

ANNUAL REPORT

Mental Health Matters

Where we fit in the evolving landscape
of child and youth mental health

2023–2024



From the Executive Director



“Mental Health Matters”... that is the theme of this year’s report. At Wellkin, mental health matters every single day, and that shows in every life that we touch.

Wellkin continues to prioritize the children and youth of Oxford & Elgin Counties and to ensure that

they have access to mental health supports. Throughout the past year, our staff ensured that clients were seen, wherever they needed to be seen (virtually, in-person, in-community, in-school, in-home, and more).

This annual report showcases some (but certainly not all) of Wellkin’s key accomplishments and reflections from the year. The level of expertise and compassion of our staff continues to have a very positive impact on the children, youth, and families in our Counties. This is always a challenge, especially when working in a sector with very limited funding.

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, innovation, and more. We continue to seek additional funding opportunities at the Ministries and through donors and grants.

Wellkin has continued as the lead agency for the Brightside Youth Hub. This drop-in “wrap-around” service is offered in Woodstock, and continues to grow. We recently received notification that Brightside will be one of the next funded hubs, through Youth Wellness Hubs Ontario (YWHO). This could not have happened without the many partnerships and collaborations with our community partners.

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, Youth Engagement Advisory Committee, and other volunteers for their guidance, leadership, advocacy, and support. Holding us accountable, and providing governance and support to the leadership team is invaluable.

I especially want to thank all staff at Wellkin for their commitment during the past year. Your unwavering focus is what makes Wellkin great 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



It has been an incredible honor to serve as the Board President for the past two years. As I reflect back on the many accomplishments and challenges that Wellkin has embraced and overcome we should all take a moment to celebrate. The commitment and resilience

shown by our management team, frontline staff, administration, and the Board of Directors deserves an immense amount of appreciation.

I would like to thank Mary Roberts and David Creery for their many years of service and dedication as extraordinary Board members sharing their knowledge and skills in many different capacities. We wish you all the best as you retire from the Board.

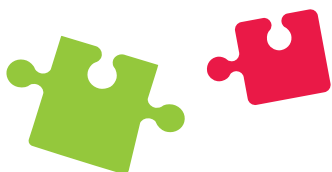
Wellkin is very fortunate to have dedicated & passionate board members representing a very diverse and inclusive background.

Wellkin is leading the way by offering inclusive and welcoming programs for children, youth and families throughout Oxford and Elgin. The team at Wellkin continually reaches goals and relentlessly advocates for all who utilize our services. On behalf of the Board of Directors, we thank you for all that you have done to help our children, youth, and families. I hope you take the time to acknowledge your successes and recognize that you are changing futures for generations to come.

**“Alone we can do so little;
together, we can do so much.”**

– Hellen Keller

— **Shawn Shapton, Board President**



From the Youth Engagement Advisory Chair



My name is Wren (they/them) and I have had the joy of once again working on the Youth Engagement Advisory this year. We currently have a small but passionate team of 4 members who regularly attend meetings and work on projects.

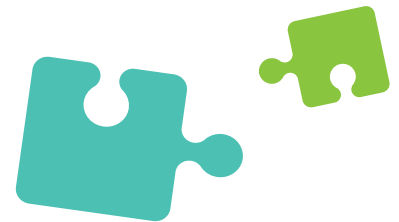
This year saw several completed projects as well as plans for the future. Together with the Alzheimer's Society, we held a volunteer fair where people in Elgin County could learn about opportunities to get involved in the community. We wanted to promote volunteerism because it is an important facet of well-being for individuals and the community.

The YEA also worked on the EDI collaborative within the community and Wellkin, helped with the Queer Prom in St. Thomas, and returned to Clovermead to promote Wellkin's services. During the week of Elgin County Pride, we held a craft night, "Be Gay, Do Crafts," in collaboration with

Ignite Youth Services; and we helped with other events in the county. We also had a YEA/Wellkin table during Pride Family Day in Woodstock and Pride in the Park in St. Thomas.

Coming up, we are continuing our EDI work with the Wellkin staff team, and helping with this year's Queer Prom and other Pride events in Elgin County. Also, we will be having a table at this year's Pride Family Day in Woodstock and will be returning to Clovermead. The coming year holds many other fun things from this group that are yet to be determined, so stay tuned!

— Wren, YEA Chair



The Wellkin Team

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PAST PRESIDENT

Mike Gobeil
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David Creery
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Shawna McLeod
Sherry Booy
Stephanie Braun
Susan Heath
Tammy Enright
Tammy Walker
Tiffany Campbell
Vicki Wiebe

Highlights



OUR MISSION

Empowering youth, inspiring possibilities.

OUR VISION

Brightside Youth Hub is a safe, inclusive space where young people, aged 12–25, can access a wide range of supports, build skills, connect with peers, and find the resources they need to thrive.

OUR VALUES



Acceptance | Brightside is a place where... all young people belong. This means we welcome diversity, stand up for inclusivity, and create a space where everyone can be themselves.



Flexibility | Brightside is a place where... services, supports, and people are flexible to meet the needs of youth. This means we recognize that one size does not fit all and personalize services and supports to match the unique goals of young people.



Fun | Brightside is a place where... fun is the spark that ignites learning, creativity, and connection to community. This means we create an environment where youth can explore, express themselves, and make meaningful connections.



Safe | Brightside is a place where... young people feel protected, respected, and empowered. This means we create spaces where young people can explore their potential, knowing they are safe, valued, and supported every step of the way.



Supportive | Brightside is a place where... young people receive the help they need and feel empowered to take charge of their own journey. This means we stand alongside them, offering guidance, encouragement, and help as they navigate their lives.



Youth Voice | Brightside is a place where... the opinions, thoughts, and voices of youth matter. This means we actively listen to young people during program design, and respect their diverse and powerful perspectives in decision-making.

OUR SERVICES

Brightside supports and services are offered in-kind by a variety of community agencies and providers and tailored to community needs.

Services currently include:

- Mental Health Counselling
- System Navigation Support
- Employment & Education Support
- Well-being Activities
- Housing Support
- Peer Support

BrightsideYouthHub.ca

@BrightsideYouth

Brightside Youth Hub

Modelled after Youth Wellness Hubs Ontario (YWHO), and with Wellkin serving as lead agency, Brightside Youth Hub is a space for youth to get timely access to a variety of supports and services they need, when they need them.

Brightside has recently achieved several significant milestones:

← Established our vision

One of our most foundational steps has been the development of Our Vision, Mission, and Values, which serve as the guiding principles for Brightside and its initiatives. This framework ensures that all our efforts are aligned with our core objectives and values.

Recognized by the YWHO Network

The Ministry of Health selecting Oxford County as one of five new communities to join the Youth Wellness Hubs of Ontario Network, recognizing our commitment to providing high-quality integrated services to support the well-being of young people in our community.

Hosted a Community Forum

We also hosted a Community Forum to bring together key stakeholders, including youth, caregivers, service providers, local leaders, donors, funders, and community partners.

The forum aimed to share information about Brightside and Youth Wellness Hubs of Ontario, identify the current needs of Oxford County youth, and gather input for future planning.

Alongside Wellkin, Brightside's Steering Committee is proudly made up of the following organizations, whose collaboration provide for a balanced, whole community-oriented integrated governance model:

- Caregiver & Youth Advisors
- Community Employment Services
- Oxford County Community Health Centre
- CMHA Thames Valley
- Children's Aid Society Oxford
- Woodstock Hospital

This year at Brightside:

- 375 total client visits
- 394 services accessed
- 24 pop-up hub events
- 439 pop-up participants

Special thanks to the organizations that make Brightside possible through generous contributions toward our vision:

- RBC Foundation
- Youth Wellness Hubs Ontario
- Communities Building Youth Futures Oxford County
- Woodstock Police Services Victims Support Grant Program
- The Sandbox Project



One Stop Talk

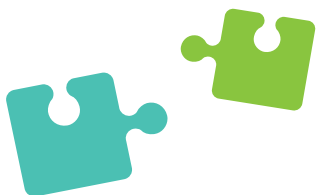
One Stop Talk offers free virtual counselling services and seamless entry into child and youth mental health services across Ontario.

The program serves as a single access point to mental health services for children and youth aged 0–17, connecting them with registered and experienced therapists across the province.

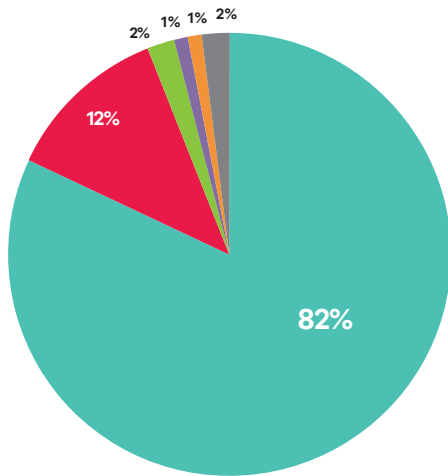
Wellkin’s therapists, and an integrated network of province-wide infant, child, and youth mental health agencies, support this program.

Community Flag Raising

We’re proud to raise the flags each year at our Oxford & Elgin County offices in honour of our 2SLGBTQIA+ and Indigenous communities, reminding everyone that all are welcome here and that every child matters.

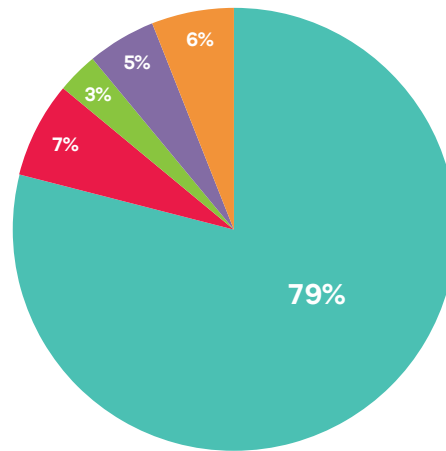


Financial Summary



Revenue

- MOH
- MCCSS
- Recoveries
- Grants
- Donations
- Other



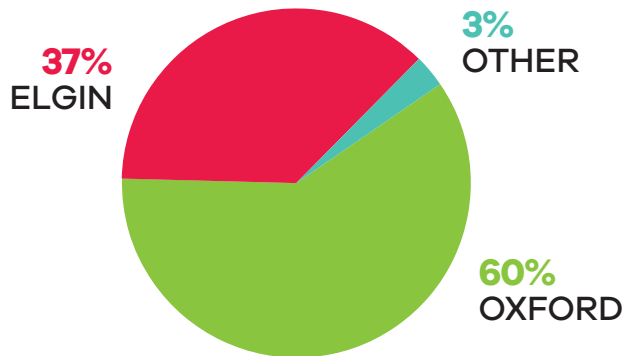
Expenses

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

	2023–2024	2022–2023	% Change
REVENUE			
Ministry Funding	4,598,960	4,604,146	-0.11%
Other Revenue	272,881	271,525	0.50%
Total Revenue	4,871,841	4,875,671	-0.08%
EXPENSES			
Salaries & Benefits	3,745,438	3,649,693	2.62%
Travel & Training	58,195	80,291	-27.52%
Client Related	130,114	206,868	-37.10%
Occupancy	346,534	325,380	6.50%
Office & Admin	286,865	326,532	-12.15%
Purchased Services	242,011	273,059	-11.37%
Total Expenses	4,809,157	4,861,823	-1.08%
Net Results	62,684	13,848	1.00%

The Numbers

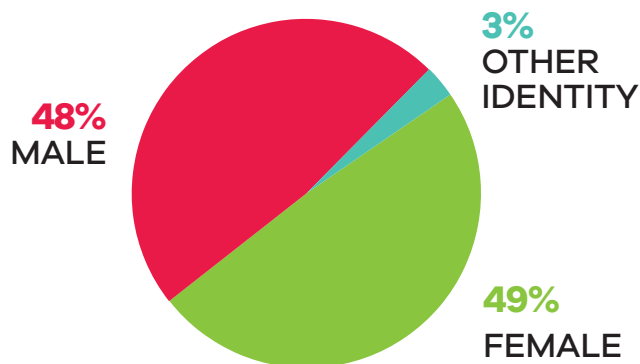
Clients served, by county



1,880+
clients served in-person
and through virtual service

3,800+
referrals to Wellkin
programs & services

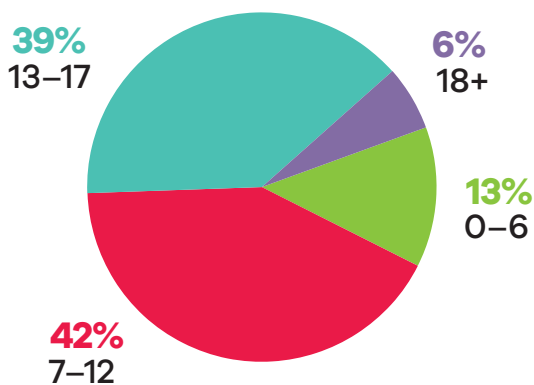
Clients served, by gender identity



2190
social media followers,
across all platforms

215+
Board of Director
volunteer hours

Clients served, by age



100+
hours contributed by
the youth on the Youth
Engagement Advisory
Committee

A special thank you to

Canada

Ontario 

Ontario
Trillium
Foundation  Fondation
Trillium
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Un organisme du gouvernement de l'Ontario

**In addition to our Ministry funders and
all donors, we want to thank the following:**

Clovermead Adventure Farm
Manson Keeler
Ned Burwell
Knights of Columbus
Steve Blankenship (Knights of Columbus)
Toyota Motor Manufacturing Canada Inc
Unilock LTD
Neva Carmichael
Kathie Brett
Royal Bank of Canada
London and St. Thomas Association of Realtors
Zonta Club of Woodstock
Enterprise Holdings Foundation



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