

HOPE MISSION  
CHRISTMAS 2012

HOPE  
MISSION

THE GIFT OF  
A WARM MEAL

We serve up a  
special holiday  
meal with your  
support

ALSO  
INSIDE

CHRISTMAS GIFT CATALOGUE  
STORIES OF HOPE  
OUR NEW BRAND  
24/7 RESCUE SERVICES

# CHRISTMAS MEAL

## Scenes from our holiday feast.

Outside a cold crowd lines up alongside an overturned shopping cart. They seek the refuge of a warm meal. It is almost Christmas. Inside Hope Mission, mandarin orange boxes crowd the kitchen while our 'elves' lovingly arrange napkins and **placemats hand-signed by generous donors**. Kitchen staff wear smiles and Santa hats. When all is ready, inner city neighbours are welcomed to the warmth of food and, in a real sense, family.

Plate after plate, holiday meals are shared with more than the usual number of guests. The dining hall is packed. We thank God for the meal. A choir shares familiar carols, blending the voices of men in our Breakout recovery community. A surprise visitor

arrives in a red velvet suit and you can see the eyes light up. **This is Christmas as it should be.** This is Christmas as so many of us know it, and as these friends perhaps knew in the past, in their own homes.

These are the moments captured in our video from last year's Christmas meal. Though just one of many meals we serve to hundreds daily, a Christmas meal is special. It brings our guests more than food. It brings the hope and dignity that come from small touches like Santa, a carol, a wreath or a prayer to the Christ of Christmas.



Our workshop is buzzing as we prepare to serve four Christmas meals this year to friends young and old. Thanks to your generosity, there will be plenty to go around.

## STORIES OF HOPE DON

### Having come through so much, Don is taking nothing for granted.

Sitting across from Don, there is a light in his eyes. He is quick to laugh, and sincere. It is not evident that Don is battling cancer.

For Don, it was alcohol and drug abuse that forced him onto the street. Encouraged into Hope Mission's Breakout program, the support of Hope's staff helped him get his substance abuse under control. But even so, Don had lost so much it was hard to get back onto his feet.

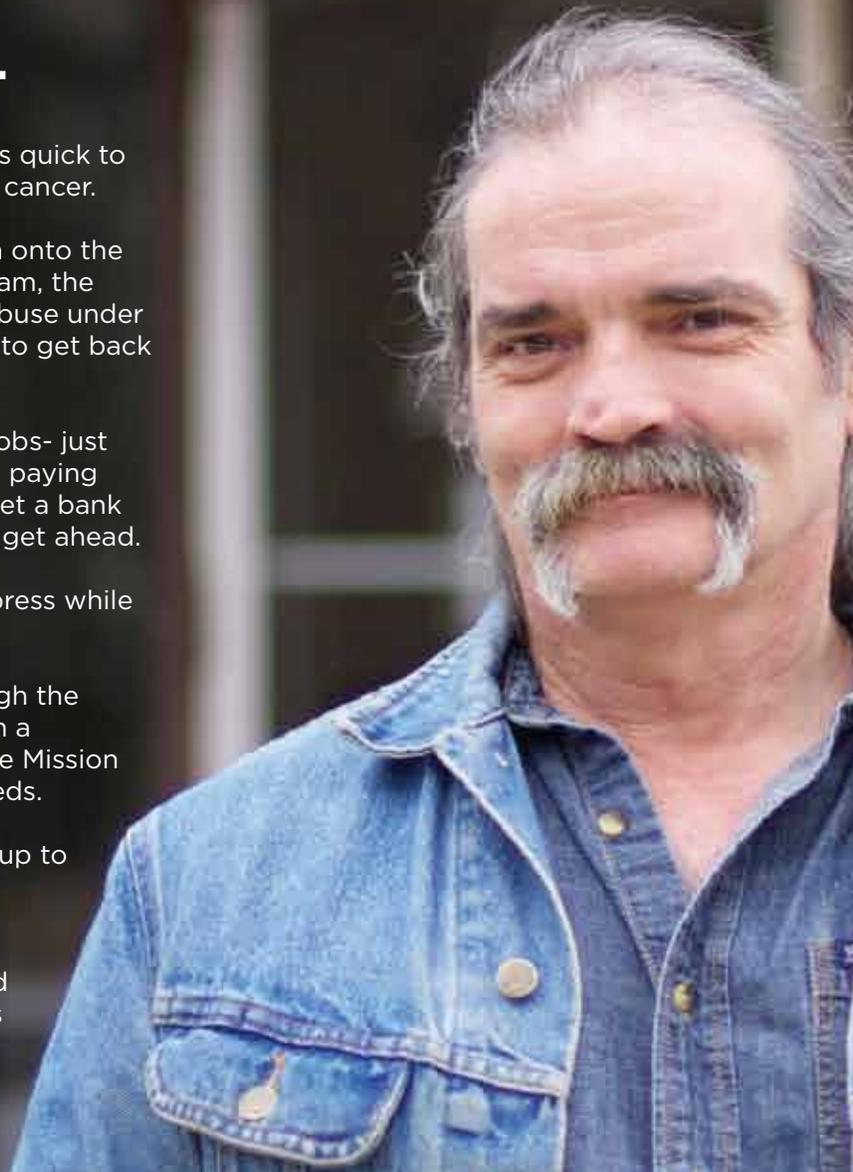
Don was living at Hope Mission's shelter, working two jobs- just trying to survive. Working long hours at temporary low paying jobs, lacking proper identification and the inability to get a bank account all created a situation where Don just couldn't get ahead.

Tragedy struck. Don's foot was crushed in a hydraulic press while working as a garbage collector. And then, cancer.

Don tells of how Hope Mission's staff helped him through the tough times. Through Hope Mission, Don was housed in a comfortable apartment. When he needed surgery, Hope Mission was there with support and to provide for practical needs.

Now Don is accomplishing small goals that are adding up to big ones: paying the rent on time, paying the bills, and finding a way to get back into his trade.

Don's battle with cancer isn't over, but he is upbeat and full of hope. "I thank God every day for this place. I was on the street for five years. Now I'm here, and I'm not taking this for granted."





# TANNIS

24/7 P

## IMAGES

### UPPER LEFT

A dinner guest meets 'Santa'.

### INSET

Don's face shines with hope.

### ABOVE

Tannis connects with a horse at Hope Mission's Bethany Homes.

### RIGHT

Doug, 24/7 Rescue Van staff, offers bottled water and a smile to a neighbour on the street.



**When I asked Tannis what she sees when she looks at herself in this picture she said, "I finally have my eyes open to life."**

For Tannis, it's been a long time coming. "I was in the darkness for so long that I was used to it. I didn't want to see the light and then lose it."

Very soon Tannis will be graduating from Hope Mission's Wellspring recovery program; she will have been here one year: "I didn't think I'd ever make it. I've tried so many times...but when you come out of the dark, the light is so bright.

"I was afraid to take another chance...but now I don't have that fear anymore! I have God in my life.

**"It wasn't until I came to this place that I got introduced to God. And God has given me an answer to what I needed."**

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**DISCOVER MORE  
STORIES OF HOPE ONLINE AT  
[HOPEMISSION.COM/ABOUT/STORIES/](http://HOPEMISSION.COM/ABOUT/STORIES/)**



# hope for the HUNGRY 2012 RADIOTHON

With the help of CISN FM, JOE FM and 630 CHED, our 2012 Hope for the Hungry Radiothon raised \$160,000! That's almost 60,000 meals for Edmonton's hungry and homeless.

Thank you to our volunteers and supporters! Your generosity and commitment provides hope—and changes lives! Thanks as well to our twitter friends who came through during #TweetForHope, raising 2000 meals over one lunch through the power of social media!

## OUR NEW BRAND

This fall, we drew back the curtains on a new window to share our stories of hope. Thanks to the generous pro bono services of DDB Canada's Edmonton office, we updated our logo and colours. We want to thank DDB for their remarkable generosity.

In a bright, friendly and warm orange hue, the new logo proclaims hope. It captures all of the people we serve: from the homeless neighbor to the hungry child who needs a caring mentor. It offers exciting new possibilities, providing a frame for our diverse images of hope. We can literally place images within the stylized word 'hope', as in the 'Hope for the Hungry' graphic on the left.

To see the new logo in action, and discover more about what it means and how it was developed, read "The Story of Our New Brand" at [hopemission.com](http://hopemission.com).

## RESCUE VANS YOUR QUESTIONS



*We recently answered your questions about our 24/7 Rescue vehicles on our Facebook page.*

**RACHEL: What do the 24/7 Rescue vehicles do?**

**HM:** They cruise the city streets to provide basic human care for people who may be in need, or in crisis, while also providing spiritual, emotional and social support.

**SUZANNE: I love the new colors ... question: what sort of people staff the vehicles - all professionals?**

**HM:** ... I assume you mean medical professionals. The Rescue vehicles do not provide medical care. Our staff are trained with first aid, non violent crisis intervention and suicide prevention training. They work closely with EMS and EPS to help free up valuable emergency services response time. 24/7 Rescue will dispatch EMS/EPS if it's a life threatening or dangerous situation, and EMS will dispatch 24/7 Rescue if a person needs a warming shelter or detox not a hospital.

**LAURA: How many people on average does this vehicle serve in a day?**

**HM:** Laura, the 24/7 rescue team make contact with 60-100 people in a day... The team provides over 12,500 bag lunches and 6,000 cups of coffee yearly. Warm clothing such as socks, gloves, toques and jackets are also provided based on the need.

**RACHEL: Wow! Great work, Hope Mission! Is there anyway I can help to support this cause?**

**HM:** We can always use more help! You can volunteer by calling our volunteer coordinator at 780.422.2018 Ext 266, or donate by visiting [www.hopemission.com/donate](http://www.hopemission.com/donate).

# GIVE THE GIFT OF HOPE THIS CHRISTMAS

**WARM JACKETS**

**\$50 EACH**

**HEALTHY MEAL**

**\$27 FOR 10**

**hopemission.com/christmas-gifts**

**Imagine hope so big it doesn't fit in a box.**

This Christmas, you can give friends and family the joy of bringing hope to the homeless, hurting and hungry. From warm meals to warm mittens-Bibles to blankets-every large or small gift in our Christmas Gift Catalogue makes a big impact. Each gift includes a Christmas E-card to let a loved one know you gave a gift in their name. Together you'll provide the gift of hope for the holidays. Visit our Christmas Gift Catalogue online at [hopemission.com/christmas-gifts](http://hopemission.com/christmas-gifts).



Our 2012 Christmas Catalogue is online now.

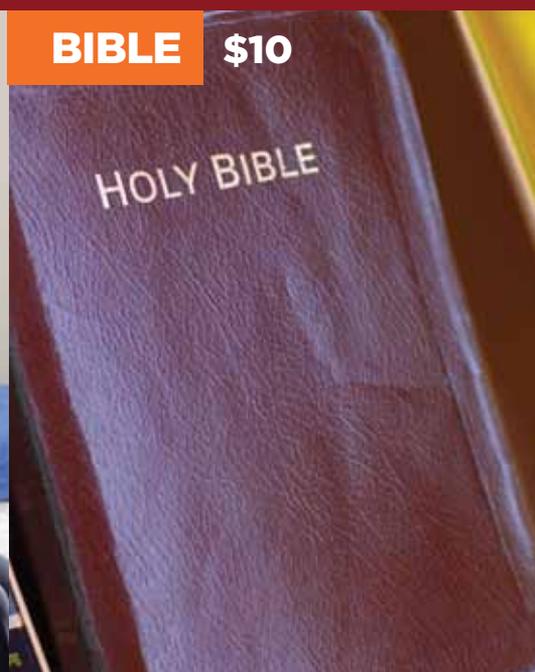


**SHELTER FOR ONE WEEK**

**\$150**



**BIBLE \$10**



**AFTER SCHOOL CARE**

**\$54 FEEDS & CARES FOR 20 KIDS**



**find many more gifts at [hopemission.com/christmas-gifts](http://hopemission.com/christmas-gifts)**

# MESSAGE FROM THE DIRECTOR

**"The light shines in the darkness, and the darkness did not overcome it." John 1:5**



Darkness is often associated with despair, blindness, being lost or at the point of death. It is a vivid image. Light dispels darkness, and so is an image of hope, life, salvation.

I was powerfully reminded of this when I heard Tannis, a woman from our Wellspring program, say, "When you've been in the dark this long, the light is so very bright."

I'm not sure if there is a more apt expression of what it can mean to have the light of Christ come into one's life. And I'm not sure if there is a more succinct message of the meaning and hope of Christmas. This hope is the pulse of our ministry.

Because of your prayers and your heart-felt support, Hope Mission continues to be a light in dark places.

With great gratitude, I wish you light, peace and a wonderful Christmas.

*Bruce Reith*

## MORE WAYS TO GIVE

**GIVE \$2.70** This small amount makes a big impact: it gives a hot meal to a hungry person.

**BE AN ADVOCATE** Hope Mission relies on word of mouth to extend our reach. Share the mission of Hope with friends, family and co-workers.

**HOPE BARGAIN SHOPPE** Our thrift store is full of great finds, just in time for Christmas. All proceeds go directly to Hope Mission programs and services. Visit the southside store at 2403 Ellwood Drive.

**GIVE MONTHLY** Your continued support helps us respond effectively to emergencies.

**GET SOCIAL** Join the conversation on Facebook and Twitter and keep up to date with Hope Mission.

 [hopemission](https://www.facebook.com/hopemission)  [@hopemission](https://twitter.com/hopemission)  [@hopemission](https://www.instagram.com/hopemission)

**VOLUNTEER** We are always seeking passionate, dedicated and enthusiastic volunteers to join us. Email [volunteer.services@hopemission.com](mailto:volunteer.services@hopemission.com) to get started.

**LEAVE A LEGACY** Remember Hope Mission in your will. Call 780.453-3877 to find out how a planned gift will uplift people in need for years to come.

**DONATE GOODS** As winter cold sets in, we are in need of warm clothing, especially jackets, ski gloves, underwear and socks, toques, boots, hoodies and jeans.

**#SHAREHOPE ONLINE** We invite you to share hope in an exciting new way. A new page on our website lets you upload an image into the word 'hope', then share it online. Thanks to a generous sponsor, every image you upload provides a meal for those in need! Join us in raising 2000 meals this November. [hopemission.com/sharehope](http://hopemission.com/sharehope)



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