



P E E L

CHILDREN'S CENTRE

It's about HOPE





## Our Vision

A caring community working together for children and youth.

## Our Mission

To provide a continuum of high quality mental health services for children, youth and their families who are experiencing or may experience serious emotional difficulties.

## Our Values

Flexible	Accountable
Accessible	Efficient
Responsive	Respectful
Effective	Continuity of Service

### Peel Children's Centre Board of Directors - 2012/13

#### OFFICERS:

Roman Boychuk (President), Michael Cantlon (Vice-President),  
Tammi Lisson (Secretary/Treasurer)

#### DIRECTORS:

Gail Anderson, Mark Figueiredo, Sharon Goodland, Patricia Grady,  
Guneet Hansrani, John Harkness, David Herzstein, Rudy Riske

#### Peel Children's Centre

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www.peelcc.org

Charitable Donation No. 11908 7807 RR0001

## Our Commitment to Excellence

As we enter 2013/14, Peel Children's Centre is full of appreciation, energy and anticipation. We have much to give thanks for: new funding, new partnerships, new staff, and new clients who are sharing their life journeys with us.

In 2012/13, the Centre continued to expand with new provincial funding. In partnership with local English and French school boards, we offered an array of new groups in Peel schools. Additionally, French-language counselling opened through a partnership with the Credit Valley Family Health Team, while Tangerine Walk-In Counselling expanded to Dixie Bloor Neighbourhood Centre.

The Centre also collaborated with our partners to map service pathways in Peel as part of the revisioning of Mental Health Services for Children and Youth (centralized intake). We have moved to the design phase of creating an access mechanism that is understandable, comprehensive and accountable. This work aligns with the government's Transformation Agenda for child and youth mental health services.

The Ontario government has committed to transforming the experience of families who use mental health services. The goal is a coordinated, responsive system that is easy to navigate and delivers early, appropriate help for each child and youth who needs it. The plan includes: creating and supporting pathways to care; defining core services; establishing community lead agencies; creating a new funding model; and building a legislative and regulatory framework.

In 2013/14, the Province is expected to announce the first communities that will move through the transformation process. Centre staff are supporting this initiative in Peel and province-wide – for instance, by sitting on the Service Framework Advisory Committee that is helping to define core services.

Dovetailing with the Province's transformation planning, the Centre's Directors and staff embarked on a strategic planning process in 2012/13 with community stakeholders, supported by the Lough Barnes Consulting Group. We will unveil our new Strategic Plan early in 2013/14.

On behalf of our clients, thank you to our Caring Community, starting with our funders – the Ministry of Children and Youth Services, Region of Peel and Ministry of the Attorney General – and the individual, community and corporate donors who bridge the gap between funding and the cost of delivering services. Thanks as well to our staff, volunteers, students and community partners who share our commitment to children, youth and families. You are all heroes!



**Roman Boychuk**



**Humphrey Mitchell**

**Roman Boychuk**  
President, Board of Directors

**Humphrey Mitchell**  
Chief Executive Officer

# EXCELLENCE in People and Services

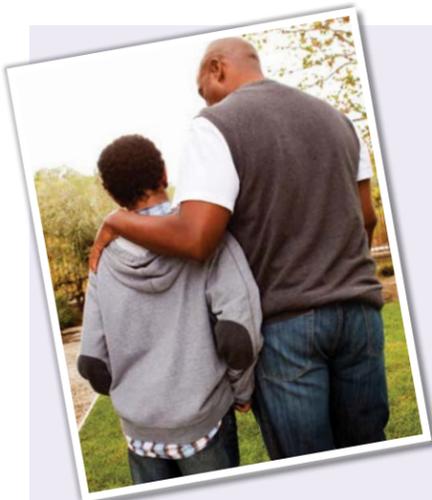


## Our Mission:

To provide a continuum of high quality mental health services for children, youth and their families who are experiencing or may experience serious emotional difficulties.

Excellence in People starts with our staff and the Centre's ability to hire and inspire a passionate group of skilled professionals from all walks of life. Peel Children's Centre has been privileged to welcome many new staff over the past several years while also celebrating milestone anniversaries for many who have grown with us over time.

Excellence in Services marries the skills and dedication of staff with a passionate belief that services offered by Peel Children's Centre must be effective, increasing the functioning of the children, youth and families who trust in us. We strive to meet and exceed their expectations, benchmarking our efforts against quality dimensions that include acceptability, appropriateness, effectiveness, timeliness and respect/caring.



## Do our services work?

Between 2010 and 2012, **88% of children/youth** who completed treatment saw their **functioning improve**.



## Do we provide high-quality services?

The aggregate ratings from our 2012/13 consumer feedback surveys were:

### OVERALL SATISFACTION:

Caregivers = **92%**  
Youth = **88%**

### GLOBAL QUALITY:

Caregivers = **92%**  
Youth = **89%**



## Do we make a difference?

*"The staff helped in more ways than they will probably ever understand. Thank you."*

*"The staff reassured me that everything I'm going through is normal. The staff understood what I was going through."*

*"I liked the advice given. It helps me to get closer with my Dad. It also allows me to look at my father's point of view. I see what we need to work on."*

*"I was able to open up without being interrupted or criticized. Treated respectfully, not like an adult versus a child."*

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*"The [group] facilitators are awesome, knowledgeable, approachable ... Class atmosphere is fun, open to sharing and exchanging experiences."*

*"The people and staff are phenomenal! My son has been able to move forward in academics."*

*"This service is really good at solving problems between children and parents ... I feel more confident to learn and face new challenges ... You are doing a really wonderful job."*

*"All the staff were wonderful. Thank you to all!"*

YOUTH

PARENTS &  
CAREGIVERS

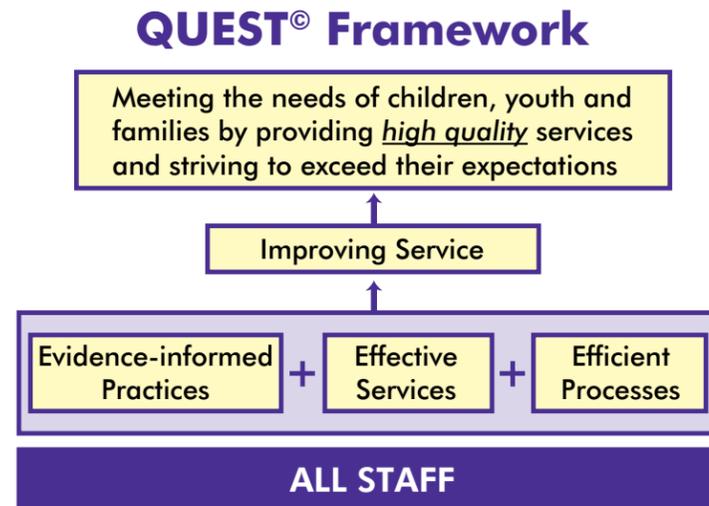
# EXCELLENCE in Learning, Innovation and Growth



The Centre's Clinical Standards and Development (CSD) department, in partnership with our clinical professionals, leads our agency's efforts to demonstrate that we meet the needs of children, youth and families by providing high-quality services and striving to exceed their expectations.

CSD staff developed the QUEST® accountability framework, which has three main components:

- **Clinical Research** to inform our evidence-informed practices;
- **Program Evaluation** to ensure that our services are effective; and
- **Continuous Quality Improvement** activities (e.g. consumer and referral source surveys, clinical record audits, case reviews, accreditation) to make our processes more efficient.



## Strongest Families: From Research to Action

- Following our participation in the randomized controlled trial of Strongest Families, led by Dr. Patrick McGrath of Dalhousie University and the Centre for Research in Family Health at the IWK Health Centre, we are piloting this innovative, telephone-based intervention for children with disruptive behaviour and anxiety disorders. To date, 40 Peel families have been coached in the privacy and comfort of their homes.



## Partnering with Western University

- Peel Children's Centre has partnered with a research team at Western University and The Child Parent Resource Institute, led by Dr. Graham Reid, to further our knowledge and understanding of the predictors of our clients' service-use patterns so we can build better service models to support the diverse populations of children and youth in our community.



## Highlights of the past year's activities include:



### Stigma Training Module

- After its successful pilot at Peel Children's Centre and Nexus Youth Services, this training module on Stigma in Children's Mental Health is being delivered in several communities as part of the Ontario government's *Working Together for Kids' Mental Health* initiative. Our partners in this research-based training initiative are Maria Liegghio of Wilfrid Laurier University and the Ontario Centre of Excellence for Child and Youth Mental Health.

### Coping Power – Presentation at the Summit for Children and Youth Mental Health

- Together with scientific staff from the Centre for Addiction and Mental Health (CAMH), Peel Children's Centre staff presented our implementation experience and evaluation of Coping Power, an evidence-informed, cognitive-behavioural group treatment for children with disruptive behaviors.



**Canadian Centre for Accreditation**  
Excellence in community services  
**Centre canadien de l'agrément**  
L'excellence en matière de services communautaires

### Re-accreditation

- Accredited by Children's Mental Health Ontario for over 20 years, the Centre is preparing for its sixth accreditation this fall through the newly incorporated Canadian Centre for Accreditation.



### Excellence Canada – Gold Partner

- Peel Children's Centre is implementing Excellence Canada's Progressive Excellence Program® which focuses on quality, innovation and wellness in the workplace.

# EXCELLENCE in Community Collaboration



Peel Children's Centre has championed our Vision of A Caring Community Working Together for Children and Youth for many years. It has never been more exciting to partner with others who share our commitment to collaborative delivery of high quality mental health services. Locally, nationally or internationally, the Centre embraces opportunities to engage with others to create synergy for the children, youth & families we serve.



Many PCC services are delivered through collaboration. Highlights of 2012/13 partnerships include:

### Mental Health Services for Children and Youth (centralized intake)

- Working together as a mental health community, Peel agencies are re-visioning centralized intake to establish clear service pathways and offer a redesigned access mechanism that is understandable, engaging, flexible and accountable. The new access mechanism will ensure that the client's voice is integral, while supporting sound community planning.

### Tangerine Walk-In Counselling

- Offered as a partnership of Associated Youth Services of Peel, Peel Children's Centre and Rapport Youth and Family Services, Tangerine has expanded and is now available on a weekly basis at Dixie Bloor Neighbourhood Centre.



### French Language Services

- French-speaking children, youth and their families are able to receive service through a new partnership with the Credit Valley Family Health Team located at the Credit Valley Hospital, 1 of 3 hospitals affiliated with Trillium Health Partners.

### School-Based Services

- Collaboration with local school boards – Dufferin Peel Catholic District School Board, Peel District School Board, Conseil scolaire de district catholique Centre-Sud, and Conseil scolaire Viamonde – continues to strengthen with over 20 groups offered to address concerns associated with social skills, bullying, parenting, and stress.

### Crisis Response

- Service demand continues to grow with more than 650 clients seen in 2012/13. To support the highest needs children/youth in Peel, a formal protocol between ourselves and William Osler Health System was developed, enhancing our ability to support young patients, and their families, who are being discharged from hospital back home.

### Valley Infant-Parent Program

- In partnership with the Region of Peel, we offer a dynamic program for infants and toddlers 0–30 months and their parents at the Mississauga Valley Community Centre.



Peel Children's Centre also participates in many **cross-sectoral** planning initiatives within Peel, including:

- Peel Children and Youth Initiative
- Peel Service Collaborative
- Regional Diversity Roundtable of Peel
- Local Health Integration Networks (LHINs)

At the **provincial** level, some of the Centre's key collaborations are:

- Service Framework Advisory Committee to support MCYS' *Moving on Mental Health: A system that makes sense for children and youth*
- *Working Together for Kids Mental Health*, a program of Ontario's Mental Health and Addictions Strategy in partnership with schools and service providers
- *Coalition for Children and Youth Mental Health* with the Ontario Public School Boards' Association and education, mental health, community and health sectors.

**Nationally** and **internationally**, the Centre's partnerships include:

- Child Welfare League of Canada, Mental Health Task Force
- International Forum on Child Welfare, Executive Council.

# EXCELLENCE in Governance and Leadership



The Board of Directors and senior staff engaged key stakeholders to strengthen capacity, as an organization and as a Caring Community, to meet clients' needs while we move through Transformation.

## Strategic Planning

- Working with the Lough Barnes Consulting Group, our Board of Directors and senior staff engaged the organization in a robust strategic planning process during this exciting time of change and growth in the children's mental health sector.

## Our Strength is Our People

- To achieve our mission, the Centre seeks to attract, retain and develop competent, dedicated staff. Using a Leadership Competencies Framework premised on Values and Ethics, Strategic Thinking, Engagement, and Management Excellence, the Centre supports staff through opportunities and initiatives in four areas:
  1. Performance Development
  2. Professional Development
  3. Employee Engagement
  4. Positive Climate



## Diversity and Inclusion

- The Centre's Diversity Leadership Counsel continues to champion diversity and cultural competence to create an inclusive and welcoming environment for staff, clients and community partners. The past year's initiatives included World Café workshops, Lunch & Learns, Diversity Celebrations, and front-line taskforces that advanced prioritized initiatives.



## Investing in Infrastructure

- Service excellence necessitates an effective and efficient administrative structure that supports clinical activities and enables accountability, transparency and information-based decision-making. This past year the Board supported strategic investments in Information Technology, Finance and Human Resources. Additional investments were made to support Fund Development and Social Media.

## Advocacy

- The Centre's Board of Directors has been active on the Fair Share for Peel Task Force, advocating for Peel's fair share of human services. Our Board will continue to advocate as the Province rolls out its Transformation Agenda, which includes a new funding model that will recognize individual community population and needs, better equipping Peel agencies to respond effectively to local demands.



## Community Leadership

- Leadership from our Caring Community enables the Centre to do more. Over 100 volunteers supported our clients as drivers, mentors, tutors, childcare and respite providers, and event organizers. Several hundred community members supported our Cosmic Bowl and Holiday Brunch events, which together raised almost \$90,000. Thanks to all who make Peel Children's Centre a charity of choice.





## Statement of Revenue and Expenses Year ended March 31, 2013

Based on Ministry reporting requirements

## État des revenus et dépenses Exercice terminé le 31 mars 2013

Conformément aux exigences du ministère  
en matière de production de rapports

Program / Programme	Revenue Revenus	Expenses Dépenses	Excess / Excédent Revenue over Expenses Des revenus sur les dépenses
Children's Mental Health 0 - 6 / Santé mentale des enfants 0 - 6	847,694	848,162	(468)
Court Clinic / Clinique d'aide judiciaire	233,537	244,014	(10,477)
Intensive Child & Family / Service intensif pour les enfants et les familles	3,289,813	3,293,235	(3,422)
Mental Health Workers in Schools / Travailleurs en santé mentale dans les écoles	835,550	835,550	-
Targeted Increase - New Workers / Augmentation ciblée - Nouveaux travailleurs	1,193,436	1,193,436	-
Crisis Response / Intervention d'urgence	865,200	865,742	(542)
Non-Residential / Non résidentiel	2,439,729	2,440,127	(398)
Sexual Abuse Treatment Program / Programme de traitement de l'exploitation sexuelle	634,636	634,673	(37)
Preschool Services / Services préscolaires	814,323	794,447	19,876
Day Treatment / Traitement de jour	1,508,475	1,510,034	(1,559)
Respite / Répit	485,066	489,121	(4,055)
Child Witness / Enfant témoin	165,000	167,575	(2,575)
Residential / Résidentiel	4,523,028	4,654,809	(131,781)
Economic & Business Development* / Développement économique et des entreprises *	3,056,394	2,408,354	648,040
<b>Total</b>	<b>20,891,881</b>	<b>20,379,279</b>	<b>512,602</b>

Peel Children's Centre thanks our funding partners. We greatly appreciate the generous support we continue to receive from individuals, community groups, corporations and foundations. We extend our gratitude to all individuals and organizations for supporting our special events with in-kind donations. The following is a list of donors from April 1, 2012, to March 31, 2013.

Le Peel Children's Centre tient à remercier tous ses partenaires financiers. Nous sommes sincèrement reconnaissants du généreux soutien que nous recevons des individus, des groupes communautaires, des sociétés et des fondations. C'est avec gratitude que nous remercions également tous les individus et toutes les sociétés qui ont apporté leur appui aux événements spéciaux sous forme de dons en nature. Voici la liste de tous nos donateurs du 1<sup>er</sup> avril 2012 au 31 mars 2013.

### Principal Funders / Principaux donateurs

**\$100,000+**  
Ministry of Child and Youth Services  
Ministry of Attorney General  
Region of Peel

### Leadership Gifts / Dons de leadership

**\$40,000+**  
RBC Foundation

### **\$20,000+**

Hydro One Brampton Networks Inc.  
Pendle Fund at the Community  
Foundation of Mississauga

### Major Gifts / Dons importants

**\$10,000+**  
CIBC

### **\$5,000+**

Kenneth & Linda Foxcroft  
JCS Canada Charity Fund  
Marion Ethel & Frederick John Kamm  
Charitable Trust  
Mississauga Central Lions Club  
Humphrey Mitchell  
OGPI Management LP o/a Oxford  
Scotiabank  
Toronto Star Fresh Air Fund

### **\$2,500+**

Bentall Kennedy  
Binswanger Hectare, Brokerage  
Sheila Lavallee  
RBC Royal Bank  
Torstar Corporation  
20 Vic Management

### Sustaining Gifts / Dons de soutien

**\$1,000+**

Anonymous / Anonyme  
Linda Berkowitz  
CompuCom Cares  
DTZ Barnicke  
Equitable Life Canada  
Euton Capital Partners  
Ceri Harnden  
Amrit Khaper  
David Kingsland  
Donna McIlroy  
Metroland Media Group Ltd.  
Mississauga Firefighters Association  
Benevolent Fund  
Pallett Valo LLP  
Pearson Dunn Insurance Inc.  
Peel Regional Police  
Rudy Riske  
Rogues Restaurant  
Royal LePage Real Estate Services Ltd.  
Sherry Sklar  
Renee Sloos  
Sutton Group - Summit Realty Inc.  
Thompson, MacColl & Stacy  
TransCore Link Logistics  
Laurie Williamson

### Loyalty Gifts / Dons de fidélité

**\$500+**

Kim Alexander  
Anonymous / Anonyme  
John Armstrong  
Astro Marketing  
Avison Young Brokerage  
Roman Boychuk  
Carl Blacchiere  
Canpar Transport Ltd.  
Dylanico Supplies Inc.  
EllisDon Corporation  
Enersource Corporation  
Mayor Susan Fennell  
Fingerprint Communications  
Glen Schnarr and Associates  
Carolyn Gordon  
Patricia Grady  
Habib Canadian Bank  
David Herzstein  
Husky Injection Molding Systems  
Laird Plastics  
LoGograph  
Mary McDonald  
Janet McKernan  
Mississauga Convention Centre  
PriceWaterhouseCoopers LLP  
Purdy's Chocolates  
Rexall  
Kathy Sdao-Jarvie  
Patricia Shields  
Spacefile International Corp.  
The Central Group (Central Impact)  
Versent Corporation, ULC  
Fred & Wendy Walker  
Dilys Watanabe

We strive for accuracy. In case of discrepancy, please contact the Development Office at 905-795-3500, ext. 2298.

Nous faisons tout notre possible pour fournir des renseignements exacts. Veuillez contacter notre Service du développement au 905-795-3500, poste 2298, pour signaler toute erreur.