

# 2016 Annual Report

*Connecting Through Technology*

YOUR TEXT HERE



**Thoughts**



**Growth**



**Telephone**



**People**



**Online**



**Timely Access**



**Ideas**



**Funding**



306 Brock St. N.  
Whitby, ON L1N 4H7



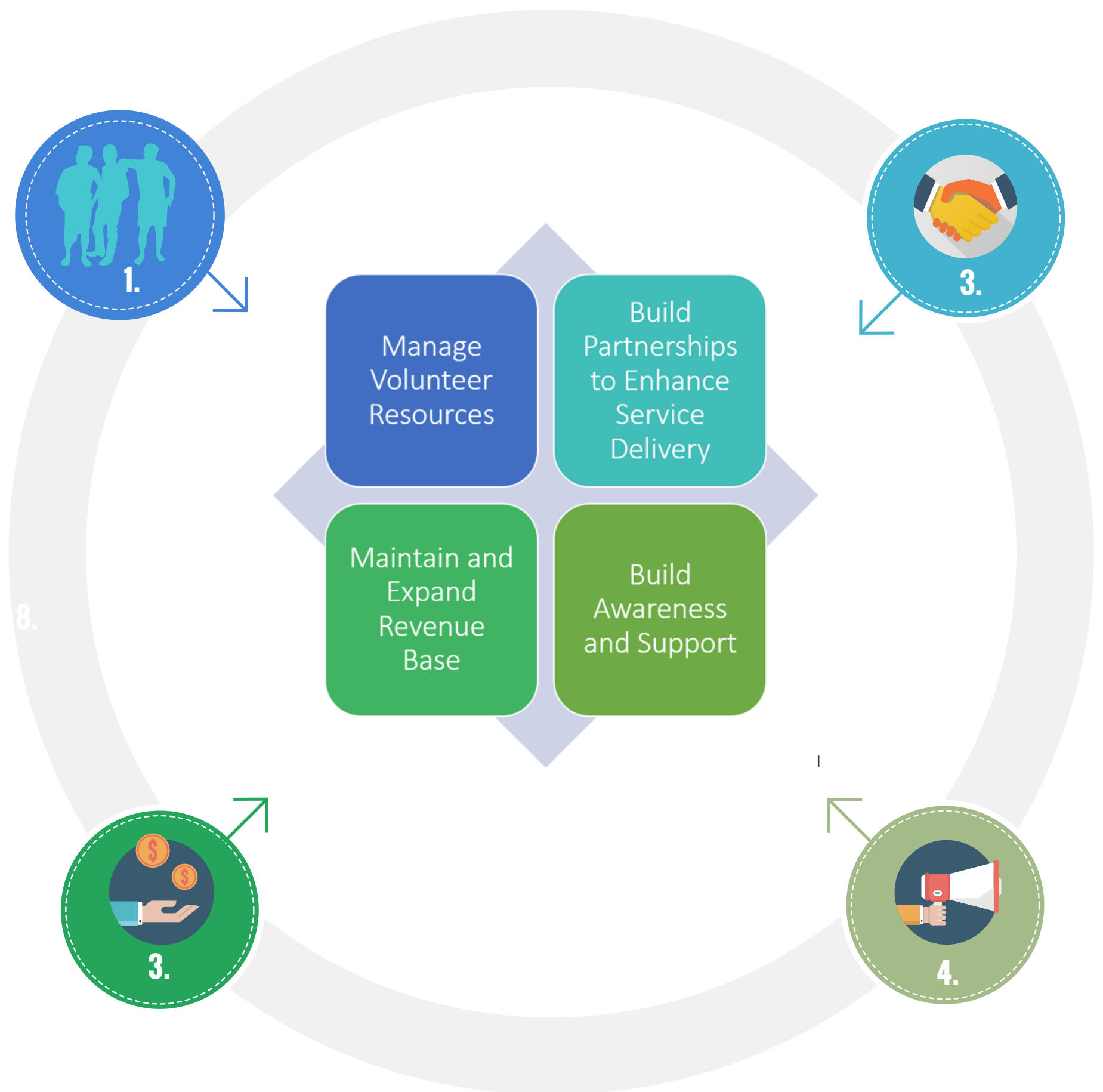
(905) 430 - 3511



(905) 430 - 1381



[distresscentredurham.com](http://distresscentredurham.com)



## 1. Manage Volunteer Resources

Diversity recruitment targets and strategies to ensure consistent responder workforce.



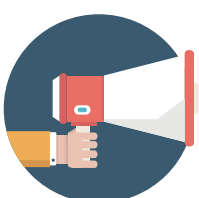
## 2. Build Partnerships to enhance service delivery

Actively seek service delivery partnerships to build sustainability and continued relevance.



## 3. Maintain and Expand Revenue Base

Increase annual funding structure and diversify funding sources to decrease reliance on one main funder.



## 4. Build Awareness and Support

Communicate our purpose to recruit service users.

# Message from Board President and Executive Director:

When reflecting on the theme of Connecting Through Technology, it brings together two important tenets of the work that has been the legacy of Distress Centre Durham, Connecting and Technology. The foundation of our service has always been our 24 hour telephone helpline – which uses technology to form Connections between people seeking emotional support and crisis intervention.

In 2016, we took another leap forward by focusing on a new crisis service delivery platform, Online Text and Chat, as well as using social media to connect people seeking information to those compassionate and caring responder volunteers who provide that support. We thank the dedicated staff and volunteers who have added the warmth of caring connection to a technological form of communication.

John Shaw



*John Shaw*

Victoria Kehoe



*Victoria Kehoe*

## Board of Directors & Staff: 2016 / 2017



**John Shaw**

President

**Stacey Leadbetter**

Vice – President

**Alison Petrie**

Treasurer

**Sue Green**

Director

**Denyse Diaz**

Director

**Frank McNulty**

Director



**Deborah Nanton**

Secretary

*For your leadership and support in a governance role, we thank you!*

## Staff Team: 2016 / 2017



**Angela DeVries**

Director of Program Support

**Dustin MacDonald**

Director of Online Support and Communications

**Susan Ward**

Director of Volunteer Resources

**Victoria Kehoe**

Executive Director



**Brittany Wrobel**

Director of Volunteer and Grief Support Programs

*For your thoughtful and dedicated support and commitment to our clients and our volunteers - we thank you!*

# Volunteer Program 2016



Deviantart

**Active Service Delivery  
Volunteers: 147**

**Helpline Responders  
Trained: 72**

**Online Chat  
and Text  
Responders  
Trained: 28**

**Total Volunteer  
Hours Contributed:  
20,409!**

**Total Hours of  
Training  
Received by  
Volunteers:  
1447**

**Suicide Survivor  
Program  
Volunteers: 8**

**Volunteer Retention  
Rate after 1 year of  
service:  
73%**



@DurhamDistress

**Social Media Stats:  
2016**



@DurhamDistress



**# of people who saw DCD tweets: 33,705**



**# of profile visits: 2,031**



**# of people who mentioned DCD in their tweets: 57**



**# of people who saw DCD Facebook posts: 17,580**



**# of profile visits: 873**



**# of Likes, Shares, Comments: 970**

# DCD Services: 2016

6041

85

3305

1403

263

**Total Units of Service: 11,097**



## 24 Hour Helplines

1 800 452 - 0688 (905) 430 - 2522



## Suicide Survivor Support

one to one telephone phone support, monthly drop in, support group



## ONTX Partnership

Ontario online and text crisis service collaborative partnership



## Call-Out Program

*Outbound Calls for ongoing support*



## Community Training

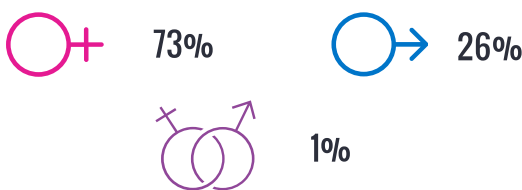
Active Listening, Suicide Risk & Grief



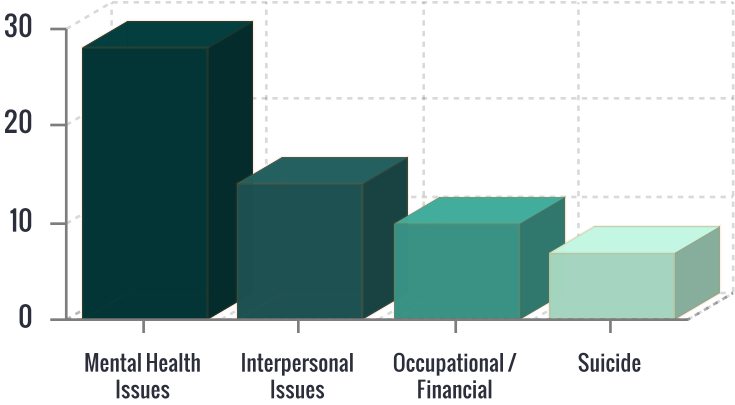
# DCD Services Statistics: 2016



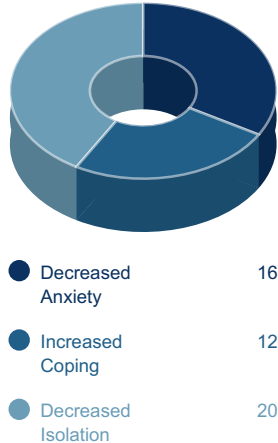
## Caller Gender



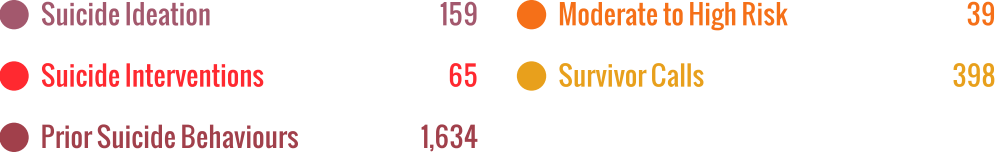
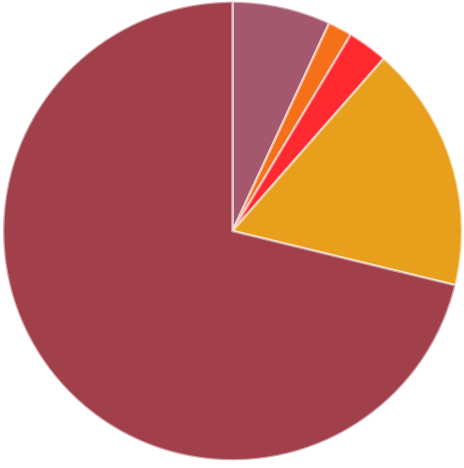
## Caller Issues %



## Caller Outcomes %



## Suicide Related Calls



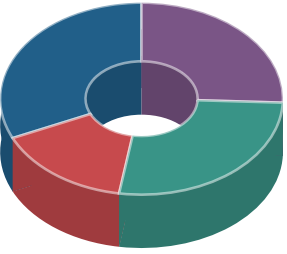
Clients Served: 149

Support Group Sessions Offered: 39

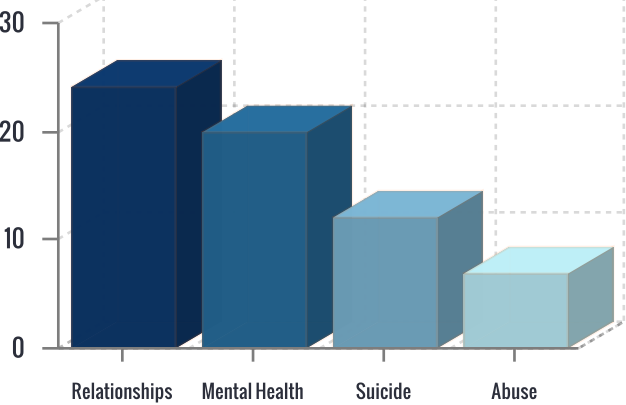
Volunteer Hours: 199

## Texts & Chats

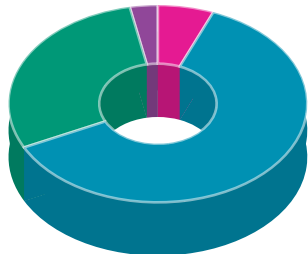
10,139



## ONTX Issues %



## Age Range %



Online Chat & Text





SUMMARY STATEMENT OF OPERATIONS

Year Ended December 31, 2016

Revenues	2016	2015
United Way Durham Region	\$ 154,948	\$ 160,000
United Way Greater Toronto Area	3,683	2,225
Government Agencies	48,283	45,259
General Donations	11,903	54,870
Service Club Donations	7,704	3,650
Fund-raising Events – net	35,865	39,546
Special Project Grant	13,400	4,000
Amortization of Deferred Capital Contribution	3,753	-
Investment Income	1,349	-
	280,888	309,550
Expenses		
Administration	13,941	16,286
Bank Charges and Interest	1,351	1,217
Education and IT Support	9,513	5,889
Employee Benefits	19,061	18,076
Office Equipment and Computer	4,372	3,465
Fees, Travel and Sundry	15,723	15,990
Office Supplies	9,471	6,282
Public Relations	9,683	10,435
Salaries and Purchased Services	145,420	151,001
Telephone and Intervention	12,426	9,464
Volunteers' Expense	9,665	9,376
Rental, Maintenance and Property Taxes	38,516	34,372
Capital Asset Amortization	8,650	3,755
Loss on Sale of Investments	4,437	-
	302,229	285,608
Excess of Revenue over Expenses (Expenses Over Revenue)	\$ (21,341)	\$ 23,942

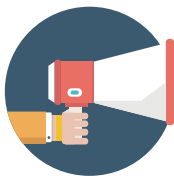
Thank You  
FOR ALL YOUR SUPPORT





Corporations, Foundations,  
and Community Partners

United Way of Durham Region  
United Way of Greater Toronto  
Regional Municipality of Durham  
Mississaugas of Scugog Island First Nations  
Oshawa Area Skilled Trades Council  
Andrew Foundation  
Durham Regional Police Service Foundation  
Sanford United Church  
Rotary Club of Oshawa – Parkwood  
Rotary Club of Ajax  
Rotary Club of Pickering  
Rotary Club of Whitby Sunrise  
Oshawa Durham AM Kiwanis Club  
Ontario Power Generation Employees and Pensioners Trust  
Knights of Columbus Council 4895 St. John the Evangelist  
Brewers Pantry  
Petrie and Associates  
Sobey’s Whitby Social Club  
CN Employees and Pensioners Community Fund  
St. Leo’s Knights of Columbus Council 11528  
Knights of Columbus St. Gregory’s Council 2671  
Anixter Power Solutions Canada Inc  
Durham Lords  
Hydro One Employees and Pensioners Trust  
Wilson Roofing  
Lululemon  
Lear Canada – Whitby



Event Supporters / Sponsors

Highfields Country Inn and Spa  
Home Depot – Ajax  
Home Depot – Oshawa  
CNE – Toronto  
Mango Reclaimed  
Milestones – Whitby  
Lia Sophia Jewelry  
Pandora – Pickering Town Centre  
Alpha Pro Painting  
MacAskill Chiropractic and Wellness Centre  
Costco – Ajax  
Power Yoga Canada – Oshawa  
Mill Run Golf Club  
Ajax Pet Care  
Ajax Auto Wreckers  
Great Blue Heron Casino  
Maple Leaf Sports and Entertainment  
East Side Marios – Pickering  
May Palmer  
Mary Jardine, Sole Expressions Reflexology – Whitby  
The Pampered Chef  
Hands in Demand Therapeutics Inc.  
Almost Perfect Head Office  
Vera Malitskaya Design  
Beth Woodcock’s Therapy Clinic  
Nice Bistro  
Valentino’s Grande Salon  
Shoppers Drug Mart – Bowmanville  
Farmboy – Whitby  
The Gate House Salon and Spa  
Ontario Science Centre  
Boston Pizza – Whitby  
Boston Pizza – Bowmanville  
Frantastic Events and Cafe  
Pound 4 Pound Professional MMA Training Centre  
Chatterpaul’s Restaurant  
Carribean Colour Tanning Salon  
Jungle Cat World  
Toronto and Region Conservation Authority  
Black Creek Pioneer Village  
Van Belle Flowers and Garden Centre  
Herongate Barn Dinner Theatre  
Oshawa Jewelry Inc.  
Holiday Inn Express and Suites  
Art Gallery of Ontario  
The Keg  
Cedarhurst Golf Club



A very special Thank You to all the individual donors who offered their support as:

- *part of our Walk for Suicide Awareness*
- *donations in memory of someone special*
- *part of a team fundraising effort to support our programs and services*

Thank you for being partners in our success!





### 1. De-Stigmatizing Suicide

Talking openly and honestly about the issue of suicide without judgement.



### 2. Suicide Risk Training & Education

Raising awareness through suicide prevention education.



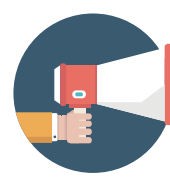
### 3. Partnership & Collaboration

Partnering with other community mental health service providers to raise awareness and support.



### 4. De-Escalating Suicide Crisis

Assessing and de-escalating suicide crisis whenever possible.



### 5. Emergency Intervention

When someone is in imminent danger of suicide, an Emergency Services intervention will be initiated.



### 6. Suicide Ideation & Behaviour Aftercare

After an individual has struggled with suicide ideation and or behaviours connections to both short and longer term supports will be provided.



### 7. Individual Suicide Grief Support

Immediately following the death of a loved one to suicide one to one peer telephone support is provided.



### 8. Suicide Grief Group Support

Group support for those bereaved by suicide is a highly effective tool in coping with traumatic loss.

## 24 Hour Helplines:



**Durham Region: 1 800 452 0688**

**Local: 905 430 2522**



# OUR HISTORY: 1970 - 2016



## DISTRESS CENTRE OSHAWA OPENED

The first general helpline to open in Oshawa in October 1970, staffed by specially trained community volunteers.

1970



## EXPANDED COVERAGE CAPACITY

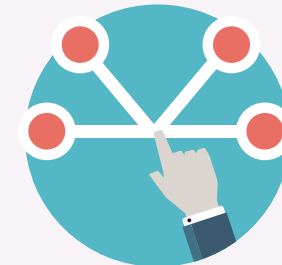
In 1974, Incorporated as Distress Centre Durham, expanded helpline coverage to 24 / 7 and all of Durham Region.

2009



## RELOCATED OFFICES

After decades of being housed in Lakeridge Health Oshawa, DCD relocated to public office space in Whitby.



## NEW SERVICES OFFERED

In addition to 24 hr helpline, Call - Out program, Prideline, and Suicide Survivor Support Programs were launched.

2013



## FUNDRAISING REVENUES AND DONATIONS INCREASE

Annual Suicide Awareness Walk and Service Club campaigns help increase program funding.



## MESSAGING THROUGH SOCIAL MEDIA

Communicating our message through active participation on social media.

2015 - 2016



## FOCUS ON STRATEGIC PARTNERSHIPS

Developing Partnerships with Community Mental Health providers in Durham Region.



## SERVICE DELIVERY COLLABORATION

ONTX (Ontario Online & Text Crisis Service) partnership utilizes technology to support youth and adults in crisis.

PRESENT



# 13th Annual Walk for Suicide Awareness

Sat. Sept. 9, 2017 *(and annually the second Sat. in Sept.)*



## Walk Details

**Time:** 10:00am - 1:00pm

**Location:** Heydenshore Park, 589 Water St. Whitby  
Whitby waterfront trail

**Check-in:** 10:00 a.m.

**Walk Start:** 10:30 a.m.

**Start/End Point:** Heydenshore Park 589 Water St. Whitby waterfront

**Route:** Along Waterfront Trail 2.5 km to Thickson Rd. turn around -2.5 km back to Heydenshore Park *(Walk proceeds rain or shine)*

### Once the Walk is completed participants will receive:

- A Free Tshirt & Water Bottle
- A free charity BBQ lunch
- The opportunity to participate in our annual Remembrance Ceremony balloon release
- The opportunity to bring pictures of their loved ones to post on our memory board (pictures will be returned at the end of the event)

*To participate in the Walk you are required to collect a minimum of **\$30.00** in pledges.*



**In recognition of the impact that suicide loss has on all different groups of people, from families to workplaces to communities, we urge you to consider joining our Walk as part of a Team.**

**When you register—  
please inform us if you are walking as a Team!**



### REGISTRATION INFORMATION

We urge you to pre—register so we can provide for our BBQ:

1. You may pre—register by sending an email to: [victoria@distresscentredurham.com](mailto:victoria@distresscentredurham.com)

**or**

1. You can register by calling (905) 430- 3511 Ext. 33.

### PLEDGE INFORMATION

We have 2 options for Pledges:

1. You may visit our website [www.distresscentredurham.com](http://www.distresscentredurham.com), download a pledge form, collect cash or cheques made out to Distress Centre Durham that will be collected on Walk Day.
2. You may visit [canadahelps.org](http://canadahelps.org) and create a "Fundraising Page" to send to your contacts who can donate via credit card and funds come to Distress Centre Durham.

**ALL Pledges are eligible to receive a charitable tax receipt upon request!**

[www.distresscentredurham.com](http://www.distresscentredurham.com)

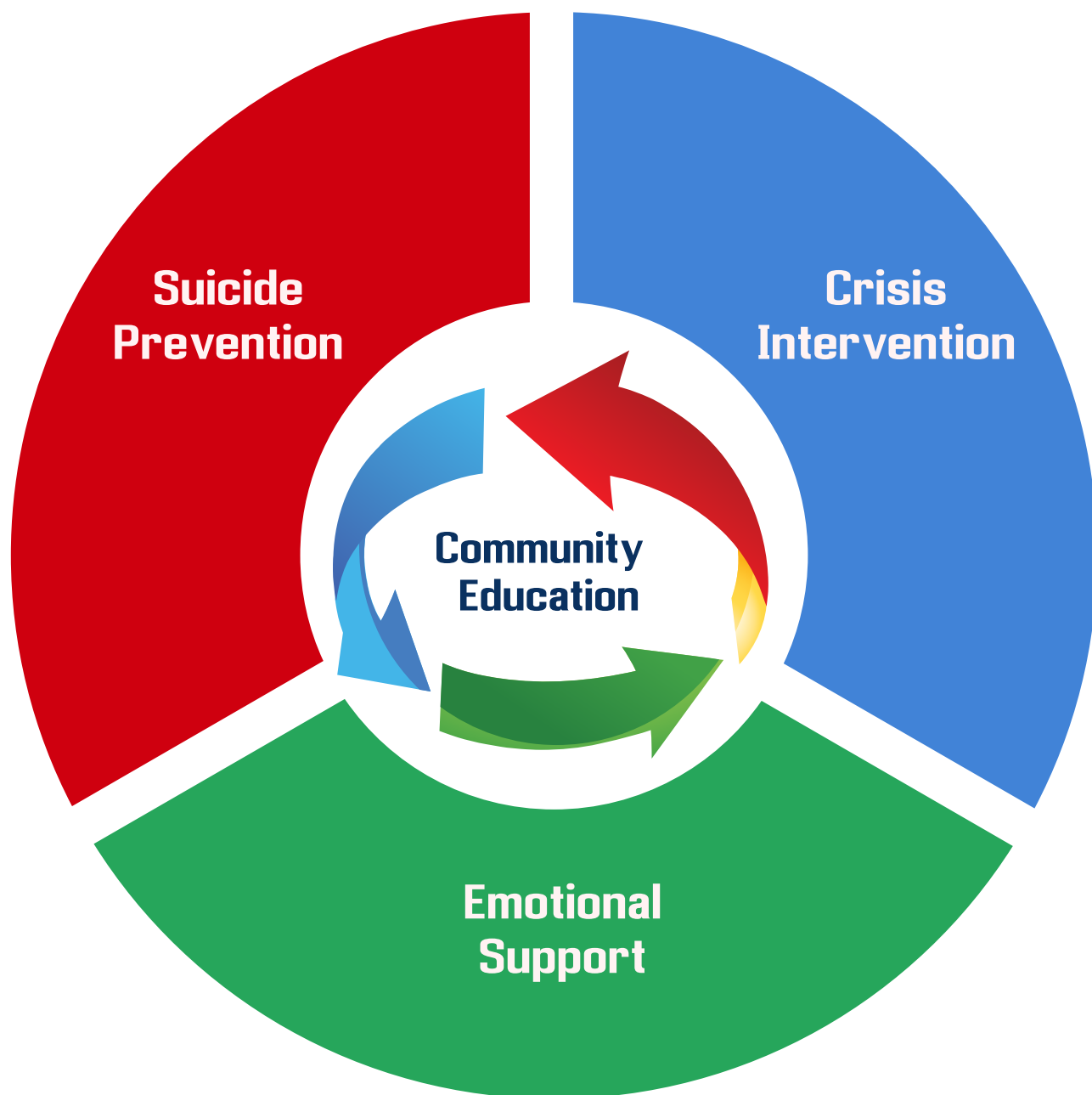
# Distress Centre Durham

[www.distresscentredurham.com](http://www.distresscentredurham.com)



Charitable Registration:  
#108079807RR0001

*Distress Centre Durham  
helps people to cope.*



306 Brock St. N.  
Whitby, ON L1N 4H7



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