

A close-up photograph of a woman with a joyful expression, wearing a grey beanie and a dark patterned jacket. She is holding a pink origami crane with both hands, positioned in front of her mouth. The background is slightly blurred, showing what appears to be a window with white blinds.

Parent Support Services Society of BC



2017 - 2018
Annual Report

2017 - 2018 Board of Directors and Staff

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Jade Chan
Louise Costello
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Accounting services provided by
Yvette Harrison



A Message From Our Board President

Sarah E. Allan

In my second year as board president, I would like to take this opportunity to thank the staff, other board members, and our volunteers for their hard work. As a parent, I am proud of the work we do, and how wisely we use our resources. Parent Support Services Society of BC accomplished a lot this year. We saw huge advances in all of the pillars of our final year of our three year Strategic Plan.

I continue to be amazed at just what PSS does with such a small staff. The Support Circles at the heart of our work, serve diverse families in communities across the province. We are becoming better known, particularly for our work with kinship care families.

This past year, staff have been doing intense evaluation of our programs. PSS has heard - through our support line, volunteer facilitators, steering committee members, funders, and most importantly the families we work with - that we are making a difference.

What I said last year continues to be true, "None of this important work would be possible without the hard work and dedication of all our staff who constantly seek out new partners, funding sources and opportunities for collaboration. Our diverse and experienced staff, and a community of selfless volunteers, including our Board of Directors, this small but mighty organization does a lot with a little!"

On behalf of myself and the other board members, I would like to thank everyone for their passion and commitment to Parent Support Services Society of BC. It is so wonderful to be part of such a dedicated team!

A Message From Our Executive Director

Carol Madsen

Dear Friends,

A big thank you to our 236 board and steering committee members, facilitators, workshop presenters, and other dedicated volunteers who contributed 9050 hours in 2017-2018. We cannot fulfill our mission without you!

This Annual General Meeting covers a critical period in our organization: the close of our 3 year 2015-18 Strategic Plan. The Plan contained Four Pillars to guide our work: Evaluation, Sustainability, Communications, and Community Development and Research.

Evaluation – does what we do make a difference?

During the planning period, we examined the “true social and economic value of the work we are doing” by developing three evaluation tools:

In 2017, we updated the Demonstrating Value Snapshot for our Parenting Support Circles. Findings re-enforced the importance of time donated by our volunteers to support families to prevent child abuse.

In 2018 we created a Snapshot that demonstrated the value of our Kinship services (e.g. Support Line, Kinship Support Circles, Galiano Family Camp). It serves as a powerful advocacy tool, making the case for systemic change to provide kinship care families with the same resources and supports that foster families receive.

Staff members, Bella, Annette, Sandi and I had the opportunity to participate in Project Impact-- graduate level training financed by the United Way. Straddling two fiscal years, staff have been honing skills on how to measure the effectiveness of our Circle Programs using quantitative and qualitative research methods. Initial findings inform us that the Circles are still relevant and making a difference. The Entire Circle Staff team (Bella, Annette, Jessica, Sandi, Kim and Daniela) in collaboration with the volunteers coordinate, helped us reach all of our government targets. Today we have 46 Circle operating, up from 30, just three years ago. A big shout out to Viktor Panfilenok as he supports the team with data collection and collation.

Sustainability – Diversify Funding

Our Sustainability Pillar asked us to diversify our funding by 10% each year at least half of that new funding from non-governmental sources. We have made great progress in our financial health during these three years.

- Compared to fiscal year ending March 31 2015, revenues increased by 1% in 2016, 10% in 2017 and 25% in 2018.

- Compared to fiscal year ending March 31 2015, new non-government funding increased substantially, by \$71,546 in 2018 compared to 2015.

A Message From Our Executive Director

Carol Madsen

PSS has a steady increase in new non-government funding each year 2015 4%, 2016 7%, 2017 6%, 2018 13% of total revenues. Our Grandparents' Day events have become an annual focus for fundraising.

Our overall financial picture:

- We have moved to nearly \$120,000 in surplus since 2015's - 83 007 deficit.
- Revenues are increasing and we have been steadily diversifying; expenses are in check.

The organization is growing and is in a better financial position than it has been in years. We have made progress in reducing reliance on government dollars and have developed several new financial partners in the process.

A big thank you to Yvette Harrison, our accountant with support from our Office Administrator Viktor for keeping our books in order.

Sustainability – Supporting staff to carry out our Mission

The second half of our Sustainability goal was to have human resources policies in place that support our staff team effectively and increase staff retention, including transparent change management policies and procedures. The Policies and Procedures manual was overhauled three years ago. Since then, amendments have been made and new policies developed.

Communications – increasing public awareness ensuring relevance

Over the past three years we developed an annual Communications Plan - a working document –reviewed, revised, updated annually. The plan is fully integrated with the 2015-18 Strategic Plan goals to ensure that the public is aware of our programs, the government seeks our advice and funding is more diverse and sustainable.

We increased public and government awareness of our programs in the past 3 years by:

- Increasing our social media presence and engagement– active accounts on Twitter, Facebook, Instagram, Youtube
- Improved graphics on all platforms – print and electronic
- Launched a new website
- Traditional media coverage across the province – TV, Radio, and print.

It is clear that government seeks our advice. We received requests to meet with Minister for Children and Family Development, and the MCFD Strategic Initiative Team. This reflects improved strategic governmental relations, and targeted media and organizational outreach work has increased our public profile and political relevance.

We now use utilize social media and traditional outreach techniques for fundraising. Jane, Viktor and I have worked together to greatly improve our general and donor data bases for outreach. Kudos to Jane Bouey for all her work on overseeing the Communication Pillar.

A Message From Our Executive Director

Community Development and Research – PSS in the Community

Carol Madsen

In our Community Development and Research Pillar, it states by 2018, Parent Support Services Society will apply the best tools it can and engage in province-wide consultation and dialogue on the needs of parents and parenting grandparents.

PSS of BC has made advances in this area, despite limited resources.

On November 21, 2017 we were invited to speak at the launch of the Child Poverty Report Card produced by First Call and the Social Planning and Research Council. Two recommendations coming from our families were included in the Report Card.

We met the new Minister, the Honourable Katrine Conroy in December 2017, upon her request. Social Worker Advocate, Christina and Lawyer Advocate, Jessie and I introduced the Society and shared specific concerns about the state of kinship care families in the province.

Are we doing what we should be doing? Are we where we need to be?

Our Circle and Kinship Care Programs continue to build new partnerships and incubate meaningful workshops.

Jane was selected to participate in the *Public Policy Institute*. The faculty of this Institute includes former Premier Mike Harcourt, former government Ministers, Deputy Ministers, and leading public policy figures. It is a great opportunity for PSS to gain strategic knowledge in policy development.

Over the past three years we used HRDC grants to hire students to do environmental scans for Victoria, Terrace area and the Okanagan.

- The Victoria area scan done by Rachel Kinakin in 2016 led to the re-opening of our office, and the subsequent launch of new Circles
- In Terrace, Adele Jonker's (2017) scan indicated that there was not a current need to dedicate resources in that area.
- Andrea Martinez in Kelowna's (2017) work led to opening of Circles in the Thompson Okanagan.

With adequate net assets to hire external consultants, we would love to build upon the *Project Impact* work.

We continue to develop research tools to help determine the State of Kinship Care/Grand-families in BC, with sparse funding. The staff of PSS are grateful to have board member Dr. Louise Costello guide us on this work, with support from Dr. Randall Gillis.

Other activities over the past year

We welcomed new Board Member Melissa Cailleaux from Prince George, and said goodbye to Warren Camp.

A Message From Our Executive Director

Carol Madsen

We forged some new partnerships and developed an innovative pilot circle with Transcare BC. We plan on extending the pilot for another year and have learned much in the process.

A major highlight this year was our Provincial Training Workshop held in March 2018. PSS had not held a Provincial Training in nearly 2 decades. This year's professional development conference was held near Cultus Lake from March 9-11th.

Workshops included:

- Adverse child experiences, toxic shock and trauma informed practice;
 - Early childhood development;
 - Gender inclusion;
 - Overview of complementary parenting programs;
 - Participatory learning of history from an Indigenous perspective
- Team building and socialization

Participant feedback was extremely positive. We plan to do this again in 2019.

Aside from their ongoing work on the Support Line, advocates (Christina and Jessie) have been busy presenting on Kinship Care issues. With grants from the Law Foundation, they have designed workshops for service providers working with Indigenous Kinship Care families in the Lower Mainland. In addition they delivered unique workshops at the *Permanency Forum*, and the *Provincial Advocacy Training Workshop*. Through their work PSS has developed a solid partnership with the *Indigenous Legal Clinic of the Allard School of Law – UBC*, and with Ardith Walkem (recipient of the 2016 Bill McFarland Award).

PSS has begun to earn the reputation as the lead and go-to agency on Kinship Care in the province. However, as we successfully raise public awareness of the issues, we now face the challenge of deeper pocketed agencies who appear poised to usurp this work. We need to develop an effective response to this challenge.

We made significant advances in all four pillars—Evaluation, Sustainability, Communications, Community Development and Research. Our dedicated staff and devoted volunteers keep our mission of working for the safety and wellbeing of children at the heart of our work. We know that there is still lots to do, but:

We are confident we are heading in the right direction.

We'd like to thank our generous contributors, volunteers, and donors:

Board of Directors

Jade Chan
Kamy Zargarpour
Louise Costello
Melissa Cailleaux
Randall Gillis
Sarah Elisabeth Allan
Shaun Wilson
Warren Camp

Grandparents' Day 2017

New Westminster

Anton Panfilenok
Bi Hong Cao
Chin-Jung (Ryder) Lin
Cho-Yin (Frank) Wang
Christina Campbell & Family
Christina Yang
Daniela Alvarado-Torres
Elwin Xie
Eun Young Kim
Fang Wang
Gisella Briceno
Hsun-Ching (Ally) Hung
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Teresa Guerra
Tiffany Kao
Ting Zhu
Wan Zhen Zhang
Wei Lin Chen
Wei Qi Chen
Yan Kai Yang
Yi Qun (Ivon) Feng
Yueh-Er (Sandra) Chen
Yvette Guo

Grandparents' Day 2017

Victoria

Agustina Flores Pitton
Alessandra di Frassineto
Alison Partridge
Amy Zhao
Hanna Radtke
Jeff Loenen
Jeffery Ko
Kaya Reimers
Laura Beuckelmann
Lola Freund
Louise Costello & Family
Manon Damant
Michael Costello
Ronit Ries
Seung Choi

We'd like to thank our generous contributors, volunteers, and donors:

Pride Parade 2017

Ade Ajobo
Adrian Buckley
Bella Cenezero
Christina Campbell & Family
Conrad Turner
Doreen Marco
Jane Bouey
Jasper Miguel M. Lacson
Jessica Turner
Jessie Caryl
Josh Rasalan
Juno Miguel M. Palaypay
Kathy Ellis
Kemi Ajobo
Kimball Cariou
Mary Jane Palaypay
Nakisha Bauer

Facilitators

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Alyx MacAdams
Amanda Flentjar
Amelia Agbayani
Ana Liza Racho
Andrea Martinez
Angela McKean
Ann Whiteaker
Ann Richards
Ann Thomas
Annette de Bouer
Annie Moon
Arthur Jhocson
Aurea Lucas

Bao Yi (Alice) Zeng
Barbara Chrystal
Beatriz Armijos
Benigmara Meireles Lima
Brenda Salazar
Carissa Stocco
Carol Stockall
Cassandra Strain
Charlene Ross
Chichi Liu
Chris Branigan
Claire De Boer
Claudia Rodriguez
Cora Lea Garraway
Corleen Naswell
Darlene Vermette
Dawn Murphy
Derek Wilson
Donna Eckert
Donna Shaw
Doreen Marco
Fatemeh Edalatfar
Felix Soldao
Gerry Hendrick
Gisela Hilagros Briceno Ortega
Gloria Gietz
Gloria Tam
Grace Love
Greg Pilon
Hazel Edurese
Heather Sander
Hiral Doshi
Hyang Mi (Monica) Lim
Inga Lin

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Julie Folland

Julie Yifang Shen

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Kalbir Chahal

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Kimberlee Howland

Kirsty Savic

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Louisa Dyck

Luis Filipe De Mendonca

Lulu Shen

Lynn Carty

Mandy Rai

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Serina Chen

Sharon Chow

Shelley Chaney

Shirley Piedt

Sonia Blanco

Stonebell Arinaitwe

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Sue Nelson

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Teresa Everitt

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Yuwan (Vivian) Zu

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Begum Rameez
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Indreesh Sidhu
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Jaspher Ladores
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Amy Lui
Esaine Mo
Yan (Catherine) Qiao
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William Tsai
Monique Man Ching Wong
Bao Yi (Alice) Zeng
Kim (Jin Ying) Lu

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Chuck Anderson
Cindy Reisig
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We'd like to thank our generous contributors, volunteers, and donors:



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Tristan Wren
Viktor Panfilenok
Wai Ling Yim
William Dickson
William McKay

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Angelina's Dutch Corner
B&C List
Barkerville
BC Transit
Bernard Callebaut
Board Games Warriors
Boston Pizza - New Westminster
Burnaby Central Railway
Burnaby Village Museum
Butchart Gardens
Cactus Club
Capilano Suspension Bridge
Chemainus Theatre
Cineplex Cinemas Metropolis:
(Burnaby)

We'd like to thank our generous contributors, volunteers, and donors:

A background image showing children playing a fishing game on a red table. One child is using a blue fishing rod with a green lure to catch small, colorful plastic fish. Another child is also visible, and a third child's head is in the bottom right corner. The table has a blue sign that says 'FISH' on it. The image is overlaid with a semi-transparent teal color.

Clipper Vacations
Cobs Bread Westshore
Cobs Burnaby
Craigdarroch Castle
Crystal Nails
Dig This
Discovery Coffee
Ecomarine Paddlesport
Farmbound
Float House
Fright Nights
Grandview Lanes: Bowling
Granville Island Brewing
Grape Friends Lounge & Tours
Head to Toes Spa
Hei Fit Corporation
Hornby Island
Ideal Office Solutions
Ivivva
Jigger's Fish and Chips
Landmark Cinemas Theatre
Lighthouse Cake Company
Long Beach Lodge Resort
The Man Cave Barber Shop
Maplewood Farm
Miniature World
Moksha Yoga
Music Box New Westminster
New Westminster Parks, Recreation, and Culture
North Shore Equestrian Center
Norwoods Restaurant
Oak Bay Bicycles
Oaks Restaurant
Ocean & Crow Yoga
Pacific National Exhibition
Pandora's Locks
The Penny Farthing Public House
Pizzeria Prima Strada
Prince George Railway and Forestry Museum
Rain or Shine Ice Cream
Red Tiger Martial arts
Richmond Aquatic Services
Richmond Go Karts
Rover Music School
Royal BC Museum
Sea Cider Farm and Ciderhouse
Sky Zone Trampoline (Surrey)
SmartyPantz Escape Room
Starbucks Metrotown
Sylvan Learning
The Body Shop (Metrotown)
The Burrard Hotel
The Comedy Mix
The Keg
The Magnolia Hotel and Spa
The Old Spaghetti Factory
The Parkside Hotel and Spa
The Stage New West
The Sylvia Hotel
The Water's Edge Shoreside Suites
Timeless Toys
Trek Bicycle Store of Victoria
Ucluelet
Unity Yoga
Vancouver Art Gallery
Vancouver Canucks

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Vancouver Mysteries
Vancouver Symphony Orchestra
Vancouver TheatreSports
Vancouver Whitecaps
Victoria Kayak
Watermania
Wild Rice Market Bistro
Willows Fish & Chips
YMCA of Northern BC
YMCA-YWCA Victoria
Yoga Generation
Yuk Yuk's Vancouver Comedy Club
Zone Bowling

Extended Family Caring for Children: Workshop Series

Ardith (Walpetko We'dalx) Walkem, QC
Cassandra Strain
Cheyenne Stonechild, International Institute for Child Rights
and Development and Director, 4 The Generation Project
Halie (Kwanxwa'logwa) Bruce
Kathy Ellis
Michael Rix
Michelle Reid, MSW, RSW
Nicole Stamp
Patricia M. Barkaskas

**Thank you everyone for your kind
and generous donations and
contributions to Parent Support
Services Society of BC!**