



# CHARITY HOUSE (WINDSOR)

O/A BRENTWOOD RECOVERY HOME



# ANNUAL REPORT 2024

**Websites:**

[www.brentwoodrecovery.com](http://www.brentwoodrecovery.com)

[www.brentwoodlottery.com](http://www.brentwoodlottery.com)

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**Windsor, ON N8X 1S9**

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# BOARD OF DIRECTORS

# BOARD OF DIRECTORS 2023-2024



Ken Courtenay, Chair



Sonja Grbevski, Vice Chair



Allen Provost, Treasurer



Grace Doiron, Secretary



Jenny Baird



Norbert Bolger



Scott Collier



Brooke Gyetvai



Ervin Keczem



Linda Lloyd-Dupuis



Glen Malott



Cari May



Rick Pilon



Maureen Rudall



Donna Ryan



Julie Santarossa

Updated November 27, 2023

Resignations in 2024: Grace Doiron, Jenny Baird, Glen Malott and Donna Ryan.

## Message from the Chair

Welcome to the October 16 AGM at Brentwood. For me this will be more personal than ever; after 4 years on the Board, and 2 as Chair, my term has expired. I will be involved for another year as Chair emeritus - a fancy term for "Past Chair". The position is meant to be a resource for the new Chair and Board and is non-voting.

If I knew then what I know now ! I know so much more now than I did initially, particularly as Chair, example, the handling of the Summer Court house, that could have saved time and stress. I am not an overly nostalgic person but we have to reflect to learn; in AA parlance do a searching and fearless moral inventory, I have and I do. Many of the things we have done well are because of the exceptional work of so many people. My mistakes are mine alone.

On the surface little has changed at Brentwood - I go to meetings now as I've done for 29 years, group leaders run meetings, clients on program see group leaders for direction, alumni share. But the actual running of a health organization, I had no idea of the complexity and challenges.

The recovery world is different now, different challenges with opioid and fentanyl use. Harm reduction strategies, suboxone for example, are being used. However, the Brentwood program is now and will always be to help people achieve and maintain abstinence. The work effort to achieve accreditation, add new positions - psychotherapists, navigators, and the enormous amount of time searching for funding and fundraising - I had no idea. Which brings me to my final point.

I have seen now "behind the curtain" the efforts of the staff in all areas in running a health organization in the 21<sup>st</sup> century. It is phenomenal. The knowledge needed to navigate the legal and regulatory conditions of managing Brentwood, to ensure Brentwood is in compliance and to keep Brentwood at the forefront in Windsor in the recovery world, well, I had no idea. But I do now. If I were to reflect on Board decisions, good or bad, in my 4 years the best decision, no question was hiring Elizabeth. The complexity alone almost dictates a two-person set of skills. We lucked out.

So for 60 years now we have helped the alcoholic, the addict, to turn their life around. I have real faith that our program, ask, listen, do as you're told—share, confide and consult will continue to bring hope to others as it has to me. Thank you.

Respectfully,

Ken Courtenay

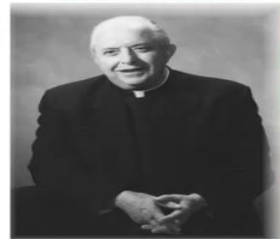
## Message from the Executive Director

Two thousand and twenty four marks 60 years since Father Paul, Kay and Jim Ryan founded Charity House Windsor that later became known as Brentwood Recovery Home.

*I have passed on my life's work unto all of you. Please accept this invitation to continue to do as I have done in loving service to others. I encourage you to do it in a spirit of love, kindness and fellowship by remaining true to the spiritual principles which you have been taught. I further implore you not to turn your backs on the suffering alcoholic but to be there for them as the need arises. In this you will know that you are doing God's will. We are assured in Our Lord's words, "If you did it to the least of these my brethren, you did unto me." God calls us to go out and serve in the name of love and in the name of compassion. It is with a healthy sense of pride and confidence that I pass on to you in sacred trust the mission to continue the word of Brentwood.*



*God and I will be watching all of you. I know as a fellowship that you will keep one another on your toes. Again I implore all of you, do these things which I have suggested in unity and conformity, in good faith and humanity of heart. As you give away the peace within yourselves that you have received here at Brentwood, the more you will be able to be peace makers to those who need you most. Thanks be to God. With this spiritual message that you all now have engraved in your hearts I can go in peace.*  
*[Fr. Paul Charbonneau, The Brentwood Talks on Recovery]*



# Remembering **July 3, 1922 - March 22, 2010** Father Paul Charbonneau

### ***Father Paul taught that Words without Action have no meaning***

In 60 years, the values of Fellowship, Accountability, Teamwork, Honesty, Excellence, Respect that he taught are ingrained in the DNA of the Brentwood program. His vision of people helping people has not changed.

I invite you to reflect on whether you are living his message and teaching/serving in a spirit of love, kindness, fellowship, compassion and service to the suffering alcoholic before self?

Have you acted in unity and conformity, in humanity and good faith?

Are you a living testament to his values of Fellowship, Accountability, Teamwork, Honesty, Excellence and Respect?

We are all human and we will falter at times. As humans we cannot be perfect. We will not always be in our spiritual self and our forgiveness and compassion must extend to ourselves as well as to others.

As I reflect on another year at Brentwood, I tell you with all honesty every time I have been in a place of giving up, of leaving and there have been more than a few times; I've prayed literally asking Father to send me a sign and he does every time and then I am grounded back into my faith, my love and my gratitude for all of you and the opportunity to serve Brentwood. Thank you! It is my honour & privilege.

Elizabeth Dulmage RN, BScN, MSA (Health Administration)  
 Executive Director

## Brentwood Recovery Home Staff 2023 - March 31, 2024

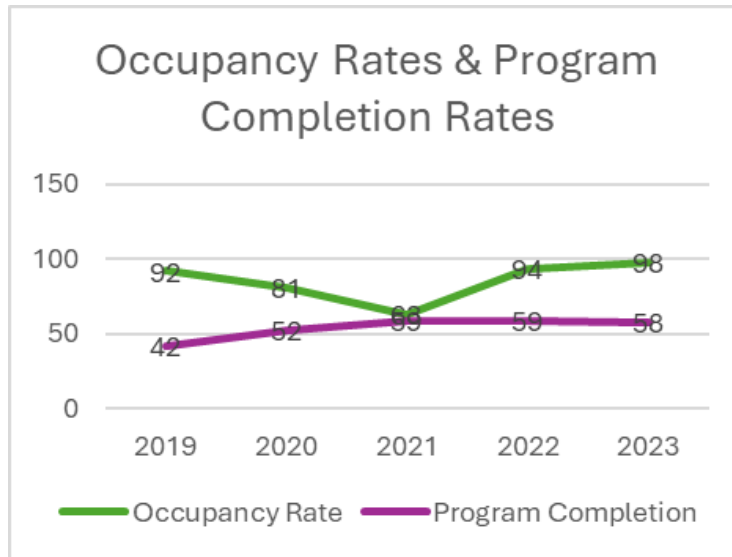
Adam Vandermuren  
Al Malcolm  
Alan Latendre  
Ashley Hartlieb  
Barry Ashby  
Bernhard Freisen  
Bryan Trudel  
Catherine Howard  
David Richardson  
Doug Andrews  
Ed Jahn  
Elizabeth Dulmage  
Eric Radke  
Gianna McKenna  
Ian Owen  
Jamie Fowler  
Jamie Lewenza  
Janis Cramp

Jenn Bastien  
Jenn Drescher  
Jennifer Lavin  
Jim McKnight  
Joe Papa  
Keith Hamel  
Kelly Burling  
Kelly Davey  
Kevin LaRose  
Korede Adepitan  
Laurie Moore  
Leslie Taylor  
Mary Cadieux  
Matt Ditty  
Michelle Blythe  
Mike Collins  
Mike Losier  
Nadine Hewton  
Nicole Boussey

Paul Guarasci  
Paul Kristalovich  
Paul McCann  
Quaina Gaines  
Rene Beaulieu  
Rick Schram  
Rosanne St. Denis  
Russell Robinet  
Samantha Kell  
Sandy Moor  
Shannon Ellis  
Sheryl Butler  
Susan Giacchini  
Tammie Lumley  
Tom Butler  
Tracy Seguin  
Victor Darrow  
Yvette Kowalski



## OPERATIONAL HIGHLIGHTS

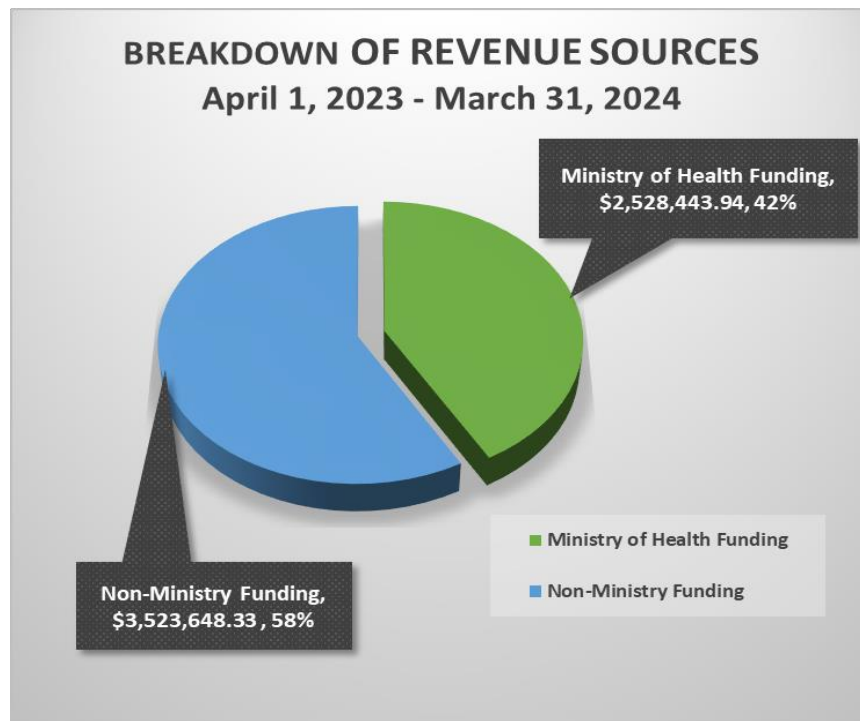


### Client Profiles

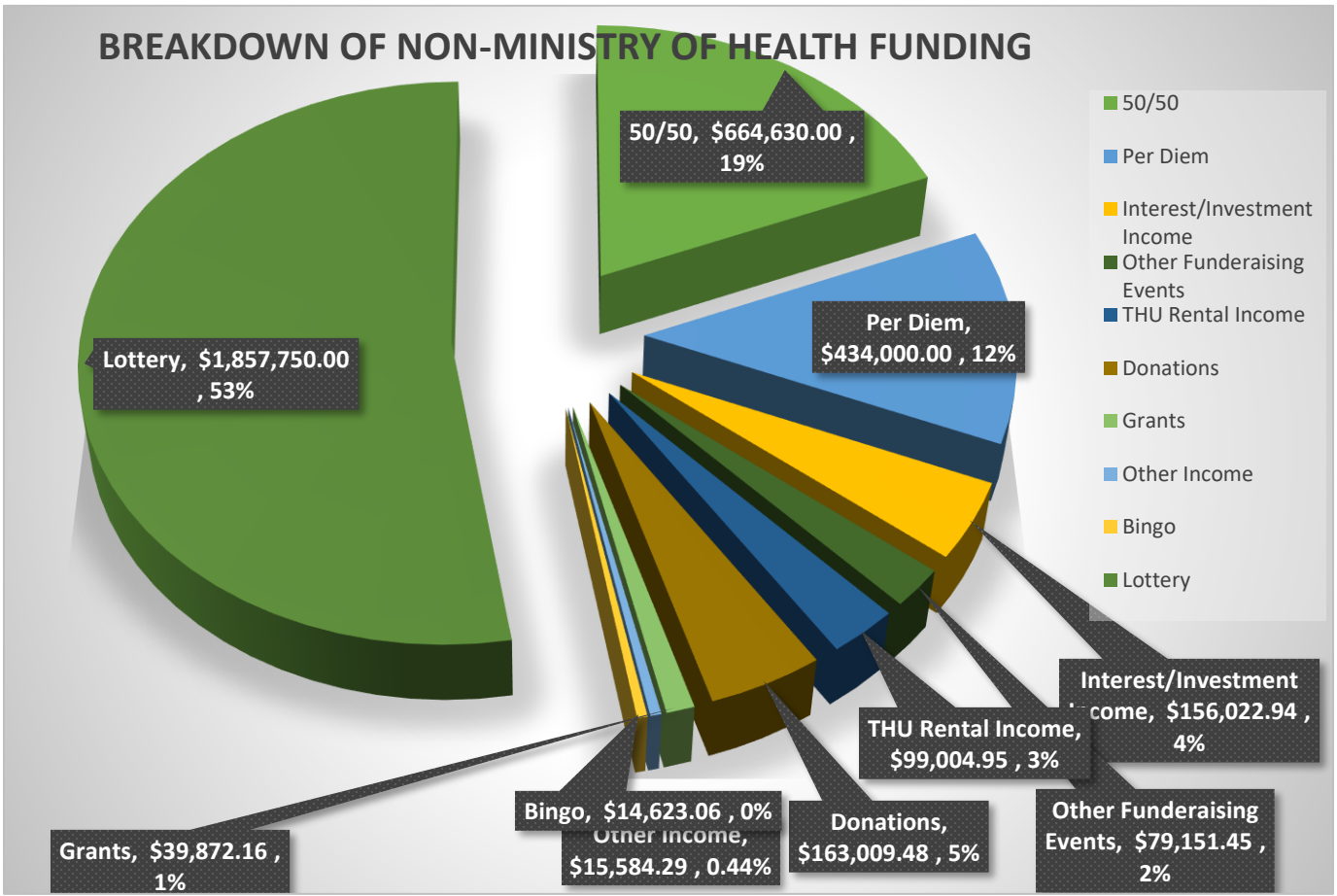
Program

- 32% PEOPLE ON Program (POP) identify opioid addiction as their presenting problem
- 233 POP (53%) received individual psychotherapy
- 342 POP (75%) received navigation services

## FINANCIAL HIGHLIGHTS

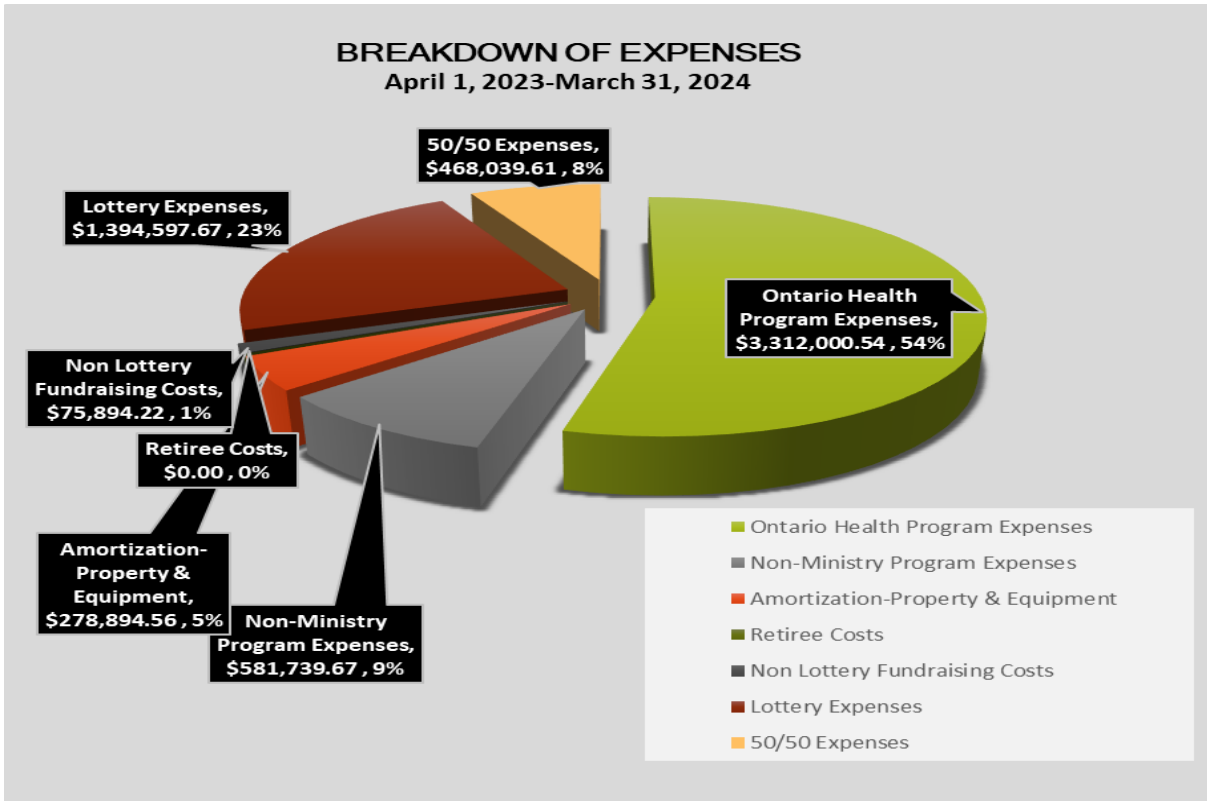


### BREAKDOWN OF NON-MINISTRY OF HEALTH FUNDING



### BREAKDOWN OF EXPENSES

April 1, 2023-March 31, 2024



Please visit [www.brentwoodrecovery.com](http://www.brentwoodrecovery.com) to view the 2023/2024 financial statements.



# FUNDRAISING HIGHLIGHTS

## HOME LOTTERY 32



**BRENTWOOD LOTTERY**

**BUY EARLY FOR MORE CHANCES TO WIN!**  
4 EARLY BIRD CASH PRIZES OF \$25,000 | MAIN DRAW CASH PRIZES OF \$500 - \$25,000  
**90 EARLY BIRD DRAWS | 22 MAIN DRAW PRIZES**

**GRAND PRIZE**  
WIN A NEW HOME WORTH  
**\$750,000**  
40 PIERERA DRIVE, HARRROW ON, NOR 1 G0  
NOR-BUILT

**BONUS 50/50 DRAW**

**OVER \$1 MILLION IN TOTAL PRIZES!**  
CASH PRIZES UP TO **\$25,000**

**MOTORCITY CHEVROLET**  
2024 Jeep Wrangler Sport  
Retail value \$64,295 or **\$51,436 Cash**

**Gus Reverano CHEVROLET-BUICK-GMC**  
2024 Chevrolet Colorado Trail Boss  
Retail value \$61,218 or **\$48,974 Cash**

**Joe Meloche**  
2024 Ford Mustang V8 GT Fastback  
Retail value \$55,590 or **\$44,472 Cash**

## FINANCIALS

|                       | Lottery 32<br>(2023) |
|-----------------------|----------------------|
| Gross Sales - Home    | \$1,571,600          |
| Gross Sales – 50/50   | \$286,200            |
| <b>Total Sales</b>    | <b>\$1,857,800</b>   |
| <b>Expenses</b>       |                      |
| Prize Board           | \$1,146,708          |
| Marketing             | \$118,461            |
| License & Fees        | \$108,121            |
| Bank Fees             | \$56,174             |
| Miscellaneous         | \$6,369              |
| <b>Total Expenses</b> | <b>\$1,435,833</b>   |
| <b>Net</b>            | <b>\$421,967</b>     |

### NOTES:

- The figures used in this financial summary may differ from official and audited figures.



## TICKET SALES

|                     | <b>Lottery 32<br/>(2023/2024)</b> |
|---------------------|-----------------------------------|
| <b>Home</b>         |                                   |
| Total Tickets Sold  | 53,029                            |
| Sales Sold Online   | \$1,149,800                       |
| Sales Sold In-Venue | \$421,750                         |
| Cash Sales          | \$117,000                         |
| Total Gross Sales   | \$1,571,550                       |
| <b>50/50</b>        |                                   |
| Total Tickets Sold  | 953,884                           |
| Sales Sold Online   | \$239,555                         |
| Sales Sold In-Venue | \$46,645                          |
| Cash Sales          | \$18,955                          |
| Total Gross Sales   | \$286,200                         |
| Total Lottery Sales | <b>\$1,857,800</b>                |

### NOTES:

- There were 16,398 less home lottery tickets sold than the previous year. This represents \$258,466 less in gross sales.
- Lottery 32 sold 26,639 more 50/50 tickets than last year. This represents \$7,485 more in gross sales for the 50/50 than the previous year.
- Top tier ticket packages continue to be the most popular tickets purchased.
- Total net proceeds were approximately \$114,519 less than the previous year.
- The reason for the decrease in sales is likely multifactorial, the result of:
  - 2023 economic climate
  - A decrease of approximately \$300,000 to the lottery prize board
  - A significant change to the draw schedule that stalled sales in November
  - A no cash payout option for the grand prize dream home

## VOLUNTEER SUMMARY

|                               | <b>Lottery 32 (2023)</b> |
|-------------------------------|--------------------------|
| # Volunteers Selling Tickets  | 131                      |
| # Volunteer Shifts            | 504                      |
| # Volunteer Hours Worked      | 1,455                    |
| # No Show/Cancellation Shifts | 50                       |
| # Sick Call Shifts            | 13                       |
| # Sales Events Cancelled      | 1                        |



#### NOTES:

- Although some improvements were made over the course of the lottery to recruit Alumni volunteers for ticket sales, there were issues recruiting and retaining volunteers.
- There were only 39 Alumni volunteers of the total 131 volunteers. Alumni volunteers represented only 26% of the total volunteer hours.
- Program/THU women were one of the most reliable volunteer groups, representing approximately 20% of total volunteer hours.
- Lottery staff of two Brentwood employees put in over 300 hours covering volunteer shifts. The two lottery staff represented 23% of the total volunteer hours.
- Volunteers were comprised of:
  - Alumni = 39
  - Staff = 3
  - Leadership Team = 4
  - Lottery Staff = 2
  - Board Members = 7
  - Program Men = 35
  - Program Women = 31
  - Non-Alumni Volunteers = 10

#### MARKETING

Our digital social ads with Rafflebox did ok. Results were less than last year and lower than expected. This was likely the result of increased competitive pricing on Facebook during the holiday season, as the ads are in higher competition for attention and engagement with consumers.

Total sales generated from Facebook ads was \$58,425. Ad results on Facebook did well in terms of engagement, with over 4.5 million impressions and over 500,000 in terms of reach. Overall, the return on investment (ROI) from Facebook was 1.46. This means for every \$1 spent on Facebook advertising, the lottery received \$1.46 in total sales. Although the ROI was less this year, this is still considered a positive ROI, as every dollar spent provided more than the dollar value back to the total campaign.

#### Rafflebox Advertising Summary

| ITEM          | COST                                | ORDERS | AMOUNT   |
|---------------|-------------------------------------|--------|----------|
| Meta Ads      | \$40,000 plus taxes                 | 762    | \$58,425 |
| Custom Emails | ~\$1,400 ( <i>free of charge*</i> ) | 893    | \$70,485 |
| SMS/Text      | \$1,340.70 plus taxes               | 60     | \$4,125  |

Reporting from Bell Media regarding TV, Radio and Digital advertising was not available at the time of this report.

More analysis is needed to evaluate lottery performance and return on investment from our advertising spending.



## PRIZES

All early bird and weekly cash prizes of \$25,000 have been disbursed. Grand prize disbursement was completed. All vehicle winners have selected the cash payout in lieu of the vehicle. Ownership of the grand prize dream home was transferred to the winner.

## ALL-WINNERS LIST

| PRIZE                           | TICKET #         | NAME                 |
|---------------------------------|------------------|----------------------|
| <b>DRAWS - NOVEMBER 3, 2023</b> |                  |                      |
| \$25,000                        | C-114825         | ROBERT STEWART       |
| 3-PACK OF TICKETS               | B-115295         | LAURIE ARRAND        |
|                                 | B-100028         | ROSANNE REGINELLA    |
|                                 | B-115282         | RICHARD DALTON       |
|                                 | B-114058         | LARRY BAXTER         |
|                                 | B-103770         | TONYA SNOW           |
|                                 | C-104357         | DOUGLAS CLEMENT      |
|                                 | B-103750         | SHARON GIRARD        |
|                                 | C-115807         | JOHN GERARD          |
|                                 | A-111077         | CHINA DAVIS          |
|                                 | A-107845         | MARIA BUNTIC BOSNAJK |
|                                 | B-100011         | NICK RADOVIC         |
|                                 | B-116649         | DAVE TOAL            |
|                                 | C-103875         | EDYRA KEPA           |
|                                 | C-101229         | MATHEW CARON         |
|                                 | C-112324         | JERRY PILON          |
|                                 | B-105483         | JEANNINE WIERINGA    |
|                                 | C-116421         | JEFF BARNARD         |
|                                 | A-111791         | JANICE WIERINGA      |
|                                 | B-118779         | PETE RIEVELEY        |
|                                 | B-119563         | SUSAN MELIS          |
|                                 | B-118874         | ROBIN CHARTIER       |
|                                 | B-106377         | ELLA MASSE           |
|                                 | B-113008         | DARLENE BOYLE        |
| B-111770                        | RAMANI RODRIGO   |                      |
| B-111164                        | MARY POLICELLA   |                      |
| B-104069                        | ALFRED ROCHELEAU |                      |
| A-101210                        | M. FAGAN         |                      |
| C-110185                        | MEAGEN PARENT    |                      |
| C-102540                        | JANETTE NIX      |                      |



| PRIZE                           | TICKET #          | NAME                    |
|---------------------------------|-------------------|-------------------------|
| <b>DRAWS - DECEMBER 1, 2023</b> |                   |                         |
| \$25,000                        | B-120166          | ILENE BLANCHARD         |
| 3-PACK OF TICKETS               | C-111941          | JOSEPH IANNICELLO       |
|                                 | C-113885          | KARL LOVETT             |
|                                 | C-128658          | BARBARA COOKSON         |
|                                 | C-100482          | SRIRAM BHAKTHAVATCHALAM |
|                                 | B-100512          | GLENN DIGOUT            |
|                                 | B-116311          | RON SOCCINI             |
|                                 | B-110247          | DON LACHANCE            |
|                                 | B-131980          | JESSICA BRACKEN         |
|                                 | C-107983          | STEVE MITCHELL          |
|                                 | C-110595          | JOEL POULIN             |
|                                 | C-114265          | LAURA CASSIDY           |
|                                 | C-125171          | KENNETH CHARETTE        |
|                                 | C-123091          | ROBERT BRUN             |
|                                 | C-127856          | DON BONDY               |
|                                 | C-111503          | KENNETH BISSONNETTE     |
|                                 | B-101291          | ADRIAN GUTA             |
|                                 | C-105565          | SUE ROBINSON            |
|                                 | C-111825          | HOWARD LAUZON           |
|                                 | C-129103          | LARRY CARTIER           |
|                                 | C-131137          | RAGHU OSTI              |
| C-105559                        | NEJ YILMAZ        |                         |
| B-128189                        | BRIAN DENOMME     |                         |
| B-108742                        | ELIZABETH GEDDES  |                         |
| B-122261                        | RIKI MURDOCH      |                         |
| C-130219                        | JOHN MAY          |                         |
| C-109096                        | JOHN PARE         |                         |
| C-126121                        | JAY SHANKS        |                         |
| C-1148912                       | EYINSAN AGBEYEGBE |                         |



| PRIZE                            | TICKET #         | NAME              |
|----------------------------------|------------------|-------------------|
| <b>DRAWS - DECEMBER 22, 2023</b> |                  |                   |
| \$25,000                         | B-136246         | CLARISSA CRUZ     |
| \$25,000                         | C-120188         | GORD MARSHALL     |
| 3-PACK OF TICKETS                | C-113696         | JAMES HARMER      |
|                                  | C-120232         | MARK TOMEN        |
|                                  | B-143930         | VICTORIA ALFINI   |
|                                  | C-117808         | RICK PAQUIN       |
|                                  | B-136231         | SHERRY WESTON     |
|                                  | B-133414         | JOSEPH NOVOSAD    |
|                                  | B-117025         | DEREK TRIOLET     |
|                                  | D-122543         | ROBIN CHARTIER    |
|                                  | C-107430         | MICHELLE CECILE   |
|                                  | B-120336         | SUSAN DESLIPPE    |
|                                  | C-114559         | STEVE ELIA        |
|                                  | B-131461         | CORRINA MADRUGA   |
|                                  | C-144475         | LOUISE MUSKALA    |
|                                  | C-126969         | CHRISTINE TATOMIR |
|                                  | B-121869         | HEATHER COURTNEY  |
|                                  | C-118329         | PETER COURTNEY    |
|                                  | C-131598         | ROBERT MASCARIN   |
|                                  | C-128645         | KATHY NEUMILLER   |
|                                  | B-127699         | TOMER GRANAT      |
|                                  | C-118133         | CHRIS ARMSTRONG   |
|                                  | B-114879         | NICOLE LAPORTE    |
|                                  | C-123925         | STEVEN BEZAIRE    |
|                                  | B-134046         | JOHN LEVAC        |
| C-114945                         | DENNIS DUROCHER  |                   |
| C-103909                         | DAVID DESJARDINS |                   |
| C-116521                         | STEPHEN MARCOTTE |                   |
| C-112803                         | BRAD NEMETH      |                   |
| C-141634                         | EMANUEL DESAMITO |                   |



| PRIZE                                       | TICKET # | NAME                |
|---|----------|---------------------|
| <b>GRAND PRIZE DRAWS - JANUARY 13, 2024</b> |          |                     |
| \$500                                       | B-102476 | SANDY LAFLEUR       |
| \$500                                       | B-123606 | WYMAN ATKINSON      |
| \$500                                       | B-120208 | JOHN LISQUIM        |
| \$500                                       | C-102549 | KEVIN O'NEILL       |
| \$500                                       | C-112113 | ROBERT GORDON       |
| \$500                                       | B-106066 | EMILE LAVOIE        |
| \$1,000                                     | B-130075 | BRENDA LECLAIR      |
| \$1,000                                     | B-143029 | CURTI BABULA        |
| \$1,000                                     | C-120890 | PAULINE BUTLER      |
| \$1,000                                     | A-125282 | DENISE DIESBOURG    |
| \$1,000                                     | C-100480 | ROCHELLE ROBITAILLE |
| \$1,000                                     | C-131927 | ZAHER HANNA         |
| \$1,000                                     | C-108620 | SONYA BARRETT       |
| \$1,000                                     | C-120471 | TIM O'CONNELL       |
| \$5,000                                     | A-109131 | LUCILLE MAILLOUX    |
| \$5,000                                     | C-108519 | SUSAN BUXTON        |
| \$10,000                                    | C-131946 | SIMON NADER         |
| \$25,000                                    | C-124582 | JAMIE DE'ATH        |
| 2024 CHEVROLET COLORADO OR \$48,974         | A-147691 | AMY SCHAUBER        |
| 2024 JEEP WRANGLER SPORT OR \$51,436        | B-121582 | SHAWN HOPINS        |
| 2024 FORD MUSTANG GT OR \$44,472            | C-145582 | PATRICK ST. DENIS   |
| 50/50 JACKPOT \$143,100                     | D-280717 | LLOYD CHASE         |
| GRAND PRIZE DREAM HOME                      | B-123890 | DAVID MICKLE        |

## A YEAR IN REVIEW (PHOTOS)

**NOTE: 60<sup>TH</sup> ANNIVERSARY CELEBRATION WILL BE FEATURED IN THE 2024-2025 ANNUAL REPORT**

### Bringing in the New Year into 2024



The **Celebrating the Ones We Love and Lost** event was held on March 22, 2024. This will become an annual event celebrating loved ones we have lost during the year.



### The April 20 Spring Fling Dance



## Brentwood Fundraiser-Blue Jays vs Tigers



### Blue Jays at Tigers

May 25, 2024 1:10 PM EDT

Comerica Park

Thank you to everyone who came out to the game. There were over 20 alumni and family members who attended. Brentwood profited a monetary donation from every ticket purchased, while attendees received a Tigers long sleeve cotton hoodie. We hope to hold this event annually. See you next year!





The **Father Paul Golf Scramble** was held June 15, 2024 at Orchard View Golf Course drawing in over 80 enthusiastic golfers. Proceeds were \$14,164. The event was a wonderful opportunity for participants to join a day of fun, competition, and camaraderie, all in support of a worthy cause. Thank you to all our sponsors who helped make the day a resounding success. Volunteers played a pivotal role in ensuring the smooth operation of the tournament, from registration to on-course support, and their efforts did not go unnoticed. Their time and dedication were invaluable in making this event a success.



**Brentwood Family Picnic, July 7, 2024**



## CHARLIE BAIRD PIG ROAST, September 7, 2024



The Charlie Baird Annual Pig Roast took place on Saturday September 7. It was another successful event with 332 people attending. Although preliminary, the event is projected to realize over \$12,000 in net proceeds. A final reconciliation of the financials has not been completed at the time of this report.