



KW
Counselling
SERVICES

Change is
always possible
when **relationships**
are **enhanced.**

Annual Report | **2014**

BOARD OF DIRECTORS

President

Michael Braga

Vice-President

Cong-Rong Xie

Treasurer

Elaine Read

Secretary

Leslie Josling

Joseph Anderson

Neil Bailey

Bettina Burgess

Barbara Carere

Kyle Cleaver

Jo-Anne Gibson

Cheryl Hacking

Kevin Hillman

Wayne Hobbs

Jennifer Hutton

Henrique Reis

Dimetra Resendes

Paul Rossi

Michael Snyders

Laura Umbrío

(as of December 2014)

Message from the President

In the fall of 2014, we asked our community partners to help us with strategic planning by completing a brief survey. We used the information you provided (along with information gathered from our staff, interns and volunteers) to help guide a strategic planning session with our Board of Directors and Management Team. We now have Strategic Objectives in place that will help us move forward over the next three years. We'd like to share some of the results of that planning with you.

We made some minor revisions to our Vision, Mission and Values:

Mission: Inspired by our belief in the power of relationships, we reach out with our partners to support all families, individuals and communities to discover together the positive changes that lead to fulfilled and productive lives.

Vision: A community where no one is left behind, a community where positive relationships are valued as our highest achievement.

Values:

- Positive Relationships
- Inclusivity
- Professionalism
- Innovation
- Social Responsibility

We believe...

- We share a common humanity
- In the uniqueness of each person
- In relating to everyone with dignity and respect
- A family at risk is not a family at fault
- In the fundamental goodness of all people

Strategic Objectives

For several years, our agency has been governed by four Strategic Objectives:

1. Enhanced Access & Responsiveness
2. Excellence in Service
3. Stability in Finance
4. Employer of Choice

We revisited these objectives and decided that they are still relevant and that they will continue to inform our work for the next three years.

and the Executive Director

Innovation

In addition to our regular activities, our Board of Directors has decided on three new, innovative directions for us to pursue. They are:

- 1. Ensuring greater access to effective counselling through the expansion of our Walk In Counselling Clinic.
- 2. Ensuring parent education is engaging, relevant and accessible in the future.
- 3. Increasing revenues through social enterprise to ensure sustainable programs and services.

The community support that the agency enjoys was evident at each of our highly-successful fundraising events in 2014. We sampled exceptional cuisine and proved again that Real Men Can Cook. We worked off those extra calories at Tour de Waterloo, and were entertained with an Academy Award-winning movie at Surprise Movie Night. Each of these events highlighted the community's desire to support KW Counselling Services, and helped us forge partner relationships. Our supporters at the Cowan Insurance Group and the Cowan Foundation generously donated proceeds

from their annual Cowan Charity Classic golf tournament to support our Walk In Counselling Clinic.

We were also busy completing a second round of research in partnership with the University of Waterloo and Wilfrid Laurier University. This project provided valuable insights and examined the clinical effectiveness and cost savings of our Walk In Counselling Clinic versus conventional treatment models. This information provides us with a solid foundation of knowledge that will help us bring Walk In to higher levels of effectiveness.

As we head into the agency's 65th year, we're excited by the positive impact that KW Counselling Services will have in our community. We'd like to give our whole-hearted thanks to our generous donors, funders, sponsors, volunteers and community partners who enable us to provide such excellent service.

Our warm thanks for your ongoing support,

Mike Braga,
President

Leslie Josling,
Executive Director



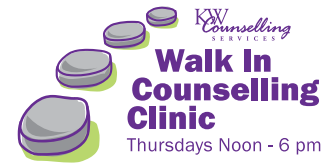
“And that is how change happens. One gesture. One person. One moment at a time.”
— Libba Bray



...relationships are enhanced



Services for Women at Walk In



Left to Right: Veena Kaur, Diane McGregor, Wendy Nelson, Leslie Jostling, Joanna Bedggood, Pamela Martindale-Nevin, Donna Nakano, and Spencer Small



The aim of our Walk In Counselling Clinic (WICC) is to offer quality counselling services to people in their moment of need. We want to provide immediate access to a therapist at the time when people are motivated to affect change in their lives.

We have been pleased to discover how many people find the WICC accessible and useful. Of the visitors to the WICC, over 25% are women who experience abuse in their intimate relationships.

In 2014, we concluded our second round of research on the WICC with colleagues from the University of Waterloo and Wilfrid Laurier University. We found that clients who attended the WICC improved more quickly than clients who were accessing traditional counselling. Further, we found that the people who benefitted most from the WICC were clients, like women who have experienced abuse, who have experienced

complex trauma. The second group who benefit more from WICC than traditional counselling are those who experience depression and anxiety.

In 2014, the Ministry of Community and Social Services (MCSS) recognized the value of the Walk In Counselling Clinic with funding that is increasing our ability to serve these women at the WICC.

The Walk In Counselling Clinic has become our flagship service. Clients tell us how important it is to them and we now have published research that demonstrates the cost and clinical effectiveness of the walk in model. We are excited that partners like the MCSS and our other funders such as the Cowan Insurance Group, United Way of Kitchener-Waterloo & Area and the Region of Waterloo have begun to recognize the success of the service and help us with funding commitments.

“At first, I wasn't sure about coming in, but I'm glad I did. My counsellor was professional and friendly, and I felt comfortable talking to her. I appreciate the advice she gave me.”

“Today was exactly what I needed to stay out of an abusive relationship and I feel a lot stronger. Thank you.”

Change is always possible when...

Multicultural Leadership Development

KW Counselling Services' vision is of a community where no one is left behind. A cornerstone of our work in achieving that vision is leadership development with newcomers and the multicultural communities in our region. The agency believes that one of the best ways to strengthen and enrich our community is to train leaders so that we can all benefit from the wisdom and rich cultural perspective of our multicultural communities. KW Counselling Services supports multicultural leaders in gaining leadership, mentoring skills and experiences so they can gain the confidence to lead projects, groups and organizations giving back to others.

Our Leadership Development program takes a multi-prong approach. We reach out to new and experienced ethno-cultural leaders through Multicultural Outreach to offer the following:

1. **A twelve week Leadership Development Course.**

In this free, interactive training, participants build on their existing skills and knowledge to improve the sustainability of our region's multicultural community groups. The first two sessions of this training each had twenty graduates.

- 2. Bridging Resources.** A committee for leaders who wish to meet to share experiences and gain support for the important work they provide in their respective communities.
- 3. Together is Better.** A program that assists multicultural groups who would benefit from consultation, organizational development, office space, administrative and infrastructure supports in becoming sustainable and maximizing their potential. These groups, including the African Community Wellness Initiative, Coalition of Muslim Women, South Sudan Canadian Association of Waterloo Region, African Canadian Association of Waterloo Region and the Parents Club for Russian Speaking Seniors, have wonderful activities that build community, belonging and citizenship. Their capacity is often hampered by the lack of administrative, governance and infrastructure supports that Together Is Better offers.

Our thanks for the support of KW Community Foundation, United Way of Kitchener-Waterloo and Area, New Horizons for Seniors and our donors who make this work possible.



“I looked forward every week to coming to this program. I loved meeting and listening to all the participants. There was a wealth of knowledge in this program. I am honoured to be a part of it.”

“The leadership training to me was a whole new experience or true leadership training. With this training I feel I am better equipped in my role as a leader in my future engagement.”



...relationships are enhanced



Training

As part of our longstanding commitment to promoting the counselling profession, KW Counselling Services operates as a teaching facility for the next generation of social workers and other therapists. In 1966, our first Executive Director, Alvis Stayt, sat on the consulting committee that designed WLU's Faculty of Social Work. Today, we help to train at least ten WLU students each year in our intern program. Overall we see as many as 60 interns per year.

We also train students from the University of Toronto, Western University, the University of Windsor, the University of Guelph, the Waterloo Lutheran Seminary at Wilfrid Laurier University, St. Jerome's University, Yorkville University, Athabasca University and Renison College.

At any given point we have 16-18 interns who provide clinical services to clients and three interns who provide group programs for children. Interns are selected through a rigorous process that involves reviewing their resume, an interview specifically focused to assess their suitability for their roles, reference checks and police checks. An intensive orientation and clinical skills training starts the placements and each intern receives weekly clinical supervision in dyads and in groups. Ongoing training is provided throughout interns' time at KWCS.

Intern feedback has consistently shown that we are a sought after placement site. Graduating interns frequently return to volunteer at our Walk In Counselling Clinic.



“I liked everything about my placement! From supervision to availability of my supervisor to the trust the agency has in its interns and responsibility they allow us to take on. There were many opportunities and lots of areas to learn and grow in.”

“I really valued the staff's support and professionalism. I felt that my supervisors were always there for me and answered any questions I had.”

Change is always possible when...

Many Thanks!



To our generous donors and supporters

KW Counselling Services gratefully acknowledges the very generous support of our individual, corporate and foundation donors. With your continued support we are able to serve more individuals, couples and families in the Waterloo region.

Our 2014 Program Funders and Sponsors

Astley Family Foundation	Lyle S. Hallman Foundation
Bell Let's Talk	Ministry of Children and Youth Services
Children's Aid Foundation	Ministry of Community and Social Services
CIBC Wood Gundy	Ministry of Health and Long Term Care via Lutherwood
COPP Communications	Ontario Trillium Foundation
Cowan Insurance Group	RBC Foundation
Cowan Foundation	Region of Waterloo
Fairmount Foundation	United Way of Kitchener-Waterloo and Area
Family & Children's Services of the Waterloo Region	Waterloo Region Record
KW Community Foundation	

We also thank our many sponsors and volunteers for all their help with our 2014 fundraising events: Real Men Can Cook, Cowan Charity Classic, Tour de Waterloo and Surprise Movie Night. Check our website kwcounselling.com for a detailed listing.

In 2014, KW Counselling Services helped **30,496** people in the Region of Waterloo:

16,407 people benefited from Therapeutic Counselling	8,156 benefited from our Family and Community Solutions programs
4,401 benefited from our Outreach Programs	1,532 benefited from our STEAM and Temper Taming programs

Financial Statement of Operations

for the year ended DECEMBER 31, 2014	AUDITED 2014	AUDITED 2013
REVENUE		
United Way	419,825	441,590
Government contract services	1,028,190	984,487
Fees for services and other contracts	749,343	776,932
Fundraising: donations and special event(s)	362,625	377,610
Interest	22,865	22,226
Gain on expropriation of property		8,150
Amortization of deferred contributions related to capital assets	128,732	130,798
	2,711,580	2,741,793
EXPENSES		
Salaries, wages and benefits	2,111,129	2,094,434
Program, office and other administrative costs	330,667	264,790
Occupancy costs	137,785	148,981
Special event(s)	2,505	2,616
Amortization of capital assets	153,895	163,269
TOTAL EXPENDITURES	2,735,981	2,674,090
EXCESS (Deficiency) of revenue over expenses	(24,401)	67,703



Design Courtesy of
Copp Communications

...relationships are enhanced

Programs and Services

Counselling

- Walk In Counselling Clinic
- Individual, Couple and Family Therapeutic Counselling
- Healing from Violence and Abuse
- Multicultural Counselling
- OK2BME for LGBTQ Youth and Families
- Youth Justice Services
- Health Connect Counselling
- Trauma and Attachment Counselling
- Roads to Recovery (after a motor vehicle accident)
- Counselling for Seniors and their Families
- Family Services Employee Assistance Programs (fseap)

Groups

- Temper Taming and STEAM (for children and youth)
- Strong Moms, Safe Kids
- OK2BME for LGBTQ Youth and Families
- Spanish-Speaking Group for Newcomers

Courses & Seminars

- Parenting with Passion programs
- Parenting in Two Cultures
- Family and Community Solutions (Parent Education)
- Cultural Competency
- LGBTQ Issues
- Organizational Development

Community Services

- Community Outreach
- Multicultural Leadership Development and Outreach
- OK2BME for LGBTQ Youth and Families
- Money and Making It On Your Own Website

Training

- Bachelor and Graduate Practicum Placements

Upcoming Events

Jeans 'n Scrubs

Saturday, May 9, 2015

64th Annual General Meeting

Tuesday, May 26, 2015

Cowan Charity Classic

Monday, June 15, 2015

Tour de Waterloo

Sunday, June 21, 2015

Surprise Movie Night

Thursday, October 1, 2015



480 Charles Street East
Kitchener ON N2G 4K5
519.884.0000
www.kwcounselling.com



Connect with
us online!