



Cameray Community Fund

2021 Annual Report

#102-5623 Imperial Street
Burnaby BC V5J 1G1

**Stronger Children,
Stronger Families,
Stronger Communities**

Serving Burnaby and
New Westminster since 1972






CAMERAY COMMUNITY FUND

#102 – 5623 Imperial Street Burnaby BC V5J 1G1
604-436-9449



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ABOUT CAMERAY CHILD AND FAMILY SERVICES

The mandate of Cameray Community Fund, operating as Cameray Child and Family Services, 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 / Leadership 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: 2021



Cameray
Child & Family Services

Spring has sprung in B.C. as we approach our 2021 AGM. Much like 2020, 2021 was filled with mandates and uncertainty – the “new normal,” if you will. Our staff, Board and Executive Director have continued to demonstrate flexibility and collaboration as we all moved through this strange and challenging time.

Our Board has grown again! First with the addition of Mandy Ling early in the year, followed by Fidel Castillo in the Fall. They bring a wealth of knowledge to the table: Mandy in fundraising and donor relations and Fidel in finance. This fulfills our fourth short term goal to recruit a new Board member by March 2022. The Board of Directors also endorsed an anti-racism statement, re-affirming our commitment to fostering a culturally safe and actively anti-oppression environment at Cameray.

Many of our programs were expanded and updated this year. However, our social media has also seen some growth thanks to several dedicated staff members. Growing our social media will be a long process but in time, a larger social media presence will increase awareness of the organization which can lead to increased donations. Well done, social media team!

We were excited to host the four-part “Building Your Toolbox” webinar series in February 2021 to replace the cancelled 2020 fundraising workshops as well as our fundraising workshop titled “Working with Gender Dysphoric Children and Youth: Building your Toolbox”.

None of these things would have happened without the hard work and dedication of the staff and Executive Director, Tracey Rusnak. The programs delivered by this agency are well documented in the Executive Director’s Annual Report on Program Operations, which highlights in detail the valuable work of the staff. Thank you all for another year. And thank you to our donors and funders for making this work possible.

I look forward to another year with Cameray Child and Family Services, building stronger children, stronger families, and stronger communities.

Sincerely submitted,

Alexina Picard
President of the Board





ANNUAL REPORT ON PROGRAM OPERATIONS - 2021

Tracey Rusnak, Executive Director

2021 flew by as Cameray continued to operate within and adapt to the changing climate of the pandemic. The year provided a combination of significant challenges and exciting opportunities. Highlights of the year for the agency include:

- Transitioning back to more in-office programming
- Several revisions and updates to our COVID-19 Safety Plan and resulting protocols as the pandemic evolved
- Providing a four-part "Building Your Toolbox" webinar series in February 2021 to replace the cancelled 2020 fundraising workshops
- The agency held our eighth annual fundraising workshop in person in November 2021. The topic was "Working with Gender Dysphoric Children and Youth: Building your Toolbox" which was back by popular demand after the success of our 2019 workshop
- The Board of Directors endorsed an anti-racism statement and along with the leadership team made anti-oppression and anti-racism a focus of discussion and point of reference for policy and procedure development
- The agency embarked on a new partnership with the New Westminister School District in which Cameray was provided our own counselling room in the new Wellness Centre in exchange for monthly information sessions or groups
- The agency received funding from the Ending Violence Association of BC to provide Emergency Sexual Assault Response services, including victim support and counselling to adults
- The agency was awarded new program/office space by the City of Burnaby at 2038 Rosser Avenue, with the plan to move some of our programs and our administration office in 2022



Counselling Program

The counselling program has remained in very high demand in 2021 with lengthy waiting lists and increasingly more complex cases. The counselling staff has risen to the challenge and worked hard to provide quality services. We have continued to develop our stepped care model of service with a combination of virtual and in-person groups. With three counsellors going on maternity leave and some others moving on for various reasons, the program has seen a higher than usual rate of turnover during the year and we have hired six new counsellors in 2021! We have also been fortunate for the contributions of two highly competent practicum students.

Due to the ongoing pandemic, our outreach to schools has been put on hold but we are planning to resume this early in 2022. Another significant and exciting change is our partnership with New Westminister School District, which provided us with our own counselling room in the new Wellness Centre, thus re-establishing our presence in New Westminister. We are grateful for a generous donation from Global Change for Children to provide equipment and furniture to make this room a comfortable and welcoming space for expressive therapy.

To augment the program, we received another grant from Civil Forfeitures (BC Community Safety and Crime Prevention) and offered two sexual abuse group for teen girls. In addition, we have begun to develop the Emergency Sexual Assault Response program to extend our counselling services to adults who have been sexually assaulted, thanks to funding from Ending Violence Association of BC.

The Early Years Parenting Support Program

The program has seen many changes over the past year, including updating the name of the program, to accommodate the new normal of working and parenting in an ongoing pandemic. EYPSP has also begun the major task of decolonizing the program's administrative paperwork as well as our group content. We have taken on six practicum students throughout the year to help create a more barrier-free client experience.

The word-of-mouth advertising and testimonials that typically promote the program have decreased this year during the pandemic while we have been mostly online. Both staff and students have worked diligently to connect with families in our community in new and innovative ways to raise awareness of the vital services that we can offer to struggling families. We have been creating more of a social media presence, and attending online community meetings as well as outdoor in-person community events, all as a means of re-connecting with Burnaby and New Westminster families with young children. Additionally, we recorded interactive, parent education, and resource videos so families could obtain parent education resources outside of regular office hours.

Child Victim Support Services Program

Throughout 2021 the Child and Youth Victim Support Services Program has seen an increase in referrals and caseload, specifically in files involving domestic violence and sexual assaults. Many files that were adjourned due to the pandemic went to court/trial this year. This program works in close partnership with our new Emergency Sexual Assault Response victim services, and provided start-up support to the new program.

ACTS Transitions Project

The ACTS Program has slowly been rebuilding in 2021 after being significantly impacted by the pandemic. In January of 2021 we were able to resume programming in all four elementary schools, and even added a fifth school (Cameron Elementary)! We then held summer programming consisting of daily barbecues or picnics in local parks. In the fall, we resumed all five Homework Clubs and were permitted back into three high schools. We were also permitted bring high school volunteers back into the programs to mentor the students. Due to covid protocols, we are still unable to cook the dinners at the Homework Clubs but are providing pizza instead. In addition, we were unable to hire a Youth Worker to support the program in the fall due to lack of funding. The program is grateful for donations from TD Bank and Stoney Creek Community School Council to assist with the expenses of this project.



MEMBERS OF THE SOCIETY – 2021/2022

OFFICERS

President	Alexina Picard
Vice-President	Nancy Maloney
Secretary	Sue Montabello
Treasurer	Brian Shuster

BOARD OF DIRECTORS

Alexina Picard	Brian Shuster
Bruce Landon	Don Macdonald
Nancy Maloney	Mandy Cheng
Mandy Ling	Sue Montabello

OTHER MEMBERS

Amanda Thiessen	Gillian Tuyp	Hannah Mehlenbacher
Janine Sakai	Joanne Lee	Jodie Siu
Lise Beauchesne	Mary Bolton	Renée Austin
Roxane Veltkamp	Simran Dhillon	Susan Roberts
	Tracey Rusnak	



FUNDERS

Ministry of Children and Family Development
Ministry of Public Safety and Solicitor General – Victim Services and Crime Prevention Division
Fraser Health
Government of Canada – Administered by United Way of the Lower Mainland
Ending Violence Association of BC

DONORS

B.E.S. Investments Ltd
C.B. Island Fisheries Ltd
FlipGive
Mary Bolton
TD Bank

Buchanan and Tracy Borralho
Calkins & Burke Ltd
Global Change for Children
Stoney Creek Community School Council

and many Individual Donations - We are very grateful for the support!

PARTNER DONORS

Kids Up Front

COMMUNITY PARTNERS

Burnaby Early Childhood Development Community Table
Burnaby-New Westminister Task Force on Sexually Exploited and At Risk Youth
Kids New West Child Development Committee
Burnaby Interagency Council
North Fraser Early Years Community of Practice
Burnaby Neighbourhood House
Burnaby Family Life
S.U.C.C.E.S.S.
MOSAIC
Information Children
New Westminister Family Place

“10/10 one of our best collaborations and partnerships – we really value the support and caring and deep connection to families your team has”

“We love having Cameray as a community partner. We would love to partner and collaborate together with future programming!”



AFFILIATIONS

Council On Accreditation
First Call

VOLUNTEERS

		<u>Hours</u>
15	A.C.T.S. - Mentors	313
2	A.C.T.S. - Volunteers	82
1	Counselling Group Volunteer	18.5
3	Interpreters	11
1	IT Support	5
<u>7</u>	Practicum Students	<u>1458.5</u>
29	TOTAL	1,888

thank you!

Cameray would like to
thank all our 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, family therapy, and/or group. Counselling programs are offered free of charge through funding from the Ministry of Children and Family Development.

FAMILY COUNSELLING PROGRAM

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.

Total Children Seen	Burnaby	270
	New Westminster	<u>67</u>
	Total seen	337

“My son benefited by having an adult he trusted outside his school he could talk to about family and interpersonal issues that were causing outbursts at school and self-esteem concerns”

“My children are learning to express and explain what things they are experiencing whereas previously, they would have kept it all bottled up”



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	14
	New Westminister	<u>2</u>
	Total seen	16

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	14
	New Westminister	<u>6</u>
	Total seen	20



“Thank you for helping the kids, for the support in school and with the personal help with my partner. Always thankful!”

CHILD AND YOUTH MENTAL HEALTH COUNSELLING PROGRAM

This program started in October 1991 for New Westminister 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	6
	New Westminister	<u>2</u>
	Total seen	8

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	6
	New Westminister	<u>4</u>
	Total seen	10

"Group helped our son gain control when under stress or pressure. He is now able to control his emotions"

"Counselling was very beneficial to our son. It helped him navigate through the trials and tribulations of his anxiety of this friendships and school issues"



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	4
	New Westminster	<u>1</u>
	Total seen	5

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	19
	New Westminster	<u>5</u>
	Total seen	24

"It was nice for me to be able to open up to someone other than friends and family...My counsellor helped me cope with things, and I feel much better today than I did before I met them"

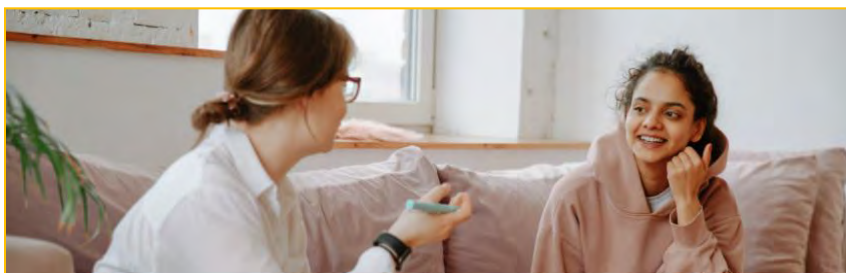
"Our son loved the group and always looked forward to attending. Thank you so much to the staff for your service"

SEXUAL ABUSE GROUP

Hope Endures is a 7-week group for self-identified females who are survivors of sexual abuse, assault, or harassment. The sexual abuse groups are led by two trained Hope Endures leaders. The groups are funded by a Civil Forfeitures grant from the Ministry of Public Safety and Solicitor General.

Total Participants: **10**

Number of Groups Provided: **14**



“Organizations like Cameray Child and Family Services do such important work to serve and support people in Burnaby.

Survivors of sexual assault need to know that help is available, and that it is confidential, judgement-free, and culturally-appropriate.”

-MLA Anne Kang

“Group was quite helpful. It gave me the opportunity to share what I was anxious about and made me feel like it wasn't just me who was feeling this way”

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. This program is funded by the Ministry of Children and Family Development.

Total Families Seen	Burnaby	114
	New Westminster	<u>21</u>
	Total seen	135
Total Group Hours		298.25

"We like the Parent Support Group. Very helpful for us to see other parents like us struggling and whom are in the same boat"

EARLY YEARS PROGRAM

This program began in 2019 and is funded by the Ministry of Children and Family Development to provide services to support the well-being of children ages 0-6 and their families, as defined by the Early Years Framework. Cameray holds the contract as the lead agency in Burnaby for these services, and subcontracts to several partner agencies including: Burnaby Neighbourhood House, S.U.C.C.E.S.S., Burnaby Family Life, Information Children, and MOSAIC. The services Cameray provides include both outreach and evening interactive and psycho-educational groups. Partner agencies provide complementary services such as outreach and navigation services and family drop-ins. Statistics in this report reflect only the services provided directly by Cameray.

Total Families Seen:	438
Total Group Hours	97

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

The A.C.T.S. Program mentors, guides, and builds life skills in children from 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 has been funded by The Ministry of Children and Family Development since 2004.

Unique individual students receiving service	270
Combined number of student participants	6,147
Social / Group Activities Hours	561
Number of Social / Group Activities	299
Individual Support Hours	137
Number of Individual Sessions/Phone Calls	342
Homework Club Hours	556
Homework Clubs	137
Public Education / Awareness / Advisory Group Hours	8

"A.C.T.S. has helped me get on top of my homework that needs to be done and teaches different and easier methods that are accurate"

"A.C.T.S. has helped me hand my work in on time and it keeps me organized and get stuff done. Thanks to JJ and Erin"

CHILD & YOUTH 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 Public Safety and Solicitor General, Victim Services and Crime Prevention Division.

Total Children Seen

150

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

57



"Helped my son change his mindset and have someone to talk to about his fears and concerns. Gave me someone to help me work through my challenges and listen when I needed it"

COST BREAKDOWN for 2021

<u>Programs</u>	<u>Clients/ Families</u>
Family Counselling Program	337
Sexual Abuse Intervention Program	16
Trauma Counselling Program	20
Child and Youth Mental Health Counselling Program	8
Brief Sexual Abuse Counselling Program	10
Sexual Health Intervention Program	5
Brief Family (Crisis) Counselling Program	24
Sexual Abuse Group	10
Parent Support Program	135
Early Years Program	438
A.C.T.S. Program	270
Child Victim Support Service	150
Burnaby Youth Clinic	57
Total children/families seen in 2021	<u>1,480</u>
Average cost per family in Agency	\$1,396.20

2018-2022 LONG TERM PLAN STATUS UPDATE

The 2018-2022 Long Term Plan was developed 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. 2021 saw the agency complete its third 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 – Strengthening the organization’s depth and resilience, as evidenced by:

- Diversification of funding
- Professional working and service environment

In 2021 we were successful in receiving new funding from Ending Violence Association of B.C. for Emergency Sexual Assault Services. In addition, we were selected by the City of Burnaby to occupy subsidized city-owned program/office space. Our service environment has continued to be responsive to the global pandemic, with a mix of in-person and virtual services; we continue to strive for excellence as we navigate this hybrid model of both service delivery and working conditions.

Goal 2: Program and Service Excellence – Ensuring that Cameray is responsive and balanced in the approach to service delivery, as evidenced by:

- Restructured accessibility
- Outreach services and partnerships
- Effective organizational procedures

One of the strategies to achieve this goal was to re-establish a presence in New Westminster. We have been successful in this as we have been provided with our own counselling room in the New Westminster Wellness Centre, which opened in fall of 2021. We also continue to make progress on utilizing our electronic case management system in a more efficient manner, and have made significant strides in decolonizing work through restructuring intake procedures to be less barriered.

Goal 3: Strong Community Profile – Enhancing Cameray’s reputation and ability to leverage support for growth and diversification, as evidenced by:

- Strategic community partnerships
- Use of technology to enhance the reputation of Cameray

It has been challenging to develop a strong presence in the community during the pandemic, as there were few in-person community events to participate in. However, we continue to collaborate with many community partners, and to develop marketing and social media strategies to enhance our reputation and leverage support. In addition, we hosted a successful webinar series in February 2021, thus continuing fundraising efforts while using technology to connect with the community.

PERFORMANCE AND QUALITY IMPROVEMENT PROCESS - 2021

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, plans for improvement are created, implemented, and monitored. There is a continuous feedback loop of data reporting and analysis, improvement plans, and evaluation of changes made.

PQI efforts in 2021 were successful in:

- Expanding our services and locations with the addition of Emergency Sexual Assault Services, and the acquisition of space to provide services in both New Westminister (Wellness Centre) and North Burnaby (Rosser Avenue)
- Focus on anti-oppression and decolonization efforts through training, endorsing an anti-racism statement as an agency to guide our policies and procedures, and decolonizing intake processes and paperwork.
- Continued adaptation to a hybrid model of in-person and remote service delivery.
- Improvement in the quality of case records.

Other ongoing issues addressed by PQI efforts in 2021 included:

- Attempting to reduce the waitlist in the counselling program.
- Ensuring support and personal well-being of staff.
- Continued diversity and equity work in the organization.

“The counsellor presented a few strategies for improving communication with my child, and as a result we found something that works for us. We also discussed ways to deal with various situations and the counsellor took us out of our comfort zone and made us more comfortable with sharing our feelings”

OUTCOME MEASUREMENT

The Counselling Programs, the Parent Support Program, A.C.T.S., and the Child & 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, leadership and the Board of Directors. The results indicate that the goals of the program are being met through the service to our clients.

77% of Counselling Program clients returned completed outcomes

88% improved overall

56% of Parent Support Program (PSP) clients returned completed outcomes

80% improved overall

80% of Assisting the Community with Transitioning Program (A.C.T.S.) clients returned completed outcomes

46% improved overall

50% of Child & Youth Victim Support Service Program clients returned completed outcomes

89% improved overall

“Counselling was helpful for me as I was given ideas that will help me to help my child. I really enjoyed the group aspect as it let me see that there are other parents whose children struggle with similar anxiety issues”

“Our family dynamic has changed from negative to learning to care about each other. Through learning about our own needs and each one’s needs, we are more sensitive to working with one another under stress! Counselling has helped my family tremendously!”

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, improvement plans were made.

36%	of Counselling evaluations returned
97%	of Counselling clients satisfied with services
12%	of PSP's evaluations returned
100%	of PSP's clients satisfied with services
96%	of A.C.T.S. clients satisfied with services
20%	of Child & Youth Victim Support Service evaluations returned
100%	of Child & Youth Victim Support Service clients satisfied with services

We also perform our three-month follow-up satisfaction survey where the clients are contacted and asked 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. The comments made were also helpful to our agency.

CLIENT SERVICE MANAGEMENT

- 0** client complaints in the year
- 84%** of expected direct hours achieved for counsellors
 - 100%** of targeted direct hours achieved for counsellors after we adjusted expectations due to COVID-19
- 87%** of clients who agreed to counselling at intake were still in the program after 30 days
- 85%** 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.



Top 5 Reasons Cameray is a Great Place to Work

- 1) Rewarding Work
- 2) Flexibility
- 3) Fair Pay
- 4) The Team
- 5) Supportive Leadership