



# ANNUAL REPORT 2022

Crouch  
Neighbourhood  
Resource Centre





# INTRODUCTION

Crouch Neighbourhood Resource Centre (Crouch) works to build a healthy community where everyone belongs and can access resources with dignity. Our organization has a 50-year history of community development and food security initiatives within the neighbourhood surrounding the London, Ontario main street of Hamilton Road. In 2022, more than 2,400 residents accessed programs and services through Crouch.

## MISSION

To build a healthy community where everyone belongs and can access resources with dignity.

## VISION

A thriving community where everyone reaches their potential.

## VALUES

**Accountability:** We manage resources with transparency, efficiency, and care.

**Compassion:** We meet community members where they are at and walk with them on their journey to meet their goals

**Dignity:** We recognize the right of all residents to live in dignity and to participate fully in society. Our interactions with community members and collaborators are centred on the right of each person to be valued and respected for their own sake.

**Creativity:** We evolve along with the needs and dreams of our community

**Collaboration:** We work closely with residents and partners to achieve strong outcomes for the community we serve.

**Equity:** We provide services in a way that honours the diverse lived experience, talents, and needs of each resident. We address equity gaps by providing basic needs supports that allow residents to focus on other pressing challenges and opportunities.

# CORE SERVICES



## NEIGHBOURHOOD SUPPORT SERVICES (ADVOCACY AND BASIC NEEDS)

Crouch Neighbourhood Resource Centre provides basic needs, advocacy, information and referrals to residents experiencing the effects of poverty within the Hamilton Road neighbourhood. These services lessen the financial and emotional burden on community members, allowing them to use their limited resources to meet other urgent needs. The goal of the program is to empower residents so that they are in a position to increase their housing and income stability and move themselves out of poverty - a challenge that first requires that their basic needs are met.

## COMMUNITY DEVELOPMENT

Crouch Neighbourhood Resource Centre utilizes a community development approach to build social capital through activities that foster social connection and belonging. Residents are also empowered to play a leadership role in their neighbourhood. Crouch works closely with the Hamilton Road Community Association, the Hamilton Road Area Business Association, the Hamilton Road BIA, the Indigenous Fellowship of Hamilton Road and the Crouch Library Branch to ensure that the programs and services provided are responsive to local wants and needs.

## CHILD AND YOUTH PROGRAMMING

Crouch Neighbourhood Resource Centre supports children and youth through activities that emphasize social inclusion, leadership and healthy living. Empowerment and engagement are central to this approach, with a reduction in isolation and barriers to inclusion as central outcomes.

During the school year, Crouch operates a daily, no-cost, afterschool program. In July and August, the Crouch "Summer Splash" day camp operates 5 days a week, emphasizing physical activity, gardening, hygiene and health, emotional and social regulation, and nutritional equity.



# 2022: A YEAR OF COMMUNITY CONNECTION

The Hamilton Road neighbourhood was alive with opportunities for social connection and community building in 2022. Any community organizer knows the day-before event jitters, asking themselves, "Will anyone show up?" The answer in the Hamilton Road neighbourhood is a resounding "Yes!". Community members show up for themselves and each other, actively participating in opportunities for community connection and often looking for a way to lend a hand. In 2022:

- 800+ community members attended the Crouch Block Party
- 200+ residents attended Concert Culture, featuring 20+ diverse local artists
- 250+ Londoners participated in the first annual Hamilton Road Harvest Fest, showcasing 19 neighbourhood-based small businesses

Residents also enthusiastically participated in pop-up produce markets, hot meals with live music, a women's art and mental health group, a Halloween Party, a mural unveiling and a well-attended annual general meeting, among other initiatives.

The value of gathering as a community goes far beyond recreation and entertainment. Community development has a direct influence on poverty alleviation by building the social capital of residents. Social capital is defined as the networks of relationships among people who live and work in a particular society, enabling that society to function effectively. Often, the most important resource community members have is each other.

Thank you to every community member, volunteer, staff member, artist, partner and funder who made 2022 a year of connection and celebration. Words cannot express what it has meant to have you "show up" and demonstrate to the entire city why we say that...

**HAMILTON ROAD**  
*has heart*

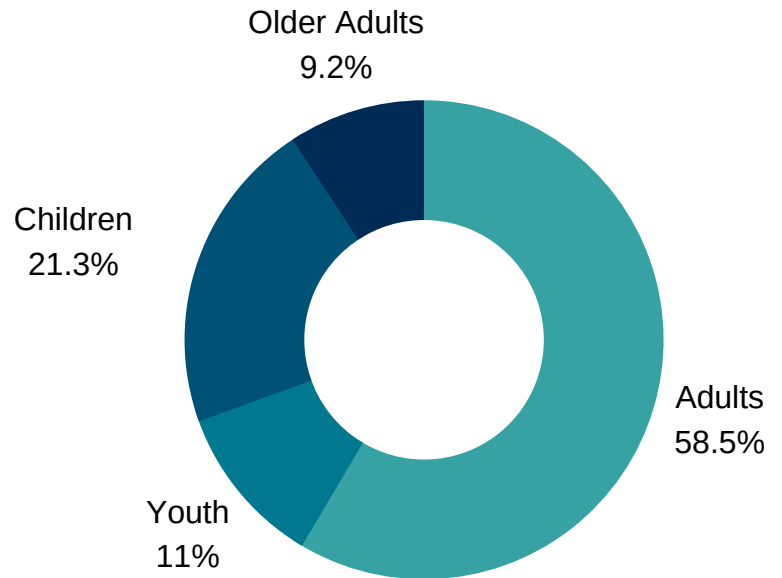
Jennifer Martino, Executive Director

# IMPACT: BY THE NUMBERS



## UNIQUE INDIVIDUALS SERVED

|              |      |
|--------------|------|
| Adults       | 1405 |
| Youth        | 263  |
| Children     | 511  |
| Older Adults | 222  |
| Total        | 2401 |



**39,310**

**Food Items  
Distributed**

**3,900**

**Meals  
Served**

**2224**

**Income Tax  
Returns Filed**

**306**

**Winter Coats  
& Boots  
Fitted**



# COMMUNITY DEVELOPMENT: RESIDENT LED INITIATIVES



The seed for Hamilton Road Harvest Fest was planted when long-time Hamilton Road resident Nancie attended the Crouch Block Party and told a staff member that she had always wanted to host a local craft fair. Crouch staff committed to providing backbone support for the initiative, with Nancie playing a leadership role in event design and execution.

Nancie assembled a team of 13 talented vendors from the neighbourhood, put together a phenomenal prize table for festival attendees and promoted the festival to local businesses. Harvest Fest resulted in a big boost in community spirit and economic support for 19 small businesses, most of which are led by equity-seeking residents. Residents also learned about the voting process just in time for our municipal election, in partnership with Pillar Non-Profit Network and SDG (Sustainable Development Goals) Cities. Voter education was available in English, Spanish, Portuguese, French and sign language.

Harvest Fest is an example of a genuinely resident-led activity. Nancie and other community members who first engaged with Crouch through the Block Party are now regular volunteers regularly and are planning for Harvest Fest 2023. The Crouch team looks forward to continuing to provide backbone support for future resident-led community-building initiatives in the Hamilton Road neighbourhood.



Thanks to the City of London, United Way Elgin Middlesex, TD, My Main Street and Medeiros & Son Trim Limited for supporting this initiative.

# IMPACT STORY: CHILD AND YOUTH



Each year, Crouch hosts a summer camp for low-income children and youth. Summer Splash is the only summer camp in the Hamilton Road neighbourhood. In the Summer of 2022, camp participants enjoyed 3 days per week at the Graham Family Eco Park, a 26-acre outdoor space providing space for exploration, reconnecting with nature and opportunities for physical activity. The EcoPark offers a safe space to explore and interact with peers and staff from several other local organizations.

Through these new connections, participants navigated rapport-building with peers and challenges within these friendships. Crouch also provided campers with nutrient-dense snacks and lunches, ensuring each participant had access to the nutrition they needed to reach their full potential.

Families of Summer Splash participants were invited to join their child(ren) for a BBQ lunch and see the beautiful space where their child(ren) spent many of their summer days. The children planned activities to share with their family members and helped to serve food at the BBQ. One parent shared that she was "overwhelmed with gratitude" during this event for the opportunities the program provided her son.



# IMPACT STORY: INCOME STABILITY



Filing tax returns can be overwhelming due to literacy levels, technological challenges, and fear of taxes owing. The Community Volunteer Income Tax Clinic reduces barriers to tax filing so that community members can take advantage of much-needed social benefits.

"Joseph" was a few years behind on his tax returns. Couch-surfing with no fixed address, he was overwhelmed and ashamed when he asked the Crouch Community Outreach Worker for help. The Crouch team supported Joseph by gathering the required documentation and scheduling his appointment for the tax clinic. The result was a return of over \$3,000, which included retroactive tax credits from prior years. Joseph is relieved of the stress of being behind on his filing and receives ongoing tax benefits, including the GST and Trillium credits, allowing him to take steps toward stabilizing his housing.

"Luis" received an eviction notice and was at risk of losing his rent-geared-to-income housing status because he hadn't submitted a notice of assessment. Filing tax returns is a prerequisite for acquiring and keeping subsidized housing status, and it's also a requirement for applying to other social service programs, including Ontario Works and the Ontario Disability Support Program. Crouch staff helped this community member gather his documentation, complete the required forms and submit the notice of assessment to housing. The eviction notice was removed, and his rent-geared-to-income affordable housing status remains in place.





# SUPPORTERS - 2022



**Crouch Neighbourhood Resource Centre was honoured by the generous support of the following funders, companies and partners in 2022:**

THE AGAPE FOUNDATION OF LONDON  
THE BETTER BIN COMPANY  
BOYS AND GIRLS CLUB LONDON  
BRESCIA UNIVERSITY COLLEGE  
CANADA REVENUE AGENCY (COMMUNITY VOLUNTEER INCOME TAX PROGRAM)  
CANADIAN TIRE JUMPSTART  
CANADIAN URBAN INSTITUTE  
CHILD AND YOUTH NETWORK  
CITY OF LONDON  
CMHA  
COMMUNITY FOOD CENTRES CANADA  
CROCHET CLUB OF LONDON  
DIAPER BANK  
DIGITAL CREATIVE ARTS CENTRE  
DOLLARAMA  
ECONOMIC AND SOCIAL DEVELOPMENT CANADA  
EGERTON CHURCH  
ENBRIDGE GAS  
FANSHAWE COLLEGE  
FIRST STUDENT BUSING (ST. THOMAS)  
THE FOREVER LEGACY FOUNDATION  
FRESHCO (ADELAIDE AND HURON)  
FRIENDS OF THE LONDON CIVIC GARDEN COMPLEX  
GIANT TIGER (HURON AND Highbury)  
GRAHAM FAMILY ECO-PARK  
GRAND THEATRE  
HAMILTON ROAD BUSINESS ASSOCIATION  
HAMILTON ROAD COMMUNITY ASSOCIATION  
HAMILTON ROAD SENIORS AND COMMUNITY CENTRE

HUMAN RESOURCES DEVELOPMENT CANADA  
IMPACT CHURCH  
INDIGENOUS FELLOWSHIP OF HAMILTON ROAD  
JILL WILCOX FOUNDATION  
KING'S UNIVERSITY COLLEGE  
LONDON ARTS COUNCIL  
LONDON CHANGEMAKERS  
LONDON CYCLE LINK  
LONDON FOOD BANK  
LONDON FOOD COALITION  
LONDON PUBLIC LIBRARY  
LUTHERAN SOCIAL SERVICES LONDON  
MIDDLESEX LONDON HEALTH UNIT-HARVEST BUCKS  
MINISTRY OF TOURISM, CULTURE AND SPORT  
MISSION SERVICES (MISSION STORE)  
MY MAIN STREET  
NO EMPTY BOWLS  
OLD NAVY ONTARIO WEST DISTRICT  
ONTARIO TRILLIUM FOUNDATION  
RED CROSS  
SAFE SPACE  
TOYS FOR TOTS  
TRY RECYCLING  
TURNER'S FARMERS MARKET  
UNITED WAY ELGIN-MIDDLESEX  
URBAN ROOTS LONDON  
WESTERN O-SERVES  
WESTMINSTER COLLEGE FOUNDATION

...AND TO OUR DONORS: THANK YOU FOR BEING SPECTACULAR NEIGHBOURS!

# 2022 AWARDS

## Hamilton Road Area Leadership Awards

Recipients of the Hamilton Road Area Leadership Award demonstrate a level of volunteerism, commitment, and leadership over and above the call of duty. These leaders set an example and inspire others to get involved in improving their community. Each year, deserving adults and youth who demonstrate leadership qualities in our community are selected to receive the Hamilton Road Area Leadership Award. Congratulations to the 2022 recipients of the Hamilton Road Area Leadership Award:



**Diane MacMillan**



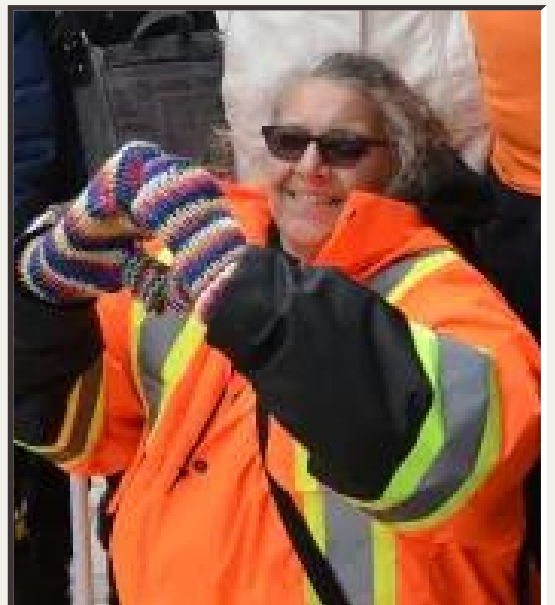
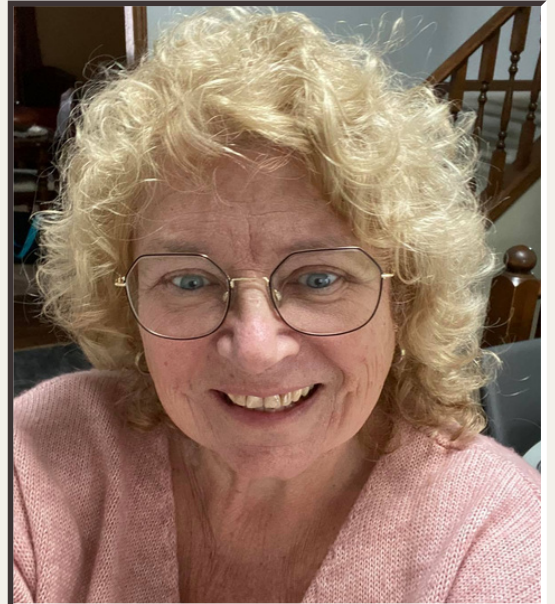
**Dario Novoa**



**Nancie Lopes**



**Aiden Burke (Youth Award)**



# 2022 AWARDS CONT.



## The Crouch Teal Heart Award

The Crouch Teal Heart Award recognizes community members for their service to the Hamilton Road community. The recipients of this award are connected to Crouch and have demonstrated energetic, positive and giving attitudes toward their fellow community members. They often recognize and respond to a need by lending an extra hand. They work, sometimes behind the scenes, to support and uplift the community. The recipients of this award are thoughtful, compassionate, dedicated, and hard workers who want to make a positive impact in their community.

Congratulations to this year's recipients of the Crouch Teal Heart Award.



**Impact Church**



**Safe Space**



**Reg Stanley**



**Studio Shim  
(Kim Doerr &  
Shane Wilcox)**



**Ulises Gonzalez**



**Reg Stanley**



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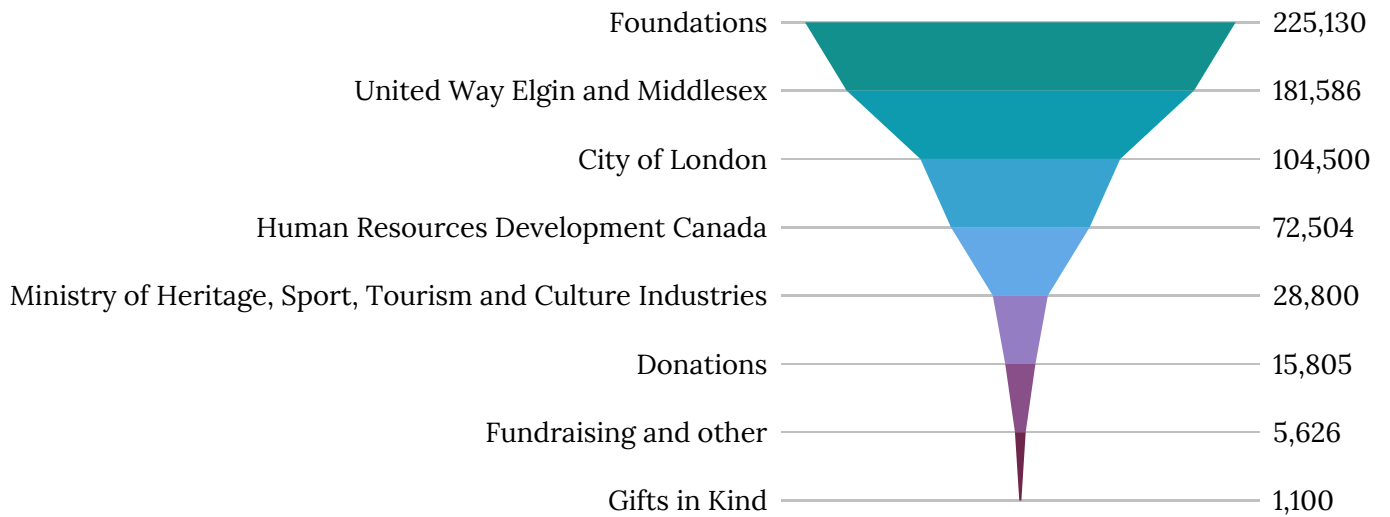


# FINANCIAL OVERVIEW

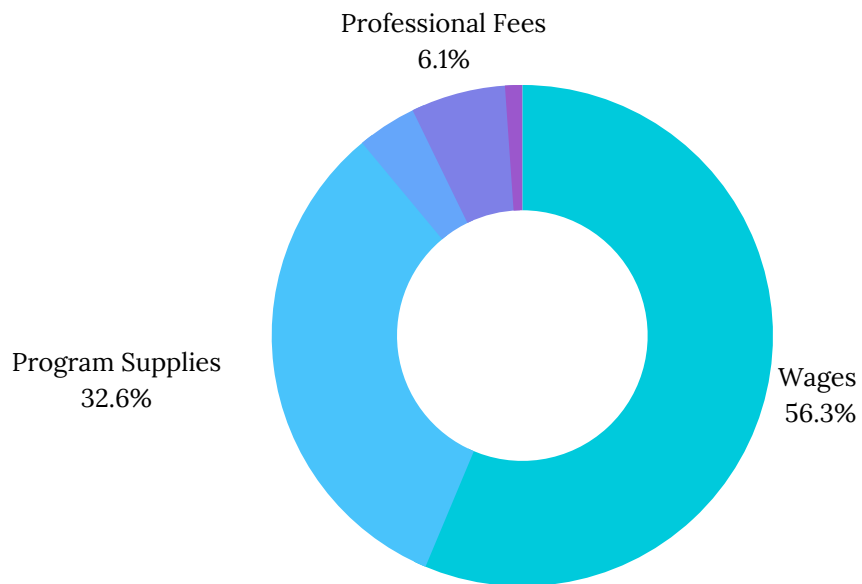
Year end December 31, 2022

For audited financial statements, please see [www.crouchnrc.org](http://www.crouchnrc.org)

## REVENUE BY SOURCE



## EXPENSE BY CATEGORY





## CROUCH NEIGHBOURHOOD RESOURCE CENTRE

550 Hamilton Road  
London, Ontario, N5Z 1S4



[www.crouchnrc.org](http://www.crouchnrc.org)



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