



# ANNUAL REPORT 2024



519-669-8651

65 MEMORIAL AVE, ELMIRA

[WOOLWICHCOUNSELLING.ORG](http://WOOLWICHCOUNSELLING.ORG)

# TABLE OF CONTENTS

Agency  
Overview

01

Financial  
Highlights

07

Leadership  
Report

02

Program  
Highlights

08

Administrative  
Staff

04

Together for  
Mental Health

10

Clinical  
Staff

05

All In for  
Mental Health

11

Board

06

Thank You

12



# AGENCY OVERVIEW



## Who are we?

A local, community counselling centre serving Woolwich Township and surrounding areas since 1976.

We are built by the community for the community.

## What do we do?

Support emotional and mental wellness by:

- Creating awareness
- Providing education
- Counselling individuals and families
- Partnering with local schools, businesses, and community organizations

# LEADERSHIP REPORT



**Amanda Wood-Atkinson**  
**Executive Director**



**Tammy Mayer**  
**Board Chair**

**2024 was a meaningful and dynamic year for Woolwich Counselling Centre.**

We continued to provide high-quality, professional counselling services while expanding our reach and deepening community engagement around mental health awareness.

Early in the year, we introduced new ranges on our sliding fee scale to ensure affordability while aligning better with the true cost of care. In February, we launched a *free first session* initiative for new clients in Woolwich and Wellesley Townships, which has helped make services even more accessible.

Community outreach grew significantly. Most notably, we hosted a large community event - *Together for Mental Health*. Held in May at Elmira District Secondary School, this event brought together over 700 people and more than 20 local organizations. With powerful keynote speakers like Hayley Wickenheiser and Corey Hirsch, the day was a true celebration of community and mental health awareness.

Our partnerships remained strong—we delivered workshops across local schools, care homes, EarlyON centres, and businesses. We also joined *Engage Rural*, a new collaboration of 8 rural agencies, to pursue shared funding opportunities, including grants for youth mental health and violence prevention initiatives.

At our April AGM, we recognized long-time board member Kathryn Seiling and welcomed new leadership. The meeting also included important governance updates to align with new provincial legislation.

Internally, we remained focused on service quality, expanding offerings for clients with ADHD symptoms and receiving consistently positive feedback. In October, board and staff engaged in a strategic planning session to shape our goals for 2025.

And finally, we want to acknowledge our incredible staff team. Their dedication and compassion are the heart of this organization. We also welcomed Muneeb Shahid to the team and said goodbye to our long-serving colleague Andy Martin with deep gratitude.

**Thank you to everyone—staff, board, partners, and our community—for helping make 2024 a year of impact, growth, and connection.**



# ADMINISTRATIVE STAFF



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



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



**HANNAH HARMAN**  
(she/her)  
OFFICE ADMINISTRATOR



**VANESSA BELANGER**  
(she/her)  
OFFICE ADMINISTRATOR



**CHRISTINE BIRCH**  
(she/her)  
FINANCE AND OPERATIONS  
COORDINATOR



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

# CLINICAL STAFF



**JANESSA BAUMAN**  
(she/her), BSW, RSW  
CLINICAL PROGRAM COORDINATOR



**NADINE BENGERT**  
(she/her), MSW, RSW  
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



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



**JESSIE QUINN**  
(she/her), CDA, MSW, RSW  
COUNSELLOR



**MUNEEB SHAHID**  
(he/him), MA  
COUNSELLOR



**KATE SUFFLING**  
(she/her), M.Ed Counselling, OT Reg. (Ont.)  
COUNSELLOR



# BOARD

- **Tammy Mayer (Chair)**
- **Jonathan Brubacher (Vice-Chair)**
- **Vern Lunz (Treasurer)**
- **Diane Martin (Property Committee Chair)**
- **Sheila Forler Bauman (Personnel Committee Chair)**
- **Hannah Harman (Secretary)**
- **Sydney Austin**
- **Rob Horne**
- **Quentin Martin**
- **Brian Shantz**
- **Sheri Stover**
- **Matthew VanderMeer**



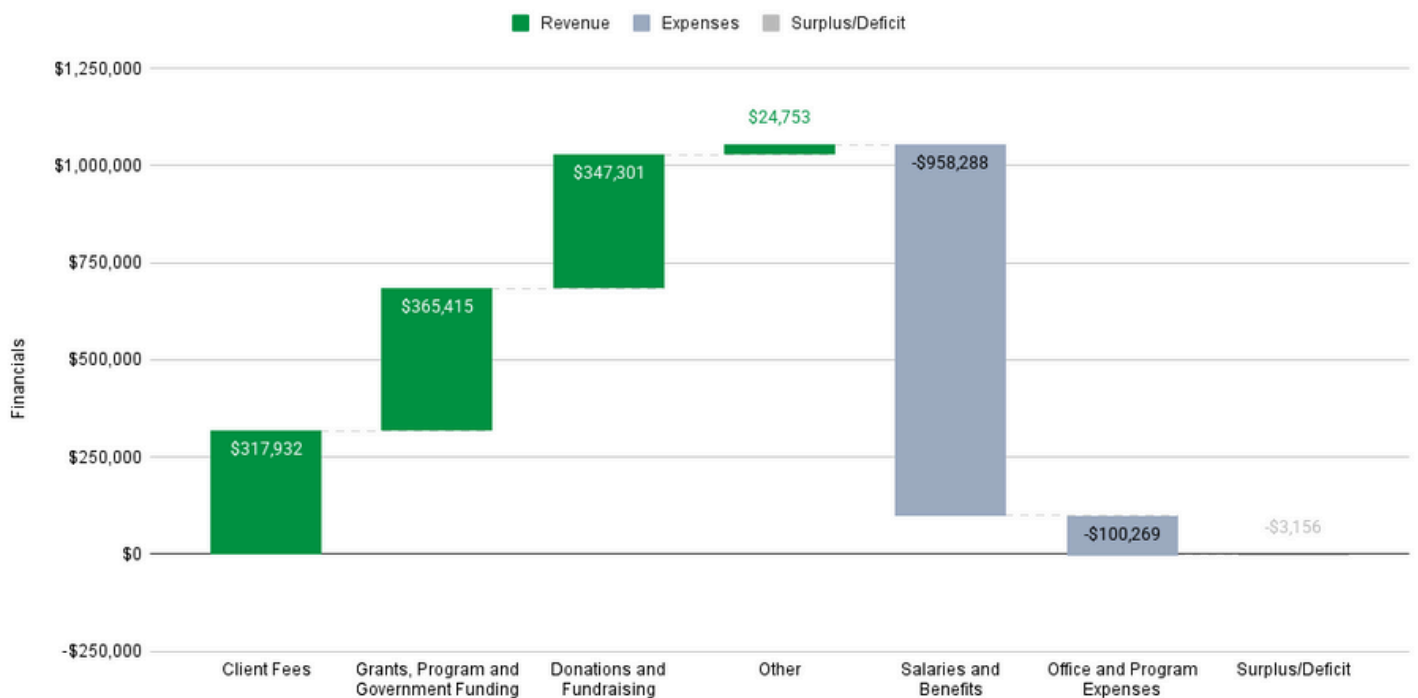


# FINANCIAL HIGHLIGHTS



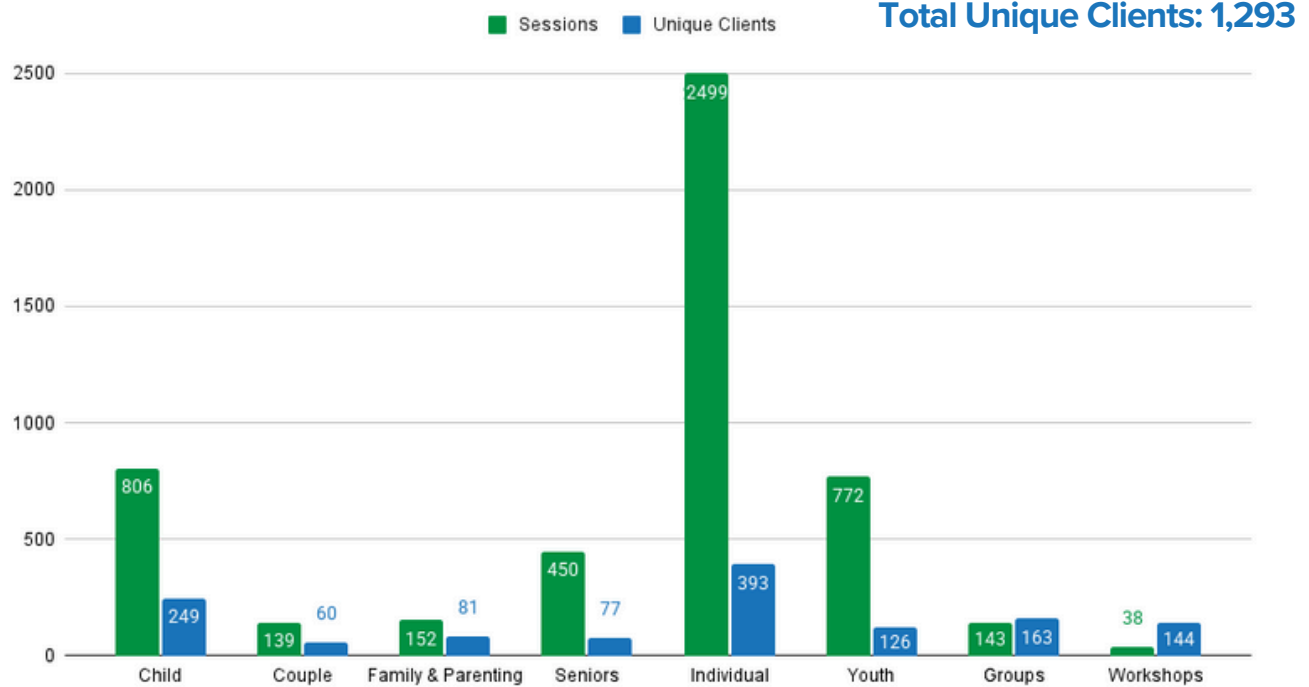
**Total Revenue: \$1,055,401**

**Total Expenses: \$1,058,557**

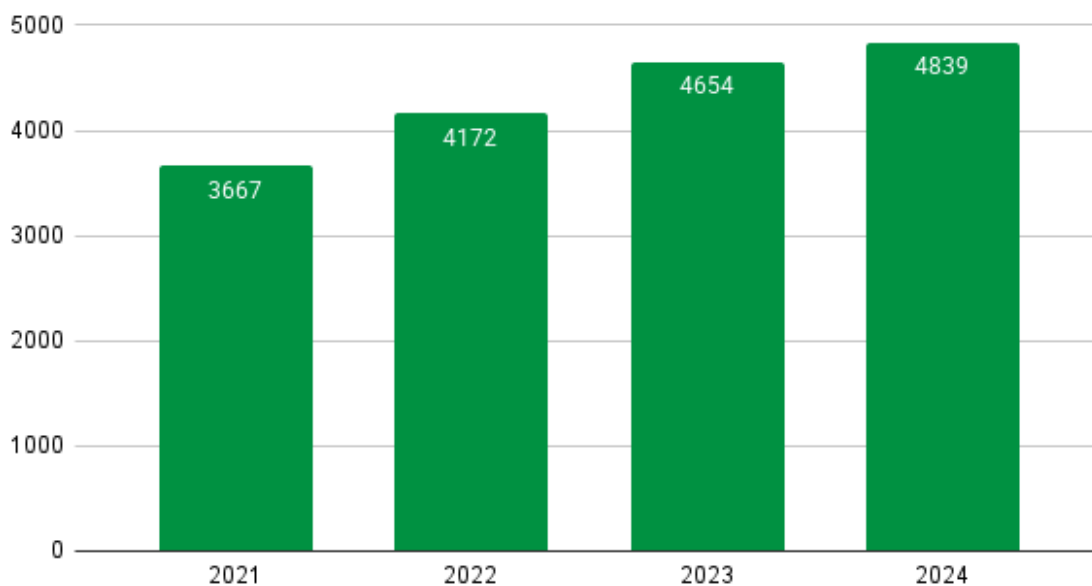


# PROGRAM HIGHLIGHTS

Sessions and Unique Clients



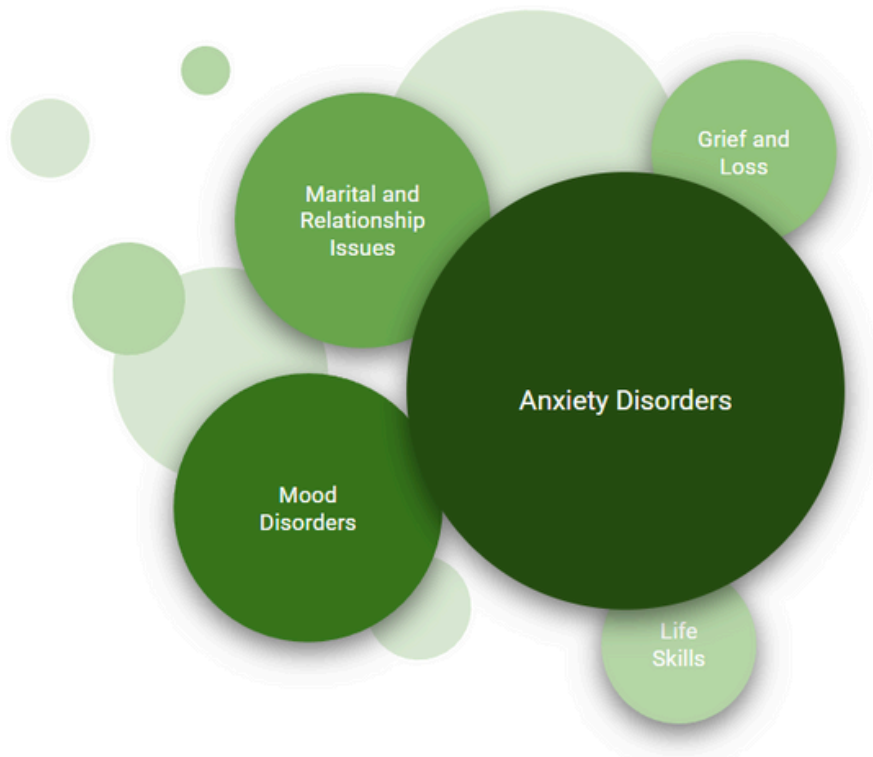
Counselling Sessions



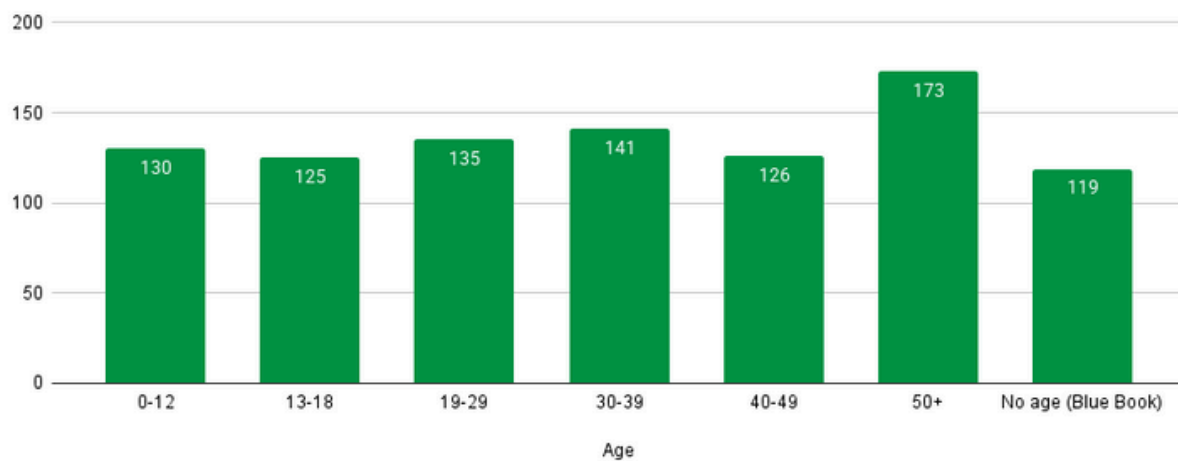


# PROGRAM HIGHLIGHTS

## Top 5 Presenting Issues



## Clients by age



# A RESOUNDING SUCCESS!

MAY 25, 2024



*Together for Mental Health*  
*Thank you for being a part of the conversation!*



“ Oh my, what a powerful event... Extraordinary and promoted a very valuable conversation...”

“Let’s keep the talk going. Let’s text two people and check in and don’t stop there. As Corey also said, let’s not be afraid to get into other people’s business.”

Photos by Tina Weltz, Calla Studio, and WCC



“The messaging around mental health throughout the day was real but positive, and I know everyone took home some really important messages.”

“We raised awareness. We reduced the stigma. We engaged the community. We got people connected. We started the ripple in the water.”

**Woolwich Counselling Centre is so grateful to the many community partners and volunteers who made this day possible.**

*“Somebody didn’t give up today because of what we did.  
Somebody will seek help tomorrow because of this event.  
Somebody will connect someone they know is struggling because they were at this event or heard about it.*

*Did today matter? It sure did to somebody.”*



# MAY 2025:



## ALL IN For Mental Health

### May is Mental Health Awareness Month

Join **Woolwich Counselling Centre** this May as we raise funds and awareness for local **mental health** initiatives — and build a *community that cares*.



### What's Happening This May?

- ♥ Mental Health **Move-A-Thon**
- ♥ Community **Celebration Event** (May 30, 2:30-6:30 pm, Gore Park, Elmira)
- ♥ FREE mental health **Workshops** for 20 Local Businesses
- ♥ **Green Ribbon Campaign**



### Register for the **MOVE-A-THON**

- ♥ Create a **team** with friends or co-workers or join **solo**
- ♥ **Donate** to show your support



### **Donate to make a difference locally!**

Let's be the reason someone in our community feels **seen**, **supported**, and truly **connected**.



TO PARTICIPATE:

[info@woolwichcounselling.org](mailto:info@woolwichcounselling.org) • 519-669-8651 • [woolwichcounselling.org](http://woolwichcounselling.org)



# THANK YOU!



With many thanks to all of our generous community partners who work with us in varying capacities and our wonderful donors. We couldn't do it without you!

## Fundraisers:

- Alisha Wilson Memorial Curling Bonspiel Fundraiser (Elmira & District Curling Club)
- Mission Day Fundraiser (St. Clement Catholic Elementary School)
- Elmira & District Ministerial Choirs and Carols
- St. Jacob's Sparkles Fundraiser (St. Jacobs Fire Department)
- State of the Township Address (Township of Woolwich)
- Strength & Stretch Fundraiser (Pam's Fit World)



# THANK YOU!



## Funders and Partners:

- Astley Family Foundation
- Bell Let's Talk Fund
- Community Care Concepts
- Counselling Collaborative of Waterloo Region
- Elmira Maple Syrup Festival
- Engage Rural
- Lyle S Hallman Foundation
- Ministry of Children, Community and Social Services
- Region of Waterloo
- Township of Woolwich
- United Way
- Woolwich Community Health Centre

# THANK YOU!



## Donors:

- 1751896 Ontario Ltd.
- AgeCare
- AMI Attachments Inc
- Boose Communications
- Bridgeland Terminals
- Cheryl Martin-Gray Professional Corporation
- ClearRock Financial
- Conestoga Meats
- Emerald Homes
- Evergreen Liquid Plant Food Limited
- Floradale Mennonite Church
- Frey Building Contractors
- Hawkesville Mennonite Church
- Hergott Industries
- Home Hardware Building Centre (Wellesley)
- Inner Compass Yoga
- John Jowett Kendall Professional Corporation
- Josslin Insurance
- Kiwanis Club of Elmira
- McDonalds



# THANK YOU!



## Donors:

- ONTOWA Farms
- Paradise & District Lions Club
- Premier Equipment Ltd.
- SOS Physiotherapy
- St. Theresa of Avila Catholic Women
- The Wild Boar Food Truck
- Tri-Mach
- Wallenstein Feed & Supply Ltd.
- Waterloo Crop Services
- Way-Mar Inc.
- Wintermar Farms
- Woolwich Community Lions Club
- Woolwich Physiotherapy
- Woolwich Wildcats U11 BB Hockey Team Donation

*Woolwich Counselling Centre also gratefully acknowledges  
our many generous individual donors.*