



Family Services Ottawa

# **Families Grow. Communities Soar.**

FSO Report to the Community | 2021-22



# Executive Director and Board Chair comments

2021-2022 was a year of continued pandemic response and adaptation which required significant staff, volunteer and organizational resilience. A pandemic race that turned into a pandemic marathon. It was a year that took everything we had to give, including strength, perseverance, energy, teamwork, dedication and so much more. A year that caused fatigue, uncertainty and impacted many of our staff and volunteers on a personal level.

We need to stop and just say THANK-YOU! Recognition of the work the FSO staff and volunteers do everyday is something we cannot do enough of. This amazing team of caring professionals who provide supports, counselling and workshops to individuals and families, or those who provide the office and administrative services have demonstrated resilience, commitment and passion for the work they do and the people they support. FSO is who we are because of what you do to make a difference in your community. THANK-YOU!

The team focused on further adaptations to support virtual delivery by developing and implementing return to work and remote work planning initiatives while continuing to support the individuals, families, children and youth that needed our support.

Building on the amazing virtual service adaptations in 2020-2021 and supported by an Ontario Trillium Foundation grant the FSO Team undertook the research, selection and implementation of a new cloud-based customer relationship management database (CRM). This was a major undertaking which involved strong leadership, project management, engagement and learning across the organization.

Collaboration with community partners to respond to the needs in our community was once again at the forefront. The need for mental health crisis response was evident with over 17,000 appointments being booked and served by 30+ collaborating partners through Counselling Connect. FSO supports the planning and sustainability of Counselling Connect through our engagement at the partnership table and support for the search for sustainable funding for this valuable service. A collaboration through the Champlain Mental Health and Addiction Network provided an opportunity for a number of FSO staff to participate in a “Deep Diversity” training program, delivered by Anima Leadership, to help enhance cultural competence. FSO also continues to participate with the Ontario Health centralized access programs AccessMHA and 1Click 1Call.

In response to research that indicated people in our community did not know where to go to access mental health and mental wellbeing services, and reports of rising community needs, FSO increased its social media efforts to help inform the community about the services we offer and how to reach us. This effort followed the recent launch of our new brand and fully bilingual website. Join us in spreading the word and follow us on Facebook, LinkedIn, Instagram, and Twitter.

Looking ahead FSO leadership is responding to the impacts on our team due to the continuation of the pandemic marathon and to the desire to adjust the workplace culture to support workers in the evolving hybrid service delivery model. We are working to re-imagine the “Culture We Want”. The work with our team members to co-design the culture has started with a review and confirmation of our organizational values. Stay tuned for results in our next report.

Please read on to learn more about the work of FSO in 2021-2022.



**Jane Trakalo**  
**Board President**



**Deirdre Speers**  
**Executive Director**



## Data points:



### COUNSELLING CONNECT

**1799** virtual appointments



### COUNSELLING HOURS

**13,583** hours of counselling provided



### ALTERNATIVE DISPUTE RESOLUTION

**1112** individuals served



### AROUND THE RAINBOW

**1170** individuals served



### PARENTING

**2079** hours of service delivered



### PARENT COACHING

**73** parents received customized parent coaching services

## BUILDING OUR CAPACITY THROUGH TARGETED INVESTMENTS:

### Client Record Management

We're on the cloud! Building on the amazing virtual service adaptations in 2020-2021 and supported by a \$99,000 Ontario Trillium Foundation - Resilient Communities grant, the FSO Team undertook the research, selection and implementation of a new cloud-based client record management database (CRM). This was a big undertaking which involved strong leadership, project management, engagement and learning across the organization.

This grant has had a significant impact on business and service continuity planning thereby allowing FSO to work effectively with its clients and staff during restrictions, shutdowns or other unpredictable business

interruptions now and in the future. As FSO explores a hybrid model of service delivery, the CRM will provide secure access to the client record management system from any location. FSO selected EMHWare as our provider and effectively reduced the number of platforms we were using from five different platforms to one. It has improved consistency & effectiveness across the organization by eliminating the use of manual record tracking, reducing the number of data collection tools to have one system across all programs. It has set the stage for better data collection and reporting.



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**Measuring our Impact**

The ever-important question; “How do we know we are doing the right things and getting the best outcomes?”. To improve, we must have the information we need to evaluate performance and make decisions in a timely fashion. This year, we partnered with the University of Ottawa’s Centre for Research on Educational and Community Services (CRECS) and with the support of a MITACS grant, we initiated the development of an organizational scorecard to ensure we can report the program outcomes clearly to our community, clients, participants, funders

and team members. The timing of this work also leveraged the ability to maximize our new database to make sure we are measuring the right things. The researchers engaged our Board members, staff members and worked closely with FSO leadership to consider the various audiences and reporting needs. We will continue the development of these tools in coming months and launch them in our next fiscal year. A big thank you to the University of Ottawa for their support on this important work.





# Highlighting Innovative Programs

## **HAPPY ROOTS FOUNDATION STEPS UP FOR PARENT COACHING:**

Through one-time Covid funding in 2020 and 2021, Family Services Ottawa launched our first ever Parent Coaching service to respond to the growing and complex needs of parents impacted by the social isolation and stressors of Covid-19. This service increased access to services and provided individually tailored sessions for parent support and advocacy to families.

There was a phenomenal community response to this service. Recognizing the need for the Parent Coaching service, Family Services Ottawa quickly began to search for continued funding. The importance of the coaching services aligned with FSO's and Happy Roots Foundation's commitment to early childhood mental health. A partnership developed which resulted in FSO being able to provide parent coaching support to families with children aged 0-6 in 2022 with financial support from Happy Roots.

*"I never felt being so deeply understood. I really appreciate that you help me sort things out, and to gain confidence in parenting."*

- Parent Quote

*"Happy Roots Foundation is pleased to be supporting the Parent Coaching Program run by Family Services Ottawa. The program is aligned with our mission to nurture infant and early childhood mental health by fostering secure connections between young kids and their caregivers. We admire those parents who take steps to seek support for their families, and are grateful to the FSO team for their work and partnership."*

- Linsey Sherman-Zekulian  
Chair of the Board,  
Happy Roots Foundation



## Expansion of FSO's Around the Rainbow programming for transgender, gender diverse and non-binary youth, children and their families.

FSO's Around the Rainbow program annually serves 1000 2SLGBTQI+ individuals and families through its support groups, counselling services and its public education and professional development training in sexual orientation, gender diversity and gender expression trainings.

During the last 12 months, FSO has continued its efforts to support trans+ children, youth, and their families by expanding its group services. The monthly Transcend Youth Drop-In group was increased to weekly gatherings and attendance levels were extremely high. In response, a group specifically meeting the needs of parents/caregivers of transgender, non-binary and gender diverse children under age 11 was developed and offered weekly to reduce the challenges of the high attendance levels and the broad age range of the current Parent/Caregiver Support group.

Building on a Covid-19 pilot program, Transcending Isolation, a trans mental wellness group for ages 18–25 continues to be offered throughout the year. This group provided peer trans support for building connection, accessing resources and mutual aid in a positive and empowering space for trans youth. One-time funding for these initiatives comes to an end summer 2022 and FSO endeavours to obtain ongoing funding to sustain these invaluable initiatives.

We would like to acknowledge our Around the Rainbow Funders who include the ongoing support of United Way & the City of Ottawa and grant support from The Ontario Trillium Foundation- Seed grant, Bell Let's Talk, Telus Friendly Futures and most recently the RBC Foundation.

### ATR CLIENT STORIES:

*"I thought the trainer was excellent. It was delivered in a clear manner, definitions, examples and attention to detail like using first person voices added great credibility to the training. It was a very safe environment to receive the training, ask questions and get clear answers and guidance. It was also very good that most, if not all of my questions were already anticipated."*

*"It is so important for transgender kids and their parents to know they are not alone. Something as simple as an art drop-in can feel like an incredible relief. We are very grateful for services like this in our community."*

*"I do want to say how beneficial the parent meetings have been to my husband and myself. We were facing a very difficult and emotional time with our transgender teen. I can tell you, as a parent of a transgender person, it is an emotional roller coaster. On one hand you are so proud of your child for coming out and trying to become the person they want to be. On the other hand, you suffer the loss of the child you expected to grow in a different way. We found parents with the same feelings of uncertainty we had and it was so reassuring to know we were not alone in this journey."*





## Community Support & Fundraising

Our generous donors are appreciated beyond words! The community lifts us up through their support through various ways including monthly gifts, annual donations, or legacy gifts. We are grateful for individuals, corporations and foundations who enrich the work at Family Services Ottawa. All donations directly impact the families looking for support through various programs and counselling.

### MUSIC ON A MISSION

We are bursting to share the news! Music on a Mission is back live in-person on Thursday, November 17th at the Hellenic Centre. You can be crowned music trivia champions as community and business leaders test their knowledge of everything from pop to rock to rap to disco! This event, dubbed 'the most fun in the Capital,' will challenge teams of ten to work together to answer questions based on clues and tunes. Thanks to generous sponsors and participants of Music on a Mission families

are supported by FSO for essential counselling. A premier silent auction is the cherry on top of a fabulous evening with tempting items including travel, art and much more up for grabs. Make no mistake about it, the event is a blast and the impact on families is lasting!

For all details about Music on a Mission please visit:

<https://familyservicesottawa.org/events/music-on-a-mission/>

### HEAR US ROAR!

Giant Tiger is back for a third year supporting Family Services Ottawa! We are thrilled to welcome back Giant Tiger as our Matching Gift Partner. The \$20,000 matching gift from Giant Tiger will inspire other like-minded individuals and corporations to support families of every type in our region. Giant Tiger, a family-run business, knows firsthand the importance of connection, resiliency and community. We extend a big thank you to the Giant Tiger family for their remarkable generosity!

To make a gift towards the matching gift from Giant Tiger, visit:

<https://familyservicesottawa.org/donate/>



# All Donors

## \$15,000 - \$20,000

Giant Tiger

## \$5000 - \$9,999

Odgers Berndston

## \$1000 - \$4999

Karla Thorpe  
Siobhan Arnott  
Corien Kershey  
Brand Clarity  
The Properties Group  
Brazeau Seller Law  
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Emond Harnden  
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Mental Health Commission of Canada  
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Memorial Foundation  
District Realty  
Deloitte  
Anonymous Donors x1

## UNDER \$1000

Courtney Gehling  
Martin Aass  
Lyne Shackleton  
Marc-André Blais  
Alyssa H Boutin  
Rivka Cranley  
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Rena Lafleur  
Tara Lehtiniemi  
Sheila McDonald  
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John Zakaria  
Leslie Francella  
Marena Winstanley  
Renée Roy  
Alexandria Abreu  
Julie Beauchamp  
Elise Becigneul  
Charles Childs  
Stephanie Constable  
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Claudine Element

Suzy Foisy  
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Daniel McCormick  
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Kathryn Newton  
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Morley Thomson  
Frans des Tombe  
Guy and Simone Belanger  
Ryan Boucher  
Glenn Brown  
Ron Campbell  
Elizabeth Costello  
Gabrielle Dewalt  
Callie Diebold  
Rowan Fletcher  
Catherine Gagnon-Plouffe  
Michael Gaines  
Jill Jamieson  
Amanda MacFarlane  
Krista Pearson  
David Pigott  
Fariborz Behzadi  
Don Lewicki  
Nellie Tomalty  
Adva Cohen  
Megan Leslie  
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Emily Jamieson  
Emily Jamieson  
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Jamie Neufeld  
Walter Robinson  
Suzanne Stevens  
Lynda DaCosta  
Luc Bourque  
Anthony Esposti  
Rebecca Fromowitz  
Joan Hayes



**UNDER \$1000 (cont.)**

Lorraine Kerr  
Karen Luyendyk  
Dick Stewart  
Jennifer Greer  
Harry Binks  
Lori Bender  
Wendy Grimshaw  
Sam Laprade  
Michael Williams  
Angie McMurray  
Jane Trakalo  
Margaret Fietz  
Tubman Funeral Homes  
HostedBiz  
Algonquin College  
Earnscliffe Strategies  
Sweet Adelines - Canadian Showtime Chorus  
Ottawa Salus  
Canlat Foundation  
Anonymous Donors x41

**Our Funders**

**The Province of Ontario**

- Ministry of Children, Community and Social Services (MCCSS)
- Ontario Health
- Ministry of the Attorney General (MAG)

**Ontario Trillium Foundation**

**Bell Let’s Talk**

**Telus Friendly Futures**

**Mitacs**

**Canadian Women’s Foundation**

**City of Ottawa**

**The United Way of Eastern Ontario**

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**Our Purpose**

To strengthen our communities by supporting the mental and emotional well-being of people and families.

**Our Mandate**

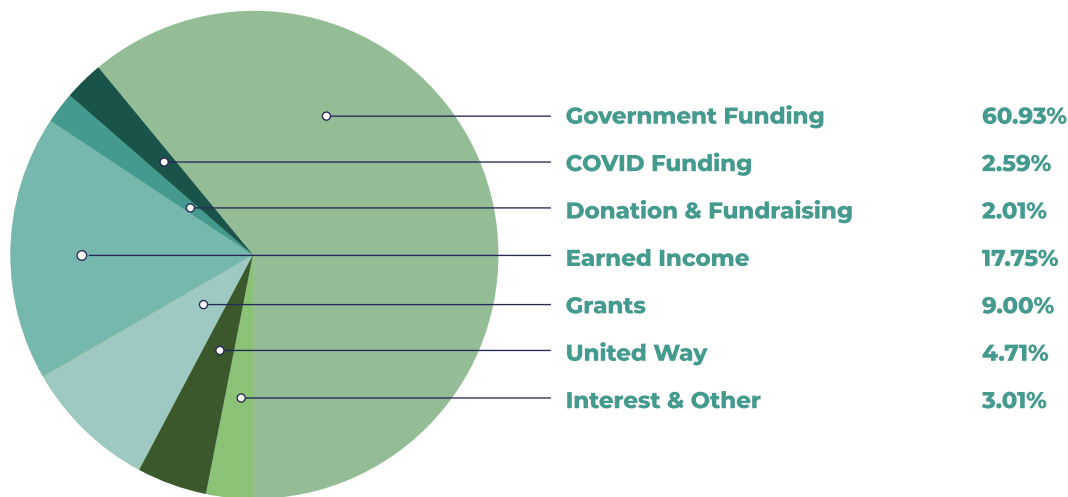
To offer accessible counselling, workshops and educational programs to adults, youth and families to increase their knowledge and skills, adopt healthy strategies, build human connections and increase resiliency.





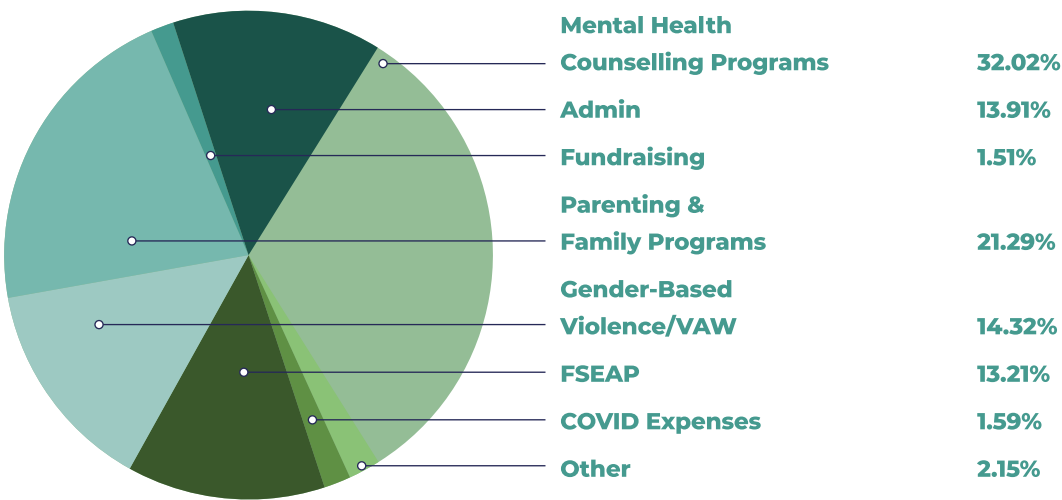
# Financial Summary 2021-2022

## REVENUE TOTAL



Where the money comes from

## EXPENSES TOTAL



How the money is spent