



# CHARITY HOUSE (WINDSOR)

O/A BRENTWOOD RECOVERY HOME

A person wearing a dark jacket, a backpack, and a hat is standing on a rocky peak. They are looking out over a vast valley with mountains in the background. The scene is captured in a cinematic style with soft lighting and a clear sky.

# 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

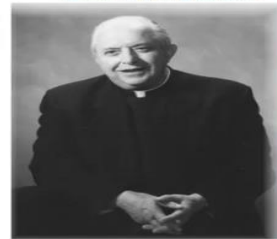
Two thousand and twenty four marks 60 years since Father Paul, Kay and Jim Ryan founded Charity House Windsor that later became known as Brentwood Recovery Home.

*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.*



**BRENTWOOD**  
People helping people find recovery

*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

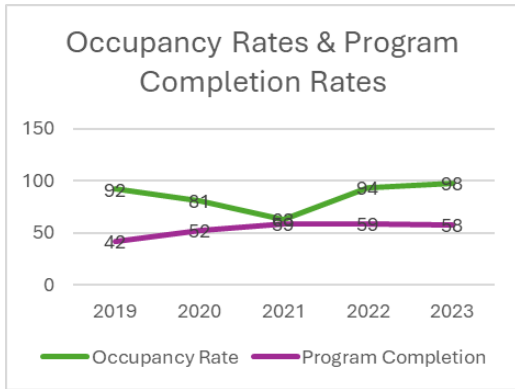
Adam Vandermuren  
Al Malcolm  
Alan Latendre  
Ashley Hartlieb  
Barry Ashby  
Bernhard Freisen  
Bryan Trudel  
Catherine Howard  
David Richardson  
Doug Andrews  
Ed Jahn  
Elizabeth Dulmage  
Eric Radke  
Gianna McKenna  
Ian Owen  
Jamie Fowler  
Jamie Lewenza  
Janis Cramp

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

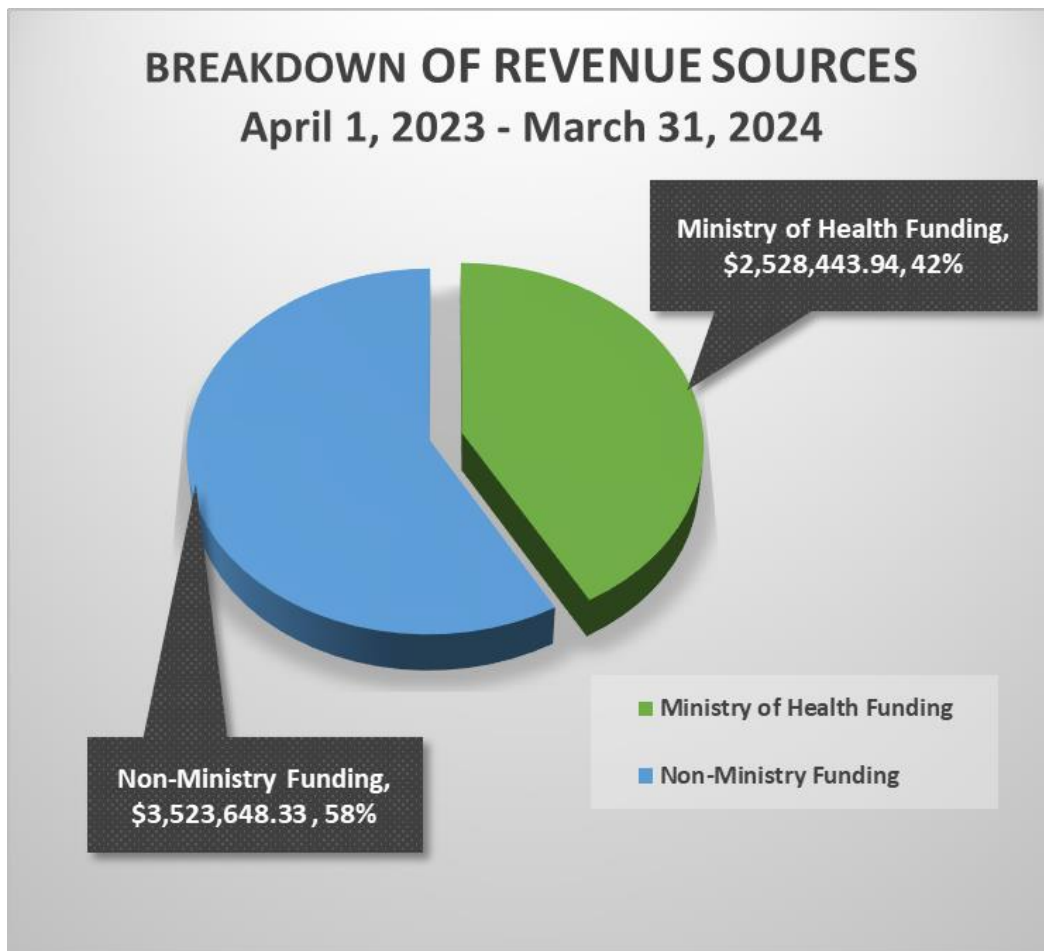


### Client Profiles

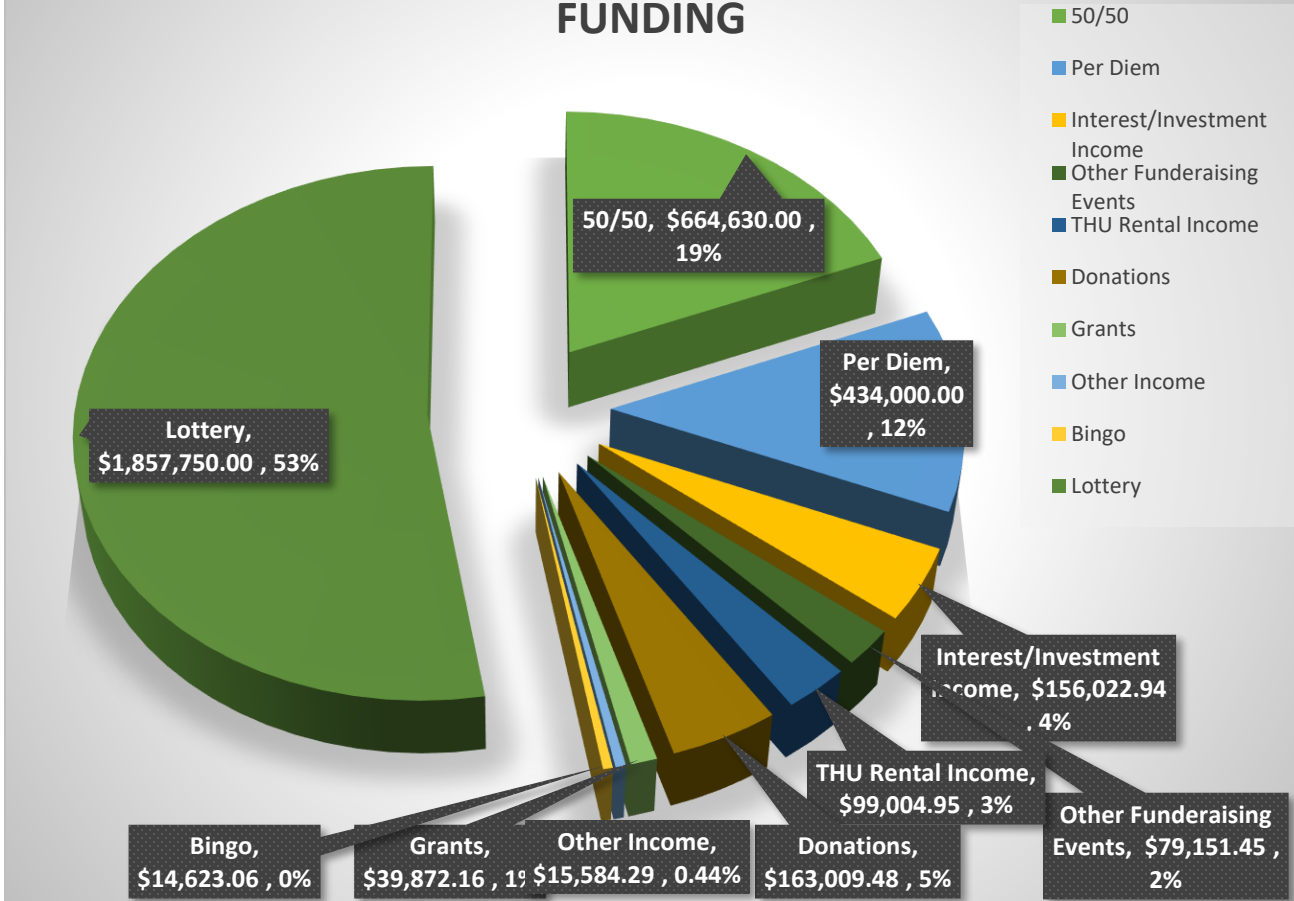
#### Program

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

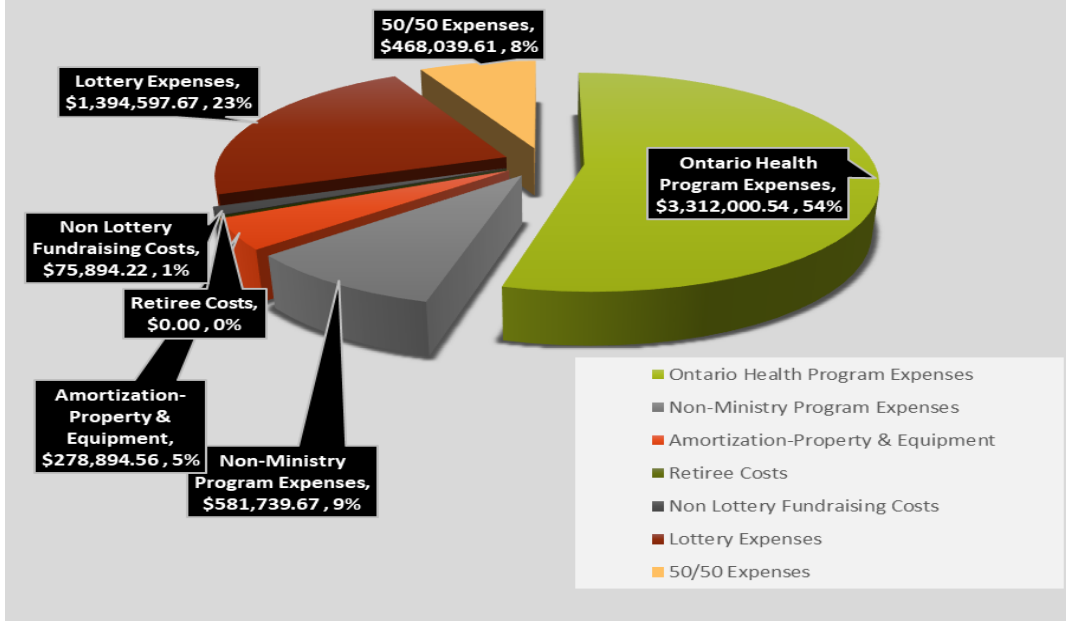
## FINANCIAL HIGHLIGHTS



## 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 PEREIRA DRIVE, HARROW ON, HORTON  
NOR-BUILT

**BONUS 50/50 DRAW**

**OVER \$1 MILLION IN TOTAL PRIZES!**

**CASH PRIZES UP TO \$25,000**

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

**2024 Chevrolet Colorado Trail Boss**  
Retail value \$61,218  
or **\$48,974 Cash**

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

## FINANCIALS

	<b>Lottery 32 (2023)</b>
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 (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
<b>Total Lottery Sales</b>	<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 Memorial 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.