

A young woman with red hair is looking upwards against a vibrant, multi-colored sky transitioning from green on the left to pink and purple on the right. She is wearing a denim jacket and a necklace. The overall mood is hopeful and optimistic.

THUNDER BAY 
COUNSELLING

facing forward

A decorative wavy line at the bottom of the page, transitioning from red on the left to yellow on the right.

2022 | 2023
Annual Report

Who We Are

Thunder Bay Counselling is a non-profit provider of personal, family and workplace wellness services. We provide community-based counselling, psychotherapy, education and support services to help people make positive changes in their lives.



Our Vision

Inclusion, support, and well-being.

Our Mission

To support people's quality of life through the provision of community-based services that contribute to mental health and well-being.

Our Values



People First

We believe all people have the right to accessible care that puts their needs first.



Social Inclusion

We believe in dignity, respect, compassion, and self-worth for all people in all that we do.



Flexibility

We believe in evolving in response to change.



Quality

We believe in high quality in everything we do.



Shared Responsibility

We believe we are stronger together in working to promote individual and community wellness.

Message from the Board Chair

The past year has brought opportunities, challenges, and many reasons to be proud. As we reflect on what we accomplished in 2022-2023, the Board is confident that Thunder Bay Counselling has positively changed thousands of local lives.

Serving the diverse and unique needs of 3,706 clients is no easy feat; it requires foresight, awareness, planning, collaborations, and efficient implementation. It also depends on a strong and effective team that is committed to supporting community well-being.

As a Board, we are entrusted to govern and guide the organization in a way that meaningfully represents changing community demographics and needs. So, in 2022-2023, we worked to better engage local people and partners, establish organizational priorities to improve service outcomes, and face Thunder Bay Counselling forward.

This journey challenged us to question our own Organizational Health and whether we are leading by example. By the end of the year, the Board of Directors had participated in a new Governance training series, implemented formalized processes for monitoring succession planning for the Board and the organization, and established a new Board Quality Committee, among many other initiatives.

Over the next year we will continuously review and adjust our approaches to leadership, governance, and strategic priorities as we collaborate with the organization and our valued network of community partners, advisors, and supporters.

On behalf of the Board, I would like to personally thank the management team, staff, and volunteers of Thunder Bay Counselling for their dedication, resourcefulness, and care for our community. We are stronger working together to promote community wellness, and we look forward to facing the future with you.



Tuomas Minor
Board Chair

Serving the diverse and unique needs of 3,706 clients is no easy feat; it requires foresight, awareness, planning, collaborations, and efficient implementation.

Message from the Chief Executive Officer

Life never stops changing and moving forward, even in the most difficult of times. Thunder Bay Counselling exists to help people face their personal, family and work challenges throughout all stages of life. We are proud to report to the community about how we are making a difference.

The Board approved Thunder Bay Counselling's Strategic Plan 2022-2025 at the very beginning of the year. As we started to execute on the four Strategic Priorities, our team adapted a flexible mindset and forward-facing approach. Over the course of the year, we deepened our work in several key areas:

- Improving and evolving program and service delivery models.
- Collaborating with local, regional and provincial partners to address system priorities.
- Reducing inequities and barriers to services.
- Promoting the wellbeing of our own workforce through employee training and enablement.

A key highlight was advancing initiatives on Diversity, Equity, Inclusion and Anti-Racism (DEIA). Thunder Bay Counselling invested in a dedicated leader to help guide this important work and provided numerous learning opportunities across the organization.


This year, we continued to grow our reputation as a trusted and innovative community partner by collaborating to expand services for youth and 2SLGBTQ+ communities. In 2023, Thunder Bay Counselling also became the provider of the specialized Partner Assault Response Program (PAR) in Thunder Bay.

This Annual Report offers a snapshot of our accomplishments over the course of the year. It also shines a spotlight on our forward-facing priorities, and the many people, partners and supporters that make our work possible. I extend my sincere gratitude to the Thunder Bay Counselling team for their incredible commitment to our values. Together, we are listening, adapting and transforming in step with the changing needs of local people and communities.



Nancy Chamberlain
Chief Executive Officer

Staff participated in over 20 different training programs and, as a result, implemented new frameworks, assessment tools and practices.

A man with a beard, wearing a blue baseball cap and a blue t-shirt, is shown in profile, looking upwards. The background is a vibrant, multi-colored gradient of green, blue, and purple. A decorative wavy line in shades of blue, purple, and yellow runs across the bottom of the image.

*"Forward is forward.
You're taking steps every
day to get to where
you want to be, and it's
enough. No matter how
fast or slow you go,
you're enough."*

– Daniell Koepke

Facing Forward



If the lessons of the past have taught us anything, it's that we are resilient, we are committed to the people and communities we serve, and we have a tremendous ability to transform.

As we stepped into 2022, Thunder Bay Counselling was confident in its direction and the work needed to move forward. The year provided an inspirational journey for all of us - we learned and grew together, activated accountability initiatives, and led change.

Some of the year's highlights included:

- Adapting our workplace culture and flexible working conditions
- Delivering over 25 training and professional development programs
- Creating new leadership positions in DEIA and Clinical Services
- Participating in new committees and service systems to better understand and anticipate community needs
- Being present at community events, such as *'Rockin' Recovery'*, *'Fill Me Up Food Challenge'* with RFDA and *'Reconciliation Run' with Dilico*, and other initiatives that support our values
- Expanding programs for underserved populations including youth, 2SLGBTQ+ people and women
- Advancing our work as a Strategic Alliance with Children's Centre Thunder Bay
- Growing our commitment to walk-in, talk-in and virtual counselling, as well as other alternative models of care
- Hosting a Virtual Open House on Addiction and Mental Health Services
- Offering Financial Literacy programs and tax clinics

Our Strategic Priorities

2022-2025

The TBC Board of Directors has developed the following strategic directions to guide the organization over the next three years:



Diversity, Equity, Inclusion, and Anti-racism (DEIA)



Excellence Through Quality



Organizational Health



Shared Responsibility

Diversity, Equity, Inclusion, and Anti-racism (DEIA)

- › Reduce inequities to improve health outcomes
- › Apply an equity, anti-racism, and anti-oppression framework
- › Practice cultural humility to facilitate cultural safety
- › Apply a trauma lens to our work that addresses the significant impact of colonialism
- › Engage with diverse stakeholders to improve organizational practices

Organizational Health

- › Optimize human resource capacity to effectively deliver high quality services
- › Prioritize opportunities for growth and development that support succession planning
- › Practice innovation and flexibility to create an inspiring workplace to be an employer of choice
- › Apply a DEIA framework to human resource practices

Excellence Through Quality

- › Implement quality standards that improve systems of care and outcomes for people of all ages
- › Engage people with lived and living experience to ensure codesign
- › Leverage info and technology systems to capture quality indicators
- › Develop a risk management framework to effectively identify and mitigate risk
- › Continue to improve and evolve programs and service delivery models
- › Develop and implement a governance quality plan

Shared Responsibility

- › Evaluate current and future partnerships to ensure the organization is engaging in high impact partnerships
- › Drive system leadership in health care transformation
- › Anticipate the needs of changing community demographics
- › Collaborate with local, regional, and provincial partners to address system priorities

Strategic Priority Progress

Staff

At Thunder Bay Counselling, our dedicated management and staff team ensure that our programs and services are delivered to the highest standards every day. Our staff are professionally trained and have backgrounds in social work, psychology, addictions and mental health, child and youth work and the financial industry.

There has been a significant focus on achieving our strategic priorities. We have evaluated and updated our internal structures, systems, policies and processes; invested in training at all levels of the organization; and, have positioned ourselves at community committees and service systems.



Strategic Priority Progress

Staff

Diversity, Equity, Inclusion and Accessibility (DEIA)

Diversity, Equity, Inclusion and Accessibility (DEIA) training over the past year has allowed our staff to gain a deeper understanding of the barriers and needs facing the individuals and families we serve. Through training and education sessions and special events, staff gained knowledge on topics of reconciliation, allyship, gender and sexual diversity, accessibility for those living with disabilities, and French language. With the addition of a DEIA leader, Thunder Bay Counselling has made significant steps towards creating a more diverse, equitable and culturally safe workplace.

Excellence Through Quality

Developing ourselves to the highest standards allows our team to provide the community with the best quality services. This past year, our staff was enabled to build their knowledge and awareness of the social and wellness challenges issues facing our community including suicide prevention, human trafficking, psychological first aid, harm reduction, and GAIN (Global Assessment of Individual Needs).

Organizational Health

By improving our workplace culture, flexibility, and professional advancement opportunities in 2022-2023, Thunder Bay Counselling is proud to have reduced employee turnover from 37.8% to 17.5%.

Shared Responsibility

Thunder Bay Counselling was highly connected to the community through staff participation on local Boards, committees, and service systems including the Strategic Alliance with Children's Centre Thunder Bay, the RAAM Clinic, the Walk-in/Talk-in Counselling Clinic, and more.



Reduced staff turnover from 37.8% to 17.5% by improving workplace culture and flexibility.

Strategic Priority Progress

Board

Thunder Bay Counselling is governed by 12 volunteer Board of Directors who live within Thunder Bay and District.

Over the past year, the Board has improved its competencies and processes in many areas of its governance work to achieve its strategic priorities.

Diversity, Equity, Inclusion and Accessibility (DEIA)

The Board of Directors participated in a variety of training and education sessions to understand the importance of DEIA from a governance and leadership perspective. The new learnings were applied to help the Board work towards improved equity and inclusion frameworks. Highlights included 4 Seasons of Reconciliation Education, The San'Yas Indigenous Cultural Safety Training and Accessibility for Ontarians with Disabilities Act (AODA) Training.

Excellence Through Quality

This year, the Board of Directors established a Board Quality Committee, participated in Lean White Belt training, and participated in a 5-Part Governance Training Series. These learnings supported the development of new continuous improvement programs and work towards accreditation standards.

Organizational Health

In facing forward, the Board of Directors participated in Succession Management Planning to support more formalized processes for succession planning and management, which included the formation of a new working group.

Shared Responsibility

Thunder Bay Counselling believes in the power of working together and sharing the responsibility of supporting our community. The Board advanced Board-to-Board connections and participated in system-level partnerships and planning processes to promote and strengthen strategic alliances with other organizations who share our vision for well-being.

Who Used Our Services



Addiction & Mental Health

820
in 2022-23

- ▶ Alcohol and Drug Assessment
- ▶ Pre and Post Treatment Support
- ▶ Counselling and Psychotherapy

946
in 2021-22

- ▶ Case Management Support
- ▶ Corporate Services



Financial Counselling

408
in 2022-23

- ▶ Financial Counselling Services
- ▶ One-on-One Counselling and Coaching
- ▶ Spending Plans and Budgeting

219
in 2021-22

- ▶ Financial Literacy Education
- ▶ Tax Clinics



Child & Youth Services

979
in 2022-23

- ▶ Child & Youth Services
- ▶ Alternative Dispute Resolution
- ▶ Assessment & Referrals
- ▶ Youth Counselling

1,029
in 2021-22

- ▶ Peer Support Groups
- ▶ Court Support for Victims and Witnesses



Counselling & Psychotherapy

1,499
in 2022-23

- ▶ Counselling & Psychotherapy Services
- ▶ Violence Against Women Program
- ▶ Support Services for Male Survivors Program
- ▶ Mental Health Counselling
- ▶ Couples Counselling
- ▶ Sexual Violence & Harassment
- ▶ Online Counselling

1,433
in 2021-22

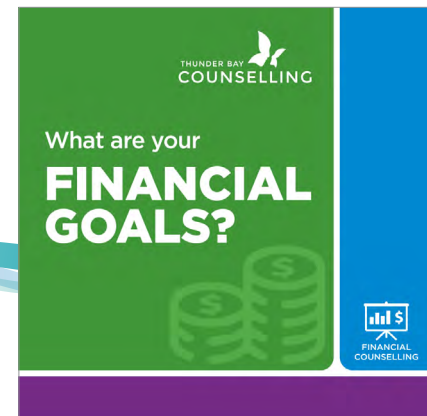
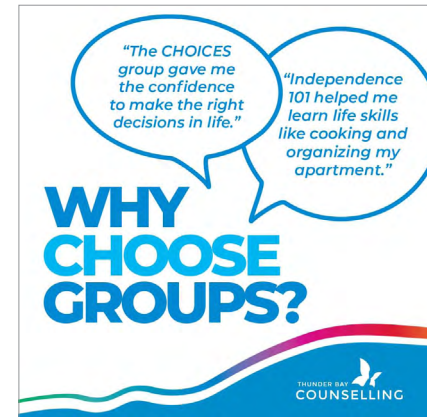
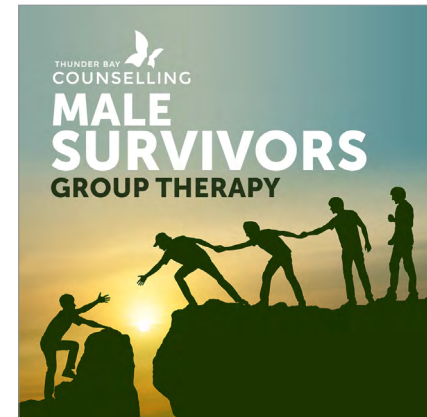
TOTAL NUMBER OF
CLIENTS SERVED

3,706

Clients in 2022-23

3,627

Clients in 2021-22



New Thunder Bay Counselling Programs 2022/23



Counselling for Youth

This past year, through a grant from the Canadian Women's Foundation, we were able to expand our non-traditional counselling services for youth who identify as female or who identify as 2SLGBTQ+. This grant allowed us to be flexible in our service delivery model and be more responsive to youth by allowing access through text and messaging, meeting them in the community, and providing transportation to essential appointments. These strategies improved engagement with youth who may otherwise disengage from service.

Ontario Structured Psychotherapy

Ontario Health has invested in a Structured Psychotherapy Program across the province that provides support for people who are facing concerns associated with depression and/or anxiety. The program provides free cognitive behavioural therapy to teach people how to change their patterns of behaviour and thinking, with the goal of improving mental health and making it easier to cope with difficult emotions and situations. In Thunder Bay, the Structured Psychotherapy Program is led by St. Joseph's Care Group and includes Thunder Bay Counselling as a service delivery site.

Partner Assault Response Program

In 2022-23, with the support of community partners, Thunder Bay Counselling submitted a proposal to the Ministry of the Attorney General to become the provider of the Partner Assault Response Program (PAR) in Thunder Bay. The program is for court mandated intimate partner violence offenders from the criminal courts in Thunder Bay and is generally provided in a 12-session group format. We were successful with our application and became the provider of the Partner Assault Response Program (PAR) as of April 1, 2023.



Providing specialized services for intimate partner violence offenders.

Demonstrate the importance of accountability

Assist offenders in examining their beliefs and attitudes about domestic violence

Teach non-abusive ways of communicating and resolving conflict

Improve understanding of triggers and warning signs

Explore healthy relationships and the effects of abuse



2022-2023 BOARD OF DIRECTORS

Tuomas Minor

Rose Bakke

Renée Monsma

Carlina Marchese

Aimee Jaun

Katherine Couzelis

Kari Wesley

Ardelle Sagutcheway

Lawni LaBelle-Paynter

Kari Chiappetta

Heather Gray *resigned March 2023*

Terra Lofts *resigned January 2023*

Our Team

Leadership Team:

Nancy Chamberlain,
CEO

Allane Danchuk,
Director of Business & Finance

Sheri Fata,
Director of Programs & Services

Crystal Dunning,
Director of Clinical Services

Staff: *as of March 31, 2023*

Christina Albanese

Sheila Arding

Danielle Barr

Janna Becker

Angela Begin

Kailee Biloski

Kristal Carlson

Andrew Cecon

Taylor Chabot

Riya Choudhary

Carrie Colosimo

Quinlyn Flanagan

Lacey Gollat

Lisa Govier-Stachow

Pia Heikkinen

Robin Hogan

Rafaela Jobbitt

Laurel King

Tye Laframboise

Danielle Mathieu

Heidi Natri

Helene Pittman

Diana Prairie

Holly Rocco

Nele Schoutteten

Karen Scott

Syns Scott

Karen Shalley

Lorraine Simpson

Jade Smith

Allison Streutker

Regan Swerhun

Gina Thomas

Jayna Walsh

Cassandra White

Marianne Wylie

Katelyn Vis

Thank You...

Programs like CHOICES wouldn't be possible without our volunteers who generously donate their time to youth in the community. We are grateful for the support of those who step up as role models for youth in need of guidance, sharing their own life experiences to help lead children and youth on the right path.

A close-up photograph of two hands clasped together in a supportive grip. Both wrists are adorned with awareness ribbons, which are dark with a light-colored stripe and a white bead. The background is a soft, out-of-focus gradient of pink and purple. The lighting is warm and focused on the hands, creating a sense of connection and care.

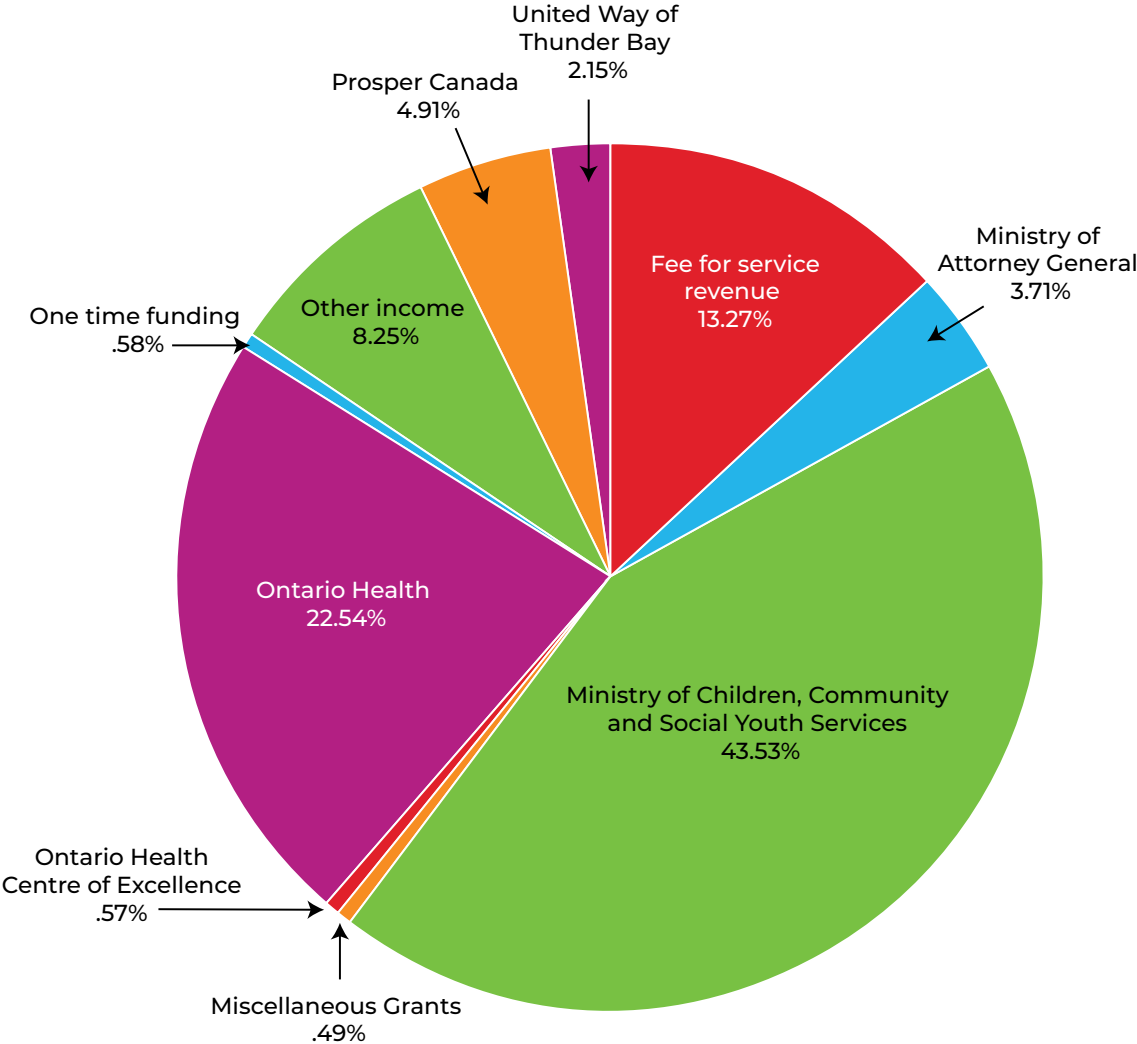
"TBC is a welcoming environment that places emphasis on employees' professional growth and overall well-being."

- Quote from Staff

Thunder Bay Counselling

Revenue 2022/23

**Total 2022/23
Revenue
\$4,445,977**



For complete financial statements, please contact
Allane Danchuk, Director of Business & Finance
807-684-1880
Allane.Danchuk@tbaycounselling.com



"The greatness of a community is most accurately measured by the compassionate actions of its members."

- Coretta Scott King

A Special Thank You

to our Funders and Donors

Thunder Bay Counselling acknowledges and thanks our funders, donors and other contributors for their ongoing financial support of our programs and services in 2022-23.



Ministry of the Attorney General
Ministry of Children, Community and Social Services
Northern Ontario Heritage Fund
Ontario Health North
Solicitor General



DONATIONS & SPECIAL CONTRIBUTIONS

Canadian Women's Foundation
Department of Justice Canada





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