



Inward Looking, Outward Reaching

2023-2024 ANNUAL REPORT

Who We Are



Thunder Bay Counselling is a non-profit provider of personal, family and workplace wellness services. We provide community-based counselling, psychotherapy, education and support services to help people make positive changes in their lives.

Our Vision

Inclusion, support, and well-being.

Our Mission

To support people's quality of life through the provision of community-based services that contribute to mental health and well-being.

Our Values



People First

We believe all people have the right to accessible care that puts their needs first.



Social Inclusion

We believe in dignity, respect, compassion, and self-worth for all people in all that we do.



Flexibility

We believe in evolving in response to change.



Quality

We believe in high quality in everything we do.



Shared Responsibility

We believe we are stronger together in working to promote individual and community wellness.

Message from the Board Chair

Rose Bakke



This past year brought a shift in perspective for Thunder Bay Counselling. The organization questioned many of its practices, adapting where necessary to ensure that the needs of the community are being met.

Thunder Bay Counselling is small but mighty, and although serving such a diverse client base is not easy, the organization approaches each challenge and opportunity with openness, flexibility, and a willingness to listen.

Our role as Board of Directors is to advocate for the organization; from championing funding opportunities for improved programs and services, to raising awareness and promoting its positive impacts in the community.

The organization looks to the Board to pinpoint gaps in service. In order to do so effectively, we must share information and collaborate with partner organizations. We identify where services may be duplicated or lacking and work together to develop new approaches that provide more diverse care options for the community. So, in 2023-2024, we prioritized collaboration and partnership, helping create more accessible, well-rounded services for local people.

The commitment to more accessible service options aligns with the organization's Diversity, Equity, Inclusion, Anti-Racism (DEIA) goals, which were and continue to be a priority for the Board. Serving a diverse community requires the ability to adapt, and in our fast-paced society, things change quickly. Thunder Bay Counselling views this as an opportunity and continues to establish its unique niche in the mental wellbeing space.

As we reflect on 2023-2024, it's easy to recall the organization's successes, and I'm so proud of what the Board and organization have been able to accomplish together. Thunder Bay Counselling went through a rigorous accreditation process this past year, and seeing the exceptional results was proof that the organization continues to hold its position as a leader in the community.

On behalf of the Board, I would like to express my gratitude toward management, staff, and volunteers at Thunder Bay Counselling. It's a personal point of pride to work alongside you in elevating the wellbeing of our community, and we look forward to the coming year.

Message from the Chief Executive Officer

Nancy Chamberlain



Over the past few years, post COVID-19, the needs of our community have continued to evolve. Our responsibility as a community counselling centre is to listen, learn, and shift our approaches to adapt to community needs. Fortunately, adapting is what we're good at; Thunder Bay Counselling is like a skiff - we're small enough that we can turn quickly with changing tides. We pride ourselves on looking out for unpredictable conditions and guiding the community forward through challenges.

In 2023, we took an inward look at our methods and processes, and through this reflection, we developed new ways to navigate community issues. Over the course of the year, we transitioned to become more forward-thinking on several fronts:

- Forecasting community service demands and how to balance growing demand without compromising quality.
- Identifying service gaps and finding innovative ways to fill them.
- Enhancing our Diversity, Equity, Inclusion, Anti-Racism (DEIA) commitments by looking through an equitable lens.
- Strengthening our voice through strategic collaborations and partnerships with others.
- Prioritizing the wellbeing of our employees through personal empowerment, training, and succession planning.

Achieving accreditation again was a major highlight of 2023. The intensive accreditation process pushed us to question our methods and let go of things that were no longer relevant or delivering value for our clients. Looking inward also created new space for us to think and act differently, and to hold ourselves to a higher standard.

In 2023, we were reminded about what drives us. We're passionate about understanding the real issues facing the community on the ground from the perspective of those with lived experiences, about creating new services and programs that are relevant, and about removing the systemic barriers that reduce community wellness. Through this journey, we let go of many western ways of working, bringing forward more flexible approaches that align with our promise: *"We'll meet you where you're at."*

This Annual Report offers a glimpse at our journey, our priorities, and results in 2023. It's an inward look that supports our outward vision. I'm incredibly grateful to the team at Thunder Bay Counselling who have supported this journey with integrity, patience, and commitment. Their dedication is what allows our small team to accomplish such great things.

Our Strategic Priorities

2022 - 2025

The TBC Board of Directors has developed the following strategic directions to guide the organization over the next three years:



Diversity, Equity, Inclusion, and Anti-racism (DEIA)



Excellence Through Quality



Organizational Health



Shared Responsibility

Diversity, Equity, Inclusion, and Anti-racism (DEIA)

- › Reduce inequities to improve health outcomes
- › Apply an equity, anti-racism, and anti-oppression framework
- › Practice cultural humility to facilitate cultural safety
- › Apply a trauma lens to our work that addresses the significant impact of colonialism
- › Engage with diverse stakeholders to improve organizational practices

Organizational Health

- › Optimize human resource capacity to effectively deliver high quality services
- › Prioritize opportunities for growth and development that support succession planning
- › Practice innovation and flexibility to create an inspiring workplace to be an employer of choice
- › Apply a DEIA framework to human resource practices

Excellence Through Quality

- › Implement quality standards that improve systems of care and outcomes for people of all ages
- › Engage people with lived and living experience to ensure codesign
- › Leverage info and technology systems to capture quality indicators
- › Develop a risk management framework to effectively identify and mitigate risk
- › Continue to improve and evolve programs and service delivery models
- › Develop and implement a governance quality plan

Shared Responsibility

- › Evaluate current and future partnerships to ensure the organization is engaging in high impact partnerships
- › Drive system leadership in health care transformation
- › Anticipate the needs of changing community demographics
- › Collaborate with local, regional, and provincial partners to address system priorities

Accreditation

Thunder Bay Counselling has achieved accreditation from the Canadian Centre of Accreditation (CCA) for another four years. We are proud to say that we achieved **100 per cent of all mandatory and leading practice standards**.

This accreditation status ensures that Thunder Bay Counselling is holding itself to the highest standards of service. For clients, receiving services from an accredited organization such as Thunder Bay Counselling guarantees that:

- Programs and services are of the highest quality;

Accredited by
**Canadian Centre
for Accreditation**



Agréé par
**Centre canadien
de l'agrément**

- Staff are qualified and up to date on the best and most effective ways to meet client needs;
- The organization's community partnerships enhance the client's experience and ensure clients get the services they need;
- The organization takes meaningful action to provide a safe space for clients and staff, physically, psychologically and culturally;
- Systems and processes ensure that people's confidentiality and privacy are protected.

Advancing Our **Strategic Priorities**

We've advanced our commitment to **diversity, equity, inclusion and anti-racism** by:

- Affirming our dedication to honouring our diverse community through a formal Commitment Statement to guide our work
- Updating Board recruitment processes to ensure our Board represents our community
- Taking part in Indigenous cultural safety training, equity training and trauma training

We've strived for **excellence through quality** by:

- Ensuring success in maintaining our accreditation status
- Expanding feedback opportunities for people with lived and living experience through listening circles, community advisories and surveys
- Launching our new website
- Expanding harm reduction practices by creating a harm reduction supply cupboard in partnership with Superior Points
- Streamlining processes for clients to move through services both internally and externally

We've continued to practice **shared responsibility** by:

- Advancing nine projects through the Strategic Alliance with Children's Centre Thunder Bay
- Successfully relaunching the Partner Assault Response Program in Thunder Bay in collaboration with the justice and intimate partner violence sectors
- Partnering with Alpha Court to expand Case Management services
- Advancing collaborative initiatives with other community service organizations like Our Kids Count and RFDA

We've improved **organizational health** by:

- Succession planning for key positions
- Implementing training and practices to minimize the impact of trauma on our staff
- Embedding psychological health into our supervision practices
- Improving salaries and benefits



Statement for **Diversity, Equity, Inclusion, and Anti-Racism**

Thunder Bay Counselling is dedicated to honouring our diverse community. We believe everyone deserves accessible, fair, and personalized care that respects their goals and needs.

We recognize individuals as experts in their own lives. We work to adapt to evolving needs of the communities we serve, offering a range of services that can be personalized.

We strive to create welcoming and non-judgemental spaces where everyone feels they belong, consistently promoting physical, emotional, and cultural safety.

We commit to actively involving the community in shaping our services. We welcome and use all feedback for positive change.

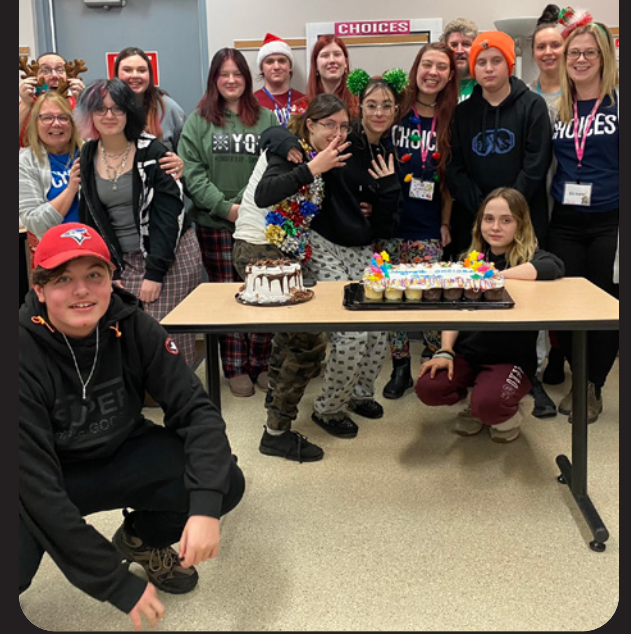
We believe in a shared responsibility where everyone continuously seeks opportunities to improve equity and access to services.

We pledge to work respectfully with everyone, promoting truth, honesty, and transparency in all our actions. We hold ourselves accountable and welcome challenges that foster growth.

Our Commitment to Our Community

Nancy Chamberlain,
CEO

Rose Bakke,
Chair, Board of Directors



Quality Initiatives

Q&A with Sheri Fata, Director of Programs & Services

How would you describe the past year in a nutshell?

We had a great year overall, from a quality perspective. This was a year of looking inward for Thunder Bay Counselling. Achieving accreditation for another four years was a huge success – I’m so proud of our board, leadership team and staff for this incredible achievement.

Gaining new perspectives in DEIA was also a focus. We asked ourselves, what does accessibility mean? Do we consider different languages, cultures, and abilities? Is our building accessible for someone who lives across town? This information helped us to better address the unique needs of our diverse client base.

What quality initiatives were prioritized this past year?

We focused on three main initiatives.

The first was engagement. Through surveys, listening circles, and advisories, we’ve been able to reflect on how we connect with clients. Are we using language that makes sense? Are we looking at client needs from their perspective? By engaging with clients, staff and collaborators, we can understand not only what our clients want and need, but how it should be delivered.

The second was outcomes. In compiling all of our client feedback data, we realized that not only do we have consistent information, we also have incredible outcomes. 95% of people we’ve served have shared that they feel safe and welcome at Thunder Bay Counselling!

The third was defining service experience. With this outcome data in mind, we’re looking to improve our processes by reflecting on whether we’re asking the right questions, and innovating new ways to streamline feedback across our programs and services.

What are some other highlights from this year?

This past year, we worked to align with the Ontario Health Quality Framework and their key quality factors of health: safe, effective, client-centred, timely, efficient, and equitable.

Going back to defining service experience, and the idea that ‘quality’ means something different to each individual, we must look at these factors in the same way. What qualifies something as “safe”? Is our service physically safe? Emotionally? Culturally? Are we considering safety within the context of each individual and their unique life circumstances? Gaining these varied

perspectives helps us to further fill gaps in service.

What are your future goals for the organization?

My goal is for us to continue building on all that we’ve accomplished this year by remaining flexible and open to change.

We do this by asking the right questions. If you feel as though our services aren’t right for you, how can we make them right for you? If a program isn’t delivering on your desired outcomes, what can we change?

There are populations that we don’t believe are well-represented in the work we’re doing; in order for us to say we “serve the community” we need to be able to address all individuals within it. So, we’re looking at ways to bring those voices to the table.

This time next year, our community could look very different. Our job is to do everything we can to meet the needs of our community, today. Tomorrow, if things change, we’ll re-evaluate. That’s what’s so great about what we do here at Thunder Bay Counselling – we get to grow with the community we love so much.

Who Used Our Services

Addiction & Mental Health

2023-2024: **887**

2022-2023: **820**

2021-2022: **946**

- Alcohol and Drug Assessment
- Pre and Post Treatment Support
- Counselling and Psychotherapy
- Case Management Support

Financial Counselling

2023-2024: **447**

2022-2023: **408**

2021-2022: **219**

- One-on-One Counselling and Coaching
- Spending Plans and Budgeting
- Financial Literacy and Empowerment
- Support with tax filing and income benefits

Child & Youth Services

2023-2024: **1,556**

2022-2023: **979**

2021-2022: **1,029**

- Alternative Dispute Resolution
- Substance Use Health
- Youth Outreach Counselling
- CHOICES Program
- Court Support for Victims and Witnesses
- Support for Youth-in-Transition

Counselling & Psychotherapy

2023-2024: **1,569**

2022-2023: **1,499**

2021-2022: **1,433**

- Counselling & Psychotherapy Services
- Violence Against Women Program
- Support Services for Male Survivors Program
- Mental Health Counselling
- Couples Counselling
- Sexual and Gender Based Violence
- Walk-In Counselling Clinic



Total

2023-2024: **4,489**

2022-2023: **3,706**

2021-2022: **3,627**

2023 – 2024 Board of Directors

Rose Bakke, Chair

Mohit Dudeja, Secretary

Carlina Marchese,
Member at Large

Greyson Evans, Director

Aimee Jaun, Director

Patrick Jones, Director

Lawni LaBelle-Paynter, Director

Laura Meisner, Director

Ardelle Sagutcheway, Director

Jason Veltri, Director

Kari Wesley, Director

Tuomas Minor – resigned
October 2023

Our Team

Leadership Team

Nancy Chamberlain, CEO

Allane Danchuk, Director of
Business and Finance

Sheri Fata, Director of Programs & Services

Crystal Dunning, Director of Clinical Services



Kris Carlson, Supervisor of
Child/Youth Services

Quinlyn Flanagan, Supervisor of
Addiction and Mental Health Services

Diana Prairie, Supervisor of
Counselling/Psychotherapy Services

Staff as of March 31, 2024

Christina Albanese

Sheila Arding

Janna Becker

Tavia Berardi-Tronsen

Kailee Biloski

Donna Byrne

Andrew Cecon

Taylor Chabot

Carrie Colosimo

Lacey Gollat

Lisa Govier-Stachow

April Greer

Holly Haapa-aho

Robin Hogan

Laurel King

Carolyn Loiselle

Danielle Mathieu

Heidi Natri

Helene Pittman

Taylor Sadgrove

Nele Schoutteten

Karen Scott

Karen Shalley

Katrina Shwedack

Justin Siciliano

Lorraine Simpson

Jade Smith

Allison Streutker

Regan Swerhun

Gina Thomas

Jayna Walsh

Erin Watson

Brittini Westphal

Cassandra White

Marianne Wylie

Katelyn Vis

Financials

Revenue \$4,772,318 Total



Expenditures \$4,637,340 Total




Surplus of Revenue over Expenses \$134,978

* For more information or to receive a copy of the Audited Financial Statements, please contact Allane Danchuk, Director of Business & Finance, at allane.danchuk@tbaycounselling.com or (807) 684-1892.

A Special **Thank You** To Our Funders & Donors

Thunder Bay Counselling acknowledges and thanks our funders, donors and other contributors for their ongoing financial support of our programs and services in 2023-24.

Ontario 
Ministry of the Attorney General
Ministry of Children, Community and Social Services
Northern Ontario Heritage Fund
Ontario Health North
Solicitor General
Ministry of the Solicitor General

 **Prosper Canada**
CENTRE FOR FINANCIAL LITERACY

 **United Way**
Thunder Bay

Donations and Special Contributions

St. Joseph's Care Group
Department of Justice Canada





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