



George Jeffrey
Children's Centre
ENRICHING CHILDREN'S LIVES

**ANNUAL
REPORT
2019-2020**





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Our Mission, Vision + Values

George Jeffrey Children's Centre (GJCC) believes in a family-centred service delivery model of care. Families are recognized as the experts of their child, and work with service providers to make informed decisions about their child's care.

Through this model of care, we respect the uniqueness of each family and give consideration to the strengths and needs of each child and family.

Our Mission

Enriching lives by delivering specialized rehabilitative and interprofessional services in client-centred environments.

Our Vision

Empowered and inspired children, youth and families.

Our Values

Our values govern our actions and are reflected in our work with children, youth and families, as well as with our community partners and each other.



Dignity & Respect: We provide high quality and compassionate services that honour the unique experiences of every individual.

Diversity & Inclusiveness: We create environments that are shaped by openness, respect and a willingness to learn and adapt. We serve the diverse needs of all people and communities in Northwestern Ontario, ensuring equitable opportunities to access services across our large geographical catchment area.

Reconciliation: We work to build understanding and relationships with Indigenous people for the improved health and well-being of all children, youth and families.

Leadership: We deliver innovative and evidence-informed services by providing an environment that fosters professional development and leadership within our community and the child development and rehabilitation sector.

Community: We connect to our clients and our communities by building stronger relationships, meaningful partnerships and exploring opportunities for collaboration.

Our Services

George Jeffrey Children's Centre (GJCC) is a paediatric outpatient health facility located in Thunder Bay meeting the communication, developmental, social and physical needs of children for over 60 years; providing services to infants, children, and adolescents aged birth to 19 years.

The Centre is one of twenty-two publically-funded organizations who are proud members of EKO (Empowered Kids Ontario).

- Augmentative and Alternative Communication
- Occupational Therapy
- Physiotherapy
- Recreation and Leisure Facilitation
- Rural Services (District of Thunder Bay)
- School Based Rehabilitation Services (SBRS)
- Seating and Mobility
- Speech-Language Pathology
- Social Work

Our services also includes Little George's Child Care Centre, located within Sherbrooke Public School. Little George's offers licensed full and part-time day care for children aged 18 months to five years of age and programming for school-aged children, six to 12 years of age.



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Board of Directors

Andy Hay
President

Holly Walbourne
Vice-President

Andy Armitage
Director

Ivana Chies
Director

Lucy Goldberg
Director

Matthew Lindstrom

Kathryn Peterson
Secretary

Jon Racco

Derek Sanderson

Tom Sarvas
Treasurer

Michael Scarcello

Scott Schooler

Management Leadership Team

Tina Bennett
Chief Executive Officer

Michelle Blackburn
Manager, Client Services

Cindy Daniele
Child Care Supervisor

Nicole Deschamps
Manager, Client Services

Stacy Greenwood
Human Resources Manager

Shannon Little
Finance Manager

Steve MacDonald
Executive Director - Foundation

Marlene Trystruha
Health Information Systems Manager

Message from the President

It is my pleasure to introduce the 2019-2020 George Jeffrey Children's Centre President's report.

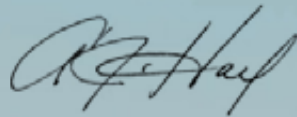
There is no doubt that the range of challenges to George Jeffrey Children's Centre operations over the past year have been unprecedented. My first order of business, on behalf of the Board, is to recognize and congratulate Tina Bennett, the management team and our great staff for their dedication in continuing to support the families we serve in these most difficult times.

During 2019-2020, we continued to deal with ongoing building issues, expansions in service

delivery, including preparing to move school-based rehabilitation services internally for the next school year. In early 2020, the world was rocked with the COVID-19 pandemic. The legacy of the pandemic will undoubtedly impact how we operate and deliver services for years to come.

As a board, we continue to focus and build on a strong and diverse governance structure. We continue to work closely with our partner board of the George Jeffrey Children's Foundation. This year we welcome new board members Matt Lindstrum, Jon Racco and Mike Scarcello. I would like to thank fellow Board members for their continued support and patience as we enter into an era of Zoom meetings and teleconferences.

Our next fiscal year promises to be even more challenging than our last as we re-open our expanded operations in a new post-COVID-19 environment. I am confident that our staff, management and board will continue to respond effectively together to best serve our client families and strengthen our staff and organization.



Andy Hay
President
Board of Directors
George Jeffrey Children's Centre



Chief Executive Officer's Report

In the fall of 2019, I completed my first year as the CEO at George Jeffrey Children's Centre. It is hard to believe that a year flew by so quickly. While it seemed like it was a quick year, there is much to celebrate. I am pleased to report on the activities of the Centre in this past year.

In February 2019, we embarked on a strategic planning process. Our goal was to develop a three-year strategic plan that stemmed from, and responded to, input from GJCC's broad community of stakeholders. Together, we mapped out five new strategic directions. We are proud of the outcome and excited about our future—one that will see us pursuing our vision of empowered and inspired children, youth and families.

We are publicly releasing our new strategic plan, mission, vision & values statements with annual report for this year. We are developing a new website which when launched will include our new directions with a fresh new look.

Over the course of 2019/20, 3419 clients received services from the Centre. The significant increase in the number served over last year is attributed to the School Based Rehabilitation Services (SBRS) statistics now being captured with our overall Centre numbers.

Ongoing Partnerships

- Another year of collaborative work with the Education Authority in Wapekeka First Nation to deliver services in their community.
- GJCC and FIREFLY continue to work in partnership to deliver services in other remote communities of the province. Our two organizations provided services to over 400 clients.
- GJCC remains actively involved at all levels of the organization with Empowered Kids Ontario. Focus this year has been on the development of fee-for-service models, related changes with the Ontario Autism Program and more recently providing virtual services to clients and families.
- Continued participation and representation on a number of community partner tables; Thunder Bay Early Years, Rural District Collaborative Working Group, Special Needs Clinical Mentorship group with Nishnawbe Aski Nation (NAN).
- A member of the GJCC Leadership team, Michelle Blackburn was elected to The Special Education Advisory Committee (SEAC) for the Lakehead District School Board to represent our organization.
- GJCC is fortunate to have the support of the George Jeffrey Children's Foundation. We value our strong partnership with the Foundation staff, the support of the Foundation Board and their commitment to raising funds for programs and services offered at the Centre and Little George's Child Care Centre. Some significant funding initiatives this year included a new cargo van, installation of a sensory circuit, participation in the Smile Cookie campaign, support with building costs and the purchase of new standing and mobility equipment.

Funding

GJCCs main funders are the Ministry of Children, Community and Social Services (MCCSS), The District of Thunder Bay Social Services Administration Board (TBDSSAB) and the George Jeffrey Children's Foundation.

We continue our contract with the Lakehead Public School Board for the delivery of Speech and Language Services. This year that program provided services to 876 individual clients.

Special Recognition and Thanks

Thank you again to the GJCC Board of Directors for the time, support and leadership they offer to the organization. We embark together on a new strategic plan amidst on-going changes within the sector.

To the Management Leadership Team, thank you for their dedication and commitment to the organization, supporting the strategic planning process and implementing a comprehensive operation plan to support the work ahead.

Thank you to our dedicated professional staff at both the Centre and Little George's Child Care. Your feedback to help drive the strategic planning process this year was invaluable and commitment to quality specialized care will help us continue to have a positive impact in the lives of children and families.

To our community, regional and community wide partners, thank you for working in partnership with us. And, to those who support the organization in so many other ways, through volunteering, local business involvement and in other charitable giving ways.

Thank you to the clients and families who receive services from the Centre and Little George's Child Care. GJCC will continue to advocate for the needs of children and families of Northwestern Ontario

The End of the Year

The end of this year will be forever marked by the global pandemic of COVID-19.

I cannot say how proud I am of how GJCC embraced the changes required because of the pandemic. The willingness and openness to adapt in all areas has been impressive.

None of us knows what the long-standing effects of COVID-19 will be. More difficult and challenging times will lay ahead for all. Let us continue to do what we can to support one another, focus on the positives and embrace the opportunities before us.

Respectfully submitted,



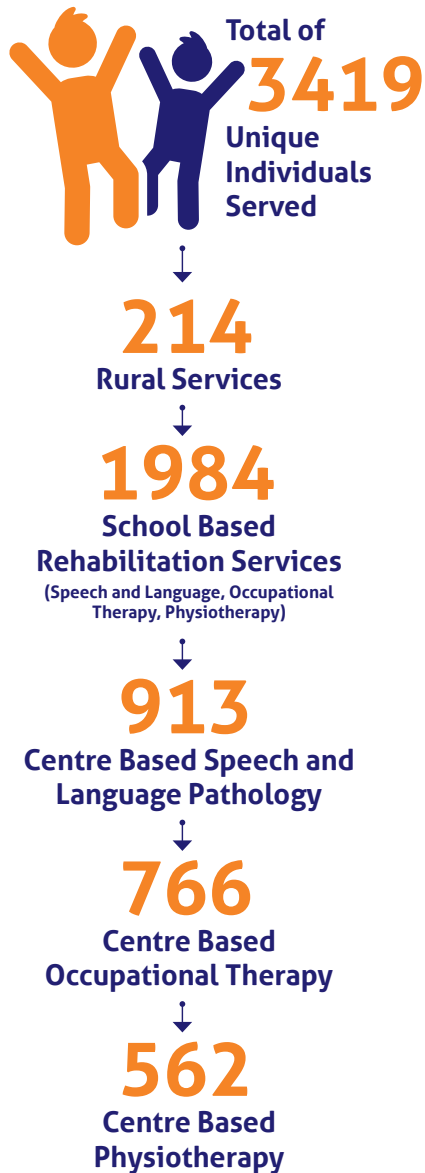
Tina Bennett
Chief Executive Officer
George Jeffrey Children's Centre





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Clinical Statistics & Highlights



Highlights

- Started a quarterly reporting process with clinical services that includes regular reviews of statistics.
- This was the first full-year of reporting on SBRS. We continued to work with several contracted Service Provider Organizations to provide physiotherapy, occupational therapy and speech-language pathology intervention services in schools until June 30, 2020. Beginning in July 2020, George Jeffrey Children's Centre began delivering School-Based Rehabilitation Services directly.
- Undertook a Recreation Services Review and relevant changes to this program. A new Recreation & Leisure Facilitator joined the team in July. While there were many recreational programs offered throughout the remainder of the year, a particular highlight for this program was the learn to skate program offered for six weeks in January.
- Key staff training initiatives included; non-violent crisis intervention, the continuation of monthly in-house staff education days and many individual learning opportunities across programs and services to support clinical learning.
- Our staff continue to remain actively involved with their professional colleges. Both the Centre and Little George's Child Care Centre hosted multiple student placements throughout the year.

Organizational Summary

STAFF	FTE's
Clinical	32.6
Administrative	5
Management	7
Day Care	7.5
Total	52.1

Staff Recognition

THANK YOU to **STAFF** and **VOLUNTEERS**

Appreciation goes out to all of our staff and volunteers for their hard-work, tenacity, and ingenuity. Each individual plays an important part in our success. We thank each and every one for their unique talents, efforts and never-wavering passion to empower and inspire children, youth and families.





MILESTONES

Years of Service

The following staff reached service milestones in 2019.

Our success is a direct result of our valued employees.

We thank them for their dedication and commitment.

30 Years

Cindy Daniele
Lee Moorley

20 Years

Kelly Goold
Kim Sjolund

15 Years

Gilbert Rondeau

10 Years

Jaime Obergh
Kellie Zysko

5 Years

Tina Bennett
Vanessa Riccio
Jillian Courtis

Strategic Plan 2019-2022

The George Jeffrey Children's Centre has committed to a three-year strategic plan.

The 5 directions offer a framework for the development of annual operational plans with measurable goals and objectives. The Centre is focused on being a family-centred, knowledgeable, compassionate, and client-focused organization.



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STRATEGIC PLAN 2019-2022

THE 5 STRATEGIC DIRECTIONS





Former client recipient of an EKO Scholarship award.



Ice Skating



Terrific Tuesdays



Family Fun Fair

2019 - 2020

Memorable Moments + Events



Greg Malo Photography
GM



Robert Bortuzzo's Stanley Cup Visit
(Photos by Greg Malo Photography)



Participation in the Santa Claus Parade



"Jay and Deb's Joy Ride" Bike Presentation



Halloween Pumpkin Carving Contest

Statement of Operations

**George Jeffrey Children's Centre
For The Period Ending March 31, 2020**

Revenue	Actual
Ministry of Children, Community and Social Services	5,671,226
Thunder Bay DSSAB	338,517
Recoveries & Other income	909,456
Amortization of deferred capital contributions	347,024
Total	7,266,223
Expense	Actual
Salaries & Benefits	6,054,786
Other expenses	858,210
Amortization of capital assets	349,163
Total	7,262,159
SURPLUS OR (DEFICIT)	\$4,064



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A c k n o w l e d g m e n t s



Annual Report 2019-2020

Design by Firedog Communications Inc.

Photography supplied by GJCC staff, Greg Malo Photography, iStock, Unsplash and RawPixel.

Icon sourced from Flat Icon.

Printed in Thunder Bay, ON, Canada.



George Jeffrey Children's Centre

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PROUD MEMBER OF:

