



South Georgian Bay
Community Health Centre



2022-2023

ANNUAL REPORT

SOUTH GEORGIAN BAY CHC

Accredited by
Canadian Centre
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Ontario 
MINISTRY OF HEALTH

MESSAGE FROM THE EXECUTIVE DIRECTOR



I am delighted to share with you the 2022-2023 annual report for the South Georgian Bay CHC. As Executive Director, I am very proud of the remarkable achievements that our staff, volunteers and partners have accomplished over the past year.

The last 12 months have been a time of recovery and transition as we navigated our way through the COVID-19 pandemic - slowly emerging from lockdowns and restrictions and adjusting to a new normal. Despite these challenges, our Centre has remained committed to delivering high-quality, accessible healthcare programs and services to the residents of South Georgian Bay. We have continued to provide a range of primary care and mental health services, as well as health promotion and education programs, both in-person and virtually.

As we emerge from the pandemic, we have an opportunity to build back better and create a brighter future for our communities. This includes investing in healthcare infrastructure and systems, and strengthening partnerships with local organizations and community members to address the social determinants of health that have been exacerbated by the pandemic.

I want to thank all of our dedicated staff and volunteers for their hard work and commitment to our vision, mission and values. I also want to express my gratitude to our community partners and funders for their support and collaboration.

As we look to the future, we remain committed to advancing the health and well-being of our community. We will continue to listen to the needs of our clients and community and work collaboratively to address the health disparities that exist in our area.

Thank you for your ongoing support of our small but mighty Community Health Centre.

Yours in health,

Heather Klein Gebbinck

MESSAGE FROM THE BOARD CHAIR

As a community-based organization, we understand the importance of working collaboratively with our partners and stakeholders. As we continued to navigate the ongoing impacts of the COVID-19 pandemic within our community, we have strengthened our partnerships with local organizations and residents to address the social determinants of health that impact the well-being of our clients. We have also made progress in advancing our strategic priorities, including expanding our services and programs, improving access to care, and enhancing our organizational capacity. These achievements would not have been possible without the hard work and dedication of our staff, volunteers, and community partners.

On behalf of the Board of Directors, I want to express my gratitude to the SGBCHC team, under the strong leadership of Heather Klein Gebbinck, for their tireless efforts in support of our strategic priorities. I also want to thank our funders and donors for their ongoing support and commitment to our organization.

Together, we will continue to work towards a healthier and more equitable future for our community.



BOARD OF DIRECTORS

John Robbins - Board Chair
Alice Grottoli - Vice Chair
Paul Cadieux - Treasurer and
Chair of Resource Committee
Candy Milczynski - Chair of the
Governance Committee
Tammy Millington - Secretary
Laur Kelly
Jenny Legget
Heather McIntyre
Fiona Ryner
Craig Williams
Peter Willmott
Kent Wootton
Larry Young

Sincerely,

John Robbins

ABOUT SOUTH GEORGIAN BAY COMMUNITY HEALTH CENTRE

The South Georgian Bay Community Health Centre is a non-profit, community-governed, charitable organization that focuses on the health and wellbeing of individuals in our community. We do this by providing everyone in our community with access to:

Health care services - such as doctors, nurse practitioners, dietitian, system navigators, social workers etc.

Free community programs - such as food workshops, diabetes support groups, mindfulness workshops, outreach programs, chronic disease education and others

Community development - to advocate for and support important community issues such as housing and food insecurity

MISSION, VISION, AND VALUES

OUR VISION

Health and wellbeing of those we serve

OUR MISSION

To build collaborative and inclusive pathways to health

OUR VALUES

Inclusive, Collaborative, Accessible, Respectful, Equitable

OUR STRATEGIC GOALS & PRIORITIES

1

Advance Our Community

We will promote and support the health and well-being of those we serve

1. Advocate for community action to address the social determinants of health
2. Promote and preserve our specialty in serving people living with vulnerabilities
3. Offer community wide programs and workshops that are rooted in our Model of Health and Well being

2

Advance Our Culture

We will foster an energetic and caring culture where everyone matters

1. Ensure clients feel safe and their unique needs understood
2. Ensure staff feel safe, heard, and supported in their roles
3. Ensure partners and volunteers feel valued and a sense of belonging

3

Advance Our System

We will encourage and advance a collaborative healthcare system that supports people living with vulnerabilities

1. Collaborate with member organizations of the South Georgian Bay Ontario Health Team to achieve a stronger, more effective and accountable local system of care
2. Contribute to the development of a care system that builds upon and significantly advances the health of our community
3. Be a high achieving healthcare organization

“At the South Georgian Bay Community Health Centre, we believe that healthcare is about more than just treating illness. It's about empowering individuals to live healthy, fulfilling lives. That's why we work closely with our clients and community to provide a model of care that supports access to primary care, socialization, healthy eating, education, and community engagement.”

ADVANCE OUR COMMUNITY

37
COMMUNITY
SPEAKING
ENGAGEMENTS
REACHING
1938 PEOPLE



Over the past year, our goal has been to actively promote and support the health and wellbeing of those we serve. We are pleased to share our progress in three key areas of advancement within our community:

Advocating for community action to address the social determinants of health

- Increased community engagement through strategic marketing and communications initiatives, including our monthly newsletters that addressed the social determinants of health and reached over 1600 individuals each month.
- Took part in regional committees that advocate for increased awareness and action about the social determinants of health, such as the *County of Simcoe and South Georgian Bay Safety and Wellbeing committees* and others.
- Participated in public advocacy campaigns that identify and address the social determinants of health such as the *Simcoe of County's #ITSTARTS Campaign*.

Promoting and preserving our specialty in serving people living with vulnerabilities

- Raised over \$5,500 to support vulnerable clients with essential resources such as prescriptions, medical devices, transportation, and grocery gift cards.
- Attended community events and speaking engagements, including the *Senior's Active Living Centre Expo* and local *Farmers' Markets*, to foster partnerships and promote community programs.
- Our primary care team continued to offer a range of appointment options based on the unique needs of each client, including in-person, phone, and virtual – ensuring that no one fell through the cracks.
- Engaged in outreach initiatives to support individuals facing vulnerabilities, including COVID-19 and flu shot clinics, E3 group homes assistance, and providing navigation services to at-risk residents of Huronia Guesthouse during their unforeseen closure.

Offering community-wide programs and workshops that are rooted in our Model of Health and Wellbeing

- Offered or supported over 500 groups and workshops including diabetes support programs, mental health workshops, chronic disease education, workshops to help address social isolation, and more.
- Achieved a group participant attendance of 4,396, demonstrating the high level of engagement and active involvement within our community.
- Collaborated with volunteers and community partners to develop impactful programs addressing the social determinants of health and meeting the diverse health and social needs of our community.



"I am grateful to the SGBCHC for their support in helping me purchase a scooter. It has made a significant difference in my ability to navigate the world around me, and I cannot thank them enough for their kindness."

*Michael Coady, SGBCHC
Client Care Fund recipient*

RAISED OVER \$5,500 TO SUPPORT OUR CLIENT CARE FUND

ADVANCE OUR CULTURE (clients, staff & volunteers)

Ensure clients feel safe and their unique needs are understood

Over the past year, we offered a mix of virtual and in-person programs and services, to meet the needs of our clients, while prioritizing their safety during the pandemic. To assess client satisfaction, we conducted a thorough survey, closely monitored by our leadership team, and we are thrilled to report the positive feedback. These survey results are instrumental in shaping the development of new community programs and initiatives moving forward.

CLIENT SATISFACTION SURVEY RESULTS

- **97%** of clients feel their provider talks with them about their treatment plan and are included in decision making
- **100%** of clients feel that the services they receive at the SGBCHC improve their overall health and wellbeing

VOLUNTEER HAPPINESS SCORE

8.7/10



Our dedicated volunteers reported a happiness score of 8.7 out of 10 in an annual survey, showcasing their positive satisfaction and fulfillment in their roles. We are incredibly grateful for their contributions and are committed to continuously enhancing their volunteer experience to ensure they feel valued, supported, and motivated to make a meaningful difference in our community.

Ensure that our partners and volunteers feel valued and a sense of belonging

We would like to extend a heartfelt thank you to our community partners and the 46 dedicated volunteers who have generously given their time and effort to facilitate various programs and workshops at the SGBCHC and the North Simcoe Muskoka Self-Management Program over the past year. To ensure we prioritize the satisfaction and sense of belonging of our volunteers, we conducted an annual survey to gather their feedback, identify areas of improvement, and measure the overall engagement within the organization.

Ensure staff feel safe, heard and supported in their roles

Ensuring the safety, wellbeing, and satisfaction of our staff remains a top priority for our organization. To achieve this, we implemented staff surveys to gather feedback, enabling us to address concerns, make improvements, and create a supportive work environment. Thanks to the diligent efforts of our dedicated Health & Safety and Health & Wellness committees,

we have successfully prioritized staff safety while maintaining an exceptional level of morale through engaging activities that promote wellbeing, team cohesion, and a collaborative work atmosphere. The positive culture, strong employee camaraderie, and high retention rates at our Centre are a testament to the incredible work achieved by our CHC over the past year.



ADVANCE OUR SYSTEM

Achieving a stronger, more effective and accountable local system of care is a priority for the South Georgian Bay CHC. As a core member of the South Georgian Bay Ontario Health Team (SGBOHT), our strategic goal is to encourage and advance a collaborative healthcare system that supports people living with vulnerabilities.

The South Georgian Bay Ontario Health Team

The South Georgian Bay CHC is one of 11 anchor organizations within the South Georgian Bay Ontario Health Team (SGBOHT). Over the past year, our CHC contributed to the SGBOHT's work plan, with a strategic focus on addressing health and social issues that affected our community during the pandemic.



THANK YOU TO OUR COMMUNITY PARTNERS

The SGBCHC could not successfully advance the health and wellbeing of our clients and community without the support of our over 25 community partners, including:

- The **Simcoe Muskoka District Health Unit** in the delivery of the SGBCHC Harm Reduction and Needle Exchange program and to support the delivery of vaccination clinics at the SGBCHC and in the community
- The **Georgian Bay Family Health Team** for their collaboration on programs and services such as the "Care Program"
- **United Way of Simcoe Muskoka** and **211 Community Connection** to help facilitate the Urgent Needs Fund
- **Waypoint Centre for Mental Health Care** to offer Cognitive Behavioural Therapy (CBT) to everyone in our community
- **Collingwood, Clearview & Wasaga Beach Public Libraries** to host community programs and workshops
- **Georgian Good Food Box** for their collaboration and monthly food box donations to SGBCHC programs
- **Hospice Georgian Triangle** for co-facilitating grief and bereavement programs for members of our community
- **Royal Victoria Regional Health Centre** to provide access to the Rapid Access Addiction Medicine (RAAM) clinic and the Simcoe County Eating Disorder Service, located at the SGBCHC
- The **County of Simcoe** and **Community Food Centres Canada** to support SGBCHC food security initiatives
- **Osteoporosis Canada** for partnering with us to offer free education programs to the community
- **Georgian Bay Family Health Organization (GBFHO)** to enable the SGBCHC to take part in the sub-region's collaborative use of the FHO's standardized Electronic Medical Record (EMR) system
- Participated in the **South Georgian Bay SCATEH committee** developing a strategy for addressing lack of housing in our region
- **My Friend's House** for partnering with us to offer free group and individual sessions for women and children who have experienced abuse in our community
- **County of Simcoe Housing** for providing space for our health and wellness programs

COLLABORATED WITH 12 NEW COMMUNITY PARTNERS TO DELIVER PROGRAMS & SERVICES

OUR IMPACT

20,055

**ONE-ON-ONE
INTERACTIONS WITH
CLIENTS**

515

**PROGRAMS & WORKSHOPS
DELIVERED TO OUR
COMMUNITY**

46

**VOLUNTEERS TO HELP
FACILITATE COMMUNITY
PROGRAMS & WORKSHOPS**

88%

**OF CLIENTS FEEL THAT
STAFF ARE SENSITIVE TO
THEIR NEEDS (LANGUAGE,
CULTURE, LEARNING &
IDENTITY)**

97%

**OF CLIENTS SAY THEY
ARE INVOLVED IN
DECISIONS ABOUT THEIR
CARE AND TREATMENT**



PLANS FOR THE FUTURE: ADVANCING OUR CAPITAL PROJECT



We are thankful that the Ontario Ministry of Health has continued to support our vision of building a Community Health Hub that will provide space for the CHC programs and services as well as additional community partners. We are thrilled to have completed the design phase of the new building - which will comprise of a two-story Community Health Hub, located on 45th street on the current CHC property in Wasaga Beach.

Our vision is to house community partners serving similar populations including the Canadian Mental Health Association, Waypoint Centre for Mental Health Care and the Royal Victoria Regional Health Centre's Rapid Access Addiction Medical (RAAM) Clinic. Stay tuned, as we continue to move forward on this exciting project with the goal of breaking ground in 2024.

FINANCIAL STATEMENT

Revenue

Ministry of Health/OH	\$3,277,465
Waypoint Centre for Mental Health Care Psychotherapy Program	\$369,524
Amortization of Deferred Contributions	\$10,492
Other/Grants	\$102,637
Interest	\$1,557
Total of all Revenues	\$3,761,455

Expenses

Primary Care Clinic and Allied Health Services	\$2,255,872
Health Promotion Program	\$192,333
Self Management Program	\$184,967
Waypoint Centre for Mental Health Care Psychotherapy Program	\$369,524
Amortization	\$9,001
Building and Grounds	\$217,165
Administration Compensation	\$317,662
Administration Contracted Out Services	\$80,785
Equipment	\$43,726
Administration Supplies & Sundries	\$87,119
Total of Expenses	\$3,758,154

SGBCHC 2022-2023 Expenses

