



RAINBOW'S END

Community Development Corporation

2018/2019 Report



A Message from the Chair and Executive Director

Another year has come and gone and as operations for 2019 come to a close we have an opportunity to reflect on the end of a decade and another set of milestones achieved by Rainbow's End.

In 2019 we surpassed every previous season in providing more employment, more training and more opportunities to people living with mental illness.

One of the most important achievements this year was the placement of two experienced managers to head-up individual social enterprises; Colours Cafe and Mow-Town. Tom became the manager of Colours Cafe in April 2019, quickly introducing better training processes and a greater selection of products for our customers. Likewise, Alex took charge of Mow-Town and has facilitated growth in our employees through improved skillsets as well as the quantity and quality of work they undertake. As a direct result of their efforts both enterprises are employing more people and generating more revenue than ever before.

Rainbow's End has also continued to strengthen community relationships, currently working with more organizations and partners than at any time in our history. The growth in these community ties, as well as the strength of the partnerships, has allowed us to continue to improve access to working opportunities for more people, ensuring they are work-ready when they on-boarded. Other notable achievements for 2019 include the implementation of our first Policies and Procedures Manual, an essential set of guidelines for a rapidly expanding organization and an indication of the need to manage growth effectively and correctly.

The future of our operations looks extremely bright and next steps will include looking at incremental changes to improve the environmental footprint of our landscaping operations, including utilizing more electric equipment than ever before. We also have plans to expand our Food Service operations, developing a larger and more flexible team of employees and extending our catering service to the broader Hamilton community.

On behalf of the Board and the Management Team we would like to thank everyone who has helped us get where we are today. Know that this is just the beginning, and with a great team around us and great plans before us we look forward to the challenges of 2020 with great expectations.

Sincerely,

Christopher Yendt
Chair, Board of Directors

David Williams
Executive Director

“...This is just the beginning, and with a great team around us and great plans before us we look forward to the challenges of 2020 with great expectations.”

Our Values

Equitable opportunities



Compassion and support



Empowerment and dignity



Financial Report

Year-to-date growth

+2.14%

increase in Food Service Operational Revenues

+5.24%

increase in Operational Revenues

+47.5%

increase in Property Maintenance Operational Revenues

Employees and Volunteers

65

Employees

2

Volunteers

Our Community



“Knowing how many different people this organization helps...That’s really why I’m here.”

- Tom V.
Colours Cafe, Manager



“Employees set higher standards for themselves and reach levels they were not aware [they could]. They are valued and learn to believe in their potential through employment at Rainbow’s End.” - Kristen, 2020

Words of Gratitude

"I just wanted to send you a quick email to thank you so much for putting together such a great sandwich platter for our son's birthday party. They were absolutely delicious! We couldn't have asked for a better arrangement and every last sandwich went!"

- Melissa

"Just a note of sincere thanks for the good work in our yard in 2019. We are both now over 80 and Rainbow has come into our lives at just the right time for us to stay here for a longer time. The work by your several employees is always done with care and at a reasonable cost. Then, when payment is made by phone to you, [Chelsea], your hearty laughter makes it all feel good!"

- Ken and Mary-Jane

Words of Dignity

"Rainbow's End gave me the motivation to want to work..."

- C.L.

"We found purpose with our opportunities through Rainbow's End that drive our productivity."

- V.B.

"Any job is good to have but Rainbow's End is especially good because the bosses are good. They make it easy for you to work here and it's rewarding together"

- Ed (Team Lead)



Our Valued Supporters

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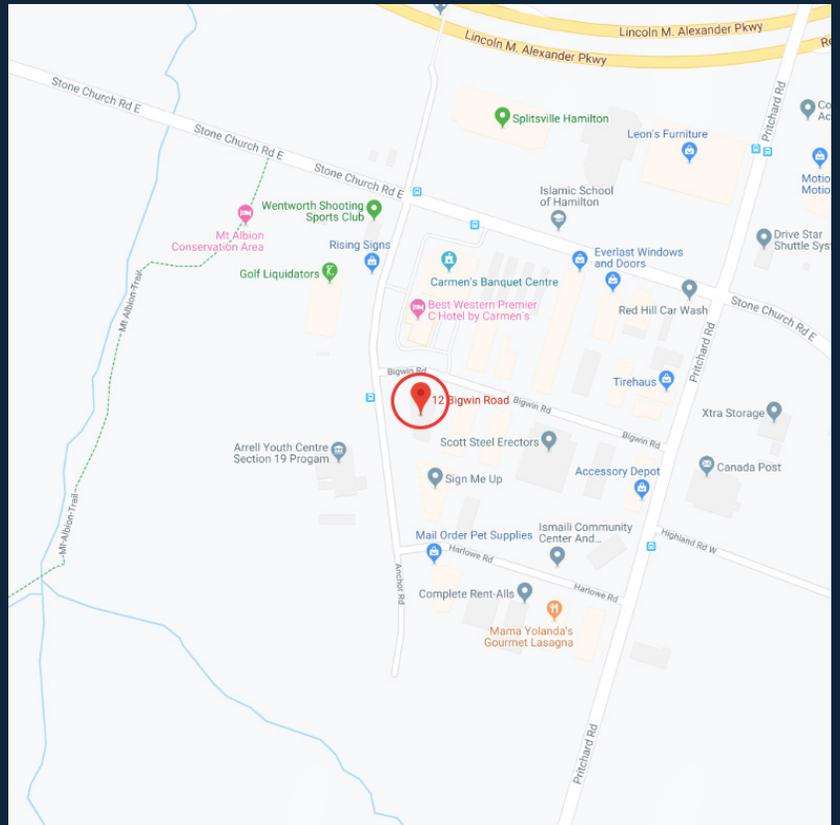
Our Mission

To provide opportunity where there was no opportunity.

Our Vision

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

guidance support skills opportunity individuality restoring charity social sustainability leadership awareness local
 health enterprises competitive fair supportive people engage
 challenges opportunities change mission



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