



In 2010/11, Peel Children's Centre (PCC) celebrates 25 years of bringing HOPE to children, youth and their families who are struggling with mental health difficulties.

We have only been able to do so in collaboration with our caring community. Members of the community support our mission in myriad ways:

- funding programs or making donations,
- partnering to deliver services,
- referring children for treatment,
- joining our staff,
- volunteering, and
- spreading the word about how we can help.

This edition of our newsletter highlights some of the generous and committed community members who enable PCC to provide high quality mental health services for children, youth and their families in Peel (Brampton, Caledon and Mississauga).

On behalf of more than 75,000 children who have received help from PCC over the past 25 years, thank you!

Celebrating Our Community Partners

Our Vision at Peel Children's Centre is, "A Caring Community Working Together for Children." PCC's Annual Holiday Brunch and Auction afforded a wonderful opportunity to celebrate with our community partners.

Read on to learn about a leadership gift from RBC, a presentation to long-time supporter Laurie Williamson, and brunch host Rogues Restaurant's winning the 2010 Sam McCallion Small Business Community Involvement Award.

We also congratulate Lorna Reid, co-winner of PCC's 2010 Mary Neville Award.



Annual Holiday Brunch and Auction. Mississauga Mayor Hazel McCallion, Rogues Restaurant owner Tony Pereira, Hockey Hall of Fame goalie Johnny Bower, RBC Royal Bank Regional Vice President Lisa Gallacher, PCC Board President Roman Boychuk, Peel Regional Chair Emil Kolb, and PCC Executive Director Humphrey Mitchell. Photo by Peter C. McCuster, The Mississauga News.

ANNUAL HOLIDAY BRUNCH AND AUCTION

More than 100 supporters packed Rogues Restaurant to capacity at PCC's Annual Holiday Brunch and Auction on December 5th. The event was a resounding success, raising more than \$50,000 to support PCC's range of mental health programs.

PCC is grateful for the generous support from everyone who attended the event. A very special thank you to our host, Rogues Restaurant, and the event's key supporters:

- **Brunch Sponsors:** RBC and Bentall LP
- **Holiday Ornament Raffle Sponsor:** DTZ Barnicke
- **Table Sponsors:** Peel Regional Police, Royal LePage, Bodyworks Auto Collision Specialists, Spacefile, Pallett Valo LLP, Sigma Corporation
- **Donors:** Amrit Khaper, Rudy Riske, the Skinner Family, and Scott Sweatman.

For the past 20 years, **Rogues Restaurant** has hosted this signature fundraising event for PCC. Owner Tony Pereira closes the restaurant for the day and provides auction donations. His staff, led by Executive Chef Bevan Terry, donate their time to prepare a delicious brunch. Recognizing Rogues' long-time support for PCC and other charities, PCC nominated the restaurant for the Mississauga Board of Trade's 2010 **Sam McCallion Small Business Community Involvement Award**. We were delighted that Rogues won the award. Congratulations, Tony, Bevan and staff!

At the event, **RBC** presented a **leadership gift of \$45,800**. This represented a grant of \$40,000 for PCC's Group Services and proceeds from the sale of kite pins at local RBC branches as part of RBC's "Fly a kite for a kid!" fundraising campaign for children's mental health. PCC is very grateful to RBC, which is not only PCC's largest corporate donor, but also a leader in fighting the stigma that surrounds mental illness.

PCC also recognized **Laurie Williamson**, a leading supporter of PCC's Holiday Brunch and Auction over the past 20 years. We were delighted that Laurie's company, Laurie Williamson Motors, received the 2010 Employer of the Year Award from the Mississauga Board of Trade.

MARY NEVILLE AWARD WINNER, LORNA REID

PCC presented its 2010 Mary Neville Award to Lorna Reid on November 10th at the annual General Meeting Day of Success By 6 Peel. The Mary Neville Award recognizes outstanding achievement in prevention and early intervention in children's mental health services. Lorna, who recently retired as Director of Children's Services and Best Start at the Region of Peel, facilitated PCC's partnership with the Region to provide children's mental health resourcing for childcare centres, Best Start sites and Ontario Early Years Centres. She was also instrumental in



establishing the PCC/Region of Peel joint Valley Infant-Parent Program for at-risk infants and their caregivers. Congratulations, Lorna!

Celebrating Our Funders and Donors

Peel Children's Centre is grateful for the funding we receive from governments and our individual, corporate, foundation and community donors. With generous financial support, we are renovating a facility in Brampton for our Residential Treatment Program for children ages 7 to 11. PCC recently provided a tour of the site for our funders and donors. We also hosted a reception to thank our major donors. Read on for a report on these special events.

"EXTREME RENO" HARD HAT TOUR

PCC held an "Extreme Reno Hard Hat Tour" on November 9th to thank the funders who have enabled us to renovate a residence to house our Residential Treatment Program for latency-aged (7-11) children. Located on Queen Street in Brampton, the new facility will be larger than our current residence for this age group, enabling PCC to serve more children in a therapeutic and safe environment.

We were delighted that Hon. Laurel Broten, Minister of Children and Youth Services, was able to celebrate with us. Ontario's Ministry of Children and Youth Services has provided a capital grant of \$450,000 towards the renovations. We are also grateful for leadership gifts of \$25,000 from the TD Bank and \$10,000 from CIBC, which will help PCC furnish the residence. PCC is still accepting donations towards this important project. Please visit peelcc.org/donate or call 905-795-3500, ext. 2298.



Front: Margaret Whitwell, Associate Vice President, CIBC; Emil Kolb, Chair, Region of Peel; Hon. Laurel Broten, Minister of Children and Youth Services; Bruce McKay, District Vice President, TD Bank; Roman Boychuk, President, Board of Directors, PCC; Lori Galliera, Manager, Clinical Services, PCC.

Back: Evan Whittington, Contractor; Bill Hall, Architect; Humphrey Mitchell, Executive Director, PCC.

Photo by Claudio Cugliari.

Other elected officials also joined the celebration. We welcomed Hon. Peter Fonseca, Labour Minister and MPP, Mississauga East; Hon. Linda Jeffrey, Minister of Natural Resources and MPP, Brampton Springdale; Dr. Kuldip Kular, MPP, Bramalea-Gore-Malton; and Mr. Emil Kolb, Chair, Region of Peel.

Jonathan Saunders, Residential Counsellor, shared the story of a child who was treated in PCC's current Tullamore residence for latency-aged children. This boy, who had serious mental health difficulties following years of abuse, is now thriving and has won awards at school.

DONOR RECOGNITION EVENT

PCC invited major donors, sponsors and partners to an evening reception on November 3rd at the Credit Valley Golf Club to thank them for their generous support. Roman Boychuk, President, and Humphrey Mitchell, Executive Director, explained how PCC counts on donations to meet the Peel community's need for mental health services for children, youth and their families.

To illustrate the impact of donations, Susan Elbe, Clinical Supervisor, shared the story of a PCC client being raised by his grandparents following his mother's struggles with mental illness. After being suspended from school because of serious behavioural issues, this youth came to PCC and has been highly successful in residential treatment. He is attending school again and earning marks in the 90s. Everyone was moved by a touching letter in which this youth shared his hopes and dreams for a bright future as a computer scientist.

The occasion also afforded CIBC the opportunity to present a **\$25,000 leadership gift** in support of PCC's Intensive Child and Family Services for children/youth ages 7 to 17.

Thank you to all the generous supporters who are part of PCC's Caring Community Working Together for Children.

Celebrating Our Staff and Volunteers

PCC is fortunate to have competent, engaged staff and volunteers who enable us to fulfill our mission. At our annual **Celebration Day**, we recognized **long-term staff service**, including four 25-year staff members, and awarded PCC's **Ron Lenyk Volunteer of the Year Award** to **Angeline Edralin**.

This article also features two **clinical research collaborations** that demonstrate PCC's commitment to ensuring that our services are clinically effective and meet the expectations of the children, youth and families who count on us.



25TH ANNIVERSARY CELEBRATION DAY

On October 13th, PCC and our partner agency, Nexus Youth Services (NYS), held a special 25th anniversary Celebration Day to recognize long-term staff service and honour our volunteer of the year. The day's theme was "Come Together," celebrating the power of teamwork.

Our four longest-serving staff - Doug Clattenburg, Frank Inglese, Sheila Lavallee and Humphrey Mitchell - were congratulated on 25 years of service to the children and youth of Peel Region. Staff also paid tribute to colleagues with 5, 10, 15 and 20 years of service.

PCC's **Ron Lenyk Volunteer of the Year Award** was presented to **Angeline Edralin**, our longest-serving volunteer. Angeline has helped PCC fundraise more than \$450,000 over the past eight years. Congratulations, Angeline, and thank you!



Ron Lenyk, PCC Development Coordinator Marla Bloomfield, PCC Volunteer Coordinator Linda Buchanan, Angeline Edralin

PCC counts on more than 100 volunteers like Angeline annually, and is fortunate to have a grant from the Ontario Trillium Foundation to support the coordination of our volunteer services.

PCC and NYS staff also held live and silent auctions and made payroll pledges in support of the United Way. This year's campaign raised close to \$12,000 for the United Way of Peel Region. Many thanks to PCC and NYS staff for their generous support of the United Way.

RESEARCH GRANTS ADVANCE EVIDENCE-BASED PRACTICE AND REDUCE STIGMA

PCC is a partner in several clinical research projects, thanks to our staff's success in building partnerships and securing research grants. Two of our recent projects are featured here.

Staff have secured a program evaluation research grant from the **Provincial Centre of Excellence for Child and Youth Mental Health** to continue implementing and evaluating **Coping Power**, an evidence-based treatment that works with parents and latency-aged (7-11) children



who display aggressive behaviours. This intervention has been successful in our Connect Program and is now being implemented in two PCC Day Treatment classrooms.

We are also pleased to partner with Maria Liegghio, a doctoral student in social work at **Wilfrid Laurier University**, on *Working with Youth with Mental Health Issues as Collaborators In Research about Self and Family Stigma*. Many thanks to the **Mental Health Commission of Canada** for funding this project. PCC is grateful for this opportunity to contribute to the mental health field's understanding of how to **reduce stigma** associated with a mental health diagnosis.

Join Our Caring Community

OUR SERVICES

Do you want to learn more about PCC and our mental health services for children, youth and their families? Visit peelcc.org. To access services, call **Mental Health Services for Children and Youth** at 905-451-4655. If your child, youth or family is experiencing a mental health crisis, call our 24/7 Crisis Response Service at 416-410-8615.

VOLUNTEER

Would you like to gain valuable experience as a volunteer? PCC's volunteer service options include mentor, tutor, childcare, respite, driver, fundraising and resource-room support. Our Volunteer Coordinators provide orientation, specialized training and ongoing support. Call PCC's **Volunteer Coordinators** at 905-795-3500 or visit peelcc.org/volunteer and make a difference in the life of a child who is coping with mental health challenges!

DONATE

Help us celebrate our 25th year by making your donation today. As a result of your generosity, we are there to support children, youth and families when they need help the most. To make your donation, call our **Development Department** at 905-795-3500, ext. 2298, or use our online form at peelcc.org/donate. Thank you for your support!