

# It's about HOPE



P E E L

CHILDREN'S CENTRE

## ANNUAL REPORT 2014-2015





## 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:

Michael Cantlon (President)  
Patricia Grady (Vice-President)  
Tammi Lisson (Secretary/Treasurer)  
Roman Boychuk (Past President)

### Directors:

Gail Anderson, Mark Figueiredo,  
Sharon Goodland, Guneet Hansrani,  
David Herzstein, Rudy Riske

## 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

### Peel Children's Centre

85A Aventura Court  
Mississauga, ON L5T 2Y6  
(905) 795-3500  
[peelcc.org](http://peelcc.org)

### Charitable donation number:

11908 7807 RR0001

# The Future is Now!

2006: *A Shared Responsibility – Ontario's Policy Framework for Child and Youth Mental Health*

2011: *Open Minds, Healthy Minds – Ontario's Comprehensive Mental Health and Addictions Strategy*

2012: *Moving on Mental Health: A system that makes sense for children and youth*

2013: *Draft Child and Youth Mental Health Service Framework*

2014: *Lead Agency identification in 16 of 33 Service Areas, including the Peel Service Area*

Indeed, the future is now!

With the naming of Peel Children's Centre (PCC) as Peel's Lead Agency this last August, PCC broadened its operating context beyond that of a high quality, mission-focused service provider. The *Moving on Mental Health* (MOMH) action plan set the wheels in motion with a collective goal – together, we will transform the experience of children, youth and families so that they have timely access to an integrated system of high quality Child and Youth Mental Health (CYMH) services, and clearly understand their pathways into, through and out of treatment. Community engagement activities, a Core Services Delivery Plan, and a Community Mental Health Plan have been the key deliverables this past year.

We would like to celebrate the collaborative spirit amongst our core service providers in this work: Associated Youth Services of Peel, Nexus Youth Service, Rapport Youth & Family Services, Trillium Health Partners and William Osler Health System. Beyond historical collaborative efforts such as communities of practice and service partnerships, you have worked tirelessly to help us advance the transformation agenda in Peel. We also acknowledge and appreciate the broader community commitment to CYMH in Peel, as evidenced by your elevated interest and involvement this past year.

PCC's Strategic Plan continues to offer a relevant framework for our annual reporting within three strategic areas: a strong community; excellent clinical services and pathways to care; and an effective, efficient and innovative organization. This year, we have also chosen to highlight community engagement efforts.

We extend our gratitude to our funders and our many individual, community and corporate donors. Thanks to your generous support, PCC was able to enrich the lives of 4,200 children or youth with mental health challenges this past year! Within PCC, we thank our dedicated staff, volunteers and students. Your caring, creativity and competence are changing young lives for the better. Finally and most importantly, we thank the children, youth and families that we serve. You inspire and mobilize us to work hard, find solutions and create better futures together. We remain humble in our efforts.



Michael Cantlon



Humphrey Mitchell

Michael Cantlon  
President

Humphrey Mitchell  
Chief Executive Officer





# STRATEGIC DIRECTION: Strong Community

## Collectively Supporting the Mental Health of Children, Youth and Families

The 2006 provincial vision for child and youth mental health as “a shared responsibility” is very much aligned with PCC’s vision of “a caring community working together for children and youth.”

In support of the MOMH action plan, as highlighted in our opening message, PCC’s core service partners generously joined us in meetings, discussions, and information-gathering that enabled us to complete the Core Service Delivery Plan for the Peel Service Area and to identify three service priorities: intake/access; youth engagement; and family engagement.

The development of Peel’s Community Mental Health Plan kicked off in February with a community meeting of 100 representatives from the education, healthcare and child/youth/family service sectors. Peel’s 2<sup>nd</sup> Annual Physician Conference on Community Mental Health was another valuable forum. Subsequent smaller opportunities for dialogue with our education, health and youth justice partners also helped inform the Community Mental Health Plan, and will continue into 2015/16 as we build on existing relationships; develop an inventory of the broader continuum of CYMH services in Peel; and establish a CYMH-specific planning mechanism.

At the system level, PCC participated in MOMH efforts regionally and provincially with sister lead agencies, MCYS staff, and the Ontario Centre of Excellence for Child and Youth Mental Health.



St. Marguerite d'Youville Catholic Secondary School organized an Anti-Bullying and Bullying Prevention event



2014 Mary Neville Award co-winners, Martha Brunet and Cathy-Lou Newhouse, social workers, Peel District School Board

## Leading Mental Health Advocacy

Advocacy at the Board and Senior Management levels for equitable funding, and for a more accessible and integrated mental health system that promotes equitable outcomes, has been ongoing and will become increasingly important as PCC assumes responsibility for the system management of core CYMH services in the Peel Service Area.

## Building and Sustaining Partnerships

With a focus on high quality mental health treatment services, PCC continued to build and evolve its partnerships with school boards, hospitals, child welfare, developmental services, childcare centres, settlement workers, adult mental health services, youth justice services, and the courts:

- a broadened range of school-based groups offering targeted prevention and family/caregiver capacity-building and support
- the targeted introduction of a Brief Intensive Intervention Program for students with multiple, significant stressors that impact their ability to succeed in their school environment
- implementation of Peel Inclusion Resource Services (PIRS), a new regional service delivery model for supporting preschool children with special needs who attend licensed childcare centres
- increased utilization of Tangerine Walk-In Counselling across the service-delivery partnership
- a Memorandum of Understanding between PCC’s Crisis Response Service and William Osler Health System to support children and youth with mental health challenges who utilize the hospital’s Emergency Department or Child and Adolescent Unit
- targeted educational sessions (e.g. mental health awareness; suicide prevention) in support of local community priorities.

## Engaging Our Diverse Communities

Our deliberate journey towards inclusion and cultural competence continued to be an organizational priority, with an emphasis on learning and sharing; innovation; taking risks and growing from our mistakes; building new relationships; being patient and kind; employing grassroots strategies within a broader corporate context; and using the expertise, energy, creativity and commitment of our staff to improve access for all our Peel families. Each year has brought us further along this journey. Frontline staff-led initiatives, including educational workshops and onsite resources, have proven to be a sustainable and effective strategy. We have also made meaningful progress in forging new partnerships, for instance, with settlement workers and our South Asian community.



Punjabi Community Health Services' International Women's Day Gala - March 2015





# STRATEGIC DIRECTION: Excellent Clinical Services and Pathways to Care

## Understanding Peel's Service Continuum

The MOMH Child and Youth Mental Health Service Framework delineates and defines 7 core services and 2 key processes that, together, comprise a continuum of mental health services. Last year, Peel's six core service providers independently mapped our respective CYMH services onto this new framework. This initial mapping fed into this year's efforts, which culminated in an inventory of core CYMH services in Peel documented in the 2014/15 **Core Services Delivery Plan**.

To understand the full continuum of mental health services in Peel, we also documented CYMH services provided beyond the scope of the core services framework (e.g. a mental health service delivered by an organization that is not funded by MCYS), capturing this additional data in the 2014/15 **Community Mental Health Plan**.

PCC continues to engage our core service providers and broader sectoral partners to build on our initial efforts to achieve a baseline understanding of Peel's CYMH service landscape, including pathways into, through and out of treatment. Future planning, real change and service enhancements will flow from our collective efforts, and will help us to "transform the experience of children and youth with mental health problems and their families, so that they will know what high quality mental health services are available in our community; and how to access mental health services and supports that meet their needs."

### Core Services & Key Processes



## Coordinating Pathways Into, Through and Out of Treatment

PCC continues to work collaboratively with our core service providers on the prioritized implementation of the **Peel Coordinated Intake Network (PCIN)** in support of an improved intake/access mechanism for core CYMH services in the Peel Service Area, and aligned with the expectations of the MOMH transformation agenda.

To operationalize PCIN, an Implementation Design Sub-Committee was formed in 2013 led by PCC's Director of System Planning, Measurement and Accountability, with representation from all CYMH core service providers in Peel. The sub-committee has made substantial progress, including: mapping current processes and referral pathways; compiling information on core CYMH services; consulting with youth on their experiences accessing services; and agreeing on the standardized information to collect at intake.

Work in 2014/15 focussed on keeping all partners paced on MCYS's transformation agenda; reviewing progress towards meeting the Ministry's requirements for pathways into, through and out of treatment; and providing input to the transformation plans for the Peel Service Area.

## Delivering High Quality Services That Work



**Facebook Review:** Jennifer P — 5.0 ★ My son and I had his intake session today and we were so pleased with the courtesy and respect of the counsellor and the variety of resources made available to us. It was wonderful. January 30, 2015

**Tweet:** Brian Woodland @brian\_woodland do you have a student who needs mental health support? Ask at your @peelschools school, or call @PeelCC #BellLetsTalk

**Tweet:** Jeanine H @l\_nine\_34 @PeelCC @KidsHelpPhone you know most children just crave to b listened 2&heard. What you do is INCREDIBLE-saved me as a child! #BellLetsTalk



# STRATEGIC DIRECTION: Effective, Efficient and Innovative

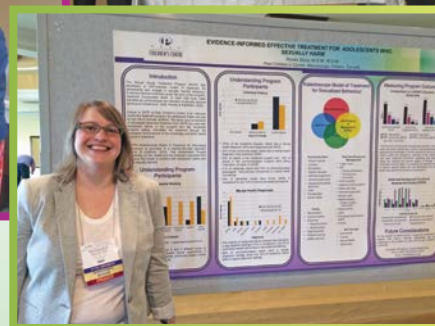
## System Planning, Measurement and Accountability

As Lead Agency, PCC is required not only to be a provider of high quality mental health services, but also to assume system management responsibilities for the CYMH sector in Peel, working together with our CYMH core service partners and the broader community. Reflecting this new reality, PCC's Clinical Standards and Development Department has been reconceptualised and renamed the System Planning, Measurement and Accountability Department. The department will support system transformation and the MOMH agenda with expertise in the following functional areas: information technology; health information management; performance measurement and improvement; risk management; evaluation and research; and decision support. The department will also support the Intake/Access function (PCIN), which PCC will continue to host on behalf of Peel's core service providers.

## Creating a Culture of Learning and Professional Development

A culture of learning and professional development promotes systems thinking and continuous quality improvement. From formal training to informal lunch-and-learns, and from conferences to knowledge-sharing within our communities of practice, PCC has had a busy year. Presentations included:

- Infant and Early Childhood Conference in Tacoma, Washington with the Region of Peel on our jointly operated *Peel Infant-Parent Program*
- International Short Break Association Conference in Germany on *Strengthening Families through the use of Respite Services in Children's Mental Health*
- Association for the Treatment of Sexual Abusers' Conference, "Transforming Research into Practice," in San Diego, California. PCC's poster presentation was entitled *The Kaleidoscope Model: Evidence-Informed Treatment for Youth Who Sexually Harm*
- Children's Mental Health Ontario Conference with William Osler Health System on *Bridging the Gap between Discharge from Hospital and Support for Youth and Families Post-Crisis*.



## Employee Engagement

Administrated by Metrics@Work for the fourth consecutive time, PCC's 2014 Employee Engagement Survey (EES) results surpassed our strong 2010 results and continued to show PCC staff as highly engaged. With an impressive 86.1% response rate, we are confident in our results and celebrate our strengths at the organizational, team and job level. Benchmarking our results against the 220+ organizations that comprise the Metrics@Work database, we are proud to highlight:

- At the organizational level, PCC results exceeded the Metrics@Work database average by 13.4%
- At the level of job engagement, PCC results exceeded the database average by 5.1%
- At the individual driver level, PCC results exceeded the database averages on 26 of 28 drivers of engagement, and no drivers were observably lower than the database average
- PCC's team engagement score was 81.5% (*this is a new measure so benchmarking is not possible*).

It takes a concerted effort to achieve, sustain and enhance levels of engagement. As such, staff teams are keeping the conversation alive, celebrating strengths and identifying specific areas for future efforts.

## Promoting Leadership at Every Level

In addition to several frontline staff-led Diversity initiatives, PCC has a very active Health and Wellness Committee and Social Committee. And let us not forget our Health and Safety Committee! Our 86.1% EES response rate demonstrates the power of multi-level leadership. Some staff provided leadership to specific projects. Others, like our receptionists, IT, clinical and communications staff helped us adapt our telephone system and associated protocols to support French language services. The pride of our Social Work and Child and Youth Worker staff was evident as they led activities during their respective professional public awareness weeks. Recognizing the connection between fundraising and service to clients, staff led the way by donating their time, energy, talents and financial resources.

A huge shout-out to our staff, and a heartfelt thank you. You inspire us to go above and beyond.



*Building a culturally diverse and responsive organization*



# Engaging Our Caring Community



RBC Foundation

## Engaging youth and families

Building on existing mechanisms for youth and family engagement in the Peel community, and with input from our core service delivery partners, PCC as Lead Agency identified youth and family engagement as a MOMH priority in Peel's first Core Services Delivery Plan. To support this work, PCC entered into a formal agreement with the Ontario Centre of Excellence for Child and Youth Mental Health this past year. We look forward to conceptualizing youth and family engagement from a community perspective so that we can develop system-wide mechanisms for youth and family engagement that will enhance our services and improve treatment outcomes.

## Building community awareness

PCC continued to grow and optimize our online community in 2014/15. On Bell Let's Talk Day, PCC engaged in a province-wide Twitter chat hosted by the Honourable Tracy MacCharles, Minister of Children and Youth Services, about child and youth mental health. PCC content was viewed nearly 5,000 times on Facebook and Twitter on Bell Let's Talk Day. Clinical staff offered workshops for parents on social media safety, and continue to support families whose needs are complicated by issues such as cyberbullying and cyber-addiction. Clinicians are supported by ongoing social media training provided by our Corporate Communications staff. Visit PCC's YouTube channel to access new videos about our services, as well as resources for children, youth and families from our friends in the CYMH sector.



## Thanking our generous supporters

We could not do our important work with children, youth and families without generous support from many individual, community and corporate supporters. All PCC services are subsidized by fundraised dollars and several programs count on large donations, for instance: RBC Foundation supports Group Services; Collette Foundation Canada supports Strongest Families; CIBC supports Intensive Child and Family Services; and the Toronto Star Fresh Air Fund supports Day Treatment summer camps.

We also rely on support raised through our annual fundraising events:

- PCC's 10th Annual Cosmic Bowl was a "striking" success, raising more than \$43,000! Over ten years, this event raised nearly \$350,000 for our mental health programs.
- Our 24th Annual Holiday Brunch and Auction sold out and set a fundraising record for this event, with more than \$57,000 to support PCC's services.



PCC thanks all our generous supporters, with the larger donations listed on the centrefold of this report. We also gratefully acknowledge our in-kind support:

- The Dreams Take Flight partnership of Air Canada, Peel Paramedics, Peel Regional Police and Rotary Club of Bramalea brought 12 of PCC's high-needs children to Disney World.
- Staples Business Depot, Argentia Rd organized its 9th annual school supplies drive for PCC.
- More than a dozen organizations held holiday season drives for needy PCC families.

Donations of time are also critical to our success. More than 100 volunteers support PCC families each year as childcare providers, drivers, mentors, tutors, respite providers and fundraising assistants.

**Sergeant Jessica Roselli** of Peel Regional Police (far right in photo) was selected to receive PCC's **2014 Ron Lenyk Volunteer of the Year Award**.

For the past few years, Jessica has organized a team of police colleagues for our Cosmic Bowl fundraiser and has volunteered in our Mentor Program. In 2014, Jessica and co-chair, Constable Lee Whidden, organized a Mother's Day Brunch to support PCC's Child Witness Program. We were able to refurbish our Child Witness preparation room at the Brampton courthouse with the proceeds.



Our warm thanks to all the wonderful volunteers who make a positive difference in the lives of our high-needs children and youth.



# Financial Overview / Aperçu financier



## Statement of Revenue and Expenses Year ended March 31, 2015

Based on Ministry reporting requirements

## État des revenus et dépenses Exercice terminé le 31 mars 2015

Conformément aux exigences du ministère en matière de production de rapports

Service or Process / Service ou processus	Revenue / Revenus	Expenses / Dépenses	Excess/Excédent Revenue over Expenses Revenus sur les dépenses
CYMH Brief Services / Services brefs SMEJ	888,382	903,253	(14,871)
CYMH Counselling/Therapy Services / Services de consultation et de thérapie SMEJ	2,288,198	2,302,664	(14,466)
Mobile Crisis Services / Services mobiles de soutien en cas de crise	865,200	877,026	(11,826)
Family/Caregiver Skills Building and Support / Acquisition de capacités et soutien pour la famille/fournisseur de soins	615,790	636,165	(20,375)
Access Intake Service Planning / Planification - Services d'accès/d'admission	503,717	522,164	(18,447)
Intensive Treatment Services / Services de traitement intensif	6,354,382	6,490,701	(136,319)
Service Coordination Process / Processus de coordination des services	2,448,470	2,457,830	(9,360)
Specialized Consultation/Assessment Services / Services de consultation/d'évaluation spécialisés	1,102,242	1,113,824	(11,582)
Targeted Prevention / Prévention ciblée	483,029	501,787	(18,758)
Community Capacity Building / Renforcement de la capacité communautaire	62,222	62,869	(647)
Complex Special Needs - Individual Placements / Besoins particuliers complexes - placements individuels	173,074	169,915	3,159
MCYS - Other / MSEJ - Autres catégories	65,563	128,866	(63,303)
Child Witness / Enfant témoin	165,000	170,896	(5,896)
Court Clinic / Clinique d'aide judiciaire	233,537	234,537	(1,000)
Peel Inclusion Resource Services / Services de ressources d'inclusion de Peel	1,112,114	1,098,142	13,972
Complex Special Needs - Community Enhancement / Besoins particuliers complexes - amélioration dans la communauté	208,186	209,064	(878)
Economic & Business Development* / Développement économique et des affaires*	2,973,156	2,367,250	605,906
<b>Total</b>	<b>20,542,262</b>	<b>20,246,953</b>	<b>295,309</b>

# Thank You / Merci

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 \$100,000 at our two signature events. The following is a list of donors from April 1, 2014 to March 31, 2015.

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 100 000 \$ lors de nos deux événements phares. Voici la liste de nos donateurs du 1<sup>er</sup> avril 2014 au 31 mars 2015.

### Leadership Gifts / Dons de leadership

**\$30,000+**

RBC Foundation

Mississauga Central Lions Club

Valero Energy Foundation of Canada

### Major Gifts / Dons importants

**\$10,000+**

CIBC

Community Foundation of Mississauga

Hydro One Brampton Networks Inc.

JCS Canada Charity Fund

### Sustaining Gifts / Dons de soutien

**\$1,000+**

20 Vic Management

Adam-Christian Mazzuca DD

Amrit Khaper

Ascona Foods Group (Canada) Ltd.

Binswanger Hectare, Brokerage

Brookfield Residential

Burnt Elm Public School

Carolyn Gordon

Ceri Harnden

City of Brampton

David Kingsland

Donna McIlroy

Equitable Life of Canada

Glen Schnarr and Associates

James Stinson

Kathy Sdao-Jarvie

King Masonry Yard Ltd.

Linda Berkowitz

Mississauga Credit Valley Lions Club

Nainesh Kotak Professional Corporation Barrister & Solicitor

Patricia Grady

Pearson Dunn Insurance Inc.

RBC Royal Bank

Roman Boychuk

Rudy Riske

Sheila Lavallee

Sherrilyn Sklar

Silpada Foundation

Sutton Group - Summit Realty Inc.

The Central Group

The Regional Municipality of Peel Police Services Board

Thompson, MacColl & Stacy LLP

Trailcon Leasing Inc.

Wendy Walker

Graham Construction and Engineering Inc.

Habib Canadian Bank

Hossack & Associates Architects Inc.

Ipacs Law Office

Jim Murray

Joan Stulac

John Armstrong

John Speck

Kim Alexander

Knights of Columbus Heart Lake Council #9108

Laird Plastics

Lori Galliera

Mara Aron

Mary McDonald

Metroland Media Group Ltd.

Mississauga Convention Centre

Mora Thompson

PriceWaterhouseCoopers LLP

Purdy's Chocolates

RioCan

Sarah Kagan

### Loyalty Gifts / Dons de fidélité

**\$500+**

Astro Marketing

BCFPI

Carl Blacquiere

Collette

Cotton Candy

Danic Technology Inc.

Dilys Watanabe

Evton Capital Partners

**\$250+**

J.A. Tony Manastersky

OccaSSions Cookies & Cakes

PLASP

Sandy Oake

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.

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