



Cameray Community Fund

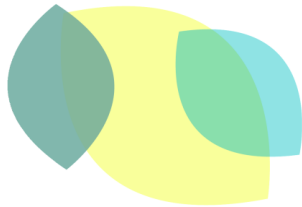
2015 Annual Report

#201—5623 Imperial Street
Burnaby BC V5J 1G1

Stronger Children,
Stronger Families,
Stronger Communities

Serving Burnaby and
New Westminster since 1972





CAMERAY COMMUNITY FUND

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



TABLE OF CONTENTS

About Cameray / Mission Statement	Page 1
Report from the President	Page 2
Members of the Society – 2015/2016	Page 3
Funders / Donors / Partners	Page 4
Affiliations	Page 5
Volunteers	Page 5
Counselling Programs	Page 6
Family Counselling Program	Page 6
Sexual Abuse Intervention Program	Page 6
Trauma Counselling Program	Page 7
Child and Youth Mental Health Counselling Program	Page 7
Brief Sexual Abuse Counselling Program	Page 7
Sexual Health Intervention Program	Page 8
Brief Family (Crisis) Counselling Program	Page 8
High Risk Youth Program	Page 8
Parent Support Program	Page 9
Community Kitchens	Page 9
A.C.T.S. Program	Page 10
Child Victim Support Service	Page 11
Burnaby Youth Clinic	Page 11
Connect Parenting Group	Page 11
Cost Breakdown	Page 12
Long Term Plan	Page 13
Performance Quality Improvement Process	Page 15
Outcome Measurement	Page 16
Consumer Satisfaction	Page 17
Client Service Management	Page 18



ABOUT CAMERAY CHILD & FAMILY SERVICES

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 strengthening families.

Cameray Child and Family Services has been offering programs free of charge through funding from the Ministry of Children and Family Development and the generous support of numerous donors in our community since 1972.

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, and Hope. Cameray strives to build stronger children, stronger families and stronger communities.



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.

REPORT FROM THE PRESIDENT: 2015

Cameray Child and Family Services had a busy and eventful year in 2015!

The first half of the year was dedicated, in addition to all the regular programming, to completing the re-accreditation process with Council on Accreditation. Thanks to the dedicated work of management, staff and the Board, Cameray was successful in passing this process with exceptional ratings, and is now accredited through October 31, 2019.

Another project of significance was rebranding. Cameray adopted a new logo in the spring, and redesigned the website and brochures to reflect our new look. Our hope is to increase community awareness of the agency through our new brand. We showcased our new look to the community at Hats Off Day in June, where we were hosted by TD Bank.

Fundraising continues to be a primary focus of the Board, and we were able to hold our second annual fundraising workshop. Our topic this year was "Working with Trauma in Children and Youth: Building Your Toolbox". We are grateful to Natalie Clark and Penny Davis for their informative and engaging presentations.



One significant challenge the agency has been facing has been a shortage of space. The Board continues to focus our energies on fundraising and problem-solving for this issue, with the hopes of acquiring additional space in the coming year to relieve pressure from the staff and to provide room to grow more quality programs.

I would like to take this opportunity to thank all the funders, donors, and community partners who have helped Cameray to fulfill our mission in 2015. The numerous donations of money we have received, both large and small, have been invaluable in assisting us to achieve our mission. In addition, generous donations of food, toys, and grocery gift cards have enabled us to make life just a little easier for some of our clients in need.

Finally, I would like to acknowledge the Board, management, staff, and volunteers for all their contributions to making Cameray the exceptional agency it is, providing such quality services to children and families in Burnaby and New Westminster. I look forward to another year of successful service provision.

Sarina Kot
President of the Board



MEMBERS OF THE SOCIETY – 2015/2016

OFFICERS

President

Sarina Kot

Vice-President

Nancy Maloney

Secretary

Mena Perrotta / Don Macdonald

Treasurer

Brian Shuster

BOARD OF DIRECTORS

Alexander Chiang

Brian Shuster

Bruce Landon

Don Macdonald

Mena Perrotta

Nancy Maloney

Nazarina DiSpirito

Sarina Kot

OTHER MEMBERS

JJ Edwards

Tracey Rusnak

Shelby Mackarell

Roxane Veltkamp

Mary Bolton

Stefanie Poli

Catherine Browne

Michele Holding

Susan Roberts

Christy Waisman

Stephanie Moyal

Janine Sakai

Alyson Jones

Katherine Fournier

Beatrice Fogelberg

Kristin Schneck

Sheldon Klein



FUNDERS:

Ministry of Children and Family Development

Fraser Health

Ministry of Children and Family Development – Children First

Ministry of Justice

United Way – Success By Six

DONORS:

BCAA

Burnaby Empty Bowls

C.B. Island Fisheries Limited

CKNW Orphans Fund

Coast Capital Savings

Metropolis at Metrotown

Pacific National Exhibition

Stoney Creek Community School Council

TD Bank

Burnaby Children's Fund

Calkins & Burke Limited

Chris and Sheila Hildred

City of Burnaby Parks Recreational and Cultural Services

Mary Bolton

NutritionLINK Services Society

Stan Milacek

Supporting Burnaby Youth Society

Telus – Dollars for Doers Program

PARTNER DONORS:

Canadian Diabetes Association Food Skills for Families

Kids Up Front

United Way of the Lower Mainland

COMMUNITY PARTNERS :

Burnaby Early Childhood Development Community Table

Burnaby-New Westminster Task Force on Sexually Exploited and At Risk Youth

Burnaby School Age Initiative

Kids New West Child Development Committee

AFFILIATIONS:

Council On Accreditation
BC Council for Families
First Call

VOLUNTEERS:

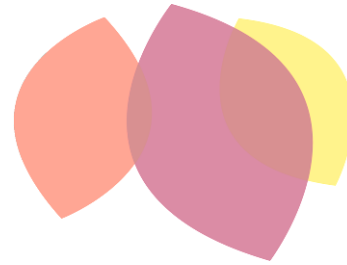
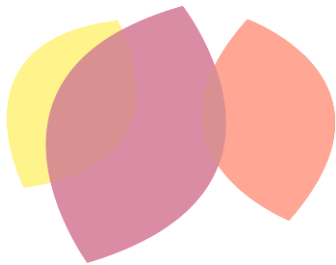
		<u>Hours</u>
42	A.C.T.S. - Mentors	1,335.5
5	Parent Support Program	188
3	Interpreters	16.75
<u>8</u>	Practicum Students	<u>1,495</u>
58	TOTAL	3,035.25

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*Cameray would like to thank all the Volunteers!
We could not do what we do without you!*

• • •





COUNSELLING PROGRAMS

At Cameray, we offer many types of counselling programs to children, youth, and their families in Burnaby and New Westminster, based on their needs. Each of these programs may include individual counselling for the child or youth, parent support, and/or family therapy. Counselling programs are offered free of charge through funding from the Ministry of Children and Family Development.



FAMILY COUNSELLING PROGRAM

"Thank You!

I am so grateful these services are available. It has made a huge impact on our overall family unity and communication!"

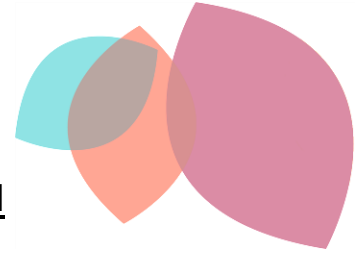
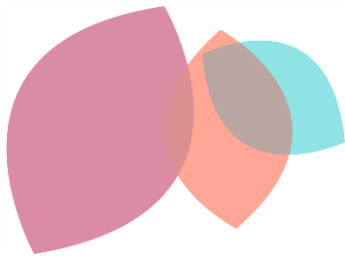
The family counselling program, which started in October 1988, provides up to 12 sessions for children or youth under 19 with a range of family issues. Referrals may come from any source. Cameray has continued partnerships with various schools in Burnaby and New Westminster, providing outreach services to nine schools, including one high school.

Total Children Seen	Burnaby	451
	New Westminster	<u>151</u>
	Total seen	602

SEXUAL ABUSE INTERVENTION PROGRAM

This program began in February 1991 for children or youth under 19 who have made a clear disclosure of sexual abuse. Clients receive up to 24 sessions. Referrals may come from any source.

Total Children Seen	Burnaby	25
	New Westminster	<u>1</u>
	Total seen	26



TRAUMA COUNSELLING PROGRAM

This program provides trauma counselling for children or youth and their families, for up to 12 sessions. Referrals must come through the Ministry of Children and Family Development (MCFD).

Total Children Seen	Burnaby	9
	New Westminster	<u>11</u>
	Total seen	20

CHILD AND YOUTH MENTAL HEALTH COUNSELLING PROGRAM

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. Referrals must come through the Ministry of Children and Family Development's Child and Youth Mental Health (CYMH) Program.

Total Children Seen	Burnaby	39
	New Westminster	<u>20</u>
	Total seen	59

BRIEF SEXUAL ABUSE COUNSELLING PROGRAM

The Brief Sexual Abuse Counselling Program was started in August 1989 for new disclosures of sexual abuse being investigated by the Ministry of Children and Family Development and/or the police. Clients are seen for up to 8 sessions and there is no waitlist. Referrals may come from any source.

Total Children Seen	Burnaby	19
	New Westminster	<u>6</u>
	Total seen	25

"I loved the fact that my son had confidential meetings with a counsellor. He felt very safe."



SEXUAL HEALTH INTERVENTION PROGRAM

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.

Total Children Seen	Burnaby	5
	New Westminster	<u>2</u>
	Total seen	7

BRIEF FAMILY (CRISIS) COUNSELLING

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. Referrals must come through the Ministry of Children and Family Development (MCFD).

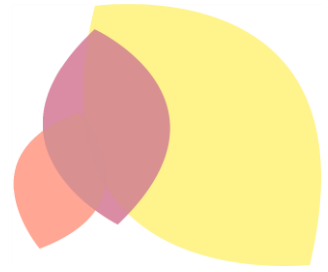
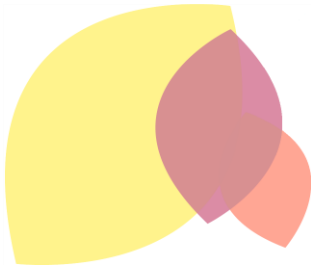
Total Children Seen	Burnaby	11
	New Westminster	<u>9</u>
	Total seen	20

HIGH RISK YOUTH PROGRAM

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. This program provides up to 12 sessions for high-risk youth under 19. There is no waitlist for this program. Referrals must come through the Ministry of Children and Family Development (MCFD).

Total Youth Seen	Burnaby	6
	New Westminster	<u>2</u>
	Total seen	8

"My daughter has matured. She appears to have insight on how to avoid conflict, speak for herself and deal with family dynamics."



PARENT SUPPORT PROGRAM

This program began as a Building Blocks project in 1997 and was restructured over the years. The current program offers prevention and early intervention services to both parents of young children and parents-to-be that strengthen family resiliency. They are offered as individual parent support sessions as well as interactive and psycho-educational groups.

Total Families Seen	Burnaby	232
	New Westminster	<u>65</u>
	Total seen	297
Total Group Hours		552

This program is funded by the Ministry of Children and Family Development with additional contracts from Success by 6, MCFD Children First and MCFD Kids New West.

COMMUNITY KITCHENS

A Community Kitchen group is formed with 8-10 people who meet with the Co-ordinator to cook tasty recipes, gain new ideas, and create new friendships. Once meals are prepared, participants take home their portions.



The Community Kitchens Program is open to residents of Burnaby and New Westminster who are interested in learning new skills, trying new recipes and learning to cook low cost, nutritious meals in the kitchen. Guest speakers are invited occasionally and free childcare is provided.

This program is funded by the Ministry of Children and Family Development, Burnaby Empty Bowls, and NutritionLINK Services Society, or was provided in partnership with Canadian Diabetes Association Food Skills for Families program.

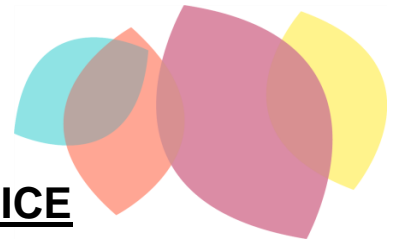
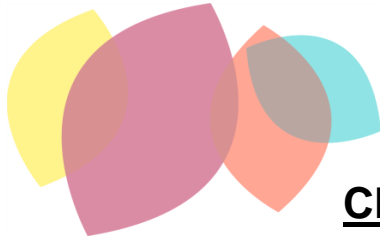
Total Families Seen	111
Total Kitchen Hours	42.5

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

The A.C.T.S. Program mentors, guides, and builds life skills in children in grades 5-7 to assist them with the transition to high school. The program is held in a variety of Burnaby schools, and provides Homework Clubs, group activities, and individual support. There is also a mentorship component. This program was developed by Bev Ogilvie and Joanne Doonan and originally funded through a National Crime Prevention Grant. Ministry of Children and Family Development took over funding it in August 2004.

Unique individual students receiving service	869
Combined number of student participants	5,567
Social / Group Activities Hours	818
Number of Social / Group Activities	313
Individual Support Hours	116
Number of Individual Sessions	212
Homework Club Hours	355
Homework Clubs	78
Public Education / Awareness / Advisory Group Hours	13

"My son was apprehensive about coming into counselling. Not only did the counsellor make him feel comfortable enough to open up, he provided him with validation and insight to work through things. We couldn't have asked for a better counsellor for our son!"



CHILD VICTIM SUPPORT SERVICE

Cameray's Victim Support Service program provides support to persons under the age of 19 who are victims or witnesses of crime, along with their non-offending family members. This program began in December 2000. 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.

Total Children Seen

70

BURNABY YOUTH CLINIC

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

Total Youth Seen

232

CONNECT PARENTING GROUP

Connect is a 10 week program developed specifically to support parent and caregivers of pre-teens and teens who struggle with difficult behavioural and emotional problems. Each session provides parents with a new perspective on parent-teen relationships and adolescent development. Connect groups are led by trained Connect leaders. The program is offered in partnership with MCFD Child and Youth Mental Health.

Total participants

282

Number of groups provided

24

*"They made me feel very positive
and my confidence in myself as a
parent has increased tenfold!"*

COST BREAKDOWN for 2015

Programs

Clients/ Families

Family Counselling Program	602
Sexual Abuse Intervention Program	26
Trauma Counselling Program	20
Child and Youth Mental Health Counselling Program	59
Brief Sexual Abuse Counselling Program	25
Sexual Health Intervention Program	7
Brief Family (Crisis) Counselling Program	20
High Risk Youth Program	8
Parent Support Program	297
Community Kitchens	111
A.C.T.S. Program	869
Child Victim Support Service	70
Burnaby Youth Clinic	232
Connect Parenting Group	282

Total children/families seen in 2015	<u>2,628</u>
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Average cost per family in Agency	\$558.73
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2014-2018 LONG TERM PLAN **STATUS UPDATE**

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. 2015 saw the agency complete its first in a series of four annual short-term plans to meet the goals of the Long Term Plan.

The status of these goals are as follows:

Goal 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

The Cameray Board of Directors has made fundraising a priority in order to diversify funding, and has struck two new fundraising subcommittees to carry out this task. The Fundraising Workshop committee planned a second annual successful professional training workshop, and a second Board committee has been active in identifying priorities and strategies for other fundraising efforts.




In addition, our annual personnel satisfaction survey indicated a significant increase in workplace satisfaction. Efforts made to achieve this included increased training opportunities and budget, increased opportunities for staff feedback, and the creation of increased options for more flexible evening work schedules. Staff turnover rates have continued to decrease over the past two years.

Goal 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

Cameray completed the reaccreditation process with Council on Accreditation, culminating with the site visit in mid-June. Cameray passed this process with flying colours, and was expedited through the Pre-Commission Review Report process as a result of not receiving any out of compliance ratings in any of the fundamental practice standards. Cameray is now accredited through October 31, 2019.





A concerted effort has been made to increase our outreach services in order to improve accessibility to clients. In particular, the Parent Support Program has partnered with multiple agencies to provide weekly groups in New Westminster, and the Counselling Program is providing outreach services to multiple schools in the Burnaby School District.

Finally, we have improved our Community Survey mechanisms by conducting online surveys. This has significantly improved the survey response rate over previous years, enabling us to better respond to community feedback.

Goal 3: Strong Community Profile - as evidenced by:

- Increased community awareness - through marketing/branding, social media, visibility, and support
- Partnerships and collaboration

In order to increase community awareness, Cameray put considerable effort into marketing and branding in 2015. A new logo was created and the website was redesigned. We also participated in Hats Off Day in June (hosted by TD Bank) in order to raise awareness of the organization in North Burnaby. In addition, we have increased the number and level of partnerships with other community agencies and have collaborated with other agencies on several funding proposals.



Cameray
Child & Family Services



PERFORMANCE AND QUALITY IMPROVEMENT PROCESS - 2015

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 or problems are found in the programs or services through the PQI process, 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, Executive Administrator, 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 and Youth 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.



67% of Counselling Program clients returned completed outcomes

80% improved overall

5% of Parent Support Program (PSP) clients returned completed outcomes

100% improved overall

97% of Assisting the Community with Transitioning Program (A.C.T.S.) clients returned completed outcomes

54% improved overall

100% of Child Victim Support Service Program clients returned completed outcomes

100% improved overall

"We are more interactive now in a positive way with our daughter. All of us can handle a variety of situations with less stress and frustration. Our daughter continues to learn how to keep run-away emotions in check and it allows her happiness to come out!"

MEASUREMENT OF CONSUMER SATISFACTION

Evaluation forms are 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 reports 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.

"The counsellor provided my daughter with many valuable tools to help her deal with her trauma. She was patient and encouraging and my daughter benefitted from this. She gained confidence as she continued the counselling"

68% of Counselling evaluations returned
97% of Counselling clients satisfied with services


0% of PSP's evaluations returned
N/A of PSP's clients satisfied with services

100% of ACTS clients satisfied with service

19% of Victim Assistance evaluations returned
100% of Victim Assistance clients 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 **95%** felt satisfaction with their service from our Counselling Programs, **96%** 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.

"Counselling was helpful in changing my mindset and putting it in a more positive space. I have felt great emotional growth"



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)
- 97%** of clients who agreed to counselling at intake were still in the program after 30 days
- 79%** of counselling clients met the goals set out in the treatment plan

THANK YOU!

Cameray Child and Family Services would like to sincerely thank you!
Your continuing generosity and support allow us to continue to empower and strengthen bonds between families in our community.

