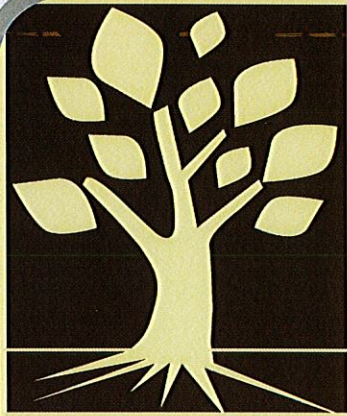


# Annual General Meeting

## June 9, 2016



## Family Enrichment and Counselling Service

Kelly Wilson, Executive Director  
Family Enrichment and Counselling  
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Fredericton, NB  
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## Executive Director's Report

### The highlights in 2016 include:

- After her many years of service the board and staff hosted an open house to honor Anne Marie Hartford's retirement. This event was attended by the many stakeholders and community members in February 2016.
- The new Executive Director Kelly Wilson was hired and started her new position in February 2016.
- The agency has been busy diversifying its revenue streams by expanding the number of EAP Service Providers we currently deal with. Since February we have brought on two additional ones and plan on working once again with FSEAP.
- Family Enrichment and Counselling Service has strengthened its ties with the Multicultural Center Association of Fredericton to help many of the newcomers who have settled in the Fredericton area.
- Camp Kerry approached our agency to form a partnership with us to help families who are struggling with the loss of a loved one. In September we will be sending 3 families from the Fredericton area to this camp in the Miramichi.

### Financial Highlights

- Two donations have been received in the last year from the Fredericton Community Foundation. The first donation in the fall of 2015 covered the cost of our new server \$1800 and in spring 2016 we were awarded \$2000.00 to purchase new computers for staff.
- The United Way Community Fund and donor option was renewed once again this year. This grant is essential to our clients. With this money we are able to provide subsidized counselling sessions based on family income. This ensures that we can provide professional counselling to individuals regardless of their ability to pay. We are so grateful for this support.
- This year we were excited to be a recipient of the new ANBL Community Foundation in the amount of \$2000. We were able to use this money to subsidize two separate programs at our office: Anxiety & Panic and Raising a Challenging Child. In addition to the subsidized sessions we were able to purchase some new resources for our Play Therapy program.
- In April we were very excited to be chosen by the Nashwaaksis Y's Men's Center as a host for their community breakfast. Staff and Board Members worked at this delicious breakfast at the Willie O'Ree Arena. We raised \$913.00 and this money will be used to help subsidize counselling sessions.
- Our agency held its first Wine Tasting Event on April 28, 2016. This fun filled evening was held at "The Station" on York Street, Fredericton.

### Human Resources

- I would like to take a moment to thank all of the volunteers that help to make Family Enrichment the great agency that it is. We





have people who help on various committees, board members, and other volunteers who help to promote our fundraisers and help out in the agency. We could not be as successful without you.

- In April we hosted a Caring Dads train the trainer workshop. For this event we invited like-minded agencies from around the province. This program will be offered in the fall at our site and it involves: a group intervention that targets men who have physically or emotionally abused or neglected their children; exposed their children to domestic violence; or who is deemed to be at high-risk for these behaviors.
- Bilingual services have been expanded at the agency by hiring a part-time permanent staff person who will be working three days per week. This will be in addition to the bilingual staff we currently have. We are excited to be able to help clients who are French speaking.
- Starting in June our agency will be opening on Saturdays between 9:00 am – 1:00 PM. Two counsellors and an admin support person will be available to help those clients who wish to visit us on the weekend.
- The agency was once again able to provide counselling internship opportunities to seven students from UNB's Masters in Education and Counselling, STU's Bachelor of Social Work and Dalhousie University Masters of Social Work Program.

#### **Public Relations**

- Family Enrichment and Counselling Service was honored to be the 2015 recipient of the Muriel McQueen Fergusson Foundation Award for Outstanding Achievements to help eliminate Family Violence.
- In April we participated in the Style & Wellness Show at the Delta Hotel in Fredericton. A booth was set up to display information on programs and services the agency offers. Various staff members took turns on this Sunday to talk about Family Enrichment.
- We are in the process of upgrading our website. Many volunteer hours have been put in by Stephen Butters and the organization Smartypants.com to help us achieve this. The new website should be ready to go in the next month.
- Sherry Law and I have been busy with the Facebook page. Lots of new information is posted on this social media weekly and sometimes daily. Over the year we have improved in the number of individuals who see our posts and new stories. Another great way to reach those who may not have heard of us in the past.

#### **Service/Program Development**

- The Multicultural Association of Fredericton has been busy this year with the influx of newcomers. They approached our agency to help four groups of new comers with various programs. We are excited by this partnership and hope that we can be of service for many years to come.
- Bilingualism is important for many agencies in the Province of New Brunswick. We are pleased to report that our agency has improved our counselling capacity in this area. We have three counsellors who can assist clients who speak French. We have expanded our French services to include: grief and bereavement; Elder Care; Compassion Fatigue;

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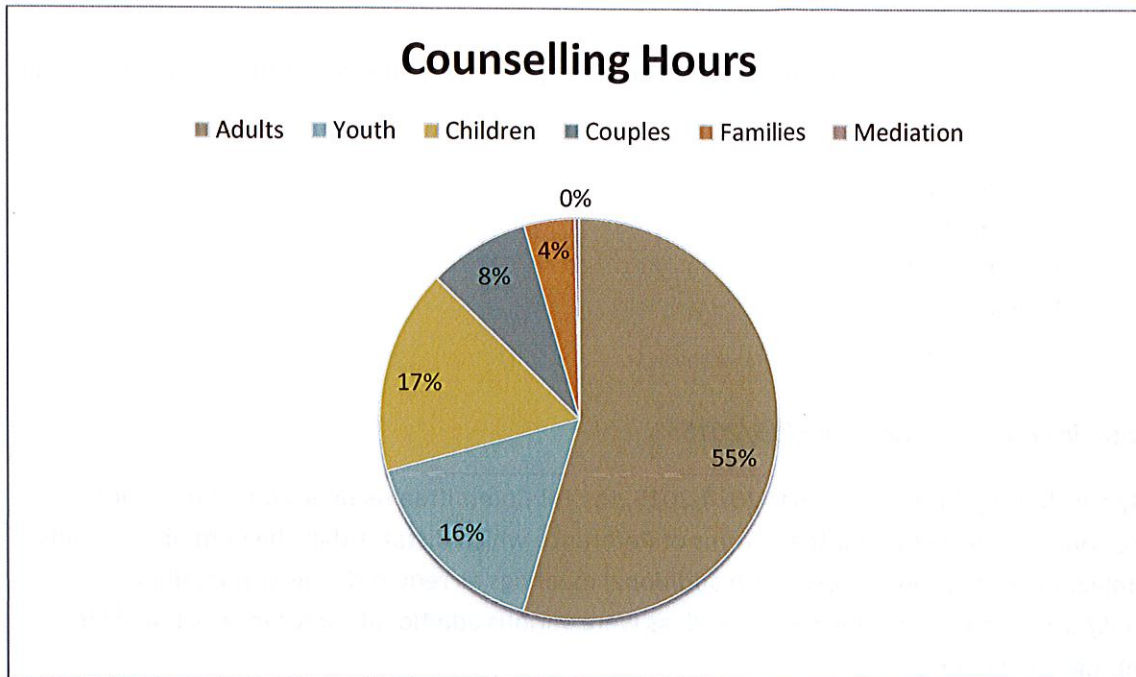
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Anxiety; Depression; Eating Disorders; Self-Esteem; Trauma; Family Violence and Stress Management.

- In addition to our regular EAP service providers, we have been able to add three new providers and we will be offering partnering with an old service provider as well.
- **Stats**



- For our last calendar year 2015 the following counselling hours were logged:
  - 2310 Counselling Hours with Adults
  - 685 Counselling Hours with Youth
  - 700 Counselling Hours with Children
  - 347 Counselling Hours with Couples
  - 174 Counselling Hours with Families
  - 15 Counselling Hours with Mediation

This brings our total Counselling Hours to 4231 which represents a 10% increase over last year.

I have only been with this agency a little over three months, but during this time I can see how passionate the staff are about Family Enrichment and Counselling Service. Our Board of Directors is equally passionate and all of this will help to make Family Enrichment and Counselling Service a phenomenal agency for many years to come.

Respectfully submitted by Kelly Wilson, Executive Director June 9, 2016

## HR Committee Report 2015 - 2016

-Members of the 2015-2016 HR Committee, which was formed in 2013, included Carolyn Carter-Legacy, Aamir Jamal, Anne Marie Hartford (until retirement in March 2016), Wendy Donovan (resigned Feb 2016) and Melanie Mullin.

-Since the previous AGM on June 4, 2015, the HR Committee held five meetings on the following dates:

July 28, 2015  
December 4, 2015  
January 6, 2016  
February 2, 2016  
April 14, 2016

### ***Notable accomplishments in 2015/2016:***

-By only having three meetings in 2014-2015, the HR Committee recognized that it did not previously meet HR Committee's Terms of Reference which dictates that the Committee meets a minimum of four times a year with additional meetings as required. This was rectified in 2015/2016 in that 5 meetings were held, as were various additional conference calls and/or impromptu meetings.

-It had been previously identified at a May 25th, 2015 meeting that the Executive Director, Anne Marie Hartford has not had a performance evaluation performed since July 2013. To rectify this, Anne Marie's performance appraisal was conducted via online survey between May 28th and June 4, 2015 and sent to 45 agency staff, community partners, and board members (both past and present from the 2014/2015 year). Performance appraisals showed very favorable results and recommendations were presented to the Board at the July 28, 2015 meeting. ED performance reviews will be conducted by the HR Committee annually going forward.

-The Executive Director Recruitment opened in December, 2015 and closed in early January 2016. The HR Committee interviewed 5 candidates, 3 of which were selected to make a presentation to members of the staff and Board. Kelly Wilson was ultimately selected as the new Executive Director and started on February 29th. Anne Marie Hartford officially retired effective March 2016.

-Further exploration into the development of a salary scale and review of the sick day/sick leave policy are areas of interest for 2016/2017.

-Resignation of current HR Committee Chair, Carolyn Carter-Legacy is effective June 9, 2016

Respectfully submitted by: Carolyn Carter-Legacy, Chair of the HR Committee, May 30, 2016



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Respectfully submitted by: Carolyn Carter-Legacy, Chair of the HR Committee, May 30, 2016



## Secretary's Report 2015 - 2016

The 2014/2015 AGM took place on June 4, 2015. Since the previous AGM, the board met several times to perform and support the business of the organization as representatives of the organization stakeholders. The board had nine regular meetings on the following dates with an appropriate quorum to conduct business:

July 28, 2015

September 10, 2015

October 14, 2015

November 27, 2015

January 21, 2016

February 25, 2016

March 17, 2016

April 21, 2016

May 19, 2016

Respectfully submitted by: Carolyn Carter-Legacy, Chair of the HR Committee, May 30, 2016

## Professional Advisory Committee (PAC) Report 2015

The purpose of the Professional Advisory Committee (PAC) is to guide the Agency's professional practice of counselling that is offered to the community.

Members of the ad hoc committee consist of two Board members (Gary Love, Jeff Landine), a representative from the clinical staff (Kathleen MacPhee) and the Executive Director

During the year January 1, 2015 to December 31, 2015 the Professional Advisory Committee met 3 times. Following is a summary of the main items:

An in-service training on using Outcome Rating Scale (ORS) tools was provided to staff.

Enhanced Guidelines Regarding the Number of Subsidized Sessions offered to clients was formally approved by the Board.

It was determined that there is no requirement that counsellors use a specific ORS/SRS tool. Committee decided that counsellors who want feedback can use a tool they are comfortable with. Any tools used are to be valid and are to be approved by PAC.



It was further agreed that FECS does not require similar tools to measure the effect its services have on the community. This can be determined in part by adding questions to the Intake Assessment, e.g. How did you happen to access our services? Where would you go if FECS was not available?, etc.

The Professional Advisory Committee will continue to meet in 2016 as required. Items to be considered will be brought to the committee by the Executive Director or by the staff representative. The following is one subject that will continue on the agenda as a work in progress for future meetings.

Working with Executive Director on establishing a Quality Assurance Program with the purpose to increase effectiveness, efficiency, sustainability, and accountability of the processes and outcomes of every service and program offered by FECS

I would like this opportunity to thank Anne Marie, Kathleen and Jeff for their dedication, interest and faithfulness in participating on this committee. It has been a pleasure to have served on the Professional Advisory Committee with you.

Respectfully submitted by

Gary Love, B.A; BSW; M.Ed.

Chair Professional Advisory Committee

Board of Directors, Family Enrichment and Counselling Service

## **PR Committee Report 2015**

The past year has seen a continued focus on public relations within the Agency that allowed for some evolution in our communication mandate.

We continue to focus our PR approach by asking questions: what are the goals of the Agency, what is our corporate character, who are our various audiences? These fundamental, strategic questions are not easy ones to answer but are necessary to button down prior to an effective PR campaign being developed: before one determines how to say something, they need to establish what they wish to say. The Agency and Board has come a long way in questioning and incrementally narrowing its focus to make this possible.

Many examples of this exist from the 2015-6 year. During our strategic review sessions we re-examined and amended vision and mission statements. We reviewed our branding logos and materials. We have had several discussions around an agency focus on seniors, French clients, children and adolescents, families, trauma, and addictions assessments. This shifting sense of identity directly affects who we target our messages to and how we deliver them.

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Another ongoing question centers on whether to identify as an accessible, 'discount' counselling agency that stresses our not-for-profit status and sliding fee scale, or a more niched agency focusing on wellness programs, workshops, and professional services (such as EAP). This identity is not up to the Board or ED alone; identity must have the input and buy-in of staff as well, for ultimately they must live the brand as direct service providers to clients.

Our use of communications tools has refined as well. Our website is more appealing and better organized. Face Book and Twitter have continued to be used regularly. If we are to use social media it will be important to continue its consistent use for updates, posts and increased digitalization of relevant content.

The Feel Good 50/50 is a good example of how fundraising and PR (community relations and general awareness amongst the public) overlap. The Snooty Fox and Willie O'Ree Breakfasts and our kiosk at events such as FredKids are additional examples. Anne Marie's Daily Gleaner articles added mainstream media endorsement for FE's services and useful information to the public, and the Feel Good 50/50 earned some strong endorsement on mainstream radio as well.

Kelly has named public relations as one of her three top priorities. The future direction of the Agency will demand further forging on a common identity, and the use of traditional and social media tools to communicate it. It will also rely upon 'behind-the-scenes' partnerships and networking.

Respectfully submitted by: Edward Stansfield, Chair of the PR Committee, June 7, 2016

