

www.gejeffrey.com

2023-2024

Annual Report



George Jeffrey
Children's Centre

ENRICHING CHILDREN'S LIVES

George Jeffrey Children's Centre

George Jeffrey Children's Centre (GJCC) is a paediatric outpatient health facility located in Thunder Bay, Ontario. We have been meeting the communication, developmental, and physical needs of children for over 60 years; providing services to infants, children, and adolescents aged birth to 21 years.



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i. Mission, Vision, Values

Our Mission

Enriching lives by delivering specialized rehabilitative and inter-professional 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, Ontario. We have been meeting the communication, developmental, and physical needs of children for over 60 years; providing services to infants, children, and adolescents aged birth to 21 years.

Occupational Therapy

Physiotherapy

Speech-Language Pathology

Social Work

Augmentative and Alternative Communication

Behaviour Support Services

Recreation and Leisure

Seating and Mobility

School-Based Rehabilitation Services (SBRS)

SmartStart Hub



Little George's Child Care Centre

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



ii. Message from the CEO

Reflecting on the past year is always inspiring, reminding us of our successes and highlighting what went well.

We celebrated some significant staff milestones in years of service and honored one staff as they moved into retirement after many years of dedicated service.

Our workforce at George Jeffrey Children's Centre does really make a difference for children and families. I see this everyday in the hallways watching our staff interact with the children and families. I hear it in the feedback when I have an opportunity to talk with parents and caregivers about the care they receive and when I am out in the community. I see it from our administrative and support personnel who may not always be client-facing, but without all of their hard work and efforts, our organization would not have such a strong foundation. Thank you to everyone! Your efforts are truly appreciated.

I am honoured that clients chose us to be part of their family's service journey and grateful that they entrust us with their care. Our commitment to providing consistent, quality, family-centred care is unwavering. We understand the importance of the services that families look to us for, and remain dedicated to delivering the highest quality care to meet their unique needs.

Our organization is not just a place; it's a community of caring professionals who are at the heart of what we do. The care we provide goes beyond mere services; it's about building trusting relationships and fostering a sense of well-being.

I would like to thank the leadership team for your unwavering dedication and support. None of the milestones we achieve as an organization would be possible without you. I thank you for your courageous leadership this year.

I want to recognize the Board of Directors for your commitment and time that you devote to the organization, clients and families, myself, and the leadership team. I would like to thank Scott, Ivana, and Kathy for their years of service with the Board and we will miss your active presence. I am looking forward to working with the newest members to the Board of Directors and the opportunity to welcome additional members as we move forward.

It is truly an honour to continue to serve George Jeffrey Children's Centre. Even though this is a year end report we are already well on our way with new and exiting initiatives for 2024-25. This year we will need to turn our minds once again to renewing our strategic plan and on the horizon is another monumental achievement for our organization, 65 years of service. 2026 will be here before we know it and I am confident there will be much more to celebrate and recognize in these next few years.

Tina Bennett
Chief Executive Officer
George Jeffrey Children's Centre



iii. Message from the President

On behalf of the Board of Directors, I would like to recognize the incredible work and dedication demonstrated by our staff and leadership team. Your unwavering commitment to our mission and vision has been the cornerstone of our achievements and progress.

In alignment with our mission and vision, we have set strategic directions that have guided our efforts:

Ensuring More Equitable and Accessible Service Delivery: We have made significant strides in making our services more accessible and equitable for all members of our community. By identifying and addressing barriers to access, we have ensured that everyone can benefit from our specialized care.

Leading with Quality Specialized Care: Our commitment to quality has driven us to continuously improve our specialized care services. We have adopted best practices and evidence-based approaches to ensure the highest standards of care for our clients.

Investing in Our Team: Recognizing that our team is our greatest asset, we have invested in professional development, training, and support to enhance the skills and well-being of our staff. This investment has not only improved service delivery but has also fostered a positive and collaborative work environment.

These strategic directions are all aimed at one overarching goal: enriching the lives of children. By focusing on equitable access, quality care, and team investment, we are better equipped to empower and inspire the children, youth, and families we serve.

These achievements are a testament to the dedication and hard work of our staff and leadership team. Your passion and professionalism have been instrumental in advancing our mission and bringing our vision to life. I am deeply grateful for each member of our team and your contributions to our shared success.

As we look forward to the coming year, I am excited about the opportunities that lie ahead. Together, we will continue to innovate, collaborate, and strive for excellence in all that we do, ensuring that we remain a beacon of hope and support for the children, youth, and families we serve.

Thank you for your outstanding dedication and commitment.

Sincerely,

Andy Armitage
President
George Jeffrey Children's Centre

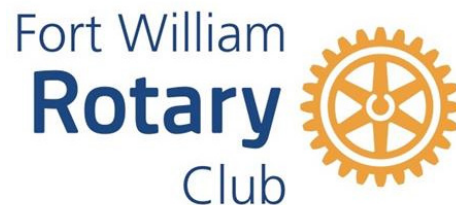


iv. Foundation Report

I am so proud to say that George Jeffrey Children's Foundation raised over \$530,000 during the 2023-2024 fiscal year because of the generous donors in Thunder Bay and region!

Donations and fundraising activities help to support our snack cupboard initiative, our taxi ride program, and many other needs of our Centre that can not be supported by government funded dollars.

The local Fort William Rotary Club continues to be a generous supporter of our Foundation and donated \$80,000 this past year through funds raised by their Fort William Rotary House Lottery. Further, Impala Canada, through their annual \$5,000 matching gift, continues to help make our holiday campaign a huge success!



Our volunteers are also vital to our Foundation's success. Whether volunteering to sell tickets, help at our golf tournament or as a board member – we so appreciate all of them!

Donated dollars truly help the almost 3,000 children and youth reach their greatest potential – thank you to all those that support our Foundation.



With Gratitude,

Cindy Levanto
Proud Donor and CEO
George Jeffrey Children's Foundation

A handwritten signature in blue ink that reads "Cindy".



George Jeffrey Children's Foundation

We are fortunate to have the continued support of George Jeffrey Children's Foundation. The Foundation is committed to raising funds for programs and services offered by the organization and is an integral part of our team.

v. Staff Recognition

Thank you to all of our staff and volunteers.

Appreciation goes out to all of our staff and volunteers for their unwavering dedication and exceptional service. Your commitment to excellence, your tireless efforts, and your willingness to go above and beyond have been instrumental in our success. We thank each and every one for their unique talents, efforts and passion to empower and inspire children, youth and families.

2023 Service Award Recipients

5 years

Stacey Collie
Tara Kydd
Shannon Little
Miranda Prout
Kelsey Belanger

10 years

Amy Brissette

25 years

Robin Garner

15 years

Lisa Caron
Angela Jewett

A Fond Farewell

Lisa Urbanski

Little George's Child Care Centre and George Jeffrey Children's Centre bid farewell to Lisa Urbanski, Early Childhood Educator in June 2023. Lisa was with Little George's Child Care Centre for almost 37 years. She was a dedicated educator who touched the lives of countless children and families.

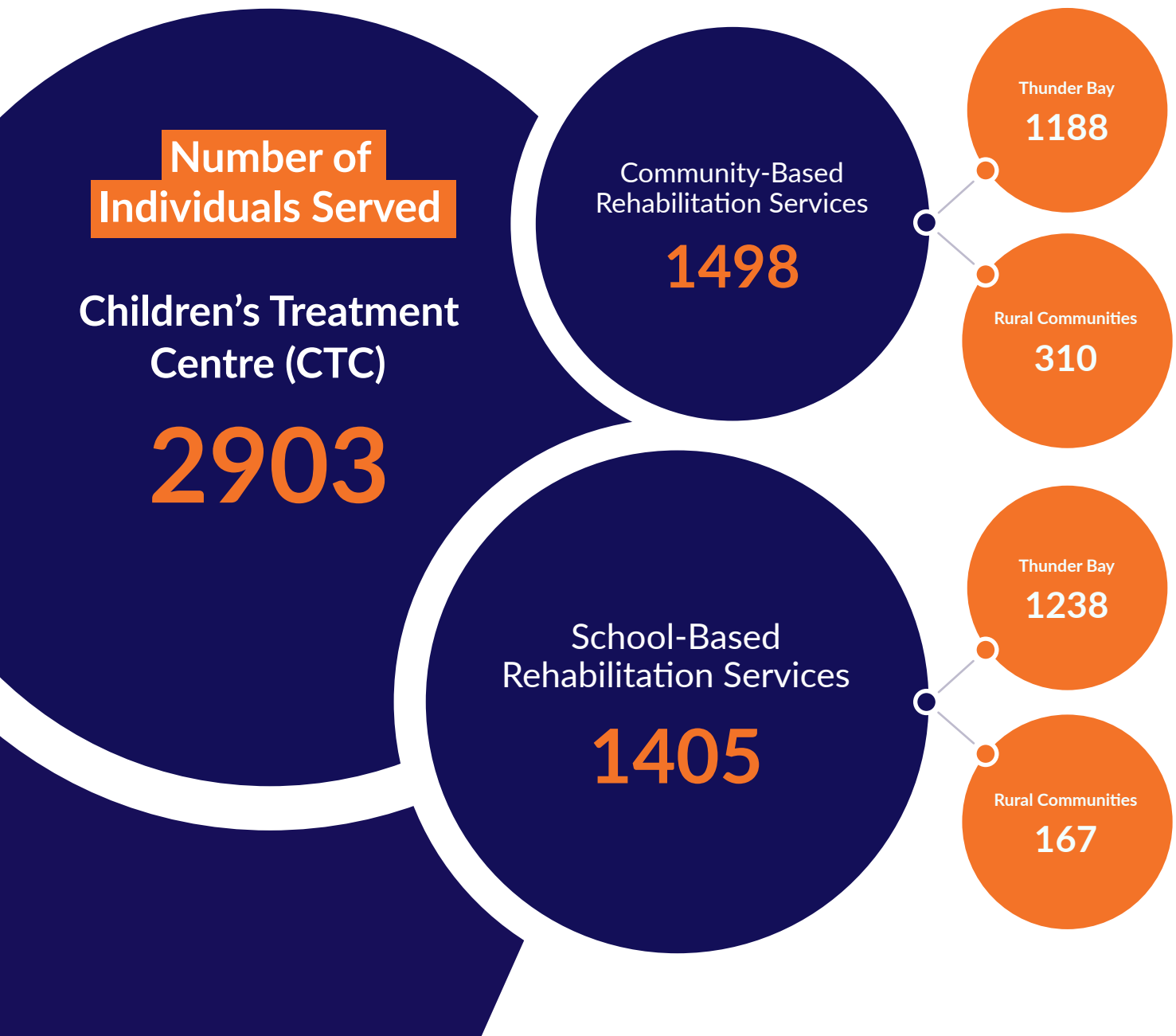
We thank Lisa for her dedication and wish her all of the best for a happy and healthy retirement.



Thank you to all of our staff for your years of service and dedication, your contributions are deeply valued and have made a profound impact on our organization's journey. Congratulations on your remarkable journey!

vi. Clinical Highlights

Looking back on 2023-2024, George Jeffrey Children's Centre has had the privilege of celebrating many highlights and success stories from within our programs and community.





Number of Client Visits
Over the Past Year

Face To Face

17,095

Telephone

6,899

Virtual

249

vii. Board of Directors

The volunteer Board of Directors of George Jeffrey Children's Centre is comprised of a variety of individuals from our community. We strive to have representation from family members as well as business, healthcare, and other professionals.



Tina Bennett
CHIEF EXECUTIVE OFFICER



Andy Armitage
PRESIDENT



Scott Schooler
VICE-PRESIDENT



Jon Racco
TREASURER



Kathy Peterson
SECRETARY



Ivana Chies
DIRECTOR



Matthew Lindstrom
DIRECTOR



Dr. Michael Scarcello
DIRECTOR



Judy Bagnalo
DIRECTOR



Mark Beazley
DIRECTOR



Dr. Christopher Mushquash
DIRECTOR



Gillian Baboolal
DIRECTOR



Allen Lee
DIRECTOR
(June 2024)



Nancy Gladun
DIRECTOR
(June 2024)



Robert Schroeder
DIRECTOR
(June 2024)



Andrew Campbell
DIRECTOR



viii. Management Leadership Team

Tina Bennett, *Chief Executive Officer*

Michelle Blackburn, *Director of Programs and Services*

Stacy Greenwood, *Human Resources Manager*

Shannon Little, *Finance Manager*

Michael Muratore, *Finance Manager (January 2024)*

Marlene Trystruha, *Health Information Services Manager*

Lindsay McDonald, *Manager of Client Services*

Tara Kydd, *Interim Supervisor, Client Services*

Andrea Stach, *Manager of Client Services*

Melissa Stolz, *Behaviour Support Services Supervisor*

Wendy Luoma, *Child Care Supervisor*

ix. Additional Highlights



We've Moved

In late 2023, we moved our North location to a new site. We now have programs and services operating out of the site which is located at 106 North Cumberland Street. With the new site we were able to realize additional treatment spaces that we had been dreaming about. Our team had fun with the naming and design of the three treatment rooms. They are the Otter's Pond, Loon's Nest, and Penguin Puddle.



Changes to the While You Wait (WYW) Program

In late 2023 we made changes to our While You Wait (WYW) program. The changes were reflective of the team's growth over the last several years and the introduction of the SmartStart Hub to George Jeffrey Children's Centre.

The program was renamed to Service Navigation and re-aligned to simplifying the process of accessing service, reducing barriers and ensuring clients and families receive the support they require at all levels of their service journey.

The team members are now called Client Service Facilitators and continue to be a central point of contact and work closely with families.



Ontario Government News – Connecting Children and Youth in Northwestern Ontario to Care Close to Home

In January 2024 the Ontario government announced investing nearly \$2 million to increase access to paediatric services for children and youth in Thunder Bay and Northwestern Ontario. As a recipient of a portion of these funds, GJCC expressed our gratitude for this historic investment in children's developmental, physical and mental health and well-being.

Ministry of Children, Community and Social Services (MCCSS)

In September 2023, the Ministry of Children, Community and Social Services announced the new Preschool Speech and Language and Children's Rehabilitation Guidelines and the Leading Innovation for Transformation (LIFT) strategy.

GJCC has been actively participating in this initiative with a vision to reduce duplication, see children earlier, and use resources to the best of our ability. This included work on the development of seamless, streamlined and integrated service delivery pathways, collaboration and system leadership. This year we started actively planning for the realignment of services into Early Years and School Years Clinical Services Programs. We anticipate changes to take effect at the beginning of the 2024/25 school year.





Empowered Kids Ontario Membership

GJCC remains actively involved at all levels of the organization with Empowered Kids Ontario (EKO), our provincial membership association.

Members of the GJCC clinical team participated on EKO's Paediatric Feeding and Swallowing Working Group. The group was established to make recommendations on improving the system of paediatric feeding and swallowing services for Ontario families. We look forward to their final report and recommendations coming later in 2024.

GJCC also wishes to express our gratitude to EKO and all the members of the Children's Health Coalition. Their remarkable advocacy and collaborative efforts were a driving force behind the Ontario government's investment for our sector and for children's health.



Little George's Child Care Centre (LGCC)

In July 2023 we welcomed a new child care supervisor, Wendy Luoma.

On October 17th we celebrated Childcare Worker and Early Childhood Educator Appreciation Day. This day recognizes the commitment, skills, and hard work of our staff at LGCC! Our child care supervisor along with human resources participated in the Confederation College Career Fair in January 2024.

More Career Fairs

Over the course of 2023 and into 2024, staff of GJCC participated at Western University, McMaster University, Lakehead University, and Queens University career fairs.



Rotary Santa Claus Parade 2023

Another year joining the Santa Claus Parade. It's always great to see such a great turn out for this event. Special thanks to the Rotary for your support to our Foundation and Centre over the years.



Other Memorable Moments



July 11th, 2023

Terrific Tuesday Salmon Fishing

A morning on Lake Superior fishing for salmon followed by a pizza lunch and prizes.

August 14th, 2023

Annual Family Fun Picnic

An afternoon of fun group activities for the whole family. Hotdogs, hamburgers and loads of other snacks.

December 16th, 2023

Family Holiday Dance Party

A Christmas tradition at GJCC, music, dancing, crafts and a visit from Santa himself.

January 12th, 2024

Sledge Hockey with the Lakehead Thunderwolves

Children and youth were able to demonstrate sledge hockey this year during an intermission at a Lakehead Thunderwolves hockey game. Thank you to the City of Thunder Bay for hosting the public sledge days and the Thunderwolves for this opportunity to showcase and promote the sport.

October 21st, 2023

Seating and Mobility Program - Halloween Costumes

Several children and youth celebrated Halloween with a fun filled afternoon of creativity and designed unique Halloween costumes to go around mobility devices. Great job everyone!

X. Statement of Operations

Revenue	Actual
<ul style="list-style-type: none"> Ministry of Children, Community and Social Services Thunder Bay DSSAB Recoveries & Other Income Amortization of Deferred Capital Contributions 	<p>\$7,078,255</p> <p>\$528,352</p> <p>\$1,465,491</p> <p>\$403,298</p>
Total	\$9,475,396

Expense	Actual
<ul style="list-style-type: none"> Salaries & Benefits Other Expenses Amortization of Capital Assets 	<p>\$7,027,181</p> <p>\$1,865,653</p> <p>\$403,642</p>
Total	\$9,296,476

Total Surplus

\$178,920

xi. Funding

The Centre's main funder is the Ontario Ministry of Children, Community and Social Services.

George Jeffrey is fortunate to have the support of George Jeffrey Children's Foundation. The Foundation is committed to raising funds for programs and services offered at the Centre.

Funding is also received from the District of Thunder Bay Social Services Administration Board (TBDSSAB) to support Little George's Child Care Centre.



THE DISTRICT OF THUNDER BAY
SOCIAL SERVICES ADMINISTRATION BOARD





George Jeffrey
Children's Centre

ENRICHING CHILDREN'S LIVES

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