



We Are Here
For You

WOOLWICH COUNSELLING CENTRE

ANNUAL REPORT

2021

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 65 MEMORIAL AVE, ELMIRA

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MESSAGE FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

This past year, 2021, has been an exciting year at Woolwich Counselling Centre (WCC). We began the year by launching a new, ambitious strategic plan which focuses on increased services for children, youth and seniors, as well as establishing a greater presence across our geographic area.

Enhanced community profile

We have intentionally focused on raising our profile within the community through enhanced social media presence, marketing, and improvements to our website.

Our community stepped up in new ways to support us. We celebrated 45 years as an organization dedicated to providing counselling services in the Townships of Woolwich and Wellesley and beyond.

We mastered the art of nimble client service response by transitioning from in-person services to virtual services several times throughout the year. While it is a harsh reality that the pandemic has had far-reaching impacts on society and in particular on the mental well-being of so many individuals, families and communities, it has also been an opportunity for an agency such as ourselves to step forward to ensure that our community can access the mental health supports it requires right here in our own neighbourhood.

Awareness and attention to mental wellbeing has been significantly increased and as a result, some of the stigma about accessing mental health supports has decreased. Subsequently, requests for services have increased by an astonishing approximately 40% not only within our own agency, but across the broader sector as well.



Staff and Board updates

We experienced significant growth in our staffing team as a response to increased needs in the community. We offered an unprecedented number of community outreach workshops, employer workshops, and small group therapy sessions. And throughout 2021, the WCC administration and counsellors continued to be flexible, dedicated and eager to meet the ever changing demand for counselling services in our community. Likewise, members of the WCC Board continued to dedicate their skills and resources to guide and support Woolwich Counselling Centre's strategic plan and goals.

In the spring of 2021, the Board saw three long service members retire, Iris Miltenberg, Board Chair, Cheryl Dunn, Treasurer and Monty Steenson, a very active property committee member. All three departing members were thanked for their significant contributions to Woolwich Counselling Centre. Five new Board members were welcomed and elected to the Board, Rob Horne, Vern Lunz, Diane Martin, Wendy Pratt and Jonathan Brubacher. Over the course of 2021, all Board members generously volunteered their time and knowledge to both the standing committees and the short term task forces. Many thanks to the Finance, Property and Personnel committees for their ongoing dedication and support of WCC activities including financial review & budget preparation, building maintenance and exploration of office space expansion and Board member orientation and recruitment. Additionally, two taskforces, Wellesley Township Outreach and Pandemic Safety Response, were created to support significant strategic initiatives.

As a result of these two taskforces, WCC is collaborating with Woolwich Community Health Centre for additional satellite counselling space in Wellesley Township and a Pandemic safety plan was developed to ensure the safety of both staff and clients.

As a tribute to 45 years of WCC serving our community, Betty Dyck prepared and shared, at the 2021 AGM, a historical account of the Centre's key accomplishments and contributors.



Additionally, a fundraising campaign celebrating this milestone was launched in the spring of 2021 to raise WCC's profile and grow our donor base.

Given the changes to the Board in 2021, a number of initiatives were taken to educate and socialize the Board to both WCC and Board responsibilities.

These activities included an outdoor 'Meet & Greet' with both staff and Board members, Board member Finance training and Board chair/ED Board Governance training. As a result of this training, a draft Board Governance manual was drafted and is currently under review.

This remarkable year is only made possible by the remarkable people that make up this organization. Many thanks to the dedicated and committed staff who work diligently and compassionately to support our community. Our Board members give generously of their time and vision to help guide the future prospects of the agency and we are truly appreciative of their insights and wisdom. We also wish to thank our many invested donors and funders in our community - without their support, we would not be able to fulfill our mission at the level we do. We are truly blessed to live in a generous, caring community that comes together in support of one another.

Thank you to all who make this important work possible.

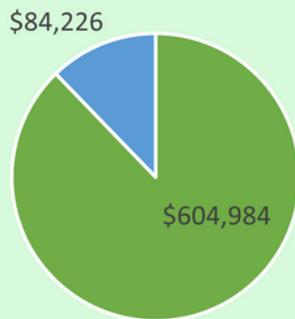
*Tammy Mayer (Board Chair) and
Amanda Wood-Atkinson (Executive Director)*



FINANCIAL UPDATE 2021

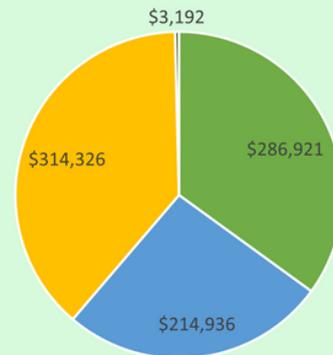


Operating Expenses



■ Salaries, Benefits & Fees ■ Office Expenses

Operating Income



■ Client Fees ■ Grants, Program and Government Funding ■ Donations ■ Other Income

Vision:

Building healthy communities.

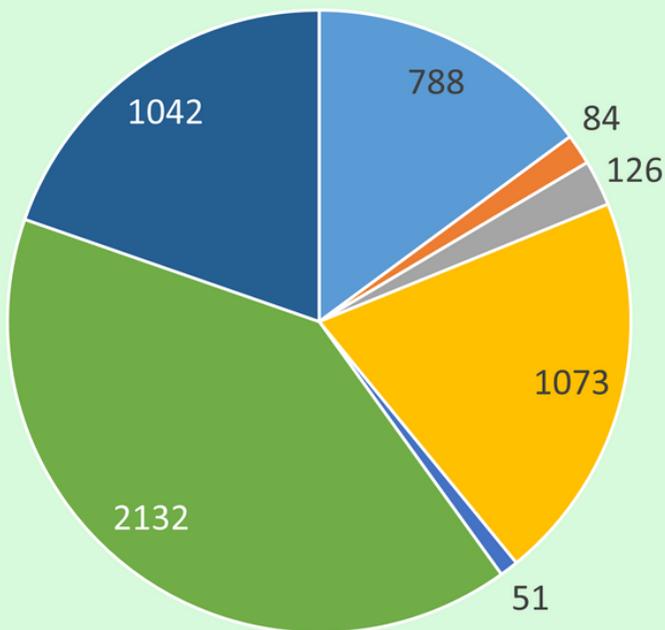
Mission:

Woolwich Counselling Centre is a community-based counselling agency facilitating emotional and mental wellness. We create awareness, provide education, and promote preventative mental wellness strategies for individuals, families, and communities. In partnership with other community agencies, we act as a catalyst for healthy living. We offer affordable, accessible, and professional services for all.

CLIENT SERVICES AT WCC: SERVICE HOURS AND GROUPS/WORKSHOPS



Direct Service Hours
Provided in 2021
Total: 5296



- Child Therapy
- Couples
- Family
- Groups
- Seniors
- Individuals
- Youth

In 2021, we provided:

42 No cost workshops

18 No cost groups

THANK YOU TO OUR COMMUNITY PARTNERS

With many thanks to all of our generous
community partners who work with us in
varying capacities.



Gale

Presbyterian Church



FLORADALE
MENNONITE CHURCH



We're stronger together



Region of Waterloo



WOOLWICH
TOWNSHIP



TOWNSHIP OF
WELLESLEY



Elmira
Pentecostal Assembly



United Way
Kitchener Waterloo & Area



KITCHENER
WATERLOO
COMMUNITY
FOUNDATION



Canada



Astley
Family
Foundation



WOOLWICH
COMMUNITY SERVICES



Optimist
INTERNATIONAL
Optimist Club of
St. Jacobs, Ontario



Feeding Success



WOOLWICH SENIORS ASSOCIATION

Women's Crisis Services
OF WATERLOO REGION



Zion Mennonite Fellowship



Woolwich Community
HEALTH CENTRE
and Wellesley Township
COMMUNITY HEALTH CENTRE

Wellesley Seniors Association

St. Teresa of Avila
Church, Elmira

COMMUNITY
CARE
CONCEPTS

of Woolwich, Wellesley and Wilmot



HEALTH-CONNECT
COUNSELLING PARTNERS



FAMILY &
CHILDREN'S SERVICES
OF THE WATERLOO REGION



Ministry of
Children, Community and Social Services

We also gratefully acknowledge the
generous support of our individual donors.

STAFF AND BOARD



Admin Team



AMANDA WOOD-ATKINSON
(she/her), MSW, RSW
EXECUTIVE DIRECTOR



BETH MASON
(she/her), MSW, RSW
PROGRAM DIRECTOR



HANNAH HARMAN
(she/her)
OFFICE ADMINISTRATOR



SHWETA S.
(she/her)
AWARENESS AND
ENGAGEMENT
COORDINATOR

Clinical Team



JANESSA BAUMAN
(she/her), BSW, RSW
SENIORS PROJECT COORDINATOR



NADINE BENGERT
(she/her), BA, BSW, MSW
COUNSELLOR



KIM BLACKMORE
(she/her), MC, RP, CPT, RYT
COUNSELLOR



SAMANTHA HICKS
(she/her), MSW, RSW
COUNSELLOR



KATIE LAWSON
(she/her), MSW, RSW
COUNSELLOR



SUE MARTELL
(she/her), MA, AAMFT, RP
YOUTH COUNSELLOR



SARAH MACDONALD
(she/her), MA, RP
COUNSELLOR



ANDY MARTIN
(he/him), MA, RP, PhD(C)
COUNSELLOR



DI-ANNE MARTIN
(she/her), MSW, RSW
COUNSELLOR



TYLER RIEPERT
(he/him), MSW, RSW
COUNSELLOR



KATE SUFFLING
(she/her), MEd Counseling, COTD
COUNSELLOR

Our Board:

- **Tammy Mayer (Chair)**
- **Kathryn Seiling (Vice-Chair)**
- **Vern Lunz (Treasurer)**
- **Hannah Harman (appointed Secretary)**
- **Mary Brough**
- **Jonathan Brubacher**
- **Sheila Forler Bauman**
- **Rob Horne**
- **Diane Martin**
- **Wendy Pratt**
- **Ken Reid**
- **Brian Shantz**