



MIND THE BAR FOUNDATION

ANNUAL
REPORT

2020/2021

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MIND THE BAR FOUNDATION

BOARD OF DIRECTORS

2020/2021

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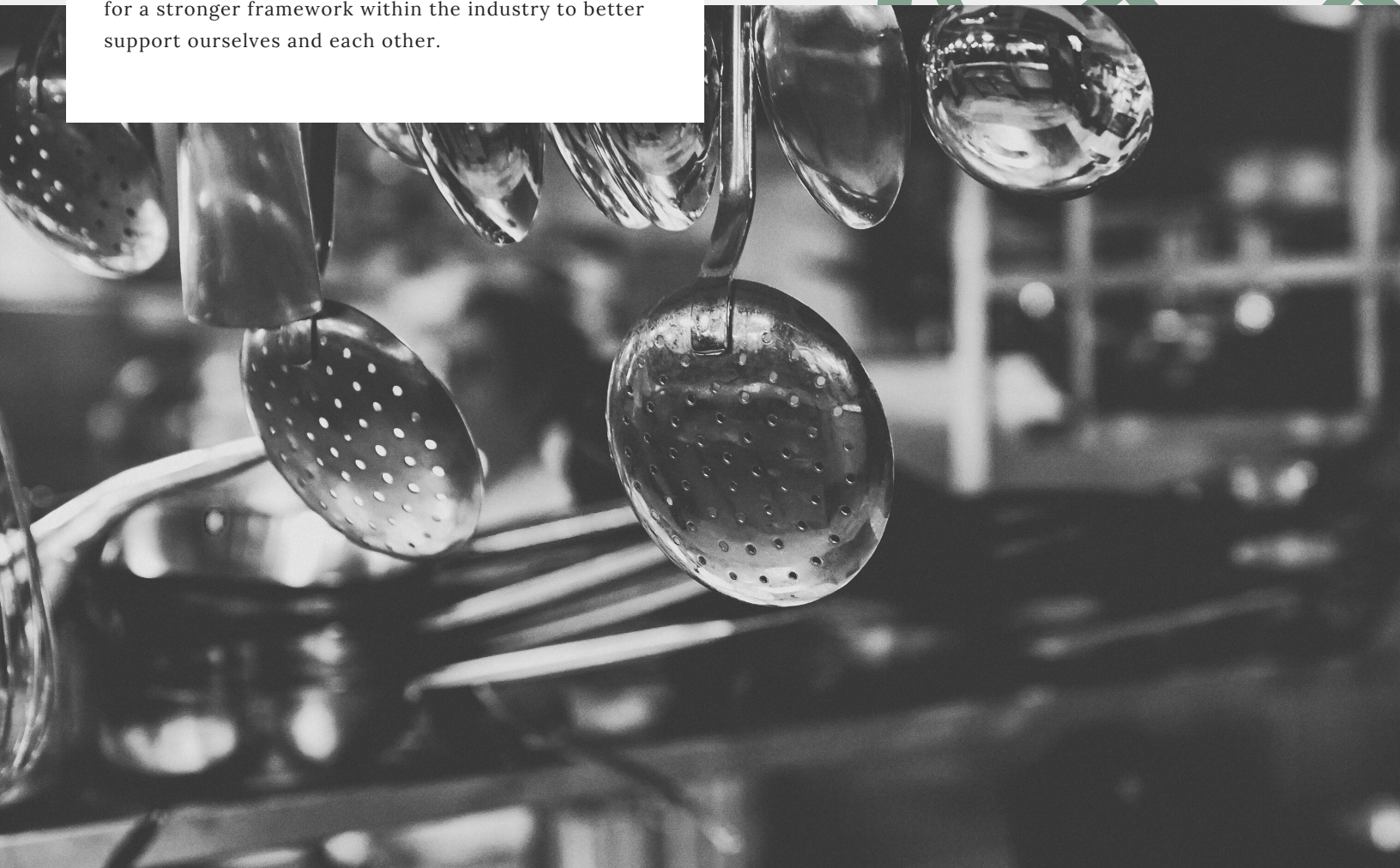
THROUGH THICK AND THIN

Where to even start putting this past year into words?...

For all of us involved within the hospitality industry, few would argue just how unimaginably difficult this past year has been, and the reality is we're still far from being out of the woods. This time last year we were only several weeks into a nationwide pandemic shutdown that forced thousands of businesses to shutter their doors, many of which would never reopen. It saw countless jobs lost, many of which have yet to return. It saw the dreams, financial stability, and the livelihood of so many wiped out overnight. The months to follow felt like a blindfolded roller coaster ride through a gamut of everchanging health orders and restrictions, exhaustive attempts for an entire industry to 'pivot' and tremendous uncertainty as to when things would return to any sense of normalcy.

But, this past year also showed us the incredible sense of comradery and community within the hospitality industry on a level one would be hard pressed to find in any other sector. When things got bad, so many throughout the industry came together to help each other in any and every way possible, highlighting the sense of family we as an industry community share, how much we care for one another, and the lengths to which we will go to be there for each other. To see so many step forward to support someone else this past year has been overwhelmingly inspiring and it gives great hope to what Mind The Bar Foundation may achieve in the years to come.

This pandemic has also highlighted the desperate need for far greater attention and support towards the mental health and wellbeing of those working within the hospitality industry. Whether it be imparting a better understanding of the various support and assistance options available, a change in the archaic alcohol driven peer-to-peer and reward system, or a major shift in the overall improvement of the workplace environment. As horribly trying as these past months have been, there is an incredible opportunity, as things begin to reopen, to lay the seeds for a stronger framework within the industry to better support ourselves and each other.



DOWN BUT NOT OUT

Needless to say, as an industry-based volunteer organization Mind The Bar Foundation was most certainly not immune to the incredible adversity the bar and restaurant community has endured. During the onset of the pandemic, with those in the industry focused on doing everything in their power to maintain the livelihood of their businesses and employment, the Foundation saw an immediate and massive decline in membership, volunteer involvement disappeared, and its Board of Directors shrank in half. Subsequent health restrictions resulted in all regional and provincial expansion plans being halted, fundraising event planning were scrapped, and the overall ability of the Foundation to operate came to a near standstill for several months. For this, the presiding President and Board take full responsibility for the lack of action the organization enacted during these months, specifically during a time when support was needed most and for that we sincerely apologize.

DUSTING OFF THE KNEES

All was not completely lost, however, as an effort to generate some positive momentum moving forward into the new year, Mind The Bar Foundation pushed forward during the final months of 2020 to re-engage several plans that had been set out at the beginning of the year prior to the 2020 AGM. These included;

1. Establishing volunteer efforts to better organize the social media elements of the Foundation serving to broadcast various educational and support information to its followers.
2. Initiate updates to the Foundation's website to create a better user experience, as well as, additional resource and support information.
3. Relaunching the MTB Talks seminars with a more focused approach on issues requested by the Foundation's members during last year's AGM.
4. The continued development of a venue-based resource and support system for both employees and employers.

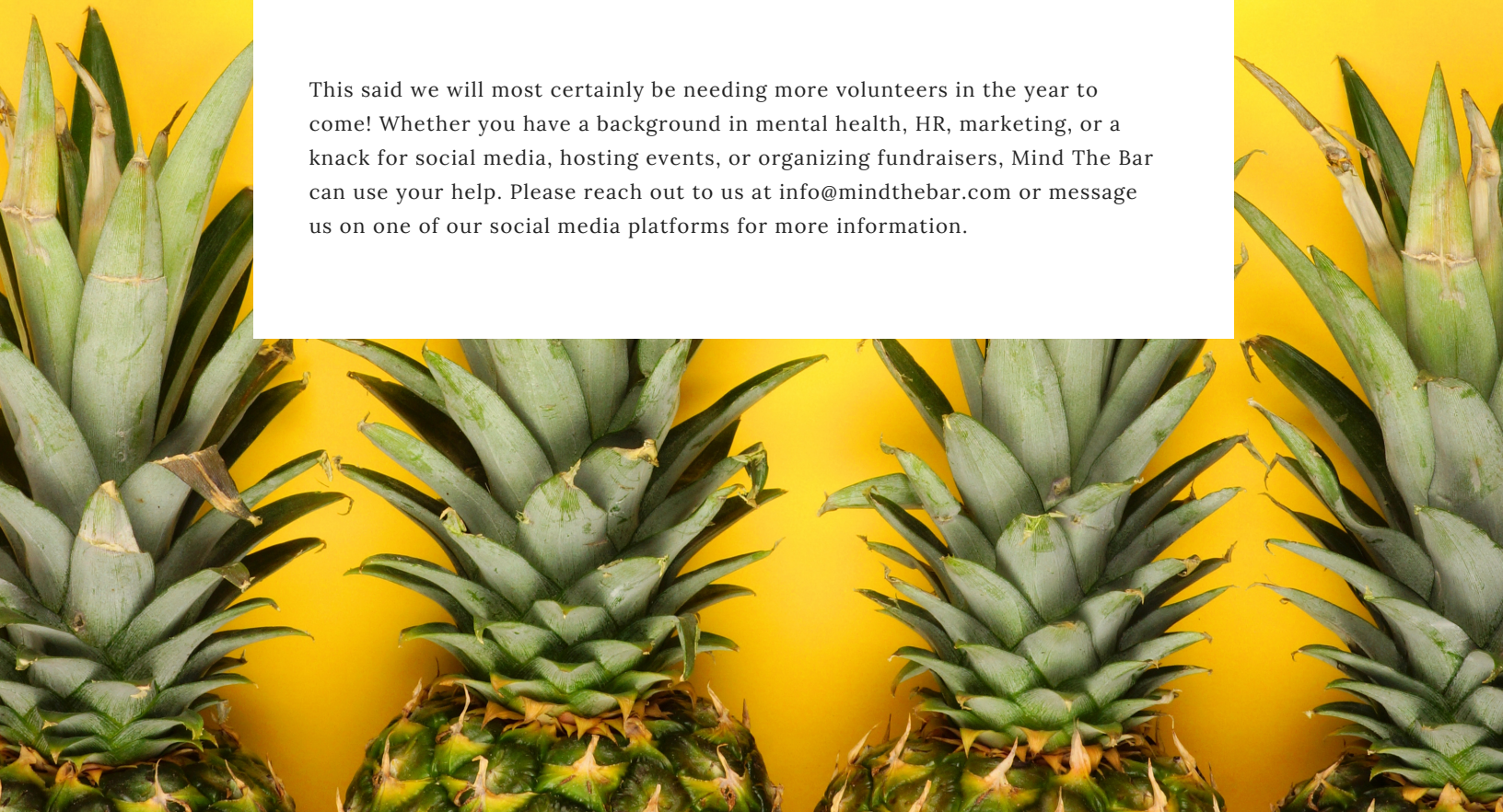
VOLUNTEERS

Mind The Bar Foundation is a 100% volunteer-based initiative meaning that 100% of all funds donated towards the Foundation are allocated entirely towards building a better and safer industry for everyone. As such, in order for the Foundation to succeed, it rely on the selfless support and involvement of amazing volunteers. These volunteers who donate their time, talents, and efforts towards helping to further the Foundation's goals and to help others. These past few months have been especially valuable at a time when very few have the time and energy to give. As such, the Board would very much like to take this opportunity to thank these volunteers at this time,

A debt of gratitude goes to the following for their remarkable involvement in the Foundation these past several months;

- **Lauren Hotchkiss**
- **Becca Holt**
- **Karla Santos-Pedro**
- **Andrea Smitko**
- **Ashley Huff**

This said we will most certainly be needing more volunteers in the year to come! Whether you have a background in mental health, HR, marketing, or a knack for social media, hosting events, or organizing fundraisers, Mind The Bar can use your help. Please reach out to us at info@mindthebar.com or message us on one of our social media platforms for more information.



DONATIONS & FUNDRAISING

In addition to this, Mind The Bar has been able to continue work with several affiliations on various fundraising elements. These efforts have successfully generated welcome donations during a time when we fully recognize that our industry remains on the life support of government subsidies and every dollar counts.

LIFEWORKS



The majority of these fundraising dollars continue to be put towards offering all Mind The Bar members access to the LifeWorks EAP free of charge. The Foundation fast tracked access during the pandemic to make sure anyone needing help or guidance could receive it. This is certainly something the Foundation will look to expand on in the months and years to come. Additionally, the goal of dramatically increasing membership and the imminent intention to expand the Foundation into other markets across Canada and beyond make these fundraising dollars increasingly important. This is to ensure that the Foundation never finds itself in a position where it is unable to support those that need it.

INVESTING FOR THE FUTURE

With these long term goals in mind, the current President & Treasurer of Mind The Bar have made arrangements to better invest and safeguard the Foundation's financial holdings. By doing so, they are ensuring that donation dollars may hold even greater value in supporting those in the future without compromising the present day needs of the Foundation and its members.

FINANCIAL OVERVIEW

While we were unable to make major inroads with membership expansion, Foundation sponsored events, or large scale fundraising opportunities this past year which collectively diminished this past year's projected financials, we were able to make some positive adjustments to the Foundation's overhead costs, specifically with regards to a significant drop in annual legal fees (website and internet?) and a surplus of funds carried forward for future goals and planning.

MIND THE BAR FOUNDATION BALANCE SHEET

(AS AT DECEMBER 31, 2020)

ASSETS

	2020	2019
CURRENT		
Cash	\$93,379	\$72,470

LIABILITIES AND NET ASSETS

CURRENT		
Accounts Payable	\$1,970	\$1,717

SURPLUS	\$91,409	\$70,753
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TO THE ROAD AHEAD

It's easy to forget how Mind The Bar began and how early in its development the Foundation still remains. Mind The Bar was born of a simple Facebook post in 2017 by the organization's founder and current president, Shoel Davidson, expressing his struggles with mental health. This Facebook post started a conversation among an increasing number of individuals throughout the hospitality industry that had all endured their own battles and echoed the call for a change to the stigma surrounding mental health, substance abuse, and workplace harassment within their beloved industry. Many of these voices would go on to become the founding members of Mind The Bar Foundation, and would invest countless hours discussing the initial framework and building blocks of what the Foundation would represent and how it would initiate change. An idea that, at the time, seemed to be a solitary one but in the months to follow more initiatives with similar values gained momentum throughout Canada, the USA, and abroad. In a few short years the Foundation has grown from hopeful desire for change to now being a very real part of an ever increasing shift in our industry. Even with this ongoing pandemic doing everything in its power to bring things to a halt, the hospitality industry has endured, as has Mind The Bar, and the Board is presently in the process of readying numerous plans for the year to come. With a hope that we will continue to see increased volunteer contributions, the Foundation will be able to make up for the time lost and expedite its goals moving forward regardless of how the Board of Directors may change at this year's upcoming AGM. And so, while this past year may have been a tumultuous one to say the least, there is a light at the end of the tunnel and with it the incredible opportunity to create a stronger and more sustainable future for the hospitality industry.





*THANK YOU FOR YOUR CONTINUED SUPPORT AND
INVOLVEMENT WITH THIS IMPORTANT CAUSE!*

Sincerely,
Mind The Bar Foundation's 2020/2021 Board of Directors

MIND THE BAR FOUNDATION
2020/2021 DIRECTOR'S REPORT

WRITOR: SHOEL DAVIDSON (2020/2021 PRESIDENT)
EDITOR: CARMEN PARRY (2020/2021 SECRETARY)

info@mindthebar.com
www.mindthebar.com