



2024 - 2025 ANNUAL REPORT

OUR MISSION

Our purpose is to improve the quality of life for infants, children* and adolescents within their family** and community environments serving the people living in the City and District of Thunder Bay.

We provide quality services and take actions that:

- Improve children's mental health.
- Strengthen and support children's developmental potential.
- Strengthen and support the family's capacity to parent children.
- Build our diverse community's capacity to positively support the health and well-being of children and families.

OUR VALUES

Furthermore, we will:

- Be respectful, honest, compassionate and fair.
- Stand up for diversity, equity, inclusion and justice.
- Collaborate relentlessly.
- Be responsible and accountable to ourselves and our community.
- Pursue continuous learning and excellence.
- Lead with courage in the service of others.

*the word **children** includes infants, children, youth, adolescents and young adults age birth to 21.

the word **family is diverse and includes what a person would call or define as their family.

OUR STRATEGIC PRIORITIES

1 For the People We Serve (clients, customers) MAKING SERVICE OUR FIRST PRIORITY

- Be child-focused and family-centred
- Advance equity and inclusion through creating culturally safe inclusive spaces
- Generate positive outcomes through high quality evidence-informed interventions
- Improve access, reduce wait times and eliminate barriers
- Increase our outreach and improve transitions
- Prioritize interventions earlier in children's lives
- Support the adults who care for and parent children

2 For the People Who Work for Us (employees, students and Board) DEVELOPING AND SUPPORTING OUR PEOPLE

- Have the right people for the right job
- Increase our diversity through equity and inclusion
- Actively engage in succession planning for today and tomorrow
- Develop our people's skills, knowledge, talent and capacity
- Create safe, accessible and respectful spaces to work and learn within

3 For Our Organization (culture, practices, processes, policies and assets) PURSUING EXCELLENCE

- Deepen continuous quality improvement practices
- Engage meaningfully and communicate effectively
- Mitigate and manage organizational risk
- Leverage information and technology to improve processes
- Integrate an equity and inclusion lens into problem solving and decision making
- Utilize our resources wisely in the service of our mission

4 For Our Community (the shared space and places we live in) ADVANCING COLLECTIVE ACTION

- Build more responsive client-friendly systems of care
- Improve access, outcomes, equity and inclusion
- Assertively champion anti-racism, anti-oppression and social justice
- Support positive community change through collaboration and shared leadership
- Address identified service gaps at the local, district and regional level

A LETTER FROM OUR CEO AND BOARD CHAIR

It is hard to believe that this will be the last Annual Report for both of us. As we reflect upon the year and our tenure here at the Children's Centre, we can't help but be both proud and humbled by the work, the passion, and the absolute commitment to improving the lives of infants, children, youth and their families. As we pass the baton, we remain confident in the Centre's continued growth and unwavering mission to improve the quality of life for the children and families we serve. Together as CEO and Board Chair, we envision CCTB as a value-based relational organization that strives to shape the world into a better, safer, and more inclusive space for children to learn and grow. Every person who works or volunteers here lifts in unison to execute our mission and to support our strategic priorities.

This year's achievements reflect that collective effort: the launch of the Thunder Bay Youth Wellness Hub, the expansion and funding of Outreach Services, the implementation of the ACES project, the design of Gender Affirming Care, the revitalization of our Intensive Services, the advancement of our Strategic Alliance with Thunder Bay Counselling, and the modernization of our Healthy Child Development Services. It has been a busy year for sure!

This year, our people, both clinical staff, administration and management services have worked tirelessly to bring to life new services, re-engineer old services and drive innovative projects. Concurrently supporting our day-to-day efforts to provide children and families with the services they need when they need it. Our Board of Directors has contributed many hours to this organization through robust governance, meaningful engagement, and their commitment to ongoing learning and decolonization. These dedicated community members are now leading the CEO replacement process with the same due diligence and grace that have made them such trusted and valued leaders. Gratitude and shout outs to everyone; our dedicated staff, our valued partners, the Foundation, our committed Board of Directors, and most importantly, the children, youth, and families we are privileged to serve. Thank you for everything you have done and continue to do.

Miigwech, Merci, Thank you,
Tricia and Diane



OUR BOARD

Tricia Murdoch
Chair

Allane Danchuk
Secretary-Treasurer

Jackie Park
Vice Chair

Denise Baxter
Director

Crystal Edwards
Director

Monica Hemeon
Director

Maxime LeBlanc
Director

Kayla Levata
Director

Julia MacArthur
Director

Kate Pickett
Director

Amanda Walberg
Director

Children's Centre Thunder Bay, our Boards, staff, students and volunteers, acknowledge that we are on the traditional lands and territory of the Anishinabe, home to Fort William First Nation, signatory to the Robinson Superior Treaty of 1850. From time immemorial, this region was, and continues to be, a special gathering place of ceremony, trade and kinship for Anishinabek from all directions.

OUTREACH SERVICES

We initiated Outreach Services in 2023 by offering accessible services outside of our traditional, office-based model. This past year the service has continued to grow, with 9 staff providing outreach services to over 650 community members. Our program information sheets have been translated into Arabic, Pashto, Spanish, Urdu, and French.

Our partners include:

- Communities Together for Children
- Evergreen a United Neighbourhood
- Lac Des Mille Lacs Education Centre / Seventh Fire School
- Our Kids Count
- Regional Multicultural Youth Council
- Roots Community Food Centre
- Thunder Bay Indigenous Friendship Centre - Waabogonee Early ON Centre
- Thunder Bay Multicultural Association

We expanded our outreach through the Infant Hearing Program, a service that provides hearing screenings to all infants born in the Thunder Bay District. We are now able to connect with more families and provide them with a “welcome bag” that includes service information for Children’s Centre and our community partners, as well as a racially neutral baby book.



“It’s taken some time, and people [staff and MCA clients] have said, staff and clients are more open to sharing and meeting with us. Our presence there, and becoming familiar faces, has helped with the process of more people reaching out.”

-CCTB Outreach Worker

FAMILY THERAPY FOR 2STGDI YOUTH

Family acceptance is vital for the well-being of Two-Spirit, trans, gender-diverse, and intersex (2STGDI) youth. They face higher risks of attempted suicide, depression, and housing instability.

In November 2024, CCTB held a session with 20 local 2STGDI youth aged 13-23. Family support was highlighted as a priority, with a need for accessible family therapy services.

A grant of \$75,000 from The Knowledge Institute will allow Children's Centre to adapt a family therapy model for 2STGDI youth, designed by an experienced therapist, with ongoing consultations and participant feedback.

Expected Outcomes

- Increased family acceptance and support, measured through pre- and post - intervention assessments.
- Improved youth mental health outcomes, including reduced crisis events and enhanced self-reported well-being.
- Enhanced continuity of care through partnerships with sectors such as healthcare, child welfare, education, and community organizations.

We also initiated the Gender Affirming Care (GAC) Integrated Pathway, aiming to improve gender-affirming care. GAC provides comprehensive support for an individual's gender identity, including medical, legal, educational, mental health, social, cultural, community, and spiritual services.

MENTAL HEALTH FOR BLACK YOUTH

Building relationships and collaborating to develop a beneficial service approach is crucial. Our identity data showed that Children's Centre was under-serving the Black community compared to the city's population. With grant funding, we held listening sessions, facilitated by KWETU Black Youth Hub, to gather feedback from Black community members. We learned that we needed to increase our presence and engagement with the Black community before addressing services. A Black-led consultation team has been engaged to perform an internal equity audit and provide recommendations to improve cultural competency and meet the needs of clients with racialized identities.

Our goals for the coming year are to:

- Partner with high schools to advance engagement with Black youth
- Support partners in their initiatives to advance engagement with Black youth and newcomers
- Increase our presence at Black-led community events
- Strengthen CCTB's internal capacity to support Black youth through targeted training, ongoing support and coaching for staff and the leadership team

CLIENT COMMENTS

I found my experience with Children's Centre so amazing. I have tried multiple different places for therapy with the Thunder Bay community, and nothing ever seemed to work for my harm/OCD. I was referred to the children's Centre and was immediately welcomed in.

It was so convenient to access high quality services in Marathon. We are so grateful to have been able to work with someone in person, as virtual appointments would be so difficult for our preschooler to engage in.

My son and I were able to connect and feel safe with our social worker. Along with the parenting class I took, I felt like I was in a safe place and helped me learn to be a better parent.

Our worker demonstrates ability, empathy and concern, keeping her client's well being at the forefront of care/process.

Working with our current SLP we have been able to see tons of progress not only with speech but she has also been amazing at connecting us with other services at the centre that we either hadn't accessed yet or didn't know about.



STAFF SERVICE RECOGNITION

10 Years

Jamie Perrier
Joanna Sutton
Kelsey Falshaw
Kim Bortolin
Lezlie Gomes
Orlanda DaSilva
Shelby Krasnichuk
Stephanie Servais
Tanya MacLeod

15 Years

Jaymee Martin
Krystle Hald
Leslie Hatton

20 Years

Katie Foster
Sandra Coccimiglio

35 Years

Diane Walker
Nadeline Trelinski

Retirements

Colleen Doran
Kim Santerre
Tammy Ambrose

CHILDREN'S CENTRE FOUNDATION

Grants and Funding

Children's Centre Foundation Thunder Bay collaborates with businesses, companies, and organizations that align with the mission and values of Children's Centre. With the support of board members, partnerships, and third-party assistance, the Foundation received over \$220,000 in donations during the 2024 fiscal year.

Additionally, the Foundation has secured financial support through various grants.

- Community Service Recovery Fund supporting the Strategic Alliance in partnership with Thunder Bay Counselling: \$197,667.00
- Ontario Trillium Foundation supporting Adverse Childhood Experience education: \$200,000
- Hydro One supporting outreach services: \$25,000

Since 2019, Bingo at Superior Shores Gaming Association has raised \$77,618.59 for the Foundation, supporting CCTB clients and programs.



The Jaida Project

The Jaida Project is a grassroots organization founded after the loss of the organizers' daughter, focusing on youth mental health services. Partnering with CCTB, they have driven advocacy efforts, systematic changes, and fundraising support for youth services.

In January 2024, the Children's Centre Foundation Board agreed to support a suicide awareness video with the Jaida Project. Launched on May 7th, 2024, during National Child and Youth Mental Health Day, the video was viewed by over 1.4 million people within its first month, holding 90% viewership through its entire one minute and thirty-nine seconds duration. The collaboration continues, with plans for another video in 2025 underway.



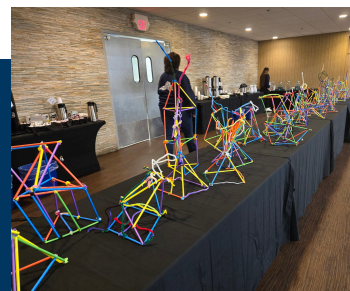
ADVERSE CHILDHOOD EXPERIENCES (ACES)

Adverse Childhood Experiences (ACEs) impact brain development and lead to negative health outcomes. To mitigate ACEs' effects, a collaborative approach focusing on prevention and early intervention is essential.

With Children's Centre Foundation's support, we received an Ontario Trillium Foundation grant to deliver ACEs education in Thunder Bay. This funding helps address childhood adversity while promoting community resilience.

CCTB joined seven organizations to implement a comprehensive training program using the Brain Architecture Game. Over 1,100 frontline staff, decision-makers, and community members have been trained, showing a commitment to prevention.

By providing tools for effective response, we create systems of care ensuring positive outcomes for children, families, and the community.



CHILD & ADOLESCENT MENTAL HEALTH & PSYCHIATRY

Years ago, community partners united to improve mental health and psychiatric services for youth in Thunder Bay. This collaboration led to the creation of Thunder Bay Child & Adolescent Mental Health & Psychiatry Triage Services. Our partners include Canadian Mental Health Association, Dilico Anishinabek Family Care, St. Joseph's Care Group, and Thunder Bay Regional Health Sciences Centre.

We aim to break down barriers, streamline access, and ensure no family is left behind. Our organizations work together to provide equitable and efficient mental health and psychiatric services, enhancing communication and coordination to reduce wait times and duplication of efforts.

Key outcomes:

- Shared consent form to enhance agency collaboration
- Clear process map for accessing services
- Joint triage and navigators to assist families
- Communication plan for better service transparency
- Improved information flow for efficient provider coordination
- Education and resources for primary care providers to aid families

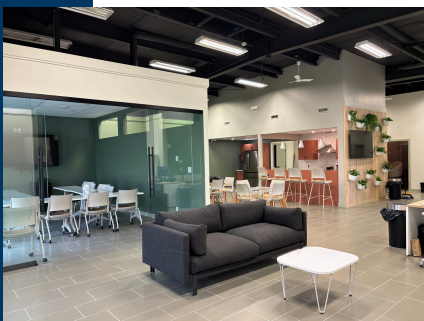


YOUTH WELLNESS HUB (YWH)

In June 2024, Thunder Bay secured funding for a Youth Wellness Hub, thanks to efforts from various community partners and advocacy at the provincial level. CCTB will lead the Hub, representing a true community collaboration.

The first Youth Forum in November 2023 allowed youth to share their ideas for the Hub. Their input has influenced every aspect of the project, including application, location, design, programming, and services.

YWHO partners with local providers to meet young people's needs and improve community outcomes. The Thunder Bay YWH has over 23 partners offering services and programming. Within a year of the announcement, the Hub will officially open in September 2025.



YWHO is an Integrated Youth Services (IYS) model for youth aged 12 to 25 and their families, providing timely and appropriate services.

At the hubs, youth can access various programs and services, including:

- Mental Health and Substance Use Counselling
- Primary Care
- Peer Support
- Care/System Navigation
- Gender Affirming Care
- Education & Employment Services
- Traditional Indigenous Cultural Services
- Cultural Programming, Services & Activities
- Life Skills, Wellbeing Activities & Recreation

FINANCIAL STATEMENT

FOR YEAR ENDING DECEMBER 31, 2024

REVENUE

	2024/25	2023/24
Advances from MCCSS	3,786,594	3,676,206
Ministry of Health	7,462,088	7,769,744
District of Thunder Bay Social Services Admin Board	1,592,300	1,663,554
Youth Wellness Hubs Ontario	807,792	0
Ontario Intensive Treatment Pathway	205,000	0
Other	1,001,416	653,449
Donations	30,996	12,828
Interest	136,103	149,038
Recoveries	176,376	164,725
Total Revenues	<u>15,198,665</u>	<u>14,089,544</u>

EXPENDITURES

	2024/25	2024/25
Salaries	9,107,597	9,073,751
Employee Benefits	2,593,326	2,391,250
Travel	130,051	127,706
Staff Training	88,869	143,210
Building Occupancy	633,312	330,293
Purchased Services - non-client	233,873	177,070
Program Expenses	158,535	204,958
Professional Fees - Client	1,134,406	898,402
Promotion and Publicity	68,674	22,789
Office Administration	559,220	425,861
Capital Acquisitions	197,911	55,076
Other	134,812	142,811
Total Expenditures	<u>15,040,586</u>	<u>13,993,177</u>

Excess of Revenue over Expenditures for year	<u>158,079</u>	<u>96,367</u>
Net assets, beginning of year	<u>954,074</u>	<u>857,707</u>
Net assets, end of year	<u>1,112,153</u>	<u>954,074</u>

Audited financial statements available upon request



MESSAGE FROM THE FOUNDATION BOARD

This year has been a very exciting time for the Children's Centre Foundation board. Building on last year's momentum, we have continued to strengthen and nurture relationships with community partners. We have developed lasting and meaningful connections with businesses and organizations who share our passion and dedication to fundraising and funding programming for children and families in our community.

Our board remains steadfast in our goals to enrich the lives of children and families in our community, to educate the public about the services offered at the Children's Centre, and to engage the community through fundraising and special events. We have hosted major fundraising events and supported several community and business led fundraisers including the Take it In Strides suicide awareness and prevention run, and the TBT Engineering Golf Tournament. These events make it possible for us to continue to focus on important issues like food security, community outreach, the development of a youth wellness hub, and accessibility to treatment.

Our local community has continued to support our efforts by sponsoring, donating, attending events, hosting fundraisers, and volunteering. On behalf of the board, I would like to express how appreciative we are of this support. We thank you for making this work possible and for prioritizing the health and wellness of our young community members and their families.

Respectfully,
Monique Gouthro
Chair, Children's Centre Foundation Thunder Bay



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