

2013-2014 Annual Report



Celebrating 60 Years of Helping Prince Edward Islanders



From the Executive Director

The past fiscal year has been a year of continued change – with the end of some projects and initiatives, while we have welcomed new opportunities. Due to the sustained efforts of our advertising, community outreach, and active seeking of partnership opportunities, we have continued to build our community profile and presence.

As can be seen in the Program Overviews 2013-2014, some areas of our organization have experienced growth, while others have not. The trend we are experiencing in terms of changing client needs, continued throughout this year for each of our core programs:

Credit Counselling:

Our Credit Counselling Program continues to experience high levels of competition from other ‘for-profit’ entities that provide similar services. In addition, the clients we are seeing tend to have disproportionately large amounts of unsecured debt. This results in a number of them not being eligible to partake in our Debt Repayment Plan, as they require more drastic measures to be taken. This is one of many reasons that we are so pleased with the growth in the number of people reached through financial literacy presentations this year. We continue to believe that early intervention and prevention is key to financial health.

Therapeutic Counselling:

Our Therapeutic Counselling program continues to struggle in some ways – and flourish in others. While there was a decrease in the overall number of NEW clients seen this year, our revenue has increased slightly. This is due to an increase in clients who are able to pay full fee for service; and a new grant that was accessed through the Seniors’ Secretariat for holding support groups with seniors. Our repeated attempts to offer psycho-educational style groups to the larger community of Charlottetown were not as successful as we had hoped. We have discontinued this initiative, for the time being.

Overall, we are excited to see what the future holds for us at FSPEI. Change is all around us! The stability of current revenue streams is decreasing. Yet, new opportunities may be just



around the corner.

We are pleased to have received a grant from the Federal New Horizons to do some work that will help prevent Senior Financial Abuse.

We are actively preparing to implement FSEAP’s Integrated Wellness Program to local businesses.

We continue to increase our presence and voice locally, regionally, and Nationally

Our number one challenge lies in continuing to assess and meet the needs of our local Island population. We are well poised to do so in the coming year.

And, on a closing note – all of our success as an agency is due to the dedication of our employees and volunteers. Thank you!

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
Paul Bender, Vice Chair
Holly Banfill, Treasurer
Erika Burke, Secretary

Board Members:

Dan McCarthy
Olive Bryanton
Tracey McIver
Tara Connely (Resigned September 2013)
Erika Burke
Melissa Fudge

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 2013/14 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.

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. We continue to experience a down turn in people seeking services for Credit Counselling. Further, in the next number of years our funding will be significantly diminished. There are no easy answers to the way we move forward in a positive and creative way. In being proactive, the board has decided to engage the services of Dr. Gerry Hopkirk to help us plan for the future. There is no doubt that in our ever changing world, we to will have to engage change in our organization. My hope is that all in the organization see this as an opportunity to be creative and engage change as a positive rather than a negative.

This year we will see two members leave our board. Melissa Fudge, will be moving back to British Columbia. I wish her and her family every success as they begin a new chapter in their lives. And Olive Bryanton has completed her maximum number of terms for a total of 6 years. Thank you so much for that level of dedication!

As we enter into our 61th year of service, our board is more diverse than ever with membership from those who live in all regions of our Island. This will be my last year as chair of the board. I want to thank the member for their unwavering support and dedication. I know that each member wishes only the best for Family Services and are working to that end. I will continue to serve as past chair for one more year. We have a very unique opportunity to work for the people of Prince Edward Island and affect positive change in our community.

Greg Davis
Chairperson

2013– 2014 Program Overview

Therapeutic Counselling Program

- A total of 226 new clients, were seen by therapists this year, representing a decrease of 5%.
- 131 of the clients were charged for services at full fee, 6 on a sliding fee scale, 89 using a fee reduction, yielding revenue of \$16,975, representing an increase of 13% from last year.
- Employees conducted 16 group therapy sessions reaching 17 people, 4 public education sessions reaching 67 people and 3 program information sessions reaching 23 people.
- Of all issues identified by new clients, the top issues were, stress (17.5%), marital conflict/distress (13.3%) and anxiety (12%).
- A total of \$115,247 in revenue was generated by the Therapeutic Counselling Program during the year representing an increase of approximately 6% from last year.

From the Treasurer

Administrative Staff:

Denise Lockhart
Sarena Parkman

Credit Counselling Staff:

Patrick O'Connell
Ellan Dickieson

Therapeutic Staff:

Suzanne St. Amour
Maureen Croken
Christina Campbell

Students:

Victoria Burden
Shalynn Buss
Molly Pineau
Kelsey Murphy

In the fiscal year ending March 31, 2014, the agency, as expected, continued to produce positive financial results. As discussed during board meetings throughout the year, the organization concluded the year with a modest deficit of \$6,627, however, the operating bank account continues to have a healthy balance of \$190,000.

A potential issue may arise when applying for grants and other funding with the agency continuing to hold excess cash in the operating account beyond the expected administrative expenses. The steps the agency has put into place in order to reduce the possible of rejection of funding are:

1. As required by Credit Counselling Canada a minimum of 3 months cash held in trust for coverage of operating expenses (recommended is 6 months, though not yet required). FSPEI will increase the internally restricted funds held for covering operating expenses from the current balance of \$98,502.42 to \$150,000 (or approximately 4 months of operating expenses based on fiscal 2015 budget of operating expenses.

2. The funds will come from two sources: old trust balances; and the operating bank account. The old trust balance has been recommended by FSPEI auditors to be transferred to the operating bank account. Rather than transfer the trust balance to the operating account, the balance of the trust account should be closed and transferred to the internally restricted fund held for covering operating expenses. In addition, the amount (to be determined) required to bring the balance to \$150,000 will be transferred from the operating account. The internally restricted funds will be reviewed by the board and adjusted as necessary/required by the organization's stakeholders.

The organization and the board will need to work closely together to manage the decline in fees from the Debt Repayment Plan. In addition, selected expenses highlighted below will need to be monitored throughout the fiscal year to ensure the longevity of the organization and the best allocation of funds.

Holly Banfill
Treasurer

Description	Budget 2014	Actual 2014	Actual 2013	Actual 2012
DRP Fees	260,000	233,865	251,389	258,834
Travel	13,000	14,668	12,972	8,314
Wages & Benefits	308,950	313,328	291,303	275,865

Actual Wages & Benefits as a Percentage of Total Revenue

Description	2014	2013	2012
Wages & Benefits	313,328	291,303	275,865
Total Revenue	425,212	446,264	409,711
	74%	65%	67%

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.

2013– 2014 Program Overview

Credit Counselling Program

272 new clients accessed service through our Credit Counsellors. The average age of new clients was 44.04 years and 60.29% were employed.

62 or 22.79% new clients choose to use a DRP as a way to pay their outstanding debt to creditors, as compared to 24.5% the previous year.

Over \$2.6 million is currently under FSPEI's administration for participating creditors with just under \$1.3 being paid out to creditors on behalf of our clients in this current fiscal year.

\$233,865 in revenue came into the organization from as a 'fair share' donation; a year over year decrease of 7%.

The top referral sources for the program were family/friends/self, our website, phone book/yellow pages and creditor/bank/finance company.

Employees visited 19 banks and financial lenders, including 5 presentations to bank management and staff.

Employees conducted 35 financial literacy presentations across the Island reaching 544 youth and adults, a year over year increase of 44.2%. Additionally, 5 information booths were set up at various events, reaching approximately 330 people.



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