

AMCAL FAMILY SERVICES
West Island Youth Project

ANNUAL REPORT

April 1, 2010 – March 31, 2011

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TESTIMONIAL

Amcal **helped me** in many different ways. I was given great advice about how to deal with and overcome my past. I learned to **set goals** and **take steps** to reach them. Today I go to school every day, stay away from drugs, have decent conversations with my family, and **I know how to cope** with the past since it can't be changed. **I'm a completely different and better person** now than I was before I came to Amcal.

TÉMOIGNAGE

Je me suis **amélioré** tout au long de mon séjour chez Amcal. Je suis heureux, je suis plus calme. J'ai eu de bons et de mauvais moments ici, mais **je chérirai** toujours ces moments, et pas seulement en tant que groupe, mais comme amis. Je me souviendrai de cette étape de ma vie pour toujours. Ne jamais tourner le dos, **continuer à avancer** et **atteindre mes objectifs** à court terme et à long terme. **Merci** à tous pour m'avoir aidé et pour m'avoir compris.



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MESSAGE from the EXECUTIVE DIRECTOR

This past year has not only been successful, but exciting and stimulating as well! At Amcal Family Services in 2010-2011 we proceeded with the strategic plan that was created last year; we incorporated a new service into the Supervised Visitation Program; we initiated, and successfully implemented, a new community group; and we increased our fundraising efforts and results.

In February of 2011, we took on a new responsibility. We finalized a contract with the Ministry of Health and Social Services that authorizes us to offer, free-of-charge, **Supervised Access** to parents who, for various reasons, cannot be alone in the company of their children. Amcal is proud to be the only agency on the West Island awarded this contract.

In January of 2011, we launched a new community group entitled **21st Century Families**. This group was created at the request of West Island parents of teens not currently participants in our programs who nevertheless are looking for support. This program of four two-hour sessions is designed to provide concrete parenting tools and techniques. Both the above initiatives are consistent with the objectives outlined in the agency's **strategic plan**, and evidence of our commitment to ensure that Amcal remains an agency uniquely positioned as flexible and sensitive to the evolving needs of modern families.

We once again increased our focus on **fundraising**, striving to attain the \$200,000 annual amount required to maintain our current level of program and service delivery. Our 9th annual golf tournament was another success, generating more than \$33,000. The third edition of our "A Taste of Amcal" event was also an overwhelming success, raising more than \$22,000, which marks a 50% increase over last year.

The success enjoyed by the agency this past year was made possible by the tireless commitment of the team of professionals employed here. Each and every Amcal staff member serves our clients with dedication, and I am fortunate to be surrounded by such a strong group of people. Their belief in the work we do, and their allegiance to the mission of the organization, make us the agency we are.

I feel privileged to work with the Board of Directors, who are a driving force in our success. They are dedicated, motivated, and professional, and help me bring the agency to the next level each year. They challenge the status quo, guide me in the right direction, and support our work daily both as individuals and as a cohesive group. A very special thank you to all of them for their contributions over the past 12 months.

I look forward to the coming year as we at Amcal continue to work to preserve and promote healthy family relationships. We are constantly expanding our programs and services, and addressing new issues that arise in our community. We eagerly take on the new challenges that daily come our way.

Heather Holmes, MBA, FICB
Executive Director



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MISSION STATEMENT

Adopted **April 1, 2007**

Amcal Family Services' team of professionals is committed to promoting and preserving healthy family relationships.

As a community-based organization, we will anticipate, advocate and advance the role of families, thereby strengthening communities.

VISION STATEMENT

Amcal Family Services aims to be a leader in strengthening families and the community through innovation and responsiveness.

TAG LINE

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VALUES

- ✓ **NURTURING:** Amcal believes in nurturing and promoting positive family relationships.
- ✓ **RESPECT:** Amcal respects the choices of families and empowers them to take control of their family situation.
- ✓ **SUPPORT:** Amcal recognizes the uniqueness of each family and seeks to understand and support the family in achieving healthier relationships.
- ✓ **INTEGRITY:** Amcal incorporates the highest level of integrity in its governance, administration, and programs, with the ultimate goal of achieving the mission and vision of the organization.
- ✓ **COLLABORATION:** Amcal believes in building collaborative partnerships with other community agencies, public institutions, schools and businesses to foster and enhance healthy family relationships.



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AMCAL TEAM 2010-2011

Jersey Benner	Child care worker
Cory Binning	Team Leader, Child care workers, Residential Program (RP)
Sherman Blunte	Coordinator, Supervised Visitation Program (SVP)
Sophie Dalbec	Office and Events Coordinator
Jennifer Davis	Child care worker
Alain Després	Family worker
Margaret Dodge	Overnight Supervisor, RP
Rachael Edwards	School-based Educator
Heather Holmes	Executive Director
Sara Jones	SVP Supervisor
Katrina Kavalersky	Financial Coordinator
Susan Layne	Family worker
Katy Lessard	Coordinator, School-based Program
Alan Macfarlane	Clinical Director
Diane Marsland	Coordinator, Our Place Program
Amanda McCollam	SVP Supervisor
Anatasia Mulcare	SVP Supervisor
Delia Noel	Coordinator, Residential Program
Jason Verboomen	Child care worker
Laurie Wallace	Family worker
Leticia Yansen	Family worker

BOARD of DIRECTORS 2010-2011

EXECUTIVE Committee

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John Deakin	Past President
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Derek Walton	Treasurer
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RESIDENTIAL PROGRAM



The Residential Program (RP) is the foundational program of Amcal Family Services, and characteristic of the agency's uniqueness. The program is designed for adolescents between the ages of 12 and 17 years, and consists of 14 weeks of family counselling. Included is a minimum eight-week structured therapeutic program of respite care for the youth (maximum capacity of nine residents), as well as psycho-educational groups that address the needs of that population. The goal of the program is to provide a strengths-based, solution-focused approach that supports and assists families facing difficulties, and promotes family integration. Two-thirds of the operating budget of the program is provided by the Ministry of Health and Social Services. The remainder is financed through client fees (assessed on a sliding scale basis) and fundraising activities. The other major source of Amcal's funding consists of an annual grant from West Island Community Shares. Last year this grant amounted to \$61,000.

In order to promote and increase the effectiveness of the Residential Program, this year the team recommended extending the residential portion from a *minimum* of eight weeks to a *maximum* of 14 weeks. This modification provided an additional option for families who desired a longer residential stay for their teens. Another one of our goals last year was to introduce a community parents' group for families not registered in the Residential Program. The group, entitled **21st Century Families**, was successfully launched in early March, 2011; the spring session of this group is currently underway. The response to the group has been so positive that the agency has decided to continue to provide the service to the community on a quarterly basis. Please refer to the *Community Groups* report for further information about this program.

The composting project (started last year) has remained an integral part of the RP, providing the Residential teens with a concrete way of making a difference in their community. Building on Amcal's successful integration of this new initiative, and in an attempt to become even more environmentally conscious, the staff decided also to plant a garden in the backyard of the facility. The purpose of the garden is not only to provide food for the agency but also to give the clients a sense of building something from the ground up, then having the responsibility of maintaining, as well as benefitting from the project.

The Residential child care workers continued to operate this past year as a strong and dedicated team, committed to the values of the agency. Cory Binning remained in his role as Team Leader, with workers Jersey Benner and Jason Verboomen. Jennifer Davis returned after a short sabbatical, thus completing our RP Child Care Work team. Alain Després, Laurie Wallace, and Leticia Yansen remain devoted to their responsibilities as family workers with the agency. Susan Layne continues her role as the RP Parents' Group facilitator and facilitates the new 21st Century Families group. Dr. Alan Macfarlane remains as Clinical Supervisor for the entire family work team.

The Residential team continues its collaboration with professionals in training at McGill University and Vanier CEGEP, providing opportunities for students to gain hands-on experience in the field. Since an ongoing goal of the Residential Program is to maintain visibility within both the West Island community and the greater Montreal area, the Residential team was hard at work this year mobilizing themselves to attend various lectures, school fairs, community Boards, and networking lunches. Please refer to the *Community Profile/Marketing* section for a complete list of these activities.

Delia Noel, Coordinator, Residential Program and Family Work



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RESIDENTIAL PROGRAM	2010-2011	2009-2010	2008-2009
Total # of individuals/families	124 individuals	164 individuals	152 individuals
# of Information Meetings requests, RP	120	110	100
# of telephone requests, incl. emails	256	275	250
Areas of origin for most frequent calls about RP	<ul style="list-style-type: none"> • Pierrefonds • D. D. O.* • Montreal 	<ul style="list-style-type: none"> • Pierrefonds • Pointe-Claire • D.D.O. 	<ul style="list-style-type: none"> • Pierrefonds • D.D.O. • Kirkland
Most frequent sources of referrals for RP	<ul style="list-style-type: none"> • Schools • Other helping professionals • Former clients 	<ul style="list-style-type: none"> • Other helping professionals • Schools • Former Clients 	<ul style="list-style-type: none"> • Schools • Other helping professionals • CSSS**

* D.D.O. = Dollard des Ormeaux

**CSSS = Centres de Santé et de Services Sociaux



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SUMMER DAY PROGRAM 2010

The Summer Day Program was designed to give the youth in the Residential Program a positive summer experience, and encourage them to contribute to the local community through volunteer work. The program operates on weekdays during June and July, when Residential teens are no longer in school (the Residence is closed for the month of August). The program is funded by a grant from Human Resources Canada, as well as from contributions made by parents to the Activity Fund.

Our summer began (June 21, 2010) with almost a full house of seven clients, six of whom were in school. Because of the students' varied exam schedules, the activities scheduled for the beginning of the summer had to be local and flexible. By June 28, 2010 the seven clients who would comprise our summer program group had stabilized. This was a very dynamic group who brought a lot of personality and ideas to the program, and who rarely complained even about activities they found less fun than others. We also organized a flexible schedule to accommodate the various daily commitments of our clients (e.g. summer school, football). Our goal was to help the clients experience a range of activities and appreciate that there are many outings possible in and around Montreal.

In our own backyard, the summer program group continued tending the **garden** that was planted late, largely because of cold weather in May. Although some clients really took to this and looked forward to weeding, watering and maintaining the garden, others were less enthusiastic. Overall, however, this project was a resounding success, providing the agency with fresh vegetables (e.g. lettuce, tomatoes, cucumbers). Another integral component of the Summer Day Program was the **journal**. Journaling gave the clients a different outlet to express their thoughts, concerns, and frustrations. Many clients really enjoyed writing and getting written feedback from staff.

During the summer we also incorporated a game called **Champ** that had been a huge success in previous years at Amcal. The clients loved this game, and played it any time there was free time. The game taught them a great deal about themselves and each other as it challenged them to use anger management skills, and learn how to handle competition, frustration, and be a good winner and loser. Near the end of the summer, each of the clients also enjoyed creating a **scrapbook** to take home that was filled with memories from their experiences of the program. By the end of the summer (July 30, 2010), the number of clients had dropped from six (for two weeks) to five (for the remaining two weeks).

- ✓ **Mondays:** The Monday morning routine did not vary: it began with a search of the clients' bags, followed by a session of processing their experiences of their weekends at home. This processing, called *weekend review*, could be lengthy, and sometimes clients were a little harder to motivate and get back into the routine. Thus, plans for the day had to remain flexible. Often activities were scheduled at the Amcal facility (e.g. sports and other outdoor games, board games and movies), since these could more easily be cancelled or re-scheduled as necessary.
- ✓ **Tuesdays:** Volunteering is a very important component of the Amcal Summer Day Program. Every summer the staff attempts to find a placement that allows the clients to develop a sense of community, compassion and selflessness. This summer the clients volunteered at The October



- House, a residential center for seniors dealing with dementia. The clients expressed a genuine excitement when attending this placement, and appeared to enjoy spending time with the residents and finding ways to entertain them (e.g. playing ball and Bingo, going for walks, and simply sitting down to listen). Some clients were so moved to observe how limited some of the residents are that they were prompted to call their own grandparents at the end of the day, to let them know how much they love them.
- ✓ **Wednesdays:** were reserved for educational activities and outings that were organized to help the clients learn new information, and possibly open their minds to new skills and hobbies. These activities seemed genuinely enjoyed by all, as well as had the added benefit of highlighting the prior knowledge of some clients about certain subjects. At times, clients surprised staff with their expertise! Activities included: The Bodies Exhibit; free guided tours at the Montreal Museum of Fine Arts, the SPCA and The Planetarium; guided tours at The Montreal Holocaust Memorial Center, and The Ecomuseum.
 - ✓ **Thursdays:** were days for big, fun, and relaxing activities, perhaps activities many clients had not done before, and were the days most anticipated by the clients. Clients were aware, however, of the risk these activities could be cancelled or changed depending on their behaviour during the week, which motivated them to try their best to have a positive experience in the Residence. Activities included: Cap St-Jacques, Jet Boating, Arbrasksa Park, Laser Quest, Kayaking, The Aquadome.
 - ✓ **Fridays:** were more relaxed, with clients often tired from the busy week. After breakfast chores were completed, and clients' rooms and personal belongings were organized for the weekend, everyone looked forward to a time for **music appreciation**. This activity was a huge success. Sometimes teens were sent home with homework (e.g. find songs in a certain category, different genre, international songs). Other Friday activities included Champ, movies, or board games. The afternoon session included ensuring that the Residence facility was cleaned and in order before clients departed for the weekend.

Residential Team, summer 2010

SUMMER DAY PROGRAM	2010-2011	2009-2010	2008-2009
Number of youth participants	5-7	3-6	4-6



OUTREACH FAMILY COUNSELLING Program

The mission of Amcal Family Services is to preserve healthy family relationships between parents and children. To that end, the Outreach Family Counselling (OFC) Program was designed to respond to the needs of families who have not identified the Residential Program as necessary for their family situation, or is offered when there is a waiting list for the Residential Program. Amcal thus provides support during a family crisis and often helps families come to terms with the eventual necessity of placing their child in the Residential Program. The OFC Program also responds to younger children in elementary school whose acting-out behaviour is impeding their success at school, or causing stress to the family at home. This is a fee-based program and not subsidized by government monies.

The family workers in the Outreach Family Counselling Program provide support and guidance to help families identify issues of concern, and suggest concrete strategies to address these. If necessary, at the end of the four-week OFC contract, families can engage the services of Amcal for another contract, or the family worker may suggest an appropriate community resource. In the coming year, the OFC Program will endeavour to address the transitional relationship between parents and their adult children (i.e. 18-25 yrs.) still living in the family home. The agency's Clinical Supervisor, Dr. Alan Macfarlane, will direct this project.

Delia Noel, Coordinator, Residential Program

OFC PROGRAM	2010-2011	2009-2010	2008-2009
Total # of individuals: <ul style="list-style-type: none"> • adolescents • pre-adolescents 	40 4	48 8	18 0
# of Information Meetings: <ul style="list-style-type: none"> • pre-adolescents: 	2	3	3
# of telephone requests	12	12	31
Areas of origin for most frequent calls about OFC	<ul style="list-style-type: none"> • Pierrefonds • D. D. O. • Montreal 	<ul style="list-style-type: none"> • Pierrefonds • D. D. O. • Pointe-Claire 	<ul style="list-style-type: none"> • Pierrefonds • D. D. O. • Kirkland



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SUPERVISED VISITATION Program

The Supervised Visitation Program (SVP) provides supervised access to parents who, for various reasons, cannot be alone in the company of their children. This form of access is usually court-ordered, either by the Youth Court under the Youth Protection Act, or by Superior Court under the Family Relations Act. Amcal provides both the supervisors and the supervised setting for such parent and child(ren) access. **Supervision of Access Rights** is applied in situations in which the right of access of a parent is interrupted, or spousal contact is confrontational, as in cases of separation or divorce. It is also applied in situations in which a minor child is considered to be “at risk,” physically, sexually or emotionally, or if a parent’s criminal past, substance abuse or mental health issues raise concerns. Visitation Supervisors also assist with **Exchange of Custody**, which are supervised transitions from one home to another for children whose parents have experienced a confrontational separation, with threats of violence.

The Supervised Visitation Program focuses on the preservation of the parent-child bond during periods of separation. The program provides parent(s), siblings or family members an opportunity to visit the affected child(ren) in a neutral environment. There are three existing components to the program. One component is a **contractual agreement** that Amcal has had with Batshaw Youth and Family Centres for more than 10 years. This agreement generates 210 hours of monthly supervision. The second component is offered on a **fee-for-service basis** to clients who are not presently under the aegis of Youth Protection, but have an existing agreement or court order for a supervised visit or exchange. The SVP also provides supervised visitation services for the Centre Jeunesse des Laurentides, Centre Jeunesse de la Montérégie (Vaudreuil-Dorion and Longueuil), Centre Jeunesse de Montréal, Centre Jeunesse de Québec, and the Children’s Aid Society of Ontario. In the absence of a contractual agreement with these agencies, services are provided on a fee-for-service basis. The third, most recent, component of the SVP is a **contractual agreement**, according to the Supervision Droits d’Accès (S. D. A.), undertaken with the Ministry of Health and Social Services, and launched in February, 2011. Clients are ordered by Superior Court and referred to Amcal by various Centres de Santé et de Services Sociaux (CSSS). This agreement is expected to generate 100 hours of monthly supervision.

The SVP continues to supervise visits at three locations. Batshaw’s Weredale facility in Westmount is used solely for Youth Protection clients. Amcal’s Residential facility in Pointe Claire Village serves Youth Protection, Ministry, and fee-for-service clients. Amcal’s Our Place apartment, on Delmar Ave. in Pointe Claire, is used by both Youth Protection and fee-for-service clients. While staffing for 2010 – 2011 was very stable, we anticipate changes in the near future as three supervisors will begin university Master’s programs in the fall; two of these will be out of Province. Preparation is currently underway to minimize any negative impact these staff changes could have on the quality of services we provide to our clients.

Goals for the coming year include hiring and training new supervisors by September, 2011. We also will work to incorporate *daily* (in addition to *weekend*) supervised visits at Amcal’s Pointe Claire facility (at 7 Ste. Anne) without disrupting the other programs and administrative staff that already use this location on weekdays. We are excited, enthusiastic, and prepared to raise client satisfaction and the SVP standard even higher in the coming year.

Sherman Blunte, Coordinator, Supervised Visitation Program



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<i>SVP</i>	<i>2010-2011</i>	<i>2009-2010</i>	<i>2008-2009</i>
BATSHAW contract: # of families	83	90	67
Total number of visits	1211	1126	827
Total number of hours	2151	2522	1365

<i>SVP</i>	<i>2010-2011</i>	<i>2009-2010</i>	<i>2008-2009</i>
FEE-FOR-SERVICE contracts: # of families	21	14	17
Total number of visits	211	170	202
Total number of hours	377	453	398

<i>SVP</i>	<i>2010-2011</i>	<i>2009-2010</i>	<i>2008-2009</i>
S. D. A. contracts (2/2011): # of clients	1	N/A	N/A
Total number of visits	5	N/A	N/A
Total number of hours	10	N/A	N/A



CSSS Priorité Jeunesse: FAMILIES FIRST

Through a contract with the CSSS Pierrefonds for the past 13 years, Amcal Family Services has provided home-based family support and intervention to identified elementary school children in the CSSS territory. This multidisciplinary approach recognizes that the resolution of children's difficulties in school may be related to addressing issues of family dynamics in the home. This Families First (FF) program is funded through Santé Publique and is designed for families who are either currently accessing social supports or who cannot afford to pay for services. The program is offered at no cost to the school or family.

The 10-session Families First program includes: a classroom observation, so the family worker can experience first-hand the issue the child and school personnel have identified; six home visits to support the parents, and provide strategies and tools to assist in the child's academic success and regular meetings and conferences with school personnel involved with the child to discuss progress and identify further needs of the child and family. If necessary, at the conclusion of the program, referrals are made to other community services.

As stated in our goals for 2010-2011, the Families First program continued the expansion of services available for Francophone families—enabled by the addition, last year, of a new Francophone worker to Amcal's family work team. This worker enhanced relationships with school personnel, and solidified Amcal's position in the Francophone sector. Further, principals and staff were assigned the same resource person for a third consecutive school-year cycle, thus improving coordination and continuity of services overall. The Program Coordinator also emphasized the maintenance of regular contact with school principals and staff, to facilitate continuous referrals for the FF program throughout the school year, and to ensure timely and efficient delivery of program services. Regular communication will continue throughout the spring and summer in an effort to maintain these solid relationships into the coming school year. Another promising new initiative we have recently undertaken is to inform parents of eligible pre-adolescent children who call the main Amcal telephone line of the Families First program.

The number of requests in the FF program continues to increase each year as a result of the quality of service and continuity of care provided by the stable family work team. We hope to continue to enjoy increased client satisfaction and improved communication with schools and families in the coming year.

Diane Marsland, Coordinator, Our Place

FAMILIES FIRST	2010-2011	2009-2010	2008-2009
# of families served:			
• in elementary schools:	28	22	8
• in high schools:	0	5	5
TOTAL:	28	27	13



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# of schools served:			
• Anglophone	11	N/A	N/A
• Francophone	17	N/A	N/A



CSSS Priorité Jeunesse: SCHOOL-BASED Programs

In partnership with Santé Publique and the CSSS Pierrefonds for over a decade, Amcal Family Services has provided School-based services to the Lester B. Pearson and Marguerite Bourgeois School Boards. The programs offered are well-known and highly regarded among Amcal's community partners and in recent years have also been offered, on a fee-for-service basis, to elementary schools in the Montreal area.

The six-week **Making Friends, Staying Friends** program teaches age-appropriate social skills for Kindergarten, Grades 1, 2 and 3. The program uses stories, games, and role-plays to help children talk about feelings and learn positive conflict resolution skills. For Grades 4, 5 and 6, the eight-week **About You/About Me** program gives students the opportunity to discuss and resolve issues that create conflicts at school, and helps them identify positive character traits and make better decisions. The program also includes discussions and activities based on the themes of responsibility, trust, and the acknowledgement and recognition of other's differences. The program promotes students' self-reflection as well as curiosity about, and a less judgemental attitude toward, their peers.

This past year, the School-based Program responded to an increased number of requests from both Anglophone and Francophone schools. The total number of services delivered to Francophone schools, as targeted in program goals set last year, continued to grow. As well, our goal continues to be to provide services that are more evenly balanced between the Anglophone and Francophone sectors. Katy Lessard remained as Coordinator of School-based Programs and Services until Feb. 2011. Overall, the program continues to enjoy a stable staffing situation, which is significantly associated with better relationships with school principals and teachers throughout the school year.

Rachael Edwards, School-based Educator

SCHOOL-BASED PROGRAMS	<i>2010-2011</i>	<i>2009-2010</i>	<i>2008-2009</i>
Total # of groups	64	80	80
Total # of sessions	540	550	480
Total # of students	1871	1860	1900
Total # of schools: <ul style="list-style-type: none"> • Fee-for-service contracts: • CSSS Pierrefonds: 	1 Francophone 13: 5 Anglophone, 8 Francophone	1 Anglophone 15: 8 Anglophone, 7 Francophone	3 Anglophone 13: 7 Anglophone, 6 Francophone



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CSSS Services Intégrés: OUR PLACE

Created six years ago to meet the needs of young parents and recent immigrant populations, the Our Place (OP) Program is funded through a grant from Santé Publique, in association with the CSSS Lac St-Louis. It offers a “drop-in” program of education and social support to an “at risk” population of parents (e.g. recent immigrants or parents who have not completed high school), who may be coping with isolation, depression, substance abuse issues, mental health problems and limited parental support. The program aims to assist parents with parenting skills and increase their children’s socialization skills. All participants are required to develop a “Life Plan,” which is reviewed semi-annually, to help them work toward the major life goal they have identified. The program operates three days a week at an off-site location, in a Delmar Ave. apartment in Pointe-Claire.

Relationships with our community partners remain very close. The West Island Citizen’s Advocacy (WICA) “Bread Basket” staff animates our much-appreciated weekly collective kitchens. Through this initiative, Our Place participants have learned about cooking with creativity, nutrition, team work and structure, and have developed a very close bond with Kristin Fasciano, the animator. WICA continues to use the OP apartment on a bi-monthly basis for collective kitchens for other Delmar residents, as well as for their Residents’ Committee meetings. The residents in the Delmar building also regularly leave generous donations of clothing and toys at the OP apartment door.

While our statistics indicate that attendance overall in the program is almost the same as last year, what is not reflected is the increase in the *daily* number of participants. The West Island Women’s Center (WIWC) animates weekly music, arts and craft workshops with the OP mothers and children. These focus on skills development in the children, which we encourage the parents to reinforce at home. Since our core group of child participants this past year were aged 2 to 4 years old, the emphasis was on developing concepts about colors, shapes and numbers. In order to best equip the children for day care or school, we aimed for consistency between the arts and crafts program and the Born-to-Read program that also came to OP on a weekly basis. Again this year, each parent was given a book bag on their first day of attendance and also on each subsequent visit.

Our goal for the summer months is to arrange fun activities that enable both parents and children to get outdoors more and explore the neighbourhood. We had picnics at Centennial Park in Beaconsfield on Canada Day and at Bourgeault Park on St-Jean Baptiste Day; we visited the Ecomuseum and Cap St-Jacques. On rainy days we went to Fundomondo and/or McDonalds’ play area so the children could climb and expend their energy. The children especially enjoyed the mini water park in Dorval, and both parents and children appreciated their day at the Aquadome in Lasalle. We continue to seek out activities with minimal entrance fees. As well, for the second year in a row, all participants in the OP program took part as a group in the walk to benefit West Island Community Shares. The core group of OP participants also took the initiative to publicize and promote our program within the community.

In November, as in previous years, nurses from the CSSS were present to administer flu vaccines. We also had our yearly bake sale at the CSSS in November. Monies from this event are used to buy Christmas presents for the children. The Christmas party was also held at the CSSS and Santa was very generous!! We provided presents and turkeys to 12 moms, three dads, 15 children and staff. Because of the increased number of eligible participants, and to ensure that everyone received a present, we had to limit the attendance to children less than five years old. Each mom also got a surprise gift bag. We received very generous donations from Loblaw’s (Kirkland), Marcelle cosmetics, West Island Community Shares staff, Le Panier, and Curves Beaconsfield, which made Christmas 2010 another great success! We had the good fortune to make contact with Sue Simatos from John Rennie High School, who coordinated Christmas baskets for all our families. The students provided food, toys and gift cards. All the classes involved in providing Christmas baskets later received Thank you letters from the OP parents and children. With the help of Katy Lessard, my Our Place partner, and Delia Noel, the Residential Program



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Coordinator, a very entertaining video was made of our year for all participants and staff to cherish. The children just love to watch themselves on TV.

At Our Place we take great pride in the successes of our moms. One of our graduate mothers now has two diplomas from WAVE, the Lester B. Pearson School Board school of cosmetology. In June 2011, another mom will graduate from the Place Cartier Adult Education Centre (in Beaconsfield). As an incentive for parents to complete their high school diplomas, Place Cartier, one of OP's community partners, waives the registration fees for our participants.

We had some staffing changes this year. Katy Lessard left Amcal for a new position (in Feb. 2011), and was replaced as OP Educator by Rachel Edwards. Diane Marsland has been Coordinator of the program for the past six years. As Coordinator, Mrs. Marsland maintains regular contact with the CSSS nurse, plans fund-raising events, and counsels and supports the parents. She also continues to participate in community meetings, such as the Table for the southern area of the West Island, known as "Table de Quartier Sud (TQS) et Dorval." This Table also includes representatives from the CSSS, WICA, the municipalities of Pointe-Claire and Dorval, WIWC, our two local school boards, and other community organizations located south of highway 40. We anticipate another year of continued cooperation with our partners, and more opportunities for learning, growth, and fun in the OP program.

Diane Marsland, Coordinator, Our Place

OUR PLACE PROGRAM	2010-2011	2009-2010	2008-2009
Number of parents served:	21 mothers, 3 fathers	22 mothers, 4 fathers	26 mothers, 3 fathers



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COMMUNITY GROUPS

Amcal Family Services recognizes the critical need for skill-building groups within the community. To that end, the agency has offered an eight-week, after-school **Anger Management and Conflict Resolution Program**. Using a psycho-educational approach and aimed to assist (a maximum of eight) teens, aged 12-17 years, to develop positive relationships and effective coping strategies, this program promotes pro social attitudes and behaviours as well as better decision making. It encourages teens to explore character issues (e.g. respect, responsibility, tolerance, and resilience), to identify the role that anger plays in all aspects of their lives, and to understand anger as a manageable emotion.

However, as of January 2011, the agency decided to put this fee-based community group on hold until September 2011. Our goal is to use this time period to work diligently to review and update the program, to ensure that its content is indeed effectively responding to the needs of today's youth.

As well, in January 2011, Amcal Family Services officially launched a new community group called **21st Century Families**. Modelled on the successful Residential Program's Parents' Group, but aimed at families whose teens are *not* currently participating in the RP, this program is designed to provide concrete parenting tools and techniques. Susan Layne, MSW, the facilitator for the RP Parents' Group, also facilitates this community parents' group. This program is being offered on a quarterly basis and is currently operating its second, spring session. Each session consists of four consecutive weeks of two-hour group meetings. The meetings address issues such as parenting in general, the realities of parenting youth today, boundaries, consistency and contracting. Participants are also given an overview of the services offered by Amcal. The sessions are available, to a maximum of 12 participants, at a minimal cost.

Delia Noel, Residential and Family Work Coordinator

COMMUNITY GROUPS	2010-2011	2009-2010	2008-2009
# of participants, Anger Man. Group	12	24	21
# of participants, 21 st Century Families	12	N/A	N/A



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COMMUNITY PROFILE/MARKETING

If it takes a village to raise a child, it surely takes community support to enable Amcal Family Services' multidisciplinary approach. We therefore place high priority on building strong partnerships and community connections, and collaborating with numerous helping professionals, local community organizations, and government agencies. Each year, the Executive Director, along with the entire team at Amcal, participate in various events and meetings to raise awareness in the community about the services offered by Amcal and to nurture our relationships with community partners.

In order to enhance our presence in the community's business, education and non-profit sectors, several staff members participated in events such as networking luncheons sponsored by the West Island Chamber of Commerce, and parent-teacher evenings and presentations in high-schools and CEGEPs. Amcal also builds connections and shares knowledge, and promotes awareness of Amcal's mission and services, by attending presentations and workshops sponsored by individuals and groups in the Montreal area that offer resources for youth and families (e.g. Éducation Coup-de-fil, Sexpressions).

Amcal was published over 20 times throughout the year in local newspapers and magazines. Our strong relationship with Transcontinental continued, and our "Ask Amcal" columns appeared regularly in both English and French weeklies, *The Chronicle* and *Cité-Nouvelles*. These two local publications often included articles reporting on Amcal events as well as interviews with the Amcal Executive Director and staff. This exposure also helps us build public awareness about the services Amcal provides for the community.

The Executive Director and the Amcal team worked with the following helping professionals, community organizations and government agencies, or attended or organized the following courses and seminars in 2010-2011:

- ✓ Agence de la Santé et des Services Sociaux de Montréal
- ✓ Batshaw Youth and Family Centres
- ✓ Carole Gellman presentation, private tutor and in-home academic testing (Sept. '10)
- ✓ Centre Local de Développement (CLD) West Island
- ✓ CSSS Lac St. Louis – Services Intégrés
- ✓ CSSS Pierrefonds – Priorité Jeunesse
- ✓ Comité Services de Droits d'Accès Montréal et l'Ouest de L'île
- ✓ Community Resource Centre (CRC) networking luncheons
- ✓ Central Parents Committee presentation (March '11)
- ✓ Crise Ado Famille Enfance (CAFE) presentation, family coaching (Jan. '11)
- ✓ Dollard des Ormeaux Old-Timers' Hockey Association presentation (March '11)
- ✓ Éducation Coup-de-fil, Hélène Côté presentation, telephone counselling (Nov. '10)
- ✓ Family Matters golf tournament (September '10)
- ✓ Hincks Dellcrest (March '11)
- ✓ John Abbott College – presentation to Correctional Intervention students (February '11)
- ✓ John D'Angelo presentation, private therapist (Oct. '10)
- ✓ Julie Evans presentation, CSSS (Feb. '11)
- ✓ Lester B. Pearson School Board: various school Open Houses (Fall '10)
- ✓ McGill Lecture Series (Fall '10 – Winter '11)
- ✓ Newspaper interviews, the *Chronicle* & *Cité-Nouvelles* (April '10 through March '11)
- ✓ Parental Alienation Symposium, New York, NY (Oct. '10)
- ✓ Pointe-Claire Old-Timers' Hockey Club presentation (November '10)
- ✓ PsyMontreal presentation, private counselling (March '11)
- ✓ Santé Publique
- ✓ Sexpressions workshop (Feb. '11)



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- ✓ Speaking Rights Conference, Montreal (Nov. '10)
- ✓ Table de Concertation Jeunesse 0-12 de l'Ouest de L'île
- ✓ Table de Concertation Jeunesse 12-24 de l'Ouest de L'île
- ✓ Table de Concertation de dépendance de l'Ouest de L'île
- ✓ Vanier CEGEP Career Day (Feb. '11)
- ✓ Villes de:
 - Baie D'Urfé
 - Beaconsfield – Open House
 - Dollard des Ormeaux
 - Kirkland
 - Pointe-Claire
 - Pierrefonds – Roxboro
- ✓ West Island Chamber of Commerce networking luncheons (Fall '10)
- ✓ West Island Community Shares Campaign Launch (September '10)
- ✓ West Island Community Shares Distribution Ceremony (April '11)
- ✓ Women's Links golf tournament (June '10)



FUNDRAISING

OBJECTIVE 2011-2012: \$192,000

SOURCE	TARGET 2011-2012	ACTUAL 2010-2011	ACTUAL 2009-2010	ACTUAL 2008-2009
"A Taste of Amcal"	\$25,000	\$22,156	\$14,056	\$11,377
Board members	\$2,000	\$1,863	\$1,062	\$1,300
Conferences	N/A	N/A	\$1,357	\$2,803
Corporate Cards	N/A	\$3,588	\$5,819	\$2,599
Donations	\$40,000	\$39,799	\$32,393	\$36,192
Golf	\$35,000	\$33,161	\$29,206	\$37,056
MNAs	\$4,000	\$3,000	\$4,000	\$2,000
Municipalities	\$21,000	\$20,300	\$19,700	\$19,500
Random small events **	\$2,000	\$462	\$1,115	\$2,024
West Island Community Shares	\$63,000	\$61,000	\$60,000	\$60,000
TOTAL	\$192,000	\$185,329	\$168,708	\$174,851

** e.g. *Comedy for a Cause*

In 2010-2011, Amcal continued its fundraising efforts and succeeded in surpassing the targeted objective of **\$178,400**. The total monies raised in 2010-2011 increased more than 9% from the previous year. The events and fundraising efforts were much the same as prior years, some of which are summarized below.

Amcal hosted the following fundraising activities in 2010-2011:

- ✓ **9th annual Family Matters Golf Tournament:** Integral to our fundraising efforts, the surplus from this popular golf tournament exceeded **\$33,000**, which met our expectations for this event. These funds are used to help the agency continue to offer crucial programs and services to the community. The 10th edition of our golf tournament will once again be held at the Beaconsfield Golf Club, on **Monday, September 12, 2011**.
- ✓ **"A Taste of Amcal:"** The third edition of our most recent signature event, "A Taste of Amcal," held in March, 2011 at the Royal St. Lawrence Yacht Club, raised more than **\$22,000** for the agency, an increase of more than **\$8,000** from the previous year. This is an evening of delicious tastings provided by local restaurants and caterers, and included a live auction for the



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first time this year. All of the products are donated free-of-charge to Amcal by the food and beverage suppliers. This ensures that all monies raised can be used to support and enhance the mission and services provided by this agency to the West Island community. This event was initiated in recognition that the previously popular and profitable **Professional Development Conferences** organized by Amcal were no longer relevant to the needs of the community.

- ✓ **Corporate Card Campaign:** We once again partnered with Alain Voizard for our yearly solicitation for the sale of corporate Christmas cards. Unfortunately, we were forced to use a new supplier this year, which resulted in lower profit margins. As well, since the cost to the customers was significantly more, the result was a lower fundraising effort overall of approximately **\$3,500**.

THANK YOU to our major donors! The following is a list of event partners and donors who supported Amcal in 2010-2011:

- ✓ Archome
- ✓ Barefoot Wine Quebec
- ✓ BBB (Better Business Bureau) Foundation
- ✓ Beaconsfield Old-Timers' Hockey Club
- ✓ Beaconsfield Women's Club
- ✓ Bel-Fast Printers Inc.
- ✓ Billoquet
- ✓ Bobos
- ✓ Borden Ladner Gervais
- ✓ By George Catering
- ✓ Café Smoothie
- ✓ Calzone
- ✓ Canada Metal
- ✓ Capital Wellington West
- ✓ Cité-Nouvelles
- ✓ Coopérative Des Bons Voisins
- ✓ Dollard Old-Timers' Hockey Club
- ✓ Eric T. Webster Foundation
- ✓ Estate of Linda Morris
- ✓ Glenn Doré
- ✓ Great West Life Assurance Company
- ✓ IGA Martin
- ✓ Il Centro
- ✓ John Rennie High School
- ✓ Kirkland Old-Timers' Hockey Tournament
- ✓ Le Panier
- ✓ Molson
- ✓ MR Graphique
- ✓ Pathonic Foundation
- ✓ Paul Stevens
- ✓ Pointe-Claire Old-Timers' Hockey Tournament
- ✓ PwC (PricewaterhouseCoopers) Canada
- ✓ Pyrogenesis
- ✓ Raymond and Susan Doré
- ✓ Royal St. Lawrence Yacht Club
- ✓ St. Edmund's Social Action Committee
- ✓ St. Thomas à Becket Catholic Church
- ✓ Sunrise Dollard des Ormeaux
- ✓ Sushi Shop - Kirkland and Pointe-Claire



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- ✓ *The Chronicle*
- ✓ UPS Canada
- ✓ Villes de:
 - Baie d'Urfé
 - Beaconsfield
 - Dollard des Ormeaux
 - Kirkland
 - Montréal
 - Pierrefonds-Roxboro
 - Pointe-Claire
- ✓ West Island Community Shares
- ✓ Women's Links
- ✓ Ye Olde Orchard Pub



HUMAN RESOURCES

Research suggests to us that positive therapeutic relationships between workers and families are associated with higher client satisfaction and successful interventions. To sustain such positive relationships, Amcal Family Services remains committed to the recruitment and retention of a stable and consistent professional staff. To that end, Amcal ensures that all staff receive appropriate ongoing clinical supervision and attend relevant professional training.

The success enjoyed by the agency this past year can largely be attributed to the low staff turnover that we experienced. The Coordinator of School-based Programs, Katy Lessard, left the agency in Feb. 2011; Jersey Benner, child care worker, departed in Jan. Happily, these mark the only staff changes of the year.

The other program coordinators all remain in their positions, and continue to provide the glue that keeps the agency together. This strong management group includes: Sherman Blunte, Supervised Visitation Program Coordinator; Diane Marsland, Our Place Coordinator; Delia Noel, Coordinator of the Residential Program and Family Work; Sophie Dalbec, Office and Events Coordinator and Katrina Kavalersky, Financial Coordinator. The clinical team also remains integral to the agency's bench strength, with family workers Alain Després, Laurie Wallace, and Leticia Yansen all continuing in their positions this past year. Susan Layne added to her responsibilities the facilitation of the new 21st Century Families group, while continuing her superlative leadership of the Residential Program's Parents' Group. The administrative coordinating staff, as well as the other front-line workers, remained unchanged.

This is a skilled group of individuals, whose commitment and cooperation are essential components in Amcal's unblemished reputation for providing cohesive, comprehensive, and quality professional services for families in need in the community, well into the 21st century!



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