

2012-2013 Annual Report



Celebrating 59 Years of Helping Prince Edward Islanders



From the Executive Director

I am pleased to report that Family Service PEI has continued to grow, adapt, and strengthen as the year has passed. This is doubtless due, in part, to the ongoing commitment of employees and board members as the leadership of the organization has stabilized.

Some notable highlights of the past year are:

- Ongoing program review across the entire organization. As a result of this review new Employee Personnel Policies were developed and implemented; a wide range of operational policies that improve our interactions with all clients while also stabilizing internal operations have been developed and implemented; and a new system for tracking program statistics for the Therapeutic Counseling Program has been developed and implemented.
- The Regional Credit Counseling position in Summerside became vacant in September. This allowed us the opportunity to revisit this position under the lens of current agency need. As a result, a new Education and Outreach position was created in order to focus on improving and stabilizing our reach in the community and standardizing our approach to educating Islanders in areas related to personal finance and beyond.
- Increased activity in the area of reaching out and finding opportunities to expand our role in the community by seeking to creatively overcome the barriers associated with a lack of revenue to devote to additional resources. While one example of this creativity is the revamping of the Credit Counseling position in Summerside we have many others:
- More students than ever have graced our doors this past year. This includes educational placements that have led to course credits for the students, and summer student placements through Provincial Government grants. This trend is expected to continue.
- We have increased the number of hours dedicated by volunteers to supporting our organization.
- We have hired an additional Therapist to conduct group educational sessions and to meet with clients outside our normally available appointment slots.
- For the first time in many years, the revenue from the Therapeutic program has increased – and not as a result of an increase in grants or contracts, but as a result of a sustained effort in reaching our target market.



- The revenue from the Credit Counseling Program decreased by 3%. However, this is actually quite positive given that many of our partner agencies across Canada are reporting revenue declines as high as 40%.

As exciting as these highlights may seem, it is important to note that there were a multitude of daily activities and events throughout the year that allowed us to meet these milestones. I believe we are well on the way to achieving stability – both financial and operational – in a very tough economic and political climate. None of the past year's activity would have been possible without the dedication of the board of directors and the employees. It is only when everyone is willing to commit to hard work and action that we can move forward.

I believe the coming year will be another one of continued change, stabilization, and increased reach into the community. I would like to extend a very gracious 'thank you' in advance for everyone's ongoing commitment to the process ... wherever it may lead.

Denise Lockhart

Executive Director

Family Service PEI

"Family Service PEI has really helped me. I have started to be pro active with money. When there is an extra ten dollars, I save it into an account so I can be prepared this year for Christmas and other holidays. I have tried to look ahead and pre-plan, budget instead of being crunched and having to take from other necessities."

-Debt Repayment Client, Credit Counselling Program

Board of Directors

Executive:

Greg Davis, Chair
 Floyd Jackson, Vice Chair
 Holly Banfill, Treasurer
 John Buchanan, Secretary
 Rea Lane, Past Chair

Board Members:

Dan McCarthy
 Paul Bender
 Olive Bryanton
 Tracey McIver
 Tara Connelly (May 2013)
 Erika Burke (June 2013)
 Melissa Fudge (June 2013)

Office Locations

109 Water Street
 Summerside, PE
 C1N 1A8

Suite 106
 155 Belvedere Avenue
 Charlottetown, PE
 C1A 2Y9

“My experience here at Family Service PEI has been nothing but positive and beneficial. The workers here are nothing but professional, listen always to what you have to say and follow up on emotions, statements, and interactions.”

- Therapeutic Counselling Client

From the Board Chair

It is my pleasure to *submit Family Service PEI* Annual Chair report for the 2012/13 year. It has been a year of focused effort to deliver on our mandate related to providing excellent care to persons who are experiencing need, both therapeutic and financial. Over the course of the year many people have benefited from the strong support and direction Family Services PEI staff have provided.

As the Board of Directors we continue to strategize the most efficient and effective avenues through which our organization can fulfill its obligations to the larger community of Prince Edward Island. As is stated in our mission and values statements – we continue to strive to contribute to the development of strong individuals, families, and communities while also stabilizing internal structures including funding levels. We continued to move in this direction throughout the year.

The “front line” employees continue to provide a high level of excellence in keeping with our organizational vision. Our Executive Director, Denise Lockhart, has provided strong leadership both to the board and staff. *Family Service PEI* is in a good position to advance its vision for the care of islanders. The efforts toward informative advertising have gone well - placing a new and refreshing image of what we do as an organization.

Having said that, there are challenges we will need to face if trends remain. This year we have experienced a down turn in people seeking our services for Credit Counselling service. I would like to think this is due to a lack of need in our community, but I am sure there are other reasons! This whole area will need our attention in the next year if we are to stay viable. Focused advertising, continued conversation and active partnerships with governments and other stakeholders will be key in keeping the organization healthy and viable.

Another key need is the development of some additional structure within our own governance model for the organization. The development of a board manual that contains all relevant policy and processes from an oversight perspective will greatly add to this structure. The development of formal succession planning and tools for use in organization/program evaluation are other components that will be forthcoming.

This year we will see two very active members leave our board. Rea Lane has been a board member for 5 years. She provided excellent leadership as Chair of the Board for 2 of those years. Her passion for this organization and the people it serves was evident. Floyd Jackson has been a board member for 3 years, providing sound guidance regarding financial and personal issues. Both members will be missed.

I would like to extend a warm welcome to Melissa Fudge, Tara Connelly, and Erika Burke who have all recently joined our ranks. As we enter into our 60th year of service, our board is more diverse than ever with membership from those who live in all regions of our Island. I look forward to working with you all this coming year. We have a very unique opportunity to work for people and affect positive change in our community.

Greg Davis
 Chairperson

Our Mission and Vision

Our Mission:

Strong individuals, families and community.

In pursuit of this mission we will bring results in the following areas:

1. Individual, family, and couples counselling;
2. Financial counselling including choices for appropriate intervention options.
3. Ensuring clients have access to appropriate services and programs.

Our Vision:

To be a stable, well funded, and collaborative organization that promotes a safe environment and enhances the well being of individuals, families and communities through the development and delivery of a diverse range of services that are comprehensive, flexible, subsidized and offered by qualified staff who are committed to improving the lives of clients, and their ability to function in their families and communities.



Our Programs

Therapeutic Counselling

Affordable and effective individual, couple, family and workplace counselling.

Our therapeutic counselling services help people deal with a full range of life events – from coping with daily pressures, to overcoming abuse, to dealing with mental health issues. We can work with you to get you on the path to wellness, whether it be individually, as a couple or with family.

Credit Counselling

A free program for people experiencing financial difficulties and for those wanting to learn more about money management.

We will work together with you to find solutions to your financial concerns. This might include developing a budget, intervention with creditors or a debt repayment program. We also conduct community financial literacy presentations.

2012– 2013 Program Overviews

Credit Counselling Program

A total of 273 new clients accessed service through our Credit Counsellors. The average age of new clients was 50.62 years and 67.77% were employed.

Of new clients, 67 or 24.5% choose to use a Debt Retirement Plan (DRP) as a way to pay back their outstanding debt to creditors.

The top referral source for the program was Family/Friends/Self (29%); with our website listed second (11%) and creditor/bank/finance company close third (10%).

Employees conducted 26 educational presentations across the Island during the past year in various communities and businesses, reaching 304 youth and adults.

Therapeutic Counselling Program

A total of 238 new clients, were seen by therapists of our Therapeutic Counselling Program this year, representing an increase of 21% from last year.

Of priority issues identified by new therapeutic counselling clients stress accounted for 14%, family conflict/unhappiness 13%, marital conflict/unhappiness 13% and anxiety 10%.



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