

It's about **HOPE**



P E E L

CHILDREN'S CENTRE

ANNUAL REPORT 2013/14





Values

Accountable

Being ethical, transparent, efficient and effective

Respectful

Caring with integrity and honouring dignity

Inclusive

Embracing diversity and cultural competence

Responsive

Being flexible, accessible and adaptive

Learning

Pursuing opportunities to know more and do better

Innovative

Using information, initiative, and imagination

Collaborative

Working together in partnership

Vision

A caring community working together for children and youth.

Mission

To enrich the lives of children and youth who experience social, emotional and/or behavioural challenges by providing a continuum of high quality mental health services.

Board of Directors

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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Mississauga, ON L5T 2Y6
(905) 795-3500

peelcc.org

Charitable donation number:

11908 7807 RR001

A Roadmap into the Future

2013/14 will be remembered as the beginning of a watershed time in the history of the children's mental health sector in Ontario and for Peel Children's Centre (PCC) as a leading and well-respected service provider.

Provincially, the Ministry of Children and Youth Services (MCYS) released a draft Service Framework to support the imminent implementation of its *Moving on Mental Health* agenda. As a member of MCYS's Service Framework Advisory Committee, PCC appreciated the opportunity to provide input.

Within this context, PCC engaged in a strategic planning process to provide focus for our work in the Peel community over the next five years. Following broad consultation, our Vision, Mission, Values and Philosophy were reconstituted, and the following Strategic Directions set:

- Ensure excellent clinical services and pathways to care for children and youth with mental health needs and their families.
- Build a strong community collectively supporting the mental health of children, youth and their families.
- Cultivate an effective, efficient and innovative organization that is reflective of, and embedded in, the communities it serves.

Concurrently, PCC prepared for our first accreditation with the Canadian Centre for Accreditation after multiple previous accreditations by Children's Mental Health Ontario. We were delighted to meet 100% of the mandatory and leading practice standards for our sector.

As we reflect on the past and look to the future, we thank our community partners for their collaboration. Special thanks to those partners who participated in our strategic planning and accreditation processes.

We are also very grateful to our funders and celebrate our individual, community and corporate donors. With your support, we are able to enrich the lives of children, youth and families experiencing mental health challenges.

Thanks to our committed staff, volunteers and students – PCC's accreditation success reflects your caring and competency! Finally and most importantly, we thank the children, youth and families who have worked with us. It is a privilege to support your treatment journeys.



Roman Boychuk



Humphrey Mitchell

Roman Boychuk
President

Humphrey Mitchell
Chief Executive Officer



Ensuring Excellent Clinical Services & Pathways to Care

Celebrating New Collaborations

Partnering with Peel District School Board and Dufferin-Peel Catholic District School Board, PCC offered school-based group services to 283 families, in-school support to 47 youth, and brief in-home intensive intervention to 104 families. Partnering with Conseil scolaire de district catholique Centre-Sud and Conseil scolaire Viamonde, PCC delivered group-based interventions to 150 at-risk francophone youth.

Increasing Access and Decreasing Wait Times

Tangerine Walk-In Counselling has become an integral part of the child and youth mental health system in Peel. This past year, Tangerine Walk-In served more than 1,200 children/youth, an increase of more than 50% year-over-year. With no need to wait, feedback has been overwhelmingly positive. Tangerine Walk-In continues to look for outreach opportunities to increase accessibility and would like to thank Dixie Bloor Neighbourhood Centre and MIAG Centre for Diverse Women & Families for welcoming Tangerine.



The counsellor listened to my concerns and made me feel so much better about myself and my feelings.

Very friendly and flexible. Awesome!! 10/10.



Moving on Mental Health and System Transformation

With the September 2013 release of its *Draft Child and Youth Mental Health Service Framework*, MCYS took the next step towards building a system that makes sense for children, youth and their families. The service framework clearly outlines minimum expectations associated with the delivery of child and youth mental health services funded by MCYS, focussing on the fundamentals of system design: Pathways, Core Services, Key Processes, and the role and expectations of Lead Agencies specific to the future planning and delivery of services in defined geographic areas across Ontario.

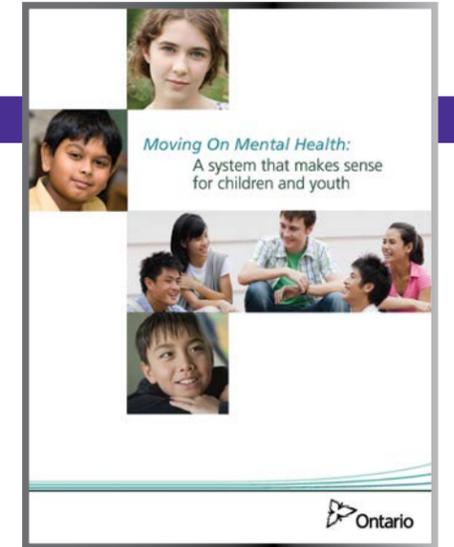
Peel Region has been selected as one of the initial 16 geographic areas to lead implementation of MCYS' transformation agenda. Following a robust, stringent application and review process, Lead Agency decisions for the first 16 communities are expected imminently. The selection of a Lead Agency will mark the beginning of a new local dialogue. PCC looks forward to working in partnership with community partners to transform the experience of children, youth and their families in Peel so they will know:

- What mental health services are available, and
- How to access the mental health services and supports that will meet their needs.

Improving Access to Child and Youth Mental Health Services in Peel

Aligned with Ontario's Child and Youth Mental Health Strategy and expectations for communities to establish and maintain clear pathways to, through and out of care, the Peel Coordinated Intake Network (PCIN) partnership continued to make progress. PCC was asked to continue to assume the role of Host Agency of the new access/intake mechanism, and to provide leadership to the PCIN Design and Implementation Subcommittee. Highlights included:

- Mapping current processes and referral pathways for parents and youth;
- Mapping future pathways to care for parents;
- Consulting with youth about future pathways to care;
- Identifying critical standardized intake information;
- Compiling clinical program descriptions from CYMH service providers.



VISION

A coordinated system of service providers and a gateway to service for children, youth and families who will be welcomed by professionals and provided advice, support and facilitated access to needs-based children's mental health services.

Building a Strong Community

Celebrating Cultural Competence and Diversity

PCC continues to implement its multi-year diversity strategy, which currently prioritizes outreach to Peel's large South Asian population. Respect, mutual learning, and innovative approaches to collaboration have been key to the successes celebrated this past year. Examples include:



- Two "Chai Time" open houses: one for professionals and agencies, the other for families;
- A multi-dimensional partnership with Punjabi Community Health Services (PCHS);
- Effective outreach into Peel schools in partnership with settlement workers;
- Strengthened relationships with critical stakeholders including Bramalea Multicultural Centre, Down Syndrome Awareness Peel, India Rainbow, Malton Community Building Project, MIAG, Newcomer Centre of Peel, Peel Addiction Assessment and Referral Centre, Peel YMCA, Seva Food Bank and South Asian Autism Awareness Association.

Supporting Youth in Crisis

PCC is excited by this year's progress of the Peel Service Collaborative, which is implementing an Emergency Department Diversion strategy to reduce the use of emergency departments as youths' first point of contact with the mental health and addictions systems. Building on formal and informal partnerships, the strategy emphasizes holistic crisis planning and provides training across the Peel community.

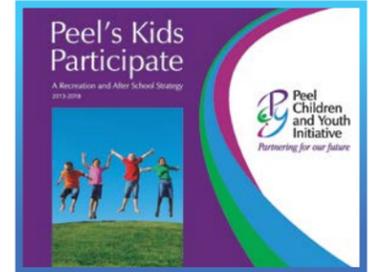
Whenever I need help or support, I can get it. This service is wonderful!

Facilitated by the Centre for Addiction and Mental Health, this community collaborative has included leadership from PCC's CEO as one of the community co-chairs, and support from our Crisis Response Service. Improving the effective utilization of pathways to care for youth in crisis has required the participation of many, including mental health and addictions service providers and the healthcare, children and youth services, child welfare, developmental services, education, shelter and justice sectors. Culture-specific community services, faith leaders, funders, planners and researchers have been equally integral to the process.



Helping All Children and Youth Reach Their Potential

The mission of the Peel Children and Youth Initiative (PCYI) is "to work collaboratively with the community to ensure that all children and youth have the opportunity to reach their potential as they grow from infancy (0) through to young adulthood (24)." PCC is a member of PCYI, with our CEO serving as co-chair on the Board of Directors and PCC staff working on several PCYI committees.



PCYI's System Integration Framework for the child- and youth-serving sectors is now in place, with work continuing to move this initiative forward. PCYI also made major progress this year with strategies to improve access to recreation and after-school activities, develop youth leaders, identify economic barriers for young women, engage newcomer families to use early child development services, and help low-income families access the free Canada Learning Bond for post-secondary education.



Volunteering Makes a Difference!

PCC counts on the efforts of more than 100 specially trained volunteers. As mentors, tutors, drivers, childcare workers, respite providers and fundraising assistants, volunteers are critical to the success of our programs. PCC presented the 2013 Ron Lenyk Volunteer of the Year Award to one of our dedicated drivers, Donna Pasqua of Brampton. Congratulations to Donna and sincere thanks to all our volunteers!

Thanking our Generous Supporters!

With our loyal supporters and donors, PCC is able to supplement base government funding and ensure that mental health treatment services are available for the most needy children, youth and families in Peel. As a donor and supporter, you are part of our Caring Community. Thank you to all staff and Board members who have also made PCC a charity of choice. With support from individuals, corporations, foundations, community groups and service clubs, PCC continues to make a significant difference in the lives of children, youth and families.



Tammi Lisson (VP, Business Enablement at RBC Royal Bank and Secretary/Treasurer of PCC's Board of Directors) with RBC colleagues supporting PCC's annual Holiday Brunch and Auction.

Cultivating an Effective, Efficient and Innovative Organization

Ensuring Accountability

There are many ways for an organization to demonstrate that it operates in ways that are ethical, transparent, efficient and effective. What better way to demonstrate this commitment than through a rigorous accreditation process? In 2013/14, after being accredited by Children's Mental Health Ontario for the previous 20 years, PCC successfully completed our first accreditation with the Canadian Centre for Accreditation (CCA). CCA not only evaluates the calibre of an organization's services, but also sets robust organizational standards in areas such as governance, stewardship, risk and safety, and planning and performance. Passionately committed to being the best we can be for children and youth in our community, PCC was humbled to meet 100% of the CCA's mandatory and leading practice standards across six modules. In the words of the CCA's accreditation report,



“The review team wishes to extend to the staff, volunteers, students and board members the highest praise possible for their demonstrated focus on always striving to better the service to the clients of the community.”

Nurturing a Healthy Workplace

Excellence Canada's Progressive Excellence Program® includes a focus on a Healthy Workplace®. PCC is committed to our partnership with Excellence Canada and to nurturing a healthy workplace that supports staff so they are fully available to work with high-needs children and youth. This past year, PCC conducted an Employee Wellness Interest Survey and invited staff to join a Health and Wellness Committee that is championing a formal Healthy Workplace® initiative. Health and wellness are positively contagious! PCC is pleased to celebrate the many staff-led group activities that are re-energizing our most valuable resource – our staff of highly trained, dedicated professionals, passionate about making a difference.



Moving Forward with Learning and Innovation

PCC's 2013-18 Strategic Plan proudly profiles the value we place in learning (“pursuing opportunities to know more and do better”) and innovation (“using information, initiative and imagination”). This past year, PCC was proud to present at several conferences and knowledge-exchange forums on topics that included:

- *An Integrated Approach to Strategic Planning;*
- *Evidence-Informed Effective Treatment for Youth Who Sexually Harm;*
- *Strongest Families in Peel: Providing Faster Access to High Quality Services.*



PCC's Dr. Kathy Sdao-Jarvie with Preston Manning, Dr. Patricia Lingley-Pottie and Dr. Patrick McGrath.

A robust student placement program, Reflections on Practice sessions, and a FASD awareness event are several other examples.

Of particular note was the recognition of Strongest Families, a service piloted by PCC. This past fall, Strongest Families received the Encana Principal Award, the top prize amongst the Ernest C. Manning Innovation Awards, recognizing the intervention's use of technology to deliver services. A telephone-based intervention that coaches parents of children with disruptive behaviour or anxiety disorders, Strongest Families is led by Drs. Patrick McGrath and Patricia Lingley-Pottie of Dalhousie University and the Centre for Research in Family Health at IWK Health Centre.

Leveraging Social Media: New Knowledge, New Strengths

Over the past year, PCC implemented a mission-focused social media strategy that had two prongs: enhancing our external communications while simultaneously building competency internally. In January 2014, PCC launched its official social media presence on Facebook, Twitter and YouTube. By leveraging the strength of existing relationships and forging new digital connections, PCC quickly established a strong foothold in the online child and youth mental health community. Clinical staff embraced opportunities to learn about social media and how to help children and youth whose mental health challenges are complicated by issues such as cyberbullying and cyber-addiction.



Brian Woodland
@PeelCC you do amazing work. Lucky to have you supporting @PeelSchools students, parents #peelschools

CF Mississauga
So pleased to meet with the team from @PeelCC this morning. They are doing great work for children and youth in our community.

UMIND
Peel Children's Centre has excellent curated lists of Twitter resources! twitter.com/PeelCC/lists #MHWchat @peelcc

Enriching the Lives of Children and Youth

My name is Randy. I just want to tell you all how much of an impact Michael from PCC has had on my life. I was a very hard to handle and wild child. I hated the world! Michael was so cool and calm. He would always ask me how I felt about the issues at hand. He really cared! Other than my family at home, I had nobody that cared and this was big for me. When Michael came into my life, he helped me. I am now 18 and I have taken all, ok maybe not all - most of Michael's advice and strategies throughout my life! In doing so, I have done so much good and graduated High School. I feel great about what I have accomplished and now I am on to the next chapter. So thank you Michael for being such a GREAT person and caring!

Randy

P.S. Remember that I still want your job!
So bring on college!!

Randy's Story

Randy and his family first connected with PCC when he was six years old. Over several years, Randy benefited from a variety of services and supports offered by PCC. Michael is one of Randy's clinicians who worked with him and his family in our intensive in-home program. Randy completed service at PCC this past year and sent the letter above to Michael's supervisor. Thank you Randy for sharing your success story – for letting us know that we made a difference and for giving others hope.

Jessica's Story

Acting Sergeant Jessica Roselli became a Peel Regional Police officer 19 years ago because she wanted to contribute to the community. "Being a police officer is about more than fighting crime," she says. "It's about giving back, too." She first heard about PCC when she was assigned to the Special Victims Unit and worked closely with PCC's Child Witness team. PCC's commitment to helping children at risk tugged at Jessica's heart and she knew that PCC was an organization she wanted to support.



Jessica is holding the bowling ball.

For the past five years, Jessica has championed PCC in a variety of ways. Initially Jessica was a volunteer working in our Mentor Program, meeting weekly with an 8-year-old girl to work on self-esteem, social skills and homework. Jessica has also supported our annual Cosmic Bowl fundraiser, bringing along colleagues in support of PCC and a fun night out. Most recently, alongside Constable Lee Whidden, Jessica co-chaired Peel Regional Police's Mother's Day Brunch fundraiser, raising additional dollars in support PCC. Thank you, Jessica, for your caring and support. Together we can make a difference!

A Bigger and Better Story with Dreams Take Flight

Thanks to the Peel Paramedics, Peel Regional Police and Rotary Club of Bramalea for their fundraising efforts and donation of time on behalf of Dreams Take Flight. We were so excited to learn that 12 PCC children had been sponsored this year to enjoy a once-in-a-lifetime adventure to Disney World. Over five years, our Dreams Take Flight partnership has benefited 32 high-needs children struggling with mental health challenges. Thanks to all of you who make Dreams Take Flight a reality for children who could never imagine such good fortune. In partnership, we are changing lives. And yes, the kids had the time of their lives!!!



Est. 1989



Statement of Revenue and Expenses Year ended March 31, 2014

Based on Ministry reporting requirements

État des revenus et dépenses Exercice terminé le 31 mars 2014

Conformément aux exigences du ministère
en matière de production de rapports

Program / Programme	Revenue Revenus	Expenses Dépenses	Excess / Excédent Revenue over Expenses Revenus sur les dépenses
Children's Mental Health 0 - 6 / Santé mentale des enfants 0 - 6	847,694	855,698	(8,004)
Court Clinic / Clinique d'aide judiciaire	233,537	248,173	(14,636)
Intensive Child & Family / Service intensif pour les enfants et les familles	3,295,315	3,375,486	(80,171)
Mental Health Workers in Schools / Travailleurs en santé mentale dans les écoles	893,283	893,971	(688)
Targeted Increase - New Workers / Augmentation cible - Nouveaux travailleurs	1,223,436	1,232,306	(8,870)
Crisis Response / Intervention d'urgence	865,200	869,716	(4,516)
Non-Residential / Non résidentiel	1,980,433	2,092,802	(112,369)
Sexual Abuse Treatment Program / Programme de traitement de l'exploitation sexuelle	634,636	654,525	(19,889)
Preschool Services / Services préscolaires	1,158,056	1,103,573	54,483
Day Treatment / Traitement de jour	1,508,475	1,586,493	(78,018)
Respite / Répit	485,066	488,252	(3,186)
Child Witness / Enfant témoin	165,000	180,268	(15,268)
Residential / Résidentiel	4,254,459	4,507,984	(253,525)
Wraparound - DS (Community Enhancement) / Wraparound - SD (amélioration communautaire)	208,186	211,773	(3,587)
Economic & Business Development * / Développement économique et des entreprises *	2,852,184	2,321,058	531,126
Total	20,604,960	20,622,078	(17,118)

PCC is proud to celebrate 100% giving from our Board and senior team. Many staff also make PCC their charity of choice. Together with our funding partners and generous individuals, community groups, corporations and foundations, we make a difference. Thank you! We also extend our gratitude to those whose in-kind donations helped us raise \$90,000 at our two signature events. The following is a list of donors from April 1, 2013 to March 31, 2014.

Le PCC est fier d'annoncer que nous avons reçu des dons de tous les membres de notre Conseil d'administration et de notre équipe de dirigeants. De nombreux employés ont aussi choisi le PCC comme organisme de bienfaisance privilégié. Avec l'appui de nos partenaires financiers et les contributions généreuses d'individus, de groupes communautaires, d'entreprises et de fondations, nous faisons la différence. Merci! Nous remercions aussi tous ceux dont les dons en nature nous ont aidé à recueillir 90 000 \$ lors de nos deux événements phares. Voici la liste de nos donateurs du 1^{er} avril 2013 au 31 mars 2014.

Principal Funders / Principaux donateurs \$100,000+

Ministry of Attorney General
Ministry of Children and
Youth Services
Region of Peel

Leadership Gifts / Dons de leadership \$40,000+

RBC Foundation

\$20,000+

Community Foundation
of Mississauga

\$15,000+

Collette Foundation Canada

Major Gifts / Dons importants \$10,000+

CIBC Corporate
Hydro One Brampton
Networks Inc.
JCS Canada Charity Fund

\$5,000+

Alphora Research Inc
Canadian Public Health
Association (CPHA)
GlaxoSmithKline Foundation
Humphrey Mitchell
Ipcas Law Office
Kenneth Foxcroft
Scotiabank
The Alice & Murray Maitland
Foundation

Toronto Star Fresh Air Fund
Torstar Corporation

\$2,500+

Anonymous
Marion Ethel & Frederick
John Kamm Charitable Trust
Mississauga Central
Lions Club

OGPI Management LP
o/a Oxford

Patricia Grady
RBC Royal Bank

Spacefile International Corp.

The Keg Spirit Foundation
The Ultramar Foundation

Sustaining Gifts / Dons de soutien \$1,000+

LoGograph
20 Vic Management
Amrit Khaper
Binswanger Hectare
Brokerage
Carolyn Gordon
Ceri Harnden

City Of Brampton
CompuCom Cares
Donna McLroy
Enersource Corporation
Equitable Life Canada
Euton Capital Partners
J.A. Tony Manastersky
James Stinson
John Taylor
Kathy Sdao-Jarvie
King Masonry Yard Ltd.

Linda Berkowitz
Michael Brown
Mississauga Firefighters
Association Benevolent
Fund

Pallett Valo LLP
Pearson Dunn Insurance Inc.
Renée Sloos

Rogues Restaurant
Roman Boychuk

Rudy Riske
Sarah Kagan

Sheila Lavallee
Sherrilyn Sklar

Sobeys Ontario
Sutton Group -
Summit Realty Inc.

Tammi Lisson

The Central Group
(Central Impact)

The Regional Municipality of
Peel Police Services Board

Loyalty Gifts / Dons de fidélité \$500+

Thompson, MacColl & Stacy
Annaliz Martinez

Avison Young Commercial
Real Estate (Ontario) Inc.

Bentall Kennedy

Brookfield Homes (Ontario)
Limited

Canpar Transport Ltd.
Carl Blacquiere

Cushman & Wakefield Ltd.
Brokerage

David Kingsland
Dilys Watanabe

Doris Christensen
Dr. Kim Alexander

Gail Anderson
Glen Schnarr and Associates

Habib Canadian Bank
Jamie Riske

Joan Stulac
John Armstrong

John Speck
Katie Pipitone

Kimberley Cyopeck
Laird Plastics

Laser Quest Corporation
Lori Galliera

Magna International Inc.
Mary McDonald

Metroland Media Group Ltd.
Mississauga Convention
Centre

Mora Thompson
North City General Insurance
Brokers Ltd

Peel Regional Police
PLASP Childcare Services

PricewaterhouseCoopers
Canada Foundation

Purdy's Chocolates
RBC Royal Bank

Roblin Home Improvements
St. Rita School Council

The Children's Aid Society of
The Region of Peel

Wendy Walker

*Includes Fundraising and Development activities / Comprend les activités de collecte de fonds et de développement

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.