



30 Years of History

We believe in the strength of family. We are building blocks for better lives.

Westcoast Family Centres Society (WFC) has come a long way from its humble beginnings. This agency was originally one stand alone "on-site day program" within the Ministry of Social Services and Housing, known as Project Parent. In 1984, when government devolved services to the private sector, a non-profit society was formed and was known as *The Lower Mainland Association for Parenting Education and Assessment.*

We were an organization of 10 people. Our goal was to support positive change in families by teaching and encouraging remediation of troublesome behaviors through training and counselling . A day program, fondly remembered as Project Parent East , was the mothership of our newly formed organization. This program focused on mandated and non-mandated clients who attended 2 or 3 all day programs focusing on parenting education for 9 months to 2 years.

One contract in Vancouver in 1984, soon turned into 6 contracts in 1988 that spanned to Vancouver, the North Shore and the North Fraser areas. Employment was expanded to 50 dedicated staff

Over the years we had numerous creative additions to our programs. As we grew, with the support of our funders such as the United Way of Lower Mainland and BC Gaming, we added ancillary programs, known to us as Special Projects that included Mother Goose,

Community Kitchen, Budget Gourmet and others.

Our reputation as parenting experts grew as did our success in the preservation and reunification of families.

It was time for a name change. We held a contest and our name changed to Westcoast P.R.E.P. (Parenting, Resources, Education, and Programs). This was back in the days of the bingo halls and staff staying up all night as they volunteered their time in the casinos and in return we were given sizable funds that would help to support the families that we worked with.

In 1997, our organization was unionized. There were new rules for everyone to learn.

In 2000, times had changed and the name Westcoast P.R.E.P. was changed to Westcoast Family Resources Society.

In 2004, life in the social sector changed; competition, requests for proposals and attempts to develop or to force partnerships were the focus of our daily lives. While we busied ourselves forging relationships and writing proposals we were also working hard to keep up staff and agency morale while uncertainty prevailed.

By late spring 2004, we had reasons to celebrate. In partnership with Family Services

of Greater Vancouver, we were successful in obtaining a large contract for Family Preservation and Reunification in Vancouver and in partnership with Family Services of the North Shore, we began delivering Family Preservation and Support services in the North Shore. Our contracts expanded in the Fraser North and overnight we doubled our employment capacity to fit the service needs.

In 2007, the Tri-Cities Neighbourhood Centre was developed. A project that invited the Ministry of Family and Children Development (MCFD) and numerous other organizations to work and provide client services with Westcoast Family Resources Society in a collaborative atmosphere.

In 2011, we were nominated for the Premier's Award of Excellence for our Ridge Meadows Family Development response program delivered in partnership with MCFD.

Over the years, the organization continued its growth. To recognize these changes, we went through an extensive rebranding process in 2010 which resulted in a new name, colors and a slogan that would best reflect the organization, "Building Blocks for Better Lives".

Here we are an organization that has delivered solid service for 30 years. We feel thankful and honoured to provide our services to community, to work with our partners and our funders and to have a family of dedicated staff that go into the trenches and never give up.

We believe in the strength of family. We are building blocks for better lives.

John Clark Board Chair Ann Kutcher Executive Director



Project Parent East Team 1984



Ann Kutcher, with previous WFC EDs: Bruce Cooke-Dallin & Bruce Hardy



Bev Dicks (MCFD) & Ann Kucher



Ann Kutcher, Teresa Goodman (MCFD) & Cheryl Mixon (FSGV)

4/5

Message from the Premier of British Columbia





A Message from the Premier

As Premier of the Province of British Columbia, it gives me great pleasure to congratulate Westceast Family Centres on its 30th Anniversary. This is certainly a milestone occasion and a great chance for reflection and relebration.

Over the past thirty years, Westcoast Family Centres has provided invaluable services, resources and support to countless families. This has made a real difference in the lives of so many people, and in turn has a great positive impact on the entire community. From counselling services and education groups, to family preservation and reunification services, Westcoast Family Centres does an incredible amount in supporting the healthy development of children and families.

I would like to take this opportunity to thank the dedicated staff, both past and present, along with everyone whose efforts have gone towards supporting this organization. It is so wonderful to see the growth over the years and to know there are so many people committed to making a positive difference in the lives of others.

Once again, congratulations on reaching this milestone 30th anniversary.

Rest wishes!

Christy Cla



It Takes a Village to Raise a Child...

...With a little help from our friends!

While a modern definition of "village" may be open to a variety of opinions, it is easy to think of how for many, caring for children involves our own actions and is supported by family. Traditionally this includes an extended group of parents, grandparents, aunts, uncles, cousins and others. It usually extends to community through spiritual associations, schools, clubs and neighbourhoods. For some families these connections may be lacking, may not have existed or are left behind. A sense of isolation and being alone is not unexpected. In these situations it can be the larger community that steps up to offer surrogate support.

As our agency celebrates its 30th anniversary, it is also noted that our programs are older than that. What began as a government supported program of Project Parent East managed through an earlier version of the Ministry of Children and Family Development (MCFD) would become the first program from WFC. The idea then as it is today was to provide supports to at risk families to help them and ourselves. Our current program of Family Preservation is supported by outreach Family Counsellors, Group Facilitators, Supervised Access Staff, Resource Workers, Clinicians and an administrative team. We continue to offer Parenting After Separation on behalf of the Ministry of Justice.

In the neighborhoods of Eastside Vancouver, Mt. Pleasant, Kensington, Trout Lake, on the

Drive, West End, Collingwood, Hastings -Sunrise or in the heart of the Downtown we have worked with our client families and with the community. As a general overview to our work, it is understood across health, education and welfare circles that healthy communities contribute to the economic, political and personal health for all of us. The support offered to families contributes to that wellness. And by supporting the more vulnerable children and adults to have healthier lives, we all benefit. This simple but heart felt ideal of supporting family in all of its manifestations has always carried us. As the work grows into best practice supported by skilled and well educated staff that heart remains. Indeed, a few of the original dreamers are still with the agency.

In the first years we added outreach and young mom programs to services. Some of our current staff worked in those programs and can be coached into talking about the children, young moms or families that came for support. We imagine them now as middle aged with grandchildren and our belief is that their life skills were influenced by our efforts.

Our work remains similar to what it has always been. We meet our families by way of community referral – most often by self-reporting or reports from schools, hospitals, mental health teams, immigrant services or regular folk through MCFD involvement. As we begin the work, a relationship is formed and through

conversation, introduction of psycho-educational materials, group work, modeling and other skills we seek to support a personal change through conversation.

Through these 30 years there have been some changes in families served from mostly single parent families (women) to a range of single parents (men and women), to 2 parent families, to blended and new immigrant families. Issues being met are similar in nature as in 1989, where domestic violence, substance use and families living with mental health concerns were leading issues and in 2014, we have violence/separation, mental health and then substance/lifestyle issues as the major concerns. The average ages of both the parents and the children are rising from 1985 through 2014 which is similar to the overall population where we are an aging society.

Our strength based idea is to use existing assets and competencies in finding solutions to immediate problems. We imply in those first meetings that there is hope and that whatever today's challenge, it will get better. And it is by working together that the solutions unfold.

As in the quote above, there is an understanding that none of us are alone in supporting the family or the individual. Over our time, the main partners of Health, Education and Social Services have influenced practice and the overall community attitudes. In addition, a host of agencies, community groups, schools, volunteers and donors have contributed time and resources to our programs and by extension to our client families to complete the village that supports us.

Thank you to all who have helped WFC be part of our Vancouver community.

Theresa Thompson Program Director VFPS, NE Paul Sheaves Program Director VFPS, NW









Building Communities

"I found this experience very helpful and also pushed me in the right direction I needed to be! I got a lot of tools to help me get through certain situations! I know myself a little better and the kind of person I would like to be!" WEC CLIENT

WFC's mission is to contribute to the healthy development of children by providing services to strengthen the relationship between children and families and between families and their communities

To ensure that we are able to carry out these services, we have created strong connections with the communities that we work in. In the Tri-Cities, this translates into partnerships with funders and fellow service providers through committee work, community projects and hosting community initiatives.

Two significant working groups WFC has had long time involvement with are the Early Childhood Development (ECD) and Middle Childhood Matters (MCM) committees. These committees provide opportunity to come together with other service providers and focus on key issues related to kids aged 0-6 years in ECD and 6-12 years in MCM. Both groups set ongoing goals that focus on building a stronger community for these populations. The solid relationships built within these committees has created additional partnerships

with fellow service providers, allowing us to collectively provide additional services than we would otherwise not have been able to, and bring services into areas of the Tri-Cities where they were needed.

Over the last year, WFC has been honoured to be a part of the Tri-Cities Welcoming Communities initiative. The goal of the 21 stakeholders from government and community involved in this project focuses on enhancing our capacity to welcome Canadian newcomers. These include providing opportunities and experience that makes new comers want to live in the Tri-City Community. This initiative was funded by the BC Government, through Welcome BC.

WFC is happy to support My Neighbourhood My Future, a current initiative funded by United Way of the Lower Mainland. The goal of this project is to enhance the lives of young children through community engagement and planning focused on increasing the capacity of the Coquitlam River community. WFC's Tri-City office is located in this community and we are pleased to co-chair the steering group





of this initiative and provide office space and administrative support to community development staff leading the project.

These are but a few examples of the efforts and commitment the Tri-Cities has contributed to building a strong community. WFC is honoured to collaborate with government and community stakeholders to continue working towards building better lives for the families we all serve.

Tanya Valois Program Director





Leaders in Innovation

"I was happily surprised with the information provided to me and my family! " WFC Client

The Ridge Meadows program is very proud to have been part of an innovative way of providing Family Development Response (FDR) in the Ridge Meadows community since 2008. As an Agency who has developed a close working relationship with MCFD, it has been a very natural collaborative partnership which is a crucial element in the successful delivery of the FDR program as it is provided in this community.

FDR is a program offered province wide that responds to child protection reports where the risk level is assessed as moderate to low. Where it is assessed that by engaging with community based supports, an investigation is not required and families can be provided with additional skills that will keep children safe within their families and communities.

Prior to 2008, WFC offered Family Development Response in other communities. Maple Ridge is one of the communities where this program is contracted to a community agency. However, MCFD and WFC were not satisfied that the typical way of initiating the support was the best that could be offered and a collaborative effort gave life to what has been proven to be a successful way to engage

more of the harder to reach families and to reduce the longer term risk for children.

A unique element of the program, is the early stage at which the WFC Family Counsellor is introduced to the family, during a meeting with an MCFD Social Worker. It has been our experience that the introduction of the FDR Family Counsellors early in the process, and at a stage where the family feels most vulnerable, results in frequent acceptance of the service. This along with a close working relationship between their Family Counselor and Social Worker often helps to decrease barriers between the parents and MCFD.

The relationships with MCFD are strong, respectful and authentic, all of which is reassuring to the client and none of which is accidental. WFC and MCFD are housed together and their offices are side by side. This allows for capacity to respond immediately to a situation by walking to the next office to see if a Family Counsellor is available to attend an immediate need for a home visit, which often results in engagement with a family when previously it may have failed, or by an immediate consultation that will respond quickly and collaboratively to changing needs of a family.

In 2009, WFC and MCFD worked collaboratively on a research project to qualify whether or not the way service was being provided was actually beneficial to the families. The finding of the project showed that 3% of FDR families vs. 17% of Investigated families had 3rd and 4th reports come in to the Ministry. When an FDR intervention was provided to a family in the unique manner of this community, the study showed that there is less likelihood of a 3rd and 4th report being made to the Ministry. This research project was nominated for the Premier's Award of Excellence for promoting innovation and excellence in the Lower Mainland Region.

In summary, I am proud to be part of a group with such commitment and passion to working collaboratively and with innovation.

Wendy Fitzjohn Program Supervisor





Promoting Opportunity & Cultivating Excellence

"It has been an absolute treat to work with them and to see their growth." WFC Internship Program Supervisor

As a part of its 30 years of providing services to the community, Westcoast Family Centres Society (WFC) has been a place where opportunities for experience, skills, and practice development have been promoted and excellence has been cultivated. This has occurred through individuals volunteering in a variety of areas of Agency activities, programs, and services. For example, volunteers have supported our on-site Parenting Programs in the past and present supporting our Staff. Some of these volunteers chose to be involved not only to contribute to their community and families, but to gain experience related to how they can work in the field. The opportunity to volunteer would lead individuals to pursue training in the helping professions, such as, social work, child and youth care, counselling, and so on.

WFC provides a highly supportive, substantive, and professional learning environment that has truly expanded over the last 30. The primary attribute of WFC that has made it a place of excellence and learning is its commitment and adherence to Accreditation Standards and best practices. Further, the capacity for internships and practicum placements have steadily increased to the point where WFC has become one of the most sought after sites for Masters Degree Training Programs for Counsellling Psychology and Social Work. Social Work and other helping profession training programs typically require students to access

a placement with service-provider that will give them an opportunity to use and apply the knowledge and skills they gained as students in a practical and meaningful manner. The practicum sites are required to be supportive of the students' learning needs and requirements as well as provide structured and opportunity for guided practice in working with individuals or clients.

It is with great pride and humility that we recognize that some of our former student interns have gained professional experience and have found employment at reputable organizations. Some have found employment with WFC and other key service providers for children and families throughout the Lower Mainland of Vancouver including the Ministry of Children and Family Development as Social Workers. Others have found employment abroad and are responsible for managing services as program directors. Some have also embarked on their own private practice and have been extremely successful.

Over the past ten years, WFC has become a placement for Masters Level students. We routinely have between fifteen to twenty applications for placement and many more inquiries about potential placements. It is with true regret that we can only accommodate two interns at any one time, with some provision for a third. This is due primarily to

the limited therapeutic space available for the staff and intern practitioner in the Vancouver Preservation Program (which is where Masters Level placements are accepted). However, in spite of these limitations, we have provided placements for sixteen interns over that past ten years.

Integrating our Standards of Accreditation practice and those of the Professional Registration bodies of the supervisors (who work with the interns) has elevated the overall standards of excellence interns experience in their placement with WFC and carry forward as they embark on their careers as practitioners and service directors. While excellence is somewhat of an intrinsic goal individuals can chose to strive for, it is when individuals enter into an environment that values and promotes excellence that individuals truly sense that they can achieve their goals.

Promoting opportunity and cultivating excellence is a critical part of WFC's practice over its 30 years of operation. It is our hope to continue this practice in a more intentional manner through specific projects and service development initiatives. Our next 30 years will be an exciting journey indeed with the commitment towards promoting opportunity and cultivating excellence!

Wayne Wong Program Director







Opening Doors to All Families

"Through PCIT, I have learned to better understand my daughter's temperament and engage with her in a more positive way." WECCHERT

'Opening doors to all families' is what the Family T.I.E.S. (Trust, Innovation, Education, and Support) program has been dedicated to, since its inception in 2012. While many of the services offered here at WFC require referrals from the Ministry of Family and Children Development and Family Development Social Worker, the Family T.I.E.S. program provides services to the greater community for a fee and through self-referral. By offering the Family T.I.E.S. program, WFC has been able to help individuals build on their inherent strength to reach their goals.

The Family T.I.E.S. program opens doors to all families through offering an array of specialized, comprehensive, professional and family-centred services to children, adults and families. These services meet the needs of those individuals who are looking to improve their relationships with their partners and children; and those who are looking for support when experiencing separation and divorce or facing child protection issues. The services offered include: In-Home Parent Coaching, Clinical Counselling, Play Therapy, Parent-Child Interaction Therapy, Collaborative Family Mediation, Supervised Access Services, and parenting education. These services assist clients address challenges such as: life crisis and transitions; parenting and family life challenges; schools and learning difficulties; relationship conflicts; separation and divorce; mental illness, depression and anxiety; grief and loss; cross-cultural adjustments; trauma and abuse recovery. All services use a variety of instructional techniques including observation, modelling, teaching, role-playing, counselling and support, and group therapy

to work with children and families. We operate within a strength-based philosophy that works to capitalize on our client's areas of ability in order to learn new skills and build on areas needing development.

Over the past year, we witnessed an increase in the number of individuals and families who accessed our services. We are happy to report that each week we received an average of 5 calls inquiring about our services. Last year, we served 32 clients offering Individual Counselling, Parent-Child Interaction Therapy, Child Therapy and Supervised Access Visitation services.

Furthermore, the Family T.I.E.S. program recognizes the need to have awareness of cultural differences and the ability to effectively interact within different cultural settings. Thus the program is offered in a variety of different languages including English, Farsi, Afghani (Dari), Spanish, Cantonese and Mandarin.



16/17

Change is Inevitable

"Change is inevitable. Growth is optional." John Maxwell

As with the whole agency, **Performance and Quality Improvement (PQI)** work has evolved and grown since our start in 1984. We have collected data, conducted surveys and asked ourselves questions on how we might better serve families. Through that time we have adopted programs in response to need, have enhanced individual skills through education/workshops and have edited, tested, re-written and cast out dozens of versions of our surveys, contact note and report templates and reporting forms.

The collection of data and using the information to inform our work has been present from the first day. In the first AGM Report from 1985; outcome measurements, client demographics and survey feedback to the work dominate the report. That work continues with each annual document. One can read about the number of clients served, the background of clients served and changes and often comments on the nature of the work. The work includes analysis as the questions/data lead to shifts. An early example of this occurred in 1990 when the staff with the Access Parenting Program observed that young parents came to the program in two streams, either preventative or with high needs. They also noted that the program had limited intake and some new parents were unable to be helped. In response, the program shifted to hold both preventative and high needs programs. They also included a "drop in" element open to all and developed an outreach program adapted to client needs based on their review

There are other examples over time such as how change in our community leads to changes in Agency programs. Through time we have added Dad's Groups and Language Specific Groups, gone to outreach, moved locations and constantly, used education and practice to enrich ourselves in service to the community. As attitudes evolve we have redefined ideas such as diversity to include country of origin, language, religious beliefs, literacy, ability and sexual preference. We have asked ourselves to be more open and ready to meet all persons with respect. We have seen our clients shift from a younger, women as single parents to an aging group with both women and men as single parents and also more two parent families.

And it seems that some things don't change. In our first year, the dominant issues were alcohol and substance misuse (35%), violence in relationships (47%) and mental health concerns (51%). Most had been exposed to these same issues as children and poverty heavily influenced all families. In a recent review of files, February 2014 we found our current issues as substance use (39%), violence in relationships/divorce/conflict (49%) and mental health (39%). Such data informs us that the work of helping families continues to be important and incomplete

Our tools in gathering information and in our work has also changed as all have embraced technology and learned to follow windows, passwords and error messages to create modern assessments and reports. And we have been accredited and re-accredited by Council on Accreditation (COA) 4 times since 2002. The standards evolve as we do and growth continues

Thank you to all staff for your collected efforts to participate in the Quality Improvement cycle.

18 Service Stats 2013-2014

PROGRAMS & SERVICES	Children	Parents/ Guardians	Other Family Members	Total Number of Participants
Vancouver Family Preservation & Reunification	541	517	773	1,831
North Shore Family Preservation & Support	194	152	334	680
Tri-Cities Family Preservation & Support	208	133	292	2,511
Ridge Meadows Family Development Response	320	203	482	1,005
	1,263	1,005	1,881	4,149

COMMUNITY GROUPS & WORKSHOPS	Children	Parents/ Guardians	Other Family Members	Total Number of Participants
Community Groups and Workshops	2,423	800	N/A	3,223

Community Groups and Workshops for individuals and families include education groups such as: Mother Goose, Nobody's Perfect, Budget Gourmet, You Make the Difference, Strong Kids Program, Parenting After Separation, Successful Co-parenting, and Family T.I.E.S. Program.

Total Number of Participants 7,372

Total Client
Service Hours
28,089

19

Statement of Revenue & Expenditures

Westcoast Family Centres Society

Year Ended March 31st, 2014
Blue Fish Chartered Accountants, Auditors

	2014	%	2013	%
Revenue (Note 2)				
Ministry of Child & Family Development				
(MCFD) government grants	\$ 3,934,600	91.30	\$ 3,844,152	91.88
Other program revenue & donations	207,845	4.82	178,710	4.27
Interest & rental income	134,697	3.13	141,515	3.38
Ammortization of deferred capital				
contributions (Note 7)	3,854	0.09	3,854	0.09
Fee for service revenue	28,368	0.66	15,762	0.38
	4,309,364	100.00	4.183.993	100.00

Expenditures

Excess of Revenue over Expenditures \$	(22,812)	(0.53)	\$ 35,613	0.85
	4,332,176	100.53	4,148,380	99.15
raining, recruitment & accreditation	59,478	1.38	37,699	0.90
Sub-contract services	30,703	0.71	20,762	0.50
alaries, wages & benefits	3,471,581	80.56	3,269,899	78.15
Repairs & building maintenance	52,865	1.23	60,244	1.44
Pent & occupancy	341,093	7.92	360,536	8.62
Program supplies	9,526	0.22	10,246	0.24
Professional fees	17,040	0.40	17,040	0.41
Office & general	26,518	0.62	22,731	0.54
Nembership fees	8,874	0.21	8,328	0.20
nterest & bank charges	3,020	0.07	2,180	0.05
nsurance	19,220	0.45	16,824	0.40
ood & Kitchen	15,952	0.37	21,844	0.52
elephone, communications & utilities	119,064	2.76	130,518	3.12
quipment rentals, technology services,				
quipment & furniture	417	0.01	710	-
Education & recreation	4,722	0.11	8,174	0.20
Computer expenses	45,943	1.07	53,141	1.27
Automobiles & travel	83,873	1.95	72,646	1.74
Amortization	18,679	0.43	19,248	0.46
Advertising & promotion	3,603	0.08	16,250	0.39

20

Thank You to Our Funders & Donors

Ministry of Children and Family Development www.gov.bc.ca/mcf/



United Way of Lower Mainland www.uwlm.ca



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Canadian Tire Jumpstart www.jumpstart.canadiantire.com



Coast Capital Savings www.coastcapitalsavings.com



Fraser Health Authority www.fraserhealth.ca



VanCity www.vancity.com



Ministry of Justice www.gov.bc.ca/justice/



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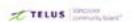
Public Health Agency of Canada www.phac-aspc.gc.ca



BC Gaming www.gaming.gov.bc.ca



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Thank you for your support!!

Celebrating... the Strength of Family for 30 Years & Building Blocks for Better Lives



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