



"I look forward to coming in to Rainbow's End, working hard, and making friends"
- J. B.

2016/17 ANNUAL REPORT

A MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR...

Everyone deserves the chance to work, and that all persons have the right to be treated with an equal level of respect. We believe that at Rainbows End, every member has the power to affect positive change in their own meaningful way. It is from this belief that we built a community that we're proud to be a part. This community has reinforced our belief that the quality of life in our community is defined by the quality of life of each individual member.

This year is a very special year for Rainbow's End. It is the 20th anniversary of the organization, and to kick off this special year. We are pleased to announce that 2016/17 was the best ever in terms of total revenues, total operational revenues, total number of employees and customers. We continue to build on our successes. Rainbow's End continues to grow and surpass targets that we've set for ourselves.

Compared to the previous year, our operational revenues have increased by nearly 40% and we collectively provide work for 76 team members! We are very pleased at Rainbow's End success in building supportive jobs for people with lived experience of mental illness.

In the past few years, our collective businesses have nearly quadrupled in size. We are in a strong financial position and we want to use that position to invest in Rainbow's End, its future and in our team members. We have been growing so fast that from a strategic perspective, it is important to step back, to reflect and to ensure that the work we do is the right work that is done in a sustainable manner. To that end, we have been working hard towards and are about to unveil our new strategic plan that will set the trajectory for Rainbow's End for the next several years.

We have put great emphasis in strengthening our core businesses in property maintenance (Mow-Town and Get Real) and our food services enterprises (Rainbow's End Bistro and Colour's Café). Additionally, we have also been listening to our team members and are looking for ways to create more opportunities to support them at work. We have been exploring new creative projects that create value at Rainbow's End and that are led by team members. We are looking at refining skills through more management interaction, skills development, and employee engagement. We recognize the importance of our most important resource—our people.

There is a lot to do and we would like to thank the hard work of the Board of Directors. We would like to welcome new members of the Board of Directors—Kayla Carneletto and (re-welcome) Fiona Wilson who will bring diverse and new perspectives that will better enable the organization to carry out its vision. We also would like to thank David LeFebvre and Dawna Kazarian-Keith who will be retiring this year. Each have served early in the organization's history and have been pivotal in guiding Rainbow's End to where we are today. We would like to especially thank Dawna Kazarian-Keith, one of the original members of Rainbow's End, and a previous Chair of Rainbow's End for many years. We are very grateful for their support and generosity in giving to the organization. Rainbow's End wishes both of them the best in their future endeavours.

Most of all, thank you again to our employees for making this all possible. It is through your hard-work and dedication that Rainbow's End is where it is at today.

Sincerely,



David Williams,
Executive Director



Bailey Lorv
Chair, Board of Directors

ABOUT RAINBOW'S END...

VISION

To provide opportunity where there was no opportunity

MISSION

To create supportive and diverse social enterprises through which people living with mental illness can experience empowerment, inclusion and dignity

PRIORITIES

- **Support** our employees in developing skills, confidence and self-worth in new roles and opportunities
- **Advocate** for better education and inclusion of people with lived experience of mental illness in employment and the community
- **Serve** our customers and community by providing high quality services delivered by our employees



in 2016/17



NET OPERATING REVENUE: \$590,805
+39.5% from 2015/16

\$155,674 GRANTS & DONATIONS

76 TEAM MEMBERS
 @ RAINBOW'S END
+15.2%



+32.6% # OF HOURS WORKED
192,462 HOURS
 AVG. # HOURS WORKED: 48.7 HOURS PER MONTH
15.1% MORE PARTICIPATION | 15.1% MORE OPPORTUNITY



COLOUR'S CAFÉ and RAINBOW'S END BISTRO...

Congratulations to the Colour's Café and Bistro for having completed their first full year of operations! Our team has done tremendous work catering to St Joseph's Healthcare Hamilton, Legal Society of Canada and the Ontario Dental Association. The Rainbow's End Bistro was also recognized this year with a \$25,000 Edith Turner Foundation Award!



MOW TOWN...

Great work Mow Town team! This year, we ramped up our Garden Design and have received great praise for the quality of work. Mow-Town continues to thrive, with the largest customer base ever! We look forward to exploring more sustainable, greener options. More news in the coming year!

WE ARE LISTENING...

Rainbow's End has been speaking with team members, and we heard the following:

- Rainbow's End is a welcoming, supportive environment to work without judgment. There is a strong sense of community and belonging and our team members feel safe and enjoy coming to work
- There needs to be greater accessibility to management in uncertain situations. We need to do better in ensuring there are enough resources for our team to get the right supports they need to do the best work they can
- There is desire for greater responsibilities and learning more advanced skills. We heard that many team members would like to support Rainbow's End in creative capacities that leverage existing skills. Stay tuned for a full report to be presented next year alongside the new strategic plan!



A CALL FOR CREATIVITY...

Congratulations to Joe Boasie who was hired to photograph the great work being done at Rainbow's End. We encourage team-members to share their ideas for creative work that may be of interest to them!



RAINBOW'S END BBQ...

It seems to always rain at our team appreciation events. But that certainly doesn't put a damper on our spirits!

PINS AND NEEDLES...

Seen here receiving recognition and posing with Mylan Canada.

LOOKING FORWARD...

We are excited to be acting on our new soon to be unveiled 2017-2022 strategic plan. This new plan will set the course for the next 5 years and will aim to provide more support for our team members, more advocacy for mental illness, and better service for our customers. A large focus will be on partnerships and stronger connections with the community. We recognize that if we are to better support our mission, we will need to work together with the community to do so. We have a number of partnerships in development and are excited about what opportunities may lie.

As a part of building stronger connections with the community, we look forward to the redevelopment of our website. The new website will help Rainbow's End better showcase our businesses and the exceptional work that we do.

As always, our ultimate goal will be in creating more hours and more stable work. We will continue to strive to identify creative and supportive opportunities for our team.

Looking forward to the new year!

in 2017/18



MORE PARTNERSHIPS



MORE EFFICIENCY



MORE ENGAGEMENT

"I feel safe to be myself here"
 - M. G.

Visit our webpage: rainbowsend.ca

Connect with us at: info@rainbowsend.ca

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Rainbow's End would like to graciously thank our community partners.



Hamilton Niagara Haldimand Brant **LHIN**

