

# Annual Report 2021-22

# Another year OF CHANGE



## Reflections

**“Yesterday I was clever, so I wanted to change the world.  
Today I am wise, so I am changing myself.” - Rumi**

This fiscal year (April 2021-March 2022) has been one of greater change at our agency than most in our 82 years of serving Cambridge and North Dumfries. And like Rumi recommended, much of that change is focused inward, as we regroup and reimagine our organization so that we can effectively serve our community for another 82 years.

While this is our third annual report talking about the impacts of Covid-19, this year was different. We saw several waves of the virus, resulting in ever-shifting mandates and protocols to keep our staff and clients safe. It also saw the return of in-person counselling at our Walnut Street office, a milestone that told us we are entering a new period and a “new normal”. While seeing people in real life was a positive step forward, we also saw a significant decline in funding related to

### Board Members

President:  
Diana Drackley

Secretary-Treasurer:  
Ray Ward

Jessica Bellamy

Tara Chapman

Natalie Green

Janet Jones

Rosemary Redshaw

Sherri Tryon-Hughes

Covid-19, and need to prepare for a fiscal year where these funds will not be available.

In fact, funding has been a major source of conversation and concern for our agency, as we prepared for a post-Covid funding environment. This has required us to make investments into growing our fundraising, donations, and earned income, the seeds of which we hope to harvest in the coming years. We have also sought out and forged new and strengthened relationships with funders and partners, including a new partnership with House of Friendship, which will see us bring two Safe Justice Beds as a new resource to Cambridge. While funding changes can be a concern – or an opportunity – we also struggle with lack of change in government funding. We continue to advocate for more resources to meet growing need, and inflationary adjustments to funding.

Speaking of need, the need in the community continues to grow. Across the Counselling Collaborative of Waterloo Region, we have seen a 39% increase in requests for counselling support, with a 71% increase in requests for counselling for youth. This has created a significant waitlist for service, a situation we are working hard to change to make counselling affordable, accessible, and available. Meanwhile, our Addictions Services team continued their work of the heart, supporting so many to take steps – sometimes small, sometimes large – towards the changes they want to see in their lives.

Indeed, change can be scary, but it can also be beautiful to witness, as we see so many clients and residents work towards positive change for themselves – just as Rumi suggested. Change can also be hard, especially when it comes to saying goodbye. We said goodbye to our long-serving Executive Director, Bobbye Goldenberg, who steered our organization for nearly two decades. We would like to wish Bobbye a wonderful and well-deserved retirement.

And as if that wasn't a year of change enough, we are positioning ourselves towards a year of even greater change in 2022-23. This includes implementing a new strategic plan, renaming and rebranding, launching new programs and supports, and positioning ourselves for greater impact in our community. Stay tuned for exciting news coming from our agency!

To all of our partners, funders, staff, volunteers, supporters, clients, residents, and our community – we thank you for taking this journey of change with us, and we can't wait to see what we can accomplish together!

**Cameron Dearlove**  
Executive Director



**Diana Drackley**  
Board President



# Mission, Vision, Values

## Our Roots

FCCCND has been serving the community of Cambridge and North Dumfries since 1940. We began as a group of concerned citizens who came together to provide families impacted by the Second World War with grassroots, community-based supports. Walking alongside soldiers and their families, these services grew and became known as the Family Counselling Centre. Our organization incorporated as a non-profit agency and acquired charitable status in 1967.

### Mission

FCCCND provides a safe space where counselling and addictions services support the emotional well-being of people in Cambridge and North Dumfries.

### Vision

We envision a community where emotional/mental health and well-being are prioritized and destigmatized.

### Values

**Exceptional:** We are an adaptable, progressive, and accredited organization powered by compassion, professionalism, and confidentiality

**Community Based:** We are deeply connected to community; providing services based on community identified need, with an emphasis on facilitating individual reintegration



**Advocacy:** We build capacity for clients to access services and capacity for system revisions

**Inclusive:** We provide a people centred approach where everyone can access services in an equitable manner

**Empathy:** We care about everyone and promote wellbeing through all of our connections

# New Strategic Plan

2022 - 2025

In June 2022, the Board and staff team of Family Counselling Centre of Cambridge and North Dumfries met to set a new strategic direction for our organization.

The resulting Strategic Plan updates our organization's mission, vision, and values. We look forward to building stronger partnerships, strengthening our internal processes, pushing for systems change through advocacy and education, streamlining our services, and improving our visibility in the community.

Over the next 3 years, we will be working towards these goals as a team. You can find a copy of our new strategic plan on our [website](#).



HOW WOULD YOU DESCRIBE FCCND - YOU CAN ENTER MULTIPLE TIMES

## Who/What is FCCCND?



### Upcoming Rebrand:

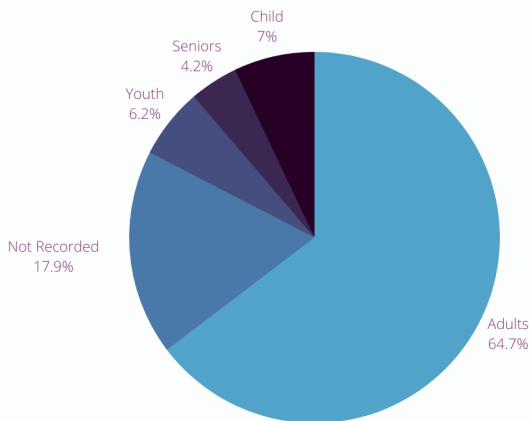
Our organization will be going through a rebranding process this fall. [Sign up for our newsletter](#) to hear about our relaunch.

# Counselling

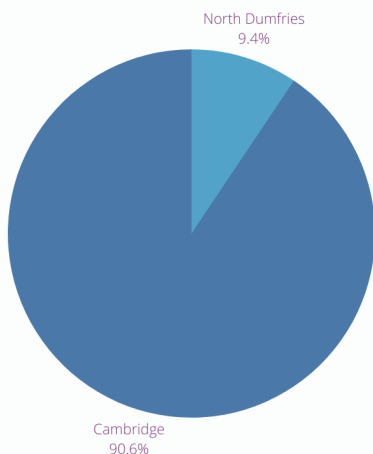
## 2021-22 By the Numbers

1,108

### PEOPLE WHO RECEIVED COUNSELLING



### BY AGE



### GEOGRAPHY

### GROUP THERAPY

Young at Heart

71

23

Co-Dependency Group

Discovering Identity

11

252

Partner Assault Support Program

Healthy Living

8

4

Women Helping Women

Creative Coping

7

12

Why? Support After Suicide

Relapse Prevention

34

# Taming the Dragon

What a great year it has been for the Taming the Dragon program! Like most things, our TTD program evolved into a virtual platform. With this change came the opportunity to provide the greatest number of students with education and tools to help them tackle their anxiety. Anxiety is normal and we all feel it. Providing this group virtually to an entire class gave us an opportunity to truly normalize the importance of us all spending time focusing on our mental health and well-being.

With help from the Counselling Collaborative of Waterloo Region, we delivered to 80 junior grade classes in the Waterloo Region District School Board and reached over 780 students this school year! Each of these students learned and practiced ways of making their Worry Dragon (anxiety) feel smaller and more manageable through fun and creative programming.

## Student Feedback

It was a pleasure to work with an enthusiastic and passionate bunch of students! Here is what some of them have had to say:

“I am really really really thankful for you teaching us about anxiety, stress, and all sorts of other feelings. You were also teaching us about how we can help those feelings and controlling them. I learnt a lot.”-Student

“I think I will use my strategies to help me calm down. I think you could maybe help more kids with their emotions like you did with us.”-Student

“Thank you for teaching us breathing activities I use the breathing activities with my sister.”-Student



**Congratulations to the  
780 students who learned  
to better manage their  
anxiety with us this year!**

# Addictions

Year End

We were grateful to receive a generous donation for our recovery homes this year from James Hutton of Hutton Forest Products Inc. Along with a new partnership with the House of Friendship where we receive flow-through funding for 2 short-stay beds, our Recovery Homes were able to continue to operate, avoiding homelessness or unsafe housing for men and women who want to stay in recovery from substance or alcohol use. We continue to be grateful for the members of Wanner Mennonite Church, providing a welcoming environment, supporting all of our residents through recreational activities and spiritual guidance. We were able to purchase 8 new beds through a generous donation from the congregation. Oakridge Acres continued their generosity with donations of local food for our homes. Our Guest House residents were able to plant a garden this year with the help and coordination of Erin Moraghan and Paul Hoekstra. There is great appreciation for our residents in seeing the value of growing their own food.



## Good things grow in Cambridge

In the past year, 41 unique individuals have accessed the houses. With the exception of the short-stay beds, most of our residents will stay a minimum of 4 to 6 months, however, we offer a stay of up to 3 years working on a bio-psycho-social model of recovery while the body and mind heals. All of our residents have access to health care, and we thank Dr. Albrecht and the IPC Team at Langs for making this possible. Our residents also access community supports including those who will meet on site, like our SOS team, and access to psychotherapy through our counselling program.



# Harvesting Hope

Year End

Our Harvesting Hope Social Enterprise has been very successful despite the restrictions with the market this year. Randy Novak continues to mentor our houses on a weekly basis in the kitchen, teaching Jessica, our Peer Support worker the ropes of pulling it all together. We are thankful to Randy and Wesley United Church for their generous and kind support. We have been able to start having and planning special events as a result of the efforts of the residents.

Most of our residents have continued on with post-secondary education, volunteering in the community, or are returning to work once they leave our homes. Almost all have reconnected with family and are living productive lives in the community.

Covid has been a challenge, however, we were able to maintain our numbers in our houses, making the many adjustments required. This is all thanks to our Addictions team who worked tirelessly to keep residents safe, adjusting the service delivery and continually supporting our residents onsite. The challenges of isolation for our residents, separation from family and friends as well as from their addiction and mental health community supports was not easy to navigate. Our FCC therapists were able to provide zoom therapeutic work-shops and the Addictions team held recovery focused meetings onsite, including relapse prevention, daily reflections, and zoom 12-step meetings.



**Thanks to Randy for your ongoing support!**

Addictions Counseling for individuals and families continues to be busy. We are thankful to all of our networks throughout the Region and Ontario for accepting referrals and helping people access appropriate residential treatment. By providing supportive one-on-one relapse prevention and individual addiction counselling we are able to provide soft referrals for therapeutic counselling within our network, providing better chances of success using wrap-around services. We hope to start our in-person relapse prevention meetings once again in the near future.

**41 unique individuals accessed our two  
Recovery Homes this year**

# Advocacy

## ASKING FOR HELP MAKES US STRONGER

"As a man I have spent so much of my life trying to fit in to stereotypes about what it means to be strong. With time and learning from others - both men and women - I have developed a new idea of what it means to be strong. **Vulnerability is strength.** Asking for help is strength. Not only is it ok for men to talk about their mental health - it's important!"

**Paul Sauder** is a PAR  
Facilitator at FCCCND and  
local bike enthusiast



## Let's Talk About Men's Mental Health

In January as a part of Bell Let's Talk Day, our agency launched a digital campaign to highlight the importance of Men's Mental Health.

At FCCCND, we recognize the difficulties many men face accessing mental health supports. Currently, men account for 75% of suicides in Canada. In his first post for our blog, Cameron Dearlove, our new Executive Director, talked about how important it is to reach out for help when you need it.

We created two videos to destigmatize men talking about their feelings using the popular Apple TV+ show Ted Lasso. You can watch them [here](#).

It's normal to experience mental health challenges. What isn't normal is how many in our culture continue to deny their own experiences for fear the stigmas we humans are so good at creating. Mental health is normal to talk about." - Cameron Dearlove

## Ontario Election All Candidate's Meeting

We partnered with several other local organizations to put together two All Candidates meetings for the 2022 Ontario Provincial Election. Alongside YWCA Cambridge, the Cambridge Shelter, the Cambridge Foodbank, and the Cambridge and North Dumfries Ontario Health Team, we invited candidates from both the Kitchener-South Hespeler and Cambridge ridings to engage in a virtual meeting with questions from our community.

The theme for the night was 'For a Better Cambridge.' We wanted to highlight the importance of the Provincial Government investment in our community and give everyone an opportunity to ask their questions around issues such as health care, affordable housing, mental health, child care, and poverty.



**Did You Know?** We have a new monthly column in the Cambridge Times where we are highlighting local issues related to our work. You can find our most recent commentary [on our blog](#).

# Our Supporters

- Astley Family Foundation
- Bell Let's Talk
- Cambridge and North Dumfries Community Foundation
- Cambridge Centre Honda
- Canadian Women's Foundation
- Counselling Collaborative of Waterloo Region
- Federal Government
  - Canada Summer Jobs Program
- Hutton Forest Products
- Kitchener Waterloo Community Foundation
- Lyle S Hallman Family Foundation
- Oakridge Acres
- Ontario Trillium Foundation
- Provincial Government
  - Ministry of the Attorney General
  - Ministry of Children, Community and Social Services
  - Ministry of Citizenship and Multiculturalism
  - Ministry of Health and Long-Term Care
- Region of Waterloo
- Toyota Motor Manufacturing Canada Inc.
- United Way Waterloo Region Communities
- Wanner Mennonite Church

Thank  
you!

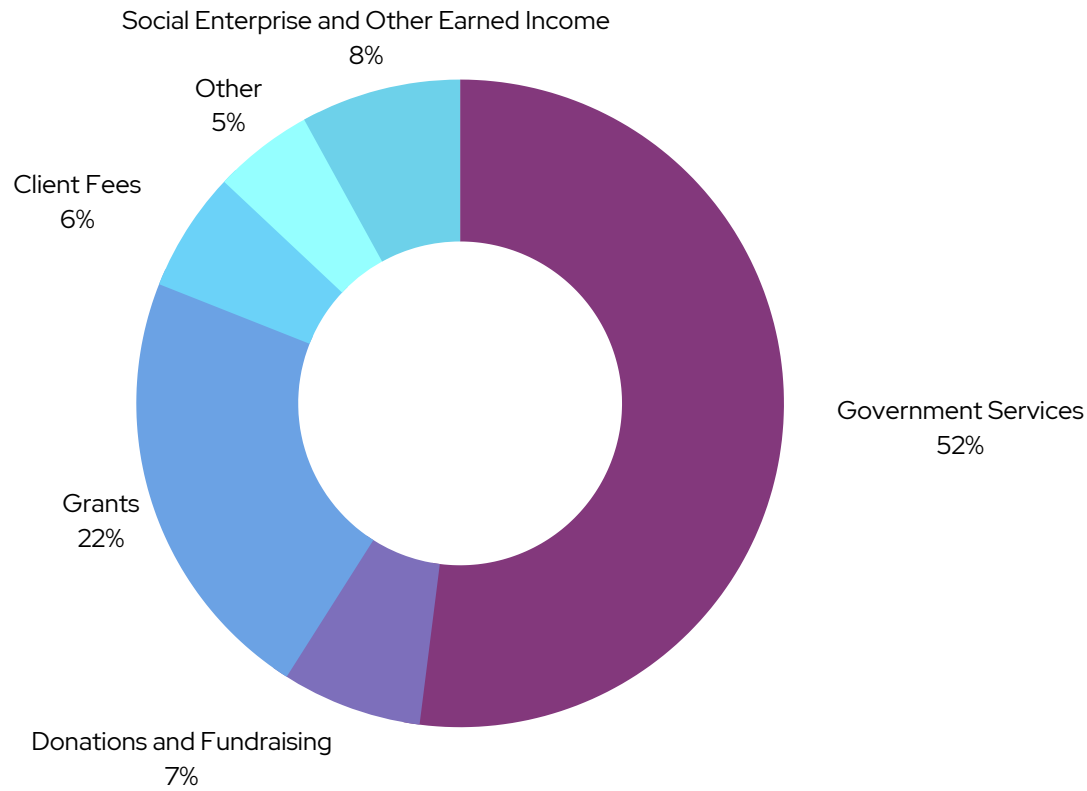
To all our staff, volunteers, clients, donors, community members, and supporters:

Thank you for all your contributions to our work over the last year.

# 2021-22 Financials

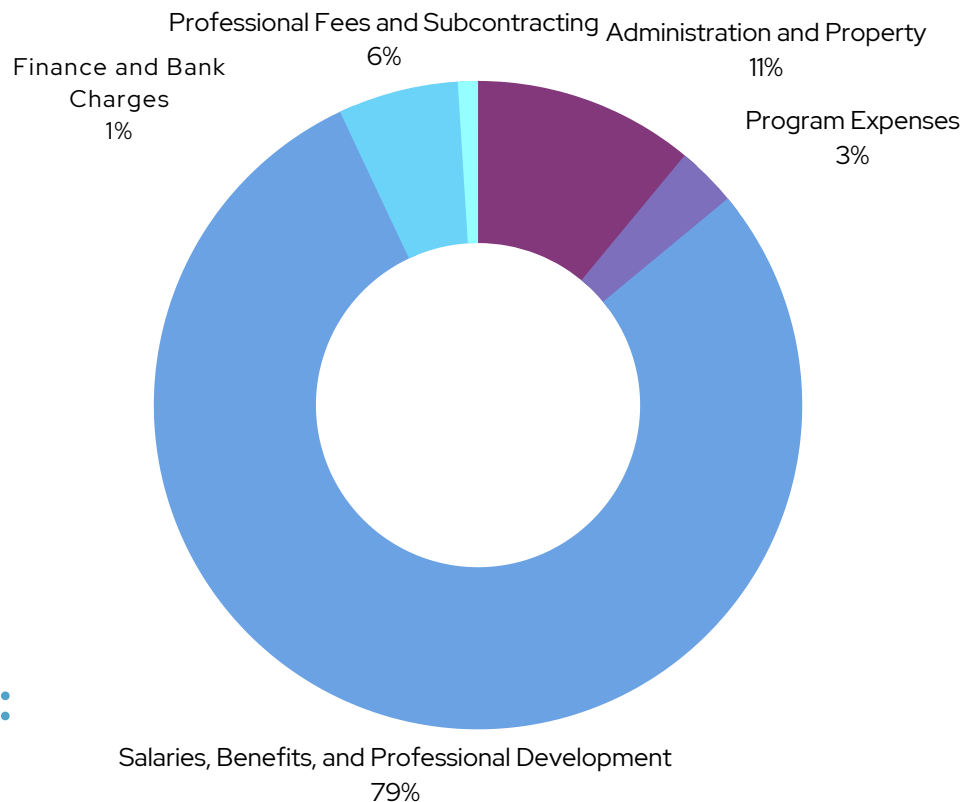


## Revenue



**Total Revenue:**  
\$1,480,544.00

## Expenses



**Total Expenses:**  
\$1,477,936.00