



Family Services Ottawa

**Families Grow.
Communities Soar.**

FSO Report to the Community | 2022-23



A Message from our Board President and new Executive Director

To our Family Services Ottawa community: It is with deep gratitude that we reflect on the past year – a whirlwind of activity and change, in service of strengthening our communities. We must start by acknowledging the resiliency of our staff team. This past year our team transitioned again, this time from a fully remote pandemic operation to our new hybrid service model, a priority enabling us to provide the most accessible and effective avenues for our clients to connect with us. This required tremendous behind-the-scenes flexibility, patience, and learning.

We were able to modernize the technology that supports our work, specifically with the development of our new client database, EMHware, making us more efficient, more data-driven, and improving our client experience. In pursuit of continuous quality improvement, our team developed their skills through trainings in cognitive behavioural therapy, dialectical behaviour therapy, brief interventions, the neurobiology of trauma, serving trans and non-binary clients, working with clients who have experienced gender-based violence, and values-based leadership – just to name a few. Our student internships resumed, a long-held tradition of FSO to teach and learn from students of social work and psychotherapy from Carleton, University of Ottawa, St. Paul's, and Yorkville. As with all of our partners in the healthcare sector, we weathered the healthcare human resources crisis as best we could, helped in large part by these eager students and the professional development of our team.

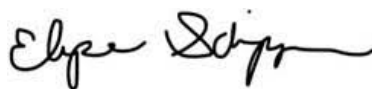
All of this, of course, was in service of our community – the individuals, children, and families we have the privilege to walk alongside. The impact is that we were able to support more parents to be together with their children in our Supervised Access Program, more families who have experienced violence or have involvement with the child protection system, and more children and youth in the care of Children's Aid Society. In collaboration

with Jewish Family Services and support from the Canadian Women's Foundation, we brought our work with clients into shelters, and supported newcomers.

When we asked our clients what all of this work means to them, they told us that they feel respected; that their parent/child relationship has improved and that they are better able to deal with parenting challenges; their distress levels dropped; their coping skills have improved; and that they felt equipped to overcome barriers, to connect with services, and to ask for help.

It's an appropriately ambitious mandate we have – to strengthen communities by supporting the well-being of people and families. It can be hard to see how we are all - as staff, volunteers, funders, donors, and community partners - delivering on that hope and promise. We hope the stories on the following pages remind you of the amazing contributions you have each made and ground you in knowing the tremendous value you bring each day as part of our extended FSO community.

With gratitude and optimism for the year ahead,



Elyse Schipper, Executive Director



Harry Binks, Board President

By the numbers:



COUNSELLING SESSIONS

13,139 counselling sessions provided



VIRTUAL SESSIONS

6,331 received counselling by phone and video



COUNSELLING HOURS

13,210 hours of counselling provided



AROUND THE RAINBOW

1,289 individuals served



PARENTING

2,646 hours of service delivered



PARENT COACHING

85 parents received customized parent coaching services

BUILDING OUR CAPACITY THROUGH TARGETED INVESTMENTS:

A skyrocketing demand for services, economic turbulence, and a challenging funding environment for the social services sector have meant that FSO has had to think and work differently. With support through Ontario Trillium Foundation's Resilient Communities Grant, we were able to successfully increase public awareness of FSO's expertise to ensure that those who need us can find us, including through our fee-based services which subsidize support for those with financial barriers. Our online campaigns resulted in over 2.72 million impressions and over 38,000 clicks at a cost that was well below industry standards.

The response to our upgraded website and online campaigns will help inform our ongoing strategy to connect people to the care they need and to generate revenue with our professional services that sustain our 100+ year legacy in the community. We're excited to keep the momentum going!

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Foundation



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An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Measuring our Impact

In our last report to the community, we shared about our progress developing our evaluation capacity to answer, “How do we know we are doing the right things and getting the best outcomes?” This year we were able to put these new tools to work, and a targeted evaluation of our counselling clients demonstrated that the counselling provided by FSO helps children, adults, and their families achieve improved mental health, improved emotional well-being, and increased social connection – all of which support

increased resilience. Their relationships with family, friends, and community improved; they increased their problem-solving skills, their feelings of self-awareness, and their feelings of empowerment. In addition to client outcomes, satisfaction measures also showed that clients felt safe and comfortable accessing our services.

94% of clients would recommend FSO to others who would benefit from our services.



Highlighting Innovative Programs

HAPPY ROOTS FOUNDATION'S INVESTMENT IN PARENT COACHING DELIVERS STRONG RESULTS

Building on the tremendous demand and impact of this initial response to parents impacted by the pandemic, our Parent Coaching Program surpassed its goals for this year in reach and outcomes. Funded by Happy Roots Foundation, this program offers individually tailored support to parents of children to age 6 at no cost to them, in-person or virtually, without need for professional referral, and with a matching time of less than 3 weeks. Topics include learning about their child's development, positive discipline techniques, communication skills, and more, with coaching sessions usually occurring bi-weekly. Evaluation on the impact of the program through the University of Ottawa demonstrated that:

- ◆ **85% of parents reported that their relationship with their child(ren) had improved**
- ◆ **93% of parents reported feeling less isolated and less alone**
- ◆ **93% of parents reported that they were helped to increase their knowledge and understanding of parenting, and supported to better able to deal with parenting issues and they occur**

"I am really impressed with the professionalism and efficiency of the intake process. At first, I was hesitant to do any parenting programs, but now I am looking forward to it and confident that I will learn a lot. I would definitely recommend this program to my friends."

- Parent Coaching program participant

HappyRoots
FOUNDATION



PARTNERSHIP WITH CHILDREN'S AID SOCIETY HELPS PROTECT FAMILIES EXPERIENCING INTIMATE PARTNER VIOLENCE

With intimate partner violence (IPV) and gender-based violence declared an 'epidemic' in regions across the country, FSO has partnered with Children's Aid Society of Ottawa to support family safety and mitigate the impacts of trauma on women and their family members, including children. Through counselling, consultation, and training, we've been able to direct our expertise towards helping clients recognize and minimize risk, develop skills to protect their child's physical and mental health, protect their own mental health, and link families into programs such as groups for children who witness violence through FSO and our network of partners. Survivors' quick access to the support provided by this partnership is an important piece of mitigating the immediate and long-term impacts of violence and trauma. Working with Children's Aid Society to identify and respond to needs quickly and together is a hopeful innovation in our work towards ending intimate partner violence.

CELEBRATING OUR COMMUNITY:



FSO was loud and proud at this year's pride parade. The team planned a great event and had families and staff join us to walk the route, and to share information at a booth about our Around The Rainbow program.



FSO joined community members and partners at the Working on Wellness Festival (WOW), (formally known as Recovery Day), bringing together substance use health, mental health and physical health communities under one umbrella at City Hall.

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.

GIANT TIGER RETURNS WITH TEAM “EYE OF THE GIANT TIGER”

We are thrilled to welcome back Giant Tiger as our Matching Gift Partner. The matching gifts from Giant Tiger in previous years has inspired other like-minded individuals and corporations to support families, and we are so grateful that they are continuing their leadership with a \$20,000 gift this year. 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/>



MUSIC ON A MISSION – THE “MOST FUN IN THE CAPITAL”

Boy it was good to be back in-person, and we can't wait to do it again on November 3rd at the Hellenic Centre with presenting sponsor HostedBizz. 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/>





Our Funders

The Province of Ontario

- Ministry of Children, Community and Social Services (MCCSS)
- Ontario Health

Ontario Trillium Foundation

Canadian Women's Foundation

City of Ottawa

The United Way of Eastern Ontario

Happy Roots Foundation

Ottawa Community Foundation

RBC Foundation

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Our Purpose

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

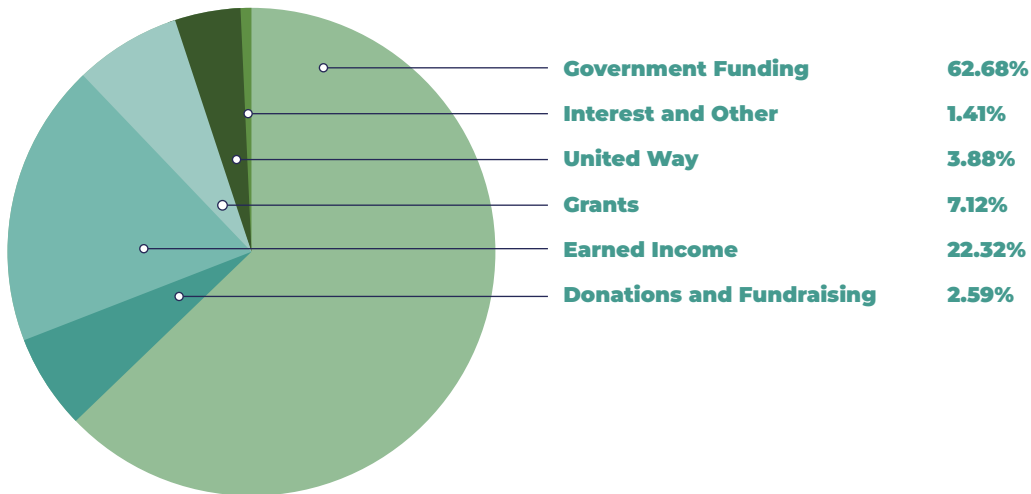
Our Mandate

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 2022-2023

REVENUE TOTAL



Where the money comes from

EXPENSES TOTAL

How the money is spent

