



# 2020–2021 Annual Report

Child & Youth Focused, Community Driven

## From the Executive Director



### Building Resilience Together

From my first day as Executive Director at Wellkin in January, I was incredibly 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 has changed so many things, for so many people. However, one thing remains constant...the children and youth of Oxford & Elgin Counties need significant and accessible mental health supports. The team at Wellkin has been steadfast in continuing to provide those supports, both in-person and through virtual programs. Covid-19 has allowed us to create a remarkable story of resilience and showcased Wellkin at its very best.

While navigating these turbulent waters, we also were able to refresh our Vision, Mission, and Values, along with a new 3-year strategic plan that emerged from creative collaboration with the Board of Directors, Wellkin leadership, staff engagement, community stakeholders, and our clients and family members. The new Values, and "Our Roadmap for the Future" in the Strategic Plan, are integral parts of the agency, and are embedded in everything we do. We are excited and proud to share these with you in this annual report; 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. We continue to focus on continuous quality improvement, program redesign, new programs, and more, while serving as a Lead Agency for Oxford & Elgin Counties.

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 also want to thank and acknowledge the people we serve, their families, and our stellar employees for their patience, kindness, creativity, and support during the past year. This has been an exceptionally difficult time for everyone – but the unwavering dedication of everyone at Wellkin to ensuring that children and youth with mental health and addictions challenges are protected and supported has given me immense hope and gratitude. On behalf of the entire leadership team of Wellkin, THANK YOU!

— Kelly Baker, Executive Director

A handwritten signature in black ink that reads "Kelly Baker". The signature is fluid and cursive, with the first name "Kelly" and last name "Baker" clearly distinguishable.

## Our Vision

Healthy communities for infants, children, and families.

## Our Mission

Wellkin strengthens the mental health and wellness of infants, children, youth, and families by delivering a continuum of quality services.

## Our Values

- Adaptability
- Excellence
- Collaboration
- Advocacy
- Equity

## From the President of the Board —



I have had the pleasure of being a Board member for the past 5 years and I now preside as the Board President. In the past 5 years, Wellkin has evolved. When I first joined the Board, we had a new Executive Director. Mamta Chail, the Executive Director at that time had a vision for Wellkin. At the time of my joining the Board, the agency was called Oxford-Elgin Child &

Youth Centre (OECYC). That seems so long ago. From our name change came about a great deal of change.

The agency was and continues to this day to be fueled by compassionate vision, incredible leadership and amazing front-line teams who are making a difference in the lives of our children, youth and families. As a Board we salute the hard work and dedication of all of our staff at Wellkin.

Wellkin continues to move forward. In October of last year the Board was informed that our Executive Director was leaving. A group of Board members then began the search for a new Executive Director. The Board was thrilled when Kelly Baker joined Wellkin in January. Our agency continues to move forward under Kelly's stable and caring leadership. Covid-19 continues to produce challenges. Our Executive Director, the leadership team, the front-line workers, and administrative staff have done an exceptional job ensuring that our children, youth and families have the support and help that they need in these challenging times.

I look forward to the next year with all the changes and challenges that will occur. As we have learned from Covid-19, we need to be flexible as we are never sure what is going to happen next. The team at Wellkin has been very flexible and willing to make changes to ensure that they help our children, youth and families. I look forward to a positive future at Wellkin.

On behalf of the Board of Directors, thank you.

Kind regards,

— **Mary Roberts, President of the Board**

## Our Roadmap for the Future



### Clinical Excellence

Exceptional mental wellness outcomes for infants, children, youth, and families.



### Service Excellence

Excellent service experiences that address the unique needs of infants, children, youth, and families.



### Operational Excellence

A healthy, high performing organization that delivers on its mission.



### Systems

A comprehensive, integrated system of care that delivers highly coordinated mental health and addictions services for infants, children, youth, and families.



### Equity & Systemic Racism

An agency and community where equity, diversity and inclusion are embedded, promoted, and celebrated to reduce health inequity.

## From the YEA Co-Chairs

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**Lauren**  
YEA Co-Chair  
(Elgin)



**Serenity**  
YEA Co-Chair  
(Oxford)

**Hello, my name is Lauren**, my pronouns are she/her, and I had the honor of serving as the Youth Engagement Advisory Elgin co-chair for the 2020-2021 year.

**Hello, my name is Serenity**, my pronouns are she/her and I had the opportunity to sit as the Oxford co-chair for the Youth Engagement Advisory for 2020-2021.

We are so proud of the hard work, dedication, and resilience exhibited by the Youth Engagement Advisory this year. With the Covid-19 pandemic, we were thrown for a loop and had to re-evaluate how we did all our work. We began virtual meetings and not long after we were continuing our advocacy work, meeting challenges with our best foot forward.

Despite the challenges, in the past year we made huge progress in our projects. We were able to launch our Youth Engagement Advisory Hub virtually, which allowed youth from both Oxford and Elgin counties to access virtual wellness sessions. From this, youth from the YEA have the opportunity to join the Oxford Community Hub Advisory to expand this idea while the YEA will continue to foster peer connection by continuing the virtual wellness sessions as a separate project. The group also explored sensory walls and have plans to continue this project.

One huge success to highlight was our virtual mental health week events. Our group came together to plan and provide wellness sessions to our communities. With hours of activities and many facilitated by our own youth members, it was an amazing display of our passion and capability as a Youth Engagement Advisory.

We are also very excited to announce our priorities and plans for the next year. Our priorities for the next year fall under three categories: accessibility, community outreach, and transitional aged youth. Accessibility underlies everything the Youth Engagement Advisory does so this priority will be present in all the projects we do, including the sensory walls project that we will be carrying over into the next year. Community outreach has also been highlighted as a priority for the YEA. This category includes initiatives such as wellness nights, Children's Mental Health Week, and youth representation at community groups. Transitional aged youth is a YEA priority because the group recognizes the gap in services for youth transitioning into adult services. The initiatives that fall under this category will include advocating for more mental health supports for those who are over the age of eighteen as well as improving the YEA's own transition process.

Overall, the Youth Engagement Advisory has some big plans for the coming year and we look forward to sharing with you.



# Highlights

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## Strategic Plan 2021–2024

With input from staff, community stakeholders, clients, and family members, Wellkin developed its new Strategic Plan for 2021-2024. The plan's new Vision, Mission, and Values are being embedded in every part of the agency and in everything we do. The Strategic Plan has led to ensuring that we focus on Our Roadmap for the Future. More information on the Strategic Plan is available on our website at [www.wellkin.ca](http://www.wellkin.ca)

## Sustainability & Increased Efficiency

We significantly reduced the administrative burden (by 60%) and increased efficiency by migrating the processing of employee reimbursements to an electronic system.

Through Covid-19 and its restrictions, 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.

## Programs & Services

### Quick Access Therapy Services

To support timely therapeutic care for those seeking mental health supports at their chosen moment of need, Wellkin launched its new Quick Access Therapy Services (QATS) in March. Through QATS, infants, children, youth, and their families receive the most suitable supports for their identified needs, and co-create strategies that build upon current knowledge, skills, and abilities, to begin to move forward with identified goals.

### Parent & Caregiver Hub

In January 2021, Wellkin collaborated with Oxford County Library and local parents and caregivers, to launch a "place for community, learning and connection".

Available to all parents and caregivers from Oxford and Elgin Counties, the Parent and Caregiver Hub provides space to come together and features a variety of community resources, wellness activities, and opportunities to participate in special family events.

For more information about Quick Access Therapy Services, the Parent & Caregiver Hub, and all of our programs and services, visit our website at [www.wellkin.ca](http://www.wellkin.ca)



## The Numbers

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Covid-19 made this a challenging year, but we persevered and succeeded in many ways.

**1,800+**

clients served in-person and through virtual service

**3.5%**

increase in base funding

**1763**

social media followers, across all platforms

**600**

hours contributed by the youth on the Youth Engagement Advisory Committee

**\$708,370**

one-time Covid-19 emergency funding

**\$35,000**

received in donations

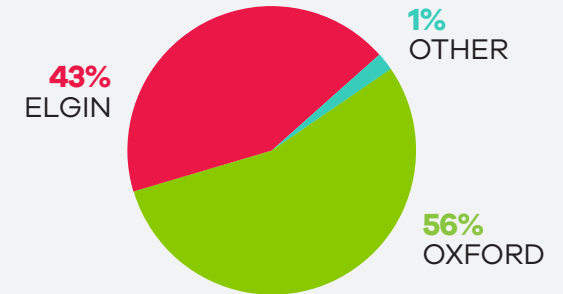
**257**

Board of Director volunteer hours

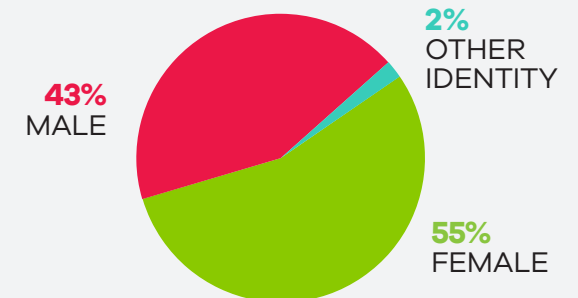
**50**

hours contributed by the members on the Parents and Caregivers Hub Advisory Committee

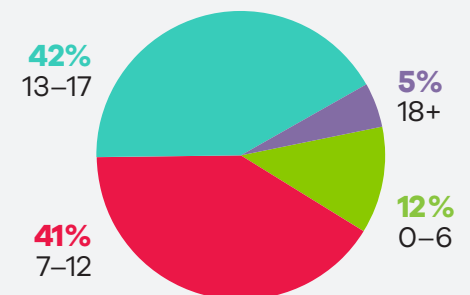
Clients served, by county



Clients served, by gender identity



Clients served, by age

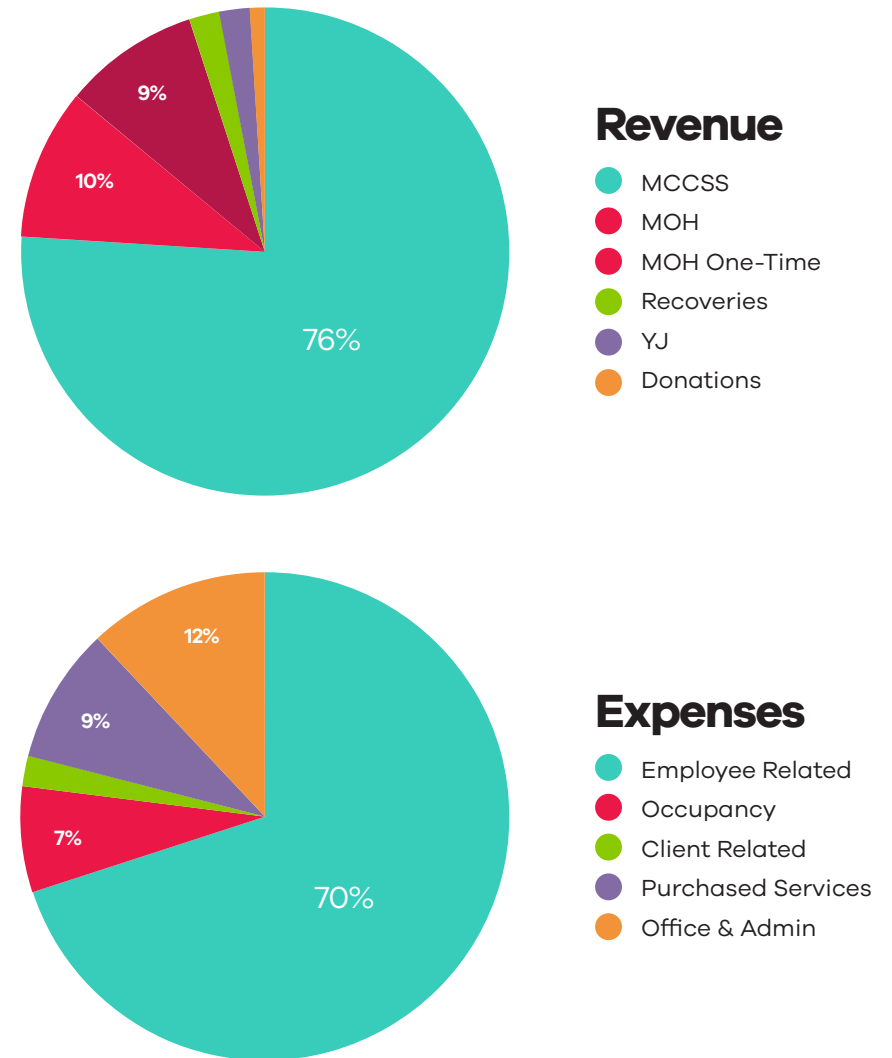


# Financial Summary

	2020–2021	2019–2020	% Change
<b>REVENUE</b>			
Ministry Funding*	4,670,669	4,080,284	14.5%
Other Revenue	163,584	176,825	-7.5%
<b>Total Revenue</b>	<b>4,834,253</b>	<b>4,257,109</b>	<b>13.6%</b>
<b>EXPENSES</b>			
Salaries & Benefits	3,288,946	3,218,008	2.2%
Travel & Training	70,030	129,960	-46.1%
Client Related	88,226	111,897	-21.2%
Occupancy**	322,611	265,206	21.6%
Office & Admin**	588,369	269,545	118.3%
Purchased Services**	437,706	200,897	117.9%
<b>Total Expenses</b>	<b>4,795,888</b>	<b>4,195,513</b>	<b>14.3%</b>
<b>Net Results</b>	<b>38,365</b>	<b>61,596</b>	<b>-0.75%</b>

\* including one-time Covid-19 funding

\*\* including one-time Covid-19 expenses



# Testimonials

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## from Clients

“

I think one of the most important aspects is to know that I'm not the only one that is dealing with the struggles that I am. I feel like the support workers are a community, and it is a comfortable/safe place to be.

“

I just wanted to pass on that I've had so many successes lately both with mental health and music. Yesterday my EP released to the world, and just a few minutes ago I had a song that is doing really well on Spotify.

The skills I've been learning about DBT over the past while have been instrumental (pun intended) in putting together this project and having the confidence and vulnerability to share it with the world. All of you working to put together this DBT group are doing a fantastic thing, and I hope this can be just as much a success for you all as it is for me.

## from Staff

“

The clients in this group amaze me every single week with how engaged they are, and the participation level.

“

I have found the entire situation to have been handled very well and I am very appreciative.

Thank you management and task force!

“

I think we have managed the shift to working remotely very well and have continued to support clients.

“

I feel the agency and staff has created safe boundaries and follow the boundaries set in place.





## Board of Directors

### Executive Officers

**Mary Roberts**  
PRESIDENT

**Barry Fellingner**  
VICE PRESIDENT

**David Creery**  
FINANCE CHAIR

**Karen Campbell**  
PAST PRESIDENT

### Directors

**Jenilee Halls**

**Pamela Derksen**

**Jeff Hyttenrauch**

**Travis Peterson**

**Shawn Shapton**

**Kimberley Swanson**

## Staff

Kelly Baker  
Esther Banninga  
Casey Blackmore  
Sheryl Blair  
Sherry Booy  
Jessica Bosma  
Kathie Brett  
Sophia Briard  
Tiffany Campbell  
Natasha Caringi  
Anne Carmichael  
Jamie Caskanette  
Mamta Chail  
Luisa Corrales  
Natalie Daniel  
Kathy Deadman  
Riley Doan  
Deborah Donovan  
Chantal Dubois  
Patricia Dufton  
Karla Enns  
Tammy Enright  
Judy Estey

Victoria Foster  
Stephanie Goold  
Steve Granger  
Stephanie Gummerson  
Janet Hansford  
Susan Heath  
Ingrid Heide  
Anna Kudzia  
Caroline Lacelle  
Melody Lippert  
Jane Martin  
Shianne Martin  
Kristen McFadden  
Rebecca McGlinchey  
Kathleen McLean  
Charlene McNabb  
Jenna Mitchell  
Matthew Mutsaers  
Nujat Nawrin  
Christina Nielsen  
Emily Palumbo  
Shawna Parsons

Nicholas Preston  
Andrea Ramos  
Alexandria Ross  
Jessica Ross  
Sandra Rutledge  
Jennifer Schnekenburger  
Penny Sim  
Norman Sonnenberg  
Jordan South  
Theresa Stock  
Erin Thompson  
Esther Trapp  
Tammy Walker  
Devin Walsh  
Chloe Weir  
Vicki Wiebe  
Peggy Wilson-Crombez  
Patricia Wright  
Darci Young



**A special thank you to...**



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Un organisme du gouvernement de l'Ontario



**We're listening. We care.**

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