



BELIEVE IN CHANGE

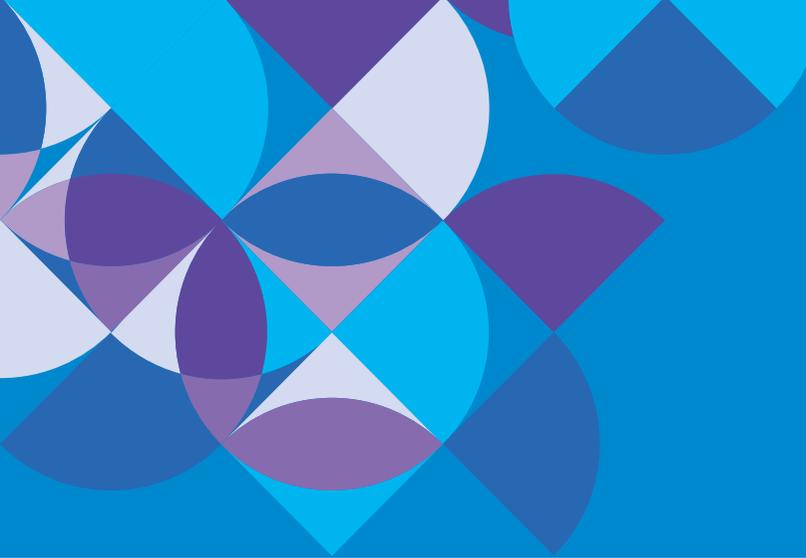
BUILDING RESILIENCE

ANNUAL REPORT
2019-2020

Like tiny seeds with potent power to push through tough ground and become mighty trees, we hold innate reserves of unimaginable strength. We are resilient.

- Catherine Devrye,
Canadian-born author of The Gift of Nature





VISION, MISSION & VALUES

VISION

Enhancing quality of life by overcoming barriers and maximizing potential.

MISSION

To strengthen and support people's quality of life through the provision of responsive mental health services.

VALUES

- ◆ Principles of integrity, justice and excellence.
- ◆ Solutions that honour our unique community diversity.
- ◆ Strengths, self-determination and potential of all people.
- ◆ Actions shall be guided by compassion, dignity, and respect.
- ◆ Personal learning and growth.
- ◆ Working together in realizing people's potential.

MESSAGE FROM THE BOARD CHAIR



Renée Monsma
Board Chair

Thunder Bay Counselling helps local people in our community to believe in change. This year has seen our team going the extra mile, in often challenging circumstances, to deliver solutions that change lives. From political uncertainties and funding losses, to increasing service needs and the onset of a global pandemic, 2019-2020 was an operating year that demanded resilience.

As Board Chair, I am pleased to report that Thunder Bay Counselling was able to maintain high levels of client satisfaction and we achieved our main performance and financial targets. Our services too constantly innovated and transformed as we worked to deliver new pathways to services for more people in the community.

With so many challenges this past year, I could not be more confident in Thunder Bay Counselling's ability to face difficulties head-on. This organization has the structures, efficiencies, relationships and the right team in place to survive, and even thrive, through the challenges of serious change.

A commitment to creating community collaborations has been crucial to Thunder Bay Counselling's agility. And even more, listening to clients for new ideas and inspiration is essential to our success. Looking ahead, we will continue to work in this way; bringing our collective experiences and voices together, to deliver the best quality counselling solutions for all people in Thunder Bay.

In a changing community, we pride ourselves on being resilient but also on having a strong voice; one that promotes accessibility, justice, diversity and inclusion without exception. These are long-standing values to Thunder Bay Counselling, and I am incredibly grateful for the leadership of my predecessors, who had the foresight to build an organization that is responsive to community needs.

I want to take this opportunity to recognize the strength of our team: we are so grateful for how they continue to approach changing work demands with such agility and commitment to quality. It is also important to acknowledge the support we receive from our community partners and funders. Together, we have built our resilience across Thunder Bay to respond to year-round service pressures.

Our 2019-2020 Annual Report provides some of the highlights from the past year. Through the months ahead, we will continue to communicate, investigate, question and act boldly so that we can better support local people to cope through times of adversity. **We look forward to making a positive difference!**

STRATEGIC PLAN 2018-2021

VISION:

Enhancing quality of life by overcoming barriers and maximizing potential.

Fostering Holistic Wellness

Community Responsiveness

Collaborate with key stakeholders to share the responsibility to respond to community needs.

Create an agile organizational structure to respond to client/community needs.

Ensure programs and services correspond with the Social Determinants of Health (SDH).

Organizational Wellness

Ensure a workplace that is psychologically safe and healthy for employees.

Foster staff development and opportunities for growth.

Create an organizational succession plan.

Greater Influence

Engage people with lived experience at the governance, service and community levels.

Leverage relationships with key stakeholders to identify who is not getting services.

Develop and implement strategies to address racism, oppression and discrimination.

Re-examine the organization's Mission, Vision and Values.



When we tackle obstacles, we find hidden reserves of courage and resilience we did not know we had.

- *A.P.J. Abdul Kalam*



MESSAGE FROM THE EXECUTIVE DIRECTOR



Nancy Chamberlain
Executive Director

Resilience can take on many forms. We see resilience in people, in communities, in businesses and in organizations. Resilience is what gives us the strength to face challenges, to cope with stress and to work through change.

At Thunder Bay Counselling, our clients dig deep everyday to believe in change. Whether they are struggling with an addiction, trying to leave a violent relationship, living with grief or balancing financial difficulties, personal resilience is what helps people get through life's toughest times.

It's the strength of our clients that inspires us to build our own resilience at Thunder Bay Counselling. 2019 was a year filled with challenges and one that genuinely tested our resilience as a team and an organization.

Under the new Ontario government, we experienced months of uncertainty with lingering threats of cuts to publicly funded community services. Eventually, the reduction of programming became a reality and Thunder Bay Counselling experienced the loss of our Addiction Services Initiative (ASI). At the same time, we also saw increasing service demands, underpinned by serious socio-economic conditions. Issues of escalating community poverty, violence, addiction, crime and racism all impacted service delivery needs.

What we learned through 2019 was that Thunder Bay Counselling is indeed a resilient organization and team of staff. We faced our difficulties head-on together and demonstrated our ability to adapt to the unexpected with flexibility and courage. In many ways, Thunder Bay Counselling has emerged even stronger than before. We ended the year confidently - delivering innovative and responsive services to address very real community needs.

Looking ahead, we know that being resilient will be essential to our work and our operations. We will continue to prepare for the unexpected, to build our capacity and to be fluid to changing socio-economic and political conditions. Most importantly, we will continue to empower the community of Thunder Bay to believe in a better future. Providing individuals, couples, families, communities and workplaces with solutions to make positive changes is our mission, and in that, we are unwavering.



HOW WE DEMONSTRATED RESILIENCE

- ◆ Overcoming unforeseen losses of provincial funding.
- ◆ Reallocating staff to ensure service continuity during program changes.
- ◆ Preventing service interruptions and ensuring client confidentiality following ransomware attacks.
- ◆ Regrouping staff under one roof to decrease our physical footprint and improve operational efficiencies.
- ◆ Changing from in-person to virtual services at the onset of COVID-19.
- ◆ Learning from every experience and incorporating what we learn into future operational, program and service planning.
- ◆ Creating and maintaining community partnerships to support responsiveness to change.
- ◆ Implementing new policies and procedures to provide Thunder Bay Counselling with an improved ability to pivot and change during difficult circumstances.
- ◆ Continuing to conduct internal and external risk assessments to be prepared for any crisis or difficult situations.
- ◆ Developing new programs and innovative service delivery models to be able to deliver on our mission.

CHOICES

We recognize the strength of those struggling, the importance to speak up for support, and the successes that are possible with support.



PRIDE PARADE!!

We advocate for community love and support all year to make Thunder Bay a place where everyone is welcome!

2019-2020

NUMBER
OF CLIENTS
SUPPORTED

1357

People to explore their substance use and make changes in their lives.

942

People through immediate access to single session counselling through the Walk-In Counselling Clinic.

666

Individuals with their personal financial struggles.

654

Women and children who sought counselling because of domestic violence.

579

People with issues such as stress, anxiety, depression, grief and trauma.

533

People who were empowered through Financial Literacy workshops to take control of their financial situations.

455

Youth to improve their mental health, safety, living situations and life skills.

312

Men to move forward from the impacts of sexual assault and sexual abuse.

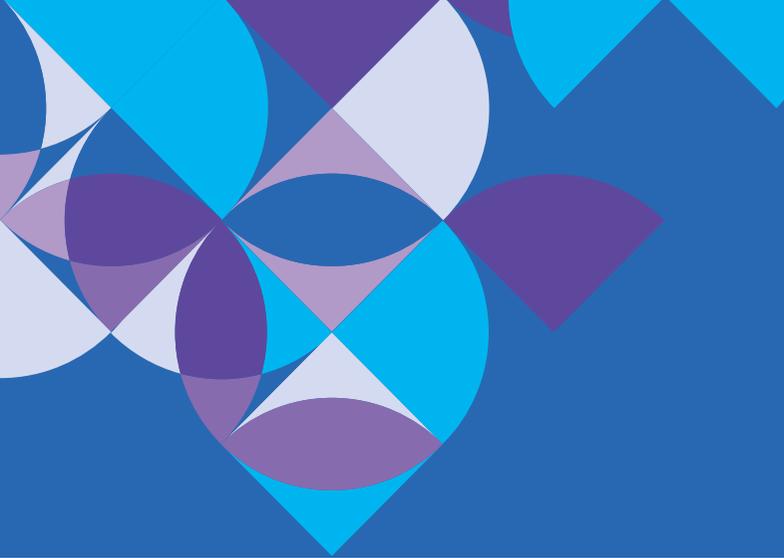
133

Children and youth who were victims of or witnesses to crimes and their families to navigate the justice system.

102

Families to plan for the safe care of their children.





BUILDING RESILIENCE...

Reflections from our Team

We asked members of the Thunder Bay Counselling team to share their insights on building resilience. Here's what they said:

Resilience is not something that just happens on its own. It's created through social connection, strategies to manage stress and stay healthy, and managing thoughts.

I believe that clients and communities can build resilience by making connections with other people and by finding things they have in common. Volunteering or giving back in some way can also create a sense of belonging which increases our feelings of self-worth and mood level in positive ways.

To be resilient, we must have self-awareness. This means reflecting on past experiences and what was learned from those experiences. Resilience is also about setting healthy boundaries physically, mentally and emotionally.

”

Finding ways to manage our emotions and to communicate our needs is an important part of building resilience. Viewing ourselves as capable and confident can assist us in our relationships.

”

”

We see clients who have built resilience over the years because of everything they've lived through. I'm amazed when clients recognize their own confidence and when they realize that other people have confidence in them as well.

”

The resilience I've seen has been in our community. We are working together to a common end, and specifically to support vulnerable populations, in ways that we have never before.

”

”

For managing stress and keeping healthy, ensure you are eating healthy, getting outside daily and moving your body. Consider meditation or grounding activities like just being mindful as you go about your daily activities. Take a walk, go for a jog, a hike, or a bike ride. Drink water, set a regular sleep routine.



SUMMARY OF STATEMENT OF FINANCIAL OPERATIONS

For the year ended March 31, 2020

Revenue

Province of Ontario	\$ 3,315,361
United Way of Thunder Bay	\$ 111,062
Prosper Canada	\$ 150,691
Creditor contributions	\$ 50,231
Fees	\$ 365,497
Other	\$ 317,281
TOTAL REVENUE	\$ 4,310,123

Expenditures

Salaries & benefits	\$ 2,820,363
Advertising & promotion	\$ 48,401
Insurance	\$ 10,882
IT and other equipment	\$ 126,181
Membership fees	\$ 21,549
Occupancy costs	\$ 270,649
Other	\$ 35,581
Professional fees	\$ 12,448
Program/project costs	\$ 868,673
Staff training	\$ 45,739
Staff travel	\$ 21,882
Supplies	\$ 44,788
Volunteer expenses	\$ 12,038
TOTAL EXPENDITURES	\$ 4,339,174

**DEFICIENCY OF REVENUE
OVER EXPENSES** **-\$ 29,051**

* For more information or to receive a copy of the Audited Financial Statements, please contact Allane Danchuk, Director of Business & Finance, at allane.danchuk@tbaycounselling.com or (807) 684-1892.

We collaborated with local community partners to show victims and survivors of crime and their families that there is help available in our community. Together we raise awareness about the issues victims and survivors of crime face and the services, assistance and laws in place to help victims, survivors and their families.



We were pleased to meet with Associate Minister of Children and Women's Issues, Jill Dunlop last summer. It was great to discuss our programs, including those to #EndHumanTrafficking and #KnowHumanTrafficking, as well as the wellness needs of the Thunder Bay Area.

2019-2020

BOARD OF
DIRECTORS

**Thank you to our volunteer
Board of Directors**

- ◆ Renée Monsma Chairperson
- ◆ Nelson Sidorski Past-Chairperson
- ◆ Dominique Chénard Secretary
- ◆ Carlina Marchese
- ◆ Tasha Coughlan-Mandryk
- ◆ Heather Gray
- ◆ Jeff Moorley
- ◆ Melissa Beaucage
- ◆ Terra Lofts
- ◆ Becca Morden
- ◆ Gustavo Petterle





Our Team as of March 31, 2020

NANCY CHAMBERLAIN

Executive Director

ADMINISTRATIVE SERVICES

ALLANE DANCHUK

Director of Business & Finance

Katherine Brooks	Karen Scott
Laurel King	Lorraine Simpson
Vanessa Miller	Cathy Randus*
Helene Sarrasin	

CHILD/YOUTH & FINANCIAL SERVICES

SHERI FATA

Manager of Child/Youth & Financial Services

Janna Becker	Karen Shalley
Angela Begin	Gina Thomas
Kristal Carlson	Cassie White
Kristen Duhaime	Pia Heikkinen**
Heidi Natri	Nikki Williams**
Holly Rocco	Sarah Jerrard**

*Retired **Partnerships

ADDICTION & MENTAL HEALTH SERVICES

JULIA MacARTHUR

Manager of Addiction & Mental Health Services

Genevieve Cernjul	Angeline Lepage
Christina Dias-Randle	Melissa Roos
Kyla Francis	Carol Lee Thompson
Robin Hogan	Niina Vastamaki
Raili Jaklitch	Marcie Wong

CLINICAL SERVICES

ABI SPRAKES

Manager of Psychotherapy & Trauma Services

Sheila Arding	Heather Koller
Tavia Berardi	Lisa LaBelle
Ashley Currie	Diana Prairie
Lacey Gollat	Deborah Tychynski-Migay
Lisa Govier-Stachow	

THANK YOU TO OUR FUNDERS



United Way
Thunder Bay



Ontario



Prosper Canada
CENTRE FOR FINANCIAL LITERACY



**The
PATERSON
FOUNDATION**



**THE DISTRICT OF THUNDER BAY
SOCIAL SERVICES ADMINISTRATION BOARD**

CONTACT

LOCATION

544 Winnipeg Avenue
Thunder Bay, ON P7B 3S7

PHONE

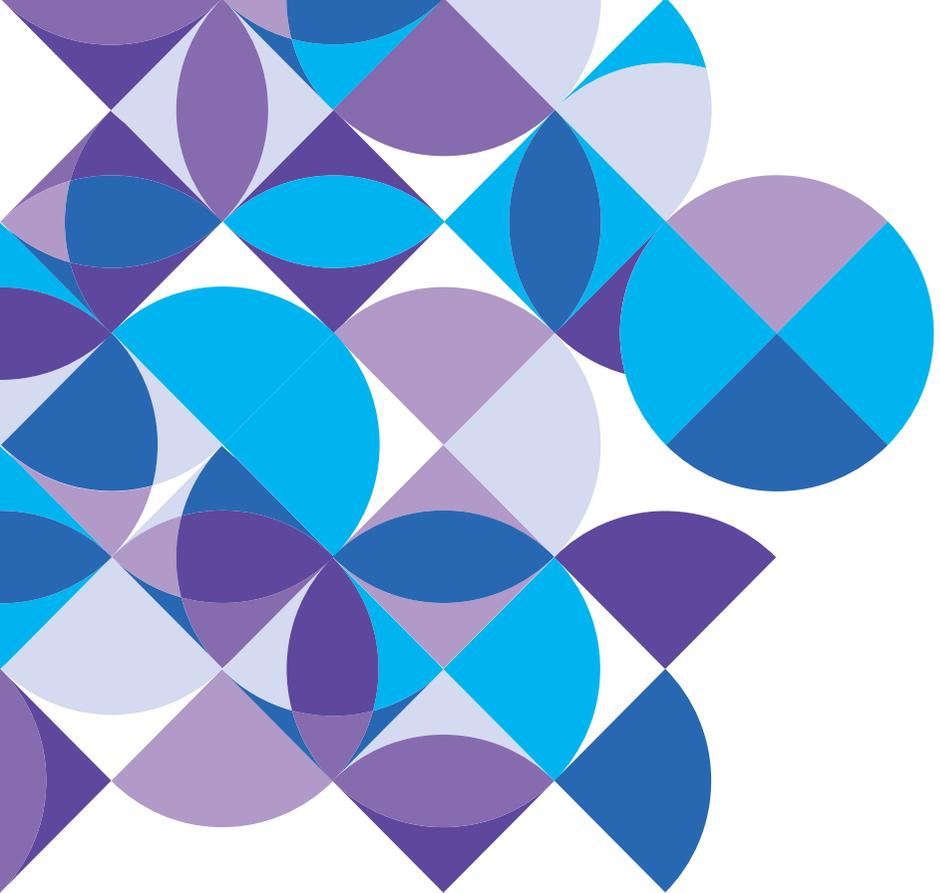
(807) 684-1880

EMAIL

community@tbaycounselling.com

tbaycounselling.com





THUNDER BAY
COUNSELLING
SOLUTIONS THAT CHANGE LIVES