Sandra Reglin join our team

JUNE 2022

- Volunteer Appreciation Night
- Giuseppe and Team M2W2/Hidden Treasures participate in the Tour de Chilliwack helping to raise money for Chilliwack Community Services

SEPTEMBER 2022

- M2W2 receives \$10,000 grant from First West Foundation
- Walmart Canada awards \$1,000 grant to NOLA
- Membership votes to change our name to M2W2

OCTOBER 2022

- Luminita attends Volunteer BC Conference
- Christian hosts a booth at the #LeadForward conference in Kelowna

NOVEMBER 2022

- We raise \$28,600 at our annual gala fundraiser and silent auction

DECEMBER 2022

- Staff and volunteers from Hidden Treasures deliver gift bags to women at the Warm Zone, a local drop-in shelter
- We remember George Epp, a donor and volunteer for over 40 years

JANUARY 2023

- We unveil a new logo
- First West awards us a \$20,000 grant for NOLA

FEBRUARY 2023

- Hidden Treasures is named a Finalist for Best Thrift Store in Chilliwack
- The Abbotsford location of Hidden Treasures is featured in *Vancouver Magazine*

MARCH 2023

- International Women's Day
- Closure of Hidden Treasures in Abbotsford is announced



'IT HELPS GROUND YOU'

THE FOLLOWING IS AN EXCERPT from the transcript of a video shared at our gala fundraiser. The speaker is a formerly incarcerated individual and a participant in our No One Leaves Alone (NOLA) community reintegration program. It has been lightly edited for length and clarity. Some details have been changed for privacy.

My time in prison, at the beginning, was rough. I spent a lot of time doing drugs and just shutting down. I had a bitter 13 years at the beginning that caused a lot of scars. I had to learn to let go, accept the fate that I was dealt, and try to move on.

And so I spent the next 10 years putting the pieces of my life back together and trying to get off the drugs. I learned a lot of things, tried a lot of trades, got my hands into a lot of things. I found out what I was good at, and that was woodworking, art, crafts. By doing these things it helped me put my life back together.

NOLA has helped me in a lot of ways. I found people that helped me get my life in order. It's important to have somebody you can talk to, that can help you. One of the things that I got help with was getting a job.

I was only able to get temp work at the beginning, but NOLA connected me with another organization that helped me put together a proper resume and learn some interview techniques. They helped get me boots, a jacket, and a hard hat. These are things I couldn't afford yet through NOLA and a partner organization I was able to get them. This made getting work a lot easier.

There's a lot of things, when I first got out, that were overwhelming. To have somebody there to point you in the right direction and even to look for things that maybe you wouldn't know to look for, having somebody there like NOLA, that's important. It helps ground you. It helps put you in the right direction.

Life now is fantastic. I couldn't be happier with where I'm at. It's been nine months since I've been out. In that time, I've got all my IDs. I have all my taxes done. I have a car. I have a full-time job.

I have all this because of what's been done, not just through NOLA, but through the hard work that I put in.

M2W2 volunteers and donors are fantastic. They are probably the backbone of the group. Without them, there is no NOLA. If you don't have people like that, who are willing to go out of their way to help those that have been in jail for so long, those people would not know what to do with their lives, especially people like me, who have spent so long in jail.

PRISON MENTORSHIP PROGRAM

THANK YOU TO OUR INCREDIBLE volunteers who visit and mentor people in prison. By providing companionship in a place of isolation, you help someone stay connected to the outside world. You inspire purpose and belonging. Together we can pursue our purpose and answer God's call in Matthew 25:36 to visit those in prison.

ALOUETTE CORRECTIONAL CENTRE FOR WOMEN (ACCW)– MAPLE RIDGE, BC

We visit ACCW every other Monday night. Six volunteers meet with three to four women each. Luminita Dudas, a Program and Volunteer Leader on staff at M2W2, coordinates the mentorship program at ACCW.

FRASER VALLEY INSTITUTION (FVI) FOR WOMEN – ABBOTSFORD, BC

Led by Luminita Dudas, 20 volunteers visit FVI every other Thursday night. Each mentor meets with one or two women.

KAMLOOPS REGIONAL CORRECTIONAL CENTRE (KRCC) – KAMLOOPS, BC

Every Monday night, four volunteers visit with four individuals incarcerated at KRCC. The mentoring program at KRCC is coordinated by David Burkholder, a volunteer.

KENT INSTITUTION – AGASSIZ, BC

Elder Pascal Adam, a Program and Volunteer Leader, visits Kent every Thursday and meets with four or five men.

KWIKWÈXWELHP HEALING VILLAGE – HARRISON MILLS, BC

Elder Pascal Adam and two volunteers visit Kwikwèxwelhp Healing Village every Wednesday afternoon.

MATSQUI INSTITUTION – ABBOTSFORD, BC

Every other Wednesday night, a group of four volunteer mentors meets with four men incarcerated at Matsqui. The mentorship program at Matsqui is coordinated by volunteer Walter Bisschop.

MOUNTAIN INSTITUTION – AGASSIZ, BC

On the last Monday of every month, 15 volunteers visit Mountain. Each mentor meets with one or more individuals. At Mountain, the mentoring program is coordinated by Andy Brintnell, a volunteer.

MISSION INSTITUTION – MISSION, BC

Elder Pascal and three volunteers meet with people incarcerated at Mission Institution, visiting the medium-security facility on the third Wednesday of every month, and the minimum side on the second Tuesday of every month.

PACIFIC INSTITUTION – ABBOTSFORD, BC

Coordinated by Program and Volunteer Leader Christian Brouwer, nine volunteers visit Pacific Institution every other Monday night. Each mentor meets with one or more individuals.

SURREY PRETRIAL SERVICES CENTRE (SPSC) – SURREY, BC

Every Monday, two volunteers visit a group of 5 to 15 people. Phil Ho coordinates the program at SPSC on a volunteer basis.

WILLIAM HEAD INSTITUTION – SOOKE, BC

Every other Monday, two volunteers meet with four or five people. Phil Bulled is the volunteer coordinator at William Head.

NOLA: NO ONE LEAVES ALONE

LILLIAN WAS DOING WELL. She was on day parole, living on her own and settling into the community. Then everything changed. She heard from her doctor. After two previous unsuccessful surgeries, her leg needed to be amputated.

The news turned Lillian’s life upside down. Not only would she have to recover from another surgery and come to terms with losing her leg, she would also need to find a new place to live. Her home, where she had been living independently, wasn’t wheelchair accessible.

After her surgery, Lillian met with her parole officer and Allyson Johnson, a Program and Volunteer Leader at M2W2. They talked about Lillian joining our No One Leaves Alone (NOLA) community reintegration program.

HOW NOLA WORKS

NOLA exists to support people after prison. Our staff and volunteers meet people wherever they’re at and walk with them on their post-prison journey. Through NOLA, people can access practical support in five areas: housing, health, employment, education, and relationships. We start by asking how we can help, and work with each NOLA participant to set and achieve goals in the areas they identify.

Some NOLA participants meet regularly with a group of volunteers; others connect with a single volunteer or staff member on an as-needed basis. Our goal is to provide the level of support each participant needs to successfully reintegrate into the community.

‘IT WAS OBVIOUS HOW MUCH THEY CARED’

After meeting with her parole officer and Allyson, Lillian saw how NOLA could help her. She applied to the program, and we connected her with volunteers.

“At first, they helped me pack boxes and get my unit ready for move out.” Lillian said, speaking at our gala fundraiser. “Then they attended doctor’s appointments with me and helped advocate on my behalf.”

Allyson Johnson collaborated with Lillian’s parole officer to search for suitable housing. All they could find was a temporary suite at a facility operated by Elizabeth Fry. It wasn’t a long-term solution, but it was warm and safe.

“Without NOLA’s help I would’ve been in a shelter.” Lillian said, “Their kindness, knowledge, and support have meant the world to me.”

With her name on a waiting list for long-term accessible housing, Lillian wasn’t sure where her journey would take her next.

M2W2 DONORS ANSWERED THE CALL

Typically, our budget is about \$500 per NOLA participant. Understanding the urgency and gravity of Lillian’s circumstances, we launched a campaign to raise

money for Lillian and create awareness about her housing predicament, hoping someone might have an available spot. We invited folks to give to a special fund that would help Lillian transition to permanent housing. Within a few weeks, we raised over \$5,000 to help Lillian with wheelchair-friendly furniture as well as rent and a damage deposit at her place. The trouble was, she didn't yet have anywhere to go.

"In a housing scarce world," Lillian said, "they didn't give up trying to find me a house."

Thankfully, Allyson's perseverance paid off. At the beginning of October, Lillian moved into a long-term wheelchair-accessible rental in Burnaby, a town where she's spent most of her life.

"Lillian was over the moon," Allyson said.

Finding housing wasn't the only way NOLA supported Lillian.

"These ladies have a hearts of gold," she said of her volunteers. "They knew when I was struggling and supported me when I was not strong enough to support myself. They knew how to put a smile on my face. They prayed for me and reminded me how important my own faith is. It was obvious how much they cared."

After incarceration, people face obstacles, which differ from person to person. Because NOLA is designed to meet the specific needs of individuals, we can tailor our support and make the greatest impact. In Lillian's case, it was housing.

Yet as Lillian's story – and the stories of so many others – can attest, NOLA goes beyond meeting practical needs. Thanks to our volunteers, NOLA can be there to bring companionship and encouragement to people on their post-prison journey. It's what makes NOLA unique.

We are so grateful to the volunteers and donors who supported Lillian. Thank you to everyone who chipped in to help.

Lillian, too, is deeply grateful, saying, "When your world is turned upside down so many times in such a short period of time, it is so reassuring to have someone in your corner. I feel blessed."

If you want to help someone on their post-prison journey, visit m2w2.com to learn more about volunteering and donating. Thank you!



HIDDEN TREASURES

IT HAS BEEN AN EVENTFUL YEAR for Hidden Treasures.

This past spring, we announced the temporary closure of our store in Abbotsford, which served the community for over 23 years. Thank you to the staff, volunteers, and customers through the years. You made Hidden Treasures a memorable spot to shop in downtown Abbotsford.

The building was sold in 2020 with the goal of moving to a bigger location. We formed a search committee and viewed many potential properties. Unfortunately, we could not find a suitable building. Our search for a new location continues.

Meanwhile, at our Chilliwack store, we are grateful for a stable location and growing sales.

In August 2022, we hired a new Store Manager, Marian Knight, and she and her team of volunteers helped us resume our work experience program after the pandemic.

During the past fiscal year two people completed work experience terms at the Chilliwack store. Going forward, we will also be facilitating community service hours.

On the sales side, furniture and small appliance sales have been affected by the increasing popularity of Facebook Marketplace. Fortunately, additional foot traffic has helped offset this. Overall, sales were up by 25 percent.

“Our customer traffic is increasing. The store is busier,” Marian said. “We’ve done some renovations, and our customers have commented on how bright and open the store looks. We’ve received a lot of positive feedback.”

The renovations included new shoe racks, built by Marian’s husband Michael, and a fresh coat of paint. Thank you to Home Depot at Eagle Landing in Chilliwack for giving us a deal on paint and lumber.

We hired two new cashiers to help serve the growing customer base and are thankful for our volunteers. “They’re the A-Team, as far as I’m concerned,” said Marian.

Thank you to everyone who donated to the store this year. Your generosity helps keep the store stocked with quality secondhand merchandise. The best part is that Hidden Treasures isn’t just a store. It’s a place where people can find belonging.



COMMUNICATIONS & MARKETING

THE BIG PROJECT FOR THIS fiscal year was updating our branding. In the fall of 2022, we changed our name from M-2/W-2 Association – Restorative Christian Ministries to M2W2. The new name is simple and sleek, an improvement on its punctuation-heavy predecessor. To support the name change, in January 2023, we adopted a new logo. The bold image stands out in print and on screens, and represents our values of togetherness, communication, and compassion.

Another significant project began in the spring of 2023, when we decided to move to a new constituent resource management software, Keela. As of September 2023, Keela is up and running. It's more user-friendly and allows us to better manage our fundraising campaigns, online donation forms, and external communications.

Our ongoing outreach efforts included weekly social media posts; monthly emails featuring a link to our prayer calendar, donation page, and a short reflection on scripture; and quarterly direct mail campaigns (spring and fall newsletters, annual donor receipts in February, and a Christmas letter). We supported monthly engagement with more emails to share news, funding announcements, information about events, and stories about our program participants.

We continued our online advertising, mostly through brand awareness campaigns on Facebook and Instagram. Through these ads, which featured fresh messaging and images each month, we reached 154,694 accounts, made 457,926 impressions, and gained 2,262 clicks during the fiscal year.

We also paid to promote events such as our annual fundraiser and volunteer training. We experimented with a lead-generating campaign on Facebook to recruit volunteers. This kicked off in February 2023 and continued through June. All said, we had 33 people sign up and we sent follow-up messages to encourage them to book a call with Raymond to learn more about volunteering.

We bought print and online ads in the local Abbotsford and Chilliwack papers during Christmas, National Volunteer Week, and Giving Tuesday, as well as print ads in special features such as the Legacy Giving Guide and Seniors Resource Directory, both of which are published twice a year in Chilliwack and Abbotsford.

Thank you to those who shared their stories with us. We appreciate your courage and candour. Again and again, your voices capture the amazing impact that M2W2 staff, volunteers, and programs have on the community.

We are also grateful to those who took the time to read the stories, leave a comment, donate, or fill out a volunteer application. You make it possible to share hope, companionship, and practical support with folks in prison and on parole. Thank you!

Erik Johnson

Communications and Marketing Leader

NOLA PARTICIPANT – Thanks to my mentors, I no longer let my mistakes define me and undermine my self-confidence. I let my mistakes be my teachers so I can learn and grow from them. Then I can define myself by the best of what I am.

PRISON MENTORSHIP PARTICIPANT – My mentor helped me understand things I've been trying to discover about myself for so long. She emboldened me to pick up the pieces of myself and offer them up to Jesus in love and trust. She taught me I was not alone. Ever.

FINANCES

OUR STORE SALES CONTINUED to grow this fiscal year, improving by almost \$30,000 from the previous period. We also took a step forward with funding from foundations, adding over \$42,000 in grant revenue. Likewise, donations from churches and businesses were up as well.

Unfortunately, individual donations were down, and we didn't receive any funding from the government this past fiscal year. With increases in program and operations costs, the result is a net loss of close to \$268,000.

We are working hard to secure new revenue through grants and standing offer agreements, and continue to search for a location for Hidden Treasures in Abbotsford. We are thankful for the growth at our Chilliwack store, and all our supporters in the community. We accept the challenge before us and will faithfully pursue opportunities to gain new revenue into the future.

INCOME: FISCAL YEAR 2022/2023

Income	Amount	Percentage
Store Sales	\$609,214.01	64%
Individual Donors	\$157,934.23	17%
Foundations	\$96,500.00	10%
Churches	\$37,607.05	4%
Businesses	\$20,370.00	2%
Other	\$30,550.25	3%
Total	\$952,175.54	100%

EXPENSES: FISCAL YEAR 2022/2023

Expense	Amount	Percentage
Programs	\$500,058.51	41%
Store Operations	\$366,340.46	30%
Fundraising	\$203,377.37	17%
Administration	\$150,228.66	12%
Total	\$1,220,005.00	100%
Net Loss	\$267,829.46	

THANK YOU

WE WANT TO EXPRESS our sincerest gratitude to all our donors, including businesses, churches, and individuals. Our work is possible because of your kindness and generosity.

We also thank the Adventurer Foundation, Benchmark Properties Foundation, Canadian Race Relations Foundation, DVC Charitable Foundation, First West Foundation, J and J Pruij Foundation, PayPal Giving Fund, Walmart Canada, and Vander Ende Charitable Foundation for believing in our organization. Your funding helps us pursue our vision to end imprisonment, one person at a time.

M2W2 STAFF

Elder Pascal Adam – Program and Volunteer Leader
Christian Brouwer – Program and Volunteer Leader
Glenn Burchart – Program Director
Luminita Dudas – Program and Volunteer Leader
Allyson Johnson – Program and Volunteer Leader
Erik Johnson – Communications and Marketing Leader
Sandra Reglin – Executive Administrative Assistant
Raymond Robyn – Executive Director

HIDDEN TREASURES STAFF

Susan Epp
Marian Knight – Store Manager
Betty Provis
June Schuurman

BOARD OF DIRECTORS

Jason Crossen – Vice Chair
Andrew Brintnell
Hilde Jones
Phil Routly – Secretary
Teresa Spyksma
Cody Vanderwal
Bill Veenstra – Chair

VOLUNTEER COORDINATORS

Walter Bisschop
Andrew Brintnell
Philip Bulled
Dave Burkholder
Phil Ho





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