

Cameray Community Fund

2014 Annual Report

**#201—5623 Imperial Street
Burnaby BC V5J 1G1**



CAMERAY COMMUNITY FUND
#201 – 5623 Imperial Street Burnaby BC V5J 1G1
604-436-9449

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MISSION AND VISION

A. **Vision Statement**

Stronger children, stronger families, stronger communities

B. **Mission Statement**

Cameray Child and Family Services is a community-based agency committed to the strengthening of individuals and families through a spectrum of services including counselling, education, outreach and advocacy.

C. **Statement of Values**

The core values which guide the agency and its Board / Staff / Management include:

- Healthy Families
- Cooperation and Collaboration
- Accessibility
- Contribution and Service
- Social Justice
- Empowerment
- Authenticity
- Challenging Work
- Hope

D. **Organizational Mandate**

The mandate of Cameray Community Fund is to provide free counselling, education, outreach and advocacy services to residents of Burnaby and New Westminster in the pursuit of strengthen families.

MEMBERS OF THE SOCIETY

2014/2015

JJ Edwards	Tracey Rusnak
Shelby Mackarell	Don Macdonald
Mary Bolton	Roxane Veltkamp
Catherine Browne	Michele Holding
Susan Roberts	Sarina Kot
Brian Shuster	Bruce Landon
Alyson Jones	Mena Perrotta
Nancy Maloney	Stefanie Poli
Sheldon Klein	Leona Skovgaard
Kristin Schneck	Christy Waisman
Katherine Fournier	Janine Sakai
Nazarina DiSpirito	

Board of Directors

Alyson Jones	Brian Shuster	Nazarina DiSpirito
Nancy Maloney	Don Macdonald	Sarina Kot
Mena Perrotta	Bruce Landon	

Officers

President	Sarina Kot
Vice-President	Nancy Maloney
Secretary	Mena Perrotta
Treasurer	Brian Shuster

PROGRAMS FUNDED BY:

Ministry of Children and Family Development

Fraser Health

Ministry of Children and Family Development – Children First

Ministry of Justice

United Way – Success By Six

LIST OF DONORS:

Calkins & Burke Limited

Chris and Sheila Hildred

City of Burnaby Parks Recreational and Cultural Services

Donna Grocott, BC Playthings

Leona Skovgaard

Mary Bolton

Pacific National Exhibition

Stan Milacek

Supporting Burnaby Youth Society

C.B. Island Fisheries Limited

CKNW Orphans Fund

Hong (Susan) Cheng

Ian Tregunna

Literacy Now - Burnaby and New Westminster

Metropolis at Metrotown

Raise-A-Reader

Stoney Creek Community School Council

TD

Vancity

United Way – donor designation from: Burnaby School District
Royal Columbian Hospital - Acute
Canada Post Corporation
Fluor

PARTNERS WITH:

Burnaby ECD Table

Kids Up Front

United Way of the Lower Mainland

REPORT FROM THE PRESIDENT: 2014

Cameray Child and Family Services has completed the first full year with the new structure after office amalgamation and management reorganization. The board is particularly appreciative of staff and management's positive attitude in coping with change. The new structure has been established and a new rhythm has formed. Highlights of the year are listed below:

- Our staff and board engaged in Long Term Planning and developed a robust and exciting strategic plan for Cameray to continue to develop, grow, and improve over the next four years.
- With the hard work of staff and board, and the generous donation of time by speakers, a successful fundraising workshop "Working with Anxious Children and Youth: Building Your Toolbox" was delivered. This event raised funds, provided staff development, and raised Cameray's profile in the community. Thanks to the great turnout, the amount of money raised exceeded the goal by 80%!
- With re-accreditation coming up in 2015, the management team has started the preparation process to ensure that we will meet the various standards.
- Cameray received Safe Harbour certification after training involving the whole agency. Safe Harbour certification is an expression of commitment to the principles of equitable treatment for all and to providing a safe place for anyone experiencing discrimination.
- A new Collective Agreement was ratified, providing a five-year contract between the staff and the employer

As a non-profit agency, it is heart-warming to receive donations from former clients. We are very grateful to other individual and corporate donors who supported us through cash donations and needed items for our clients. The donations helped Cameray to be more financially sustainable and provided emotional boost to our dedicated staff.

The Board has been working hard on growing and increasing our collective skills and expertise. We have two new board members bringing new perspectives and skills. Our experienced board members have continued to contribute by bringing their knowledge and commitment. Our ongoing goal is to support the quality service provision to our community and to nurture the professional skills and passion of our staff. Our new efforts have focused on raising the profile of Cameray and increasing our fundraising capacity.

I look forward to another year of successful service provision for our clients and communities.

Sarina Kot
President of the Board

COUNSELLING PROGRAMS

Our counselling programs are funded by the Ministry of Children and Family Development

FAMILY COUNSELLING PROGRAM

Total Families Referred	Burnaby	354
	New Westminster	<u>138</u>
	Total referred	492
Total Families Seen	Burnaby	441
	New Westminster	<u>158</u>
	Total seen	599

The family counselling program, which started in October 1988, is for Burnaby and New Westminster residents. Referrals can be received from any source. Clients receive up to 12 sessions.

SEXUAL ABUSE INTERVENTION PROGRAM

Total Children Referred	18
Total Families Seen	37

This program began in February 1991 for children who have made a clear disclosure of sexual abuse. Clients receive up to 24 sessions.

TRAUMA COUNSELLING PROGRAM

Total Children Referred	Burnaby	16
	New Westminster	<u>5</u>
	Total referred	21
Total Seen in the Year	28	

This program is for residents of Burnaby and New Westminster and provides trauma counselling for children and their families, for up to 12 sessions.

CHILD AND YOUTH MENTAL HEALTH COUNSELLING PROGRAM

Total Families Referred	Burnaby	27
	New Westminster	<u>11</u>
	Total referred	38
Total Families Seen	Burnaby	25
	New Westminster	<u>10</u>
	Total seen	35

This program started in October 1991 for New Westminster residents, and expanded to Burnaby in May 2001 through contract reform. The focus for children and their families is on brief intervention therapy, for up to 12 sessions.

BRIEF SEXUAL ABUSE COUNSELLING PROGRAM

Total Children Referred	Burnaby	15
	New Westminster	<u>3</u>
	Total referred	18
Total Seen in the Year		20

The Brief Sexual Abuse Counselling Program was started in August 1989 for new disclosures of sexual abuse. It is for Burnaby and New Westminster residents. Clients are seen for up to 8 sessions and there is no waitlist.

SEXUAL HEALTH INTERVENTION PROGRAM

Total Children Referred	10
Total Families Seen	12

This specialized program began in 1994 for children under 12 exhibiting sexually intrusive behaviours. The counselling is for up to 12 sessions and involves both the children and families. There is also a community/consultation component.

BRIEF FAMILY (CRISIS) COUNSELLING

Total Children Referred	Burnaby	7
	New Westminster	<u>5</u>
	Total referred	12
Total Seen in the Year		11

This program received funding in August 1992 through the Ministry of Children and Family Development. The program is short term counselling of up to 8 sessions for any family experiencing a situational crisis. There is no waitlist for this program.

HIGH RISK YOUTH PROGRAM

Total Youth Referred -	Burnaby	6
	New Westminster	<u>1</u>
	Total	7
Total Youth Seen -	Burnaby	7
	New Westminster	<u>2</u>
	Total	9

This program was developed in the fall of 2003 to work with the Ministry of Children and Family Development Integrated Youth Team to support youth exhibiting high risk behaviours.

PARENT SUPPORT PROGRAM

Total Families Referred	Burnaby	121
	New Westminster	<u>37</u>
	Total referred	158
Total Families Seen	Burnaby	242
	New Westminster	<u>68</u>
	Total seen	310
Community Kitchens - Total Families Seen		48
Total group hours (Community Kitchens, Groups, Modules)		509

Development of this pilot project began in October 1997 with implementation of the program beginning in January 1998. Burnaby Building Blocks merged with New Westminster in 2000. The program supports parents with children up to the age of 5. The program was redesigned in October 2005 including ongoing group modules and individual work. The program is funded by the Ministry of Children and Family Development.

ASSISTING THE COMMUNITY WITH TRANSITIONING STUDENTS (A.C.T.S.)

Individual students receiving service	1,755
Combined number of student participants	5,451
Group activities / Individual meetings / Social hours	800
Mentorship / Volunteer opportunities hours	1,149
Homework club / Study skills/ Literacy hours	400
Public Education / Awareness / Advisory Group hours	8

This program was developed by Bev Ogilvie and Joanne Doonan originally funded through a National Crime Prevention Grant. Ministry of Children and Family Development took over funding it in August 2004. The program provides Homework clubs and group activities to grade 5-7 children in Burnaby schools to assist them with the transition to high school. There is also a mentorship component.

CHILD VICTIM SUPPORT SERVICE

Total female clients	61
Total male clients	<u>22</u>
Total clients	83

This program began in December 2000 for Burnaby and New Westminster residents. Funding is through the Ministry of Justice, Victim Services and Crime Prevention Division. The program provides support to child victims of physical and sexual abuse and child witnesses.

BURNABY YOUTH CLINIC

Total Youth Seen	180
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Counselling is provided for youth at the Burnaby Youth Clinic by Cameray counsellors in partnership with Fraser Health Authority.

COST BREAKDOWN for 2014

<u>Programs</u>	<u>Clients/ Families</u>
Family Counselling Program	599
Sexual Abuse Intervention Program	37
Trauma Counselling Program	28
Child and Youth Mental Health Counselling Program	35
Brief Sexual Abuse Counselling Program	20
Sexual Health Intervention Program	12
Brief Family (Crisis) Counselling Program	11
High Risk Youth Program	9
Parent Support Program	310
Community Kitchens	48
A.C.T.S. Program	1,755
Child Victim Support Service	83
Burnaby Youth Clinic	<u>180</u>
Total children/families seen in 2014	<u>3,127</u>
Average cost per family in Agency	\$457

PERFORMANCE AND QUALITY IMPROVEMENT PROCESS - 2014

Cameray Child and Family Services is committed to providing quality services, which is accomplished through our Performance and Quality Improvement (PQI) Plan. Our priorities are to ensure excellent organizational performance, provide efficient and effective services, ensure the satisfaction of both our clients and staff, and maintain a stellar reputation in the community. The PQI Plan includes ongoing collection, monitoring, and analysis of data in order to confirm that all programs and services are functioning at their optimal level. If any issues are found in the programs or services, corrective action will ensue. There is a continuous feedback loop of data reporting and analysis, corrective action, and evaluation of changes made.

The PQI Team is comprised primarily of the Executive Director and the Coordinators, but the process involves all staff, Board members, clients, and other stakeholders. The PQI Team works together to make certain that all of the services Cameray provides are impeccable. The Board of Directors develops the agency Long Term Plan and regularly reviews all PQI information, makes recommendations for improvement, and supports changes as a result of feedback from the PQI process. Staff at all levels are involved in the creation of the Long Term Plan and annual Short Term Plans, quarterly case record reviews, and reviewing PQI information and providing feedback. Clients provide valuable information through evaluations and outcome measurement tools. Funders aid in the development of statistic reporting processes, and review program strengths and struggles.

Cameray's PQI process relies on data collection and analysis of programs in order to understand the strengths of the program and also areas that are in need of improvement through corrective action. The data that is being analyzed include client and program outcomes, service delivery quality and program results, management and operational performance (including risk management and personnel satisfaction), and Cameray's long-term strategic plan.

Outcome Measurement

The Counselling Programs, the Parent Support Program, A.C.T.S., and the Child Victim Support Service Program use Outcome Reporting Forms to evaluate client progress and program effectiveness. These forms are collected upon termination of service and the data is compiled into a report to be shared with all staff, management and the Board of Directors. The results indicate that the goals of the program are being met through the service to our clients.

51% of Counselling Program clients returned completed outcomes

85% improved overall

9% of Parent Support Program (PSP) clients returned completed outcomes

85% improved overall

63% of Assisting the Community with Transitioning Program (A.C.T.S.) clients returned completed outcomes

80% improved overall

77% of Child Victim Support Service Program clients returned completed outcomes

90% improved overall

Measurement of Consumer Satisfaction

A satisfaction instrument has been used in each program to obtain feedback from all consumers (adults, youth and children) and to assess all levels of the client's experience at Cameray from the time of the referral (Pre-Service Evaluation) to termination. The results of these forms are tallied into a report and have been very positive. High percentages of the clients were pleased with the service they received from Cameray. Any areas that clients reported as being a concern or needing improvement were discussed and, wherever appropriate, corrective action was taken.

65%	of Counselling evaluations returned
100%	of Counselling clients satisfied with services
33%	of PSP's evaluations returned
100%	of PSP's clients satisfied with services
96%	of ACTS clients satisfied with service
7%	of Victim Assistance evaluations returned
100%	of Victim Assistance clients satisfied with services
25%	of Mother Goose Group evaluations returned
100%	of Mother Goose Group participants satisfied with services
69%	of Family Literacy Group evaluations returned
100%	of Family Literacy Group participants satisfied with services

We also perform our three month follow-up satisfaction survey where the Executive Administrator calls the client and verbally, over the telephone, asks the clients questions regarding the service they received at our agency. The responses were positive, indicating that **92%** felt satisfaction with their service from our Counselling Programs, **94%** felt satisfaction with their service from our Parent Support Program and **100%** felt satisfaction with their service from our Victim Support Service Program. The comments made were also helpful to our agency.

Client Service Management

1	client complaint in the year – client did not respond to attempts at follow-up
100%	of expected face to face achieved for counsellors (overall average of the program)
99%	of clients who agreed to counselling at intake were still in the program after 30 days
83%	of counselling clients met the goals set out in the treatment plan

2014-2018 LONG TERM PLAN

The 2014-2018 Long Term Plan was developed in order to provide direction to the agency as we fulfill our mission, to increase our impact in the community, and to assist us in our continuous pursuit of excellence.

The goals for Cameray Community Fund over this four-year period are:

1. Organizational Excellence - as evidenced by:
 - Financial stability - diversified, predictable and adequate
 - Workplace satisfaction - positive culture and staff retention
 - Highly Effective Organization - involving technology, space, and systems review

2. Program and Service Excellence - as evidenced by:
 - Re-accreditation status
 - Improved accessibility - decreased waitlists and distance
 - Quality services that respond to community growth and diversity

3. Strong Community Profile - as evidenced by:
 - Increased community awareness - through marketing/branding, social media, visibility, and support
 - Partnerships and collaboration

Strategies to achieve these goals have been identified, and the process of implementing the strategies will be carried out by the staff, management, and Board of Directors of Cameray Community Fund through a series of annual short term plans. The ultimate result will be a robust and well-respected community agency that is instrumental in the strengthening of children and families, in the communities of Burnaby and New Westminster.