



2021-2022 ANNUAL REPORT



LOOKING BACK & MOVING FORWARD
A YEAR OF REFLECTION



From the Executive Director



Reflection is the theme for this year's AGM. I feel that we have a lot to reflect on...

Mid-way into my second year as Executive Director at Wellkin, I continue to be amazed and impressed by the commitment, flexibility, and adaptability of the staff. I have been equally impressed by the adaptability of our clients and their families.

Covid-19 definitely made things challenging, and its effects have gone on far longer than most of us expected.

Through it all, we have been steadfast in recognizing that the children and youth of Oxford & Elgin Counties need significant and accessible mental health supports. I am incredibly proud of the team at Wellkin in continuing to provide those supports, both in-person and through virtual programs. Covid-19 has provided us the opportunity to showcase Wellkin at its very best.

While navigating a global pandemic, a massive flood at one of our main sites, the relocation of another main site, significant challenges in recruitment, and successful negotiation of a collective agreement, we have been able to ensure that client service remained a top priority. While many other businesses closed their doors, Wellkin never did. Our staff was able to ensure that clients were seen, wherever they needed to be seen (virtually, in-person, in-community, in-school, in-home, and more). Our Mission, Vision, and Values and the Strategic Plan, are integral parts of the agency and are embedded in everything we do.

The full Strategic Plan is available on our website.

This annual report showcases some (but certainly not all) of Wellkin's key accomplishments, and inspiring stories and insights from the year. The level of expertise and caring spirit of our staff continues to have a very positive impact on the children, youth, and families in our Counties. This is never easy, especially when working in a sector with very limited funding, and ever-changing priorities from the government.

While serving as a Lead Agency for Child & Youth Mental Health in Oxford & Elgin Counties, we continue to focus on continuous quality improvement, program redesign, new programs, and more. We continue to seek additional funding opportunities at the Ministries and through grant applications.

Being entrusted with public funding is an enormous responsibility, and one that we take very seriously. I am incredibly grateful to our Board of Directors for their guidance, leadership, advocacy, and support. Their governance and support to the leadership team is invaluable.

I want to thank all staff at Wellkin for their flexibility, passion, and support during the past year. It has been a challenging year for everyone; please know that your unwavering commitment and dedication is what makes Wellkin best-in-class in what we do. On behalf of the entire leadership team, THANK YOU! I also want to thank our many community partner agencies; without your collaboration we would not be able to thrive and grow. Last but not least, I want to thank the people we serve... the children, youth and families – you are the reason we are here. Thank you for entrusting us with your care.

— Kelly Baker, Executive Director

From the Board President



As I sit down to write, I reflect on the past year. WOW, is the only word for this past year. I am amazed at all of the events that have transpired. Wellkin continues to move forward and continues to excel in both Elgin and Oxford.

Our agency continues to be fueled by a compassionate vision, incredible

leadership from our management team and our amazing front-line teams who continue to make a difference in the lives of our children, youth and families.

As the agency has evolved over the year so has our Board. The Board has a full complement of 10 members. There are five members from Elgin and five members from Oxford. The board members are from all walks of life. They represent many different disciplines including legal, insurance, policing, non-for-profit, education, business, and the city of Woodstock. Monthly we are amazed at the dedication and resilience of all of the staff at Wellkin.

Last June when we held our AGM on zoom, I know that I had high hopes that some time during the year we would be able to go back to in-person meetings. Well, today is the first time that the Board has been together. I was looking back at agendas from previous meetings and I believe our AGM was last held in-person in June, 2019. So, it has been three years since we have all been together in-person. There are many new faces on the Board and I hope you have the opportunity to meet many of them.

Wellkin has continued to shine in both Oxford & Elgin counties. Covid-19 has presented many hurdles and challenges again this year. The management team and the staff have managed to handle these challenges with professionalism and grace. They have balanced successfully the virtual and in-person counseling. Also this year, Wellkin moved out of their offices in St. Thomas and moved into their new Elgin home in December. That nasty Covid-19 has prevented an Open House to see the new offices, but the site was up and running immediately after the move. The new Wellkin site in St. Thomas is located on the main street in St. Thomas and it is right downtown. It is very accessible for our children, youth, and families.

As if Covid-19 was not a big enough challenge for Wellkin this year, they had yet another unexpected event occur. The offices in Woodstock were flooded and the site was closed for about 3 weeks while they cleaned up the water and the damage that the water created.

Our Executive Director, the management team, and our front-line staff have done yet another amazing job this year. As I leave the position of President of the Board of Directors, I will remain on the Board next year. I look forward to all of the challenges and changes that will happen at Wellkin next year. Covid-19 has changed our world and flexibility is key. Wellkin in the past has been very flexible and will continue to be flexible. Our children, youth, and families are in very good hands with the dedicated and passionate staff at Wellkin.

On behalf of the Board of Directors, we thank you for all that you have done to help our children, youth and families in this time of need.

— Mary Roberts, Board President

From the Youth Engagement Advisory Chair



Hello, my name is Lauren and I am the Elgin County chair for the Youth Engagement Advisory. We currently have 6-10 regular members as well as a few additional members that will join us on occasion.

Members of Wellkin's Youth Engagement Advisory were successful recipients of an Enabling Accessibility Grant. With this grant, we have worked to create a sensory experience for individuals who access services at Wellkin. We partnered with the STEAM Centre as well as additional community members and schools to bring this project to life. This project is to be wrapped up in early June and we are excited to see this dream become a reality.

Wellkin's Youth Engagement Advisory has been hosting virtual wellness nights for youth in the community. The wellness nights have been held virtually for health and safety reasons as well as in an attempt to remove the transportation barrier for local youth. We have planted sunflowers, painted mugs, made jewelry, experimented with watercolour painting, played in a virtual escape room, enjoyed a movie night, and had fun challenging each other at trivia and other games. Future wellness nights we have planned are another paint night as well as an origami night. We have received feedback that these wellness nights are an excellent means for connection, especially in times of social isolation and we

are looking forward to the continuation of wellness nights in the upcoming year.

Looking forward to the future, we are planning on creating a volunteer fair for youth to make connections with agencies that accept volunteers in the community. Wellkin's Youth Engagement Advisory is excited to partner with additional youth-serving agencies and committees to host this volunteer fair. We have heard from youth that volunteering is an important aspect of wellness and are looking to help community youth make the connections they need in order to start volunteering at local organizations. This next year is one we look forward to in hopes that it brings connection with each other and our purpose as well as fosters a sense of wellbeing in youth both on the committee and in the community.

— Lauren, YEA Chair



The Wellkin Team

Board of Directors

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Victoria Foster

Stephanie Goold

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Kaitlin Kent

Matthew Knox

Anna Kudzia

Caroline Lacelle

Melody Lippert

Joanna MacAloney

Jane Martin

Shianne Martin

Kristen McFadden

Rebecca McGlinchey

Kathleen McLean

Charlene McNabb

Jennifer Merkley

Jenna Mitchell

Matthew Mutsaers

Christina Nielsen

Emily Palumbo

Matthew Knox

Shawna McLeod

Nicholas Preston

Andrea Ramos

Alexandria Ross

Jessica Ross

Sandra Rutledge

Brittany Schmitz

Penny Sim

Norman Sonnenberg

Hayley Sullivan

Rebecca Thompson

Tammy Walker

Devin Walsh

Mary Walton

Chloe Weir

Vicki Wiebe

Peggy Wilson-Crombez

Patricia Wright

Darci Young

Highlights

Strategic Plan 2021–2024

We are now halfway through our 3-year Strategic Plan. The Strategic Plan was developed with valuable input from staff, community stakeholders, clients, and family members. The plan's Mission, Vision, and Values are consistently being embedded in every part of the agency and in everything we do.

The Strategic Plan helps the agency to stay focused on the identified priorities, and helps hold us accountable to our deliverables. More information on the Strategic Plan is available on our website at www.wellkin.ca

St. Thomas Site Relocation

We were rapidly outgrowing the space we were renting in St. Thomas (and we are very grateful to our CAS partners with whom we shared that space for several years). In December 2021 we proudly opened the doors to our new St. Thomas site.

We are now right on "Main Street" (Talbot), have wonderful signage letting the community know we are there, and much greater accessibility for everyone. The feedback from staff and clients has been wonderful, and we are proud to now be a part of downtown St. Thomas to serve our Elgin clients.

Sustainability and Increased Efficiency

We have continued to significantly reduce the administrative burden and have increased efficiency by migrating to more internal processes and client files to secure electronic systems.

As Covid-19 and its restrictions continued, our clients needed consistent and compassionate care. We are proud to say that Wellkin never stopped serving clients and families. Staff was equipped with the technology needed to provide virtual care where possible, and our sites remained open for sessions that needed to remain in-person. In adherence with public health and Ministry guidelines, client and staff safety remained a priority throughout the year, and continues to be a priority for us going forward.

Collective Agreement

Wellkin's joint union & management committee successfully negotiated and ratified a new Collective Agreement which is in place until 2024. The professionalism and efficiency in achieving this agreement, during challenging times, is a strong example of partnership and collaboration between Wellkin and Unifor (the bargaining union).

Client Testimonials

“ Helpful to see things from a different perspective. Also helpful to know that you aren't alone.”

— CIRCLE OF SECURITY PARENTING PROGRAM GROUP PARTICIPANT

“ It helped me a great deal, and I have actually managed to teach people in my life some of what we learned.”

— DIALECTIC BEHAVIOUR THERAPY GROUP PARTICIPANT

“ Every parent needs this group. In some cases, like mine, more than once to really revisit the tools and remember what the goals are. I am so grateful that these resources exist in my time of motherhood. Thank you a million times over.”

— ROADMAP TO PARENTING GROUP PARTICIPANT

New Programs & Services

Roadmap to Parenting Group

Co-developed by psychologist Dr. Richard Zayed and our Wellkin team, Roadmap for Parenting is a group program for caregivers, where participants explore some of the key components of Attachment Theory, with the goals of:

- Gaining knowledge that will assist them in developing a roadmap to understanding what is underneath some of their child's behaviours;
- Understanding why their child's behaviours may be occurring; and
- Exploring how to support themselves as parents/ caregivers, and their child(ren) in difficult moments.

For more information on this group program, available to parents/ caregivers of children and youth between the ages 7 to 17, please visit www.wellkin.ca

Case Coordination Program

Wellkin's Case Coordination Program supports children, youth, and their families whose situations and needs are complex, and who may be receiving supports and services from multiple providers and/or sectors.

Children and youth up to the age of 17, whose situation and needs are complex, and who are involved in services at Wellkin or are in need of accessing other services and a community case manager is required to support in the referral process.

PROGRAM GOALS

- Facilitating referrals to other community services providers;
- Identifying the parties responsible for executing a service plan;
- Attending and leading community meetings as required for case management and service coordination;
- Planning discharge alongside Wellkin or other Community agency teams;
- Collaborating and assisting with the coordination and/or advocacy for services on behalf of the family to appropriate parenting programs and community resources and/or supports and;
- Facilitating ongoing communication involving a multidisciplinary approach with community professionals and families.

Staff Testimonials

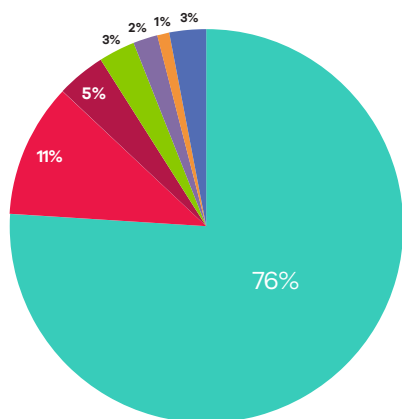
“ Co-workers are very welcoming and professional.”

“ The staff and management make Wellkin a great place to work.”

“ You can feel the pride that staff have in the work they do”

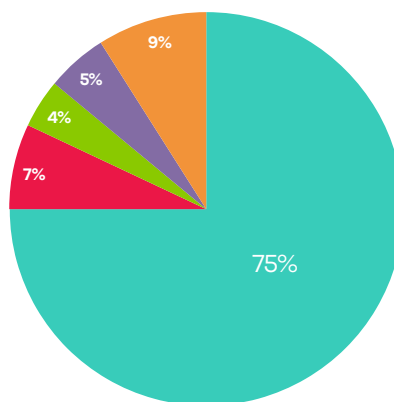
“ Joining as a new employee during the pandemic was much smoother than I anticipated, and everyone made me feel very welcome”

Financial Summary



Revenue

- MOH
- MCCSS
- MOH One-Time
- Recoveries
- YJ
- Donations
- Grants



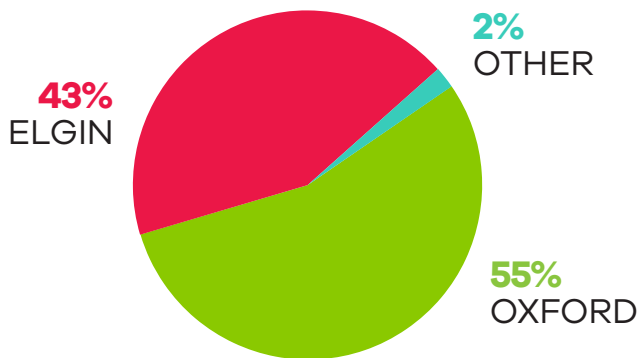
Expenses

- Employee Related
- Occupancy
- Client Related
- Purchased Services
- Office & Admin

	2021–2022	2020–2021	% Change
REVENUE			
Ministry Funding	4,677,890	4,670,669	0.15 %
Other Revenue	361,207	163,584	120.81 %
Total Revenue	5,039,097	4,834,253	4.24 %
EXPENSES			
Salaries & Benefits	3,635,144	3,288,946	10.53 %
Travel & Training	88,714	70,030	26.68 %
Client Related	189,304	88,226	114.57 %
Occupancy	362,509	322,611	12.37 %
Office & Admin	454,841	588,369	-22.69 %
Purchased Services	249,137	437,706	-43.08 %
Total Expenses	4,979,649	4,795,888	3.83 %
Net Results	59,448	38,365	

The Numbers

Clients served, by county



1,500+

clients served in-person and through virtual service

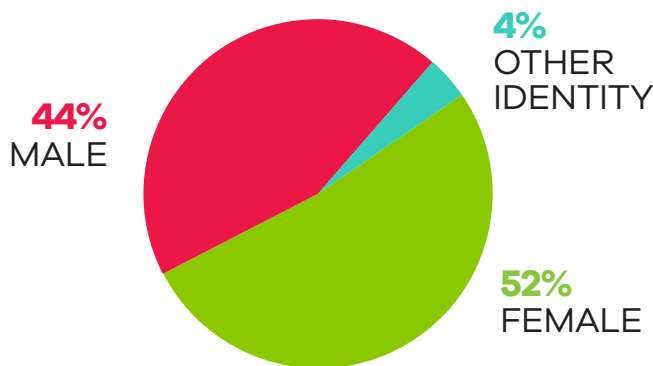
4000+

referrals to Wellkin programs & services

3.5%

increase in base funding

Clients served, by gender identity



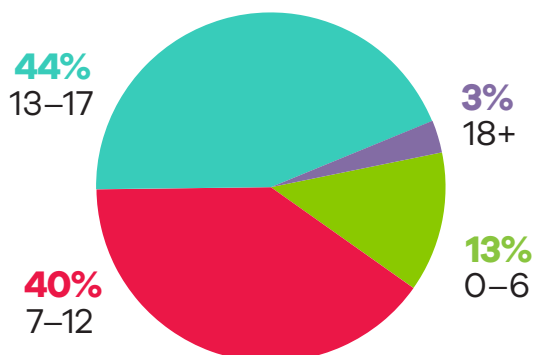
\$59,449

received in donations

70.9%

increase in donations

Clients served, by age



1763

social media followers, across all platforms

257

Board of Director volunteer hours

280+

hours contributed by the youth on the Youth Engagement Advisory Committee



We're listening. We care.

Call us 24/7 at 1-877-539-0463

  wellkin.social  _wellkin

wellkin.ca

A special thank you to



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