



South Georgian Bay  
Community Health Centre

# 2024-2025 Annual Report

---



Accredited by  
Canadian Centre  
for Accreditation



Agréé par  
Centre canadien  
de l'agrément

**Ontario**   
MINISTRY OF HEALTH

## MESSAGE FROM THE EXECUTIVE DIRECTOR

Over the past year, the South Georgian Bay CHC has continued to grow and adapt in response to the needs of our community. At the heart of our work is a deep belief in health equity and the essential role of primary care. We know that access to timely, team-based care makes a meaningful difference—and while demand continues to grow, we remain committed to expanding access and ensuring no one is left behind.

In 2024–2025, we expanded programs and supports across our region, providing barrier-free services and opening new pathways to care. A key milestone was our involvement in launching and staffing the Shoreline Health Clinic for unattached patients. This innovative collaboration ensures that people without a family doctor can still access the care they need, when they need it.

We continued to invest in technology to reduce administrative burden and improve the care experience. Tools like AI Scribe help streamline documentation, while our Online Appointment Booking platform makes it easier for clients to connect with care. These innovations allow our providers to spend more time with patients and less time on paperwork.

Whether through one-on-one care or open-access community programs, our staff continue to go above and beyond—united by a shared goal: accessible care for all. I am incredibly proud of our team's dedication, compassion, and innovation in the face of growing and shifting health care demands.

Thank you to our funders, partners, volunteers, and community members for your continued support. Together, we are building a stronger, healthier South Georgian Bay.



*Heather Klein Gebbinck*

**Heather Klein Gebbinck**  
Executive Director

### BOARD OF DIRECTORS (2024-2025)

John Robbins - Board Chair  
Craig Williams - Vice Chair  
Paul Cadieux - Treasurer and  
Chair of Resource Committee  
Candy Milczynski - Chair of the  
Governance Committee  
Tammy Millington - Secretary  
Jenny Legget  
Heather McIntyre (April to  
November, 2024)  
Katie Mohr  
Stephanie Susman  
Peter Willmott  
Larry Young



*John Robbins*

**John Robbins**  
Board Chair

## MESSAGE FROM THE BOARD CHAIR

Over the past year, the Board's primary focus has been strengthening governance to support the ongoing growth and sustainability of the South Georgian Bay CHC. We have worked diligently to update our policies and bylaws to align with the requirements of the Ontario Not-for-Profit Corporations Act (ONCA). These changes ensure that our governance framework remains strong, transparent, and compliant with the latest legislation.

In addition, we have devoted significant time and energy to preparing for our upcoming accreditation process. This important step will help us further enhance our organizational practices, reinforce accountability, and ultimately improve the quality of care and services we provide to our community.

I want to thank my fellow Board members for their dedication and thoughtful leadership throughout this work. I also extend sincere appreciation to Heather Klein Gebbinck and the entire South Georgian Bay CHC team. Their ongoing commitment to our mission inspires us all and drives the positive impact we have in the community.

As we look ahead, I am confident that the governance foundation we have built will support continued progress and success in the years to come.

## 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, regardless of their sex, gender, income, race, or other socio demographic characters.

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

“ The South Georgian Bay CHC is the most professional and supportive place I’ve ever volunteered at. I’ve grown into my leadership role and love learning from workshop participants.”

Barbara, SGBCHC Volunteer

## ADVANCE OUR COMMUNITY

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 BY:

- Engaging the community through social media and monthly newsletters, reaching over 10,000 people each month.
- Advocating regionally by participating in action teams and councils focused on digital health, mental health, seniors care, surge planning, and health promotion.
- Supporting public campaigns like #ITSTARTS, Community Health & Wellbeing Month, and Nutrition Month.



### PROMOTING AND PRESERVING OUR SPECIALTY IN SERVING PEOPLE LIVING WITH VULNERABILITIES BY:

- Raising over \$5,755 funds to support clients with essential needs like prescriptions, medical devices, transportation, and groceries.
- Attending community events to foster partnerships and promote programs, including the Seniors' Expo, Farmers' Markets, Climate Action Team, and Healthy Aging Fair.
- Supporting vulnerable individuals through vaccination clinics, care at the Shoreline Health Clinic, and sexual health education at the Clearview Youth Centre.



### OFFERING COMMUNITY-WIDE PROGRAMS AND WORKSHOPS THAT ARE ROOTED IN OUR MODEL OF HEALTH AND WELLBEING INCLUDING:

- Offering or supporting over 620 programs and workshops on topics like diabetes, mental health, chronic conditions, social connection, and nature-based care.
- Engaging 5,600+ participants, reflecting strong community interest and involvement.
- Collaborating with volunteers and partners to deliver programs that address the social determinants of health and meet diverse community needs.



# ADVANCE OUR CULTURE (clients, staff & volunteers)

## VOLUNTEER HAPPINESS SCORE

9.6/10



In our annual volunteer survey, participants reported a happiness score of 9.6 out of 10, highlighting their strong sense of satisfaction and fulfillment in their roles. This exceptional feedback speaks to the positive environment we strive to foster at the SGBCHC. We are deeply grateful for our volunteers’ time and passion, which make a real difference in the community.

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

We extend our sincere thanks to our community partners and 53 dedicated volunteers for generously supporting our programs and workshops. To ensure they feel valued and connected, we conducted our annual survey to gather feedback, assess engagement, and identify areas for improvement. We were pleased to see strong results and a high volunteer happiness score (see left).

### Ensure staff feel safe, heard and supported in their roles

The safety, wellbeing, and satisfaction of our staff continue to be a key focus at the SGBCHC. Staff took part in health and safety training and shared feedback through surveys to guide improvements. We launched a Workplace and Community Equity Committee and continued to build a positive, connected culture through the work of our Health & Safety and Wellness committees.

### Ensure clients feel safe and their unique needs are understood

Over the past year, we provided flexible care options—offering in-person, phone, and virtual appointments—and enhanced our digital health systems, including online booking, to reduce administrative tasks and enable providers to focus more on clients. To better understand client experiences, we conducted a comprehensive satisfaction survey, reviewed by our leadership team. The positive feedback we received is helping shape future programs and services.

## CLIENT SATISFACTION SURVEY RESULTS

- **94%** Say their primary care provider involves them in decisions about their care plan.
- **94%** of clients feel comfortable asking questions and never feel judged.
- **94%** of clients feel that the services they receive at the CHC improve their overall health and well being.



## 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

As one of 11 anchor organizations within the South Georgian Bay Ontario Health Team (SGBOHT), the South Georgian Bay CHC has played an active role in advancing efforts to expand access to primary care. Over the past year, we contributed to the SGBOHT's advocacy and strategic planning, helping to strengthen and grow primary care supports for members of our community.

## THANK YOU TO OUR COMMUNITY PARTNERS

The SGBCHC could not advance the health and wellbeing of our clients and community without the support of over 20 community partners who help deliver collaborative programs and services. These partnerships contributed to a group attendance of 5,601, reflecting strong community engagement. Our community partners include:

- 211 Community Connection
- Arthritis Society of Canada
- Clearview Youth Centre
- Collingwood, Clearview, Elmvale & Wasaga Beach Public Libraries
- County of Simcoe Housing
- E3 Community Services
- Georgian Bay Family Health Organization
- Georgian Bay Family Health Team
- Georgian Good Food Box
- Hospice Georgian Triangle
- My Friend's House
- North Simcoe Muskoka Hospice Palliative Care Network
- Osteoporosis Canada
- Royal Victoria Regional Health Centre
- Simcoe Muskoka District Health Unit
- South Georgian Bay SCATEH committee
- United Way of Simcoe Muskoka
- Waypoint Centre for Mental Health Care



# OUR IMPACT

15,921

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

620

**PROGRAMS & WORKSHOPS  
DELIVERED TO OUR  
COMMUNITY**

53

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

96%

**OF CLIENTS SAY THEY  
ALWAYS FEEL COMFORTABLE  
AND WELCOME AT THE  
SOUTH GEORGIAN BAY CHC**

93%

**OF CLIENTS FEEL THAT  
THEIR PRIMARY CARE  
PROVIDER SPENDS  
ENOUGH TIME WITH THEM**



FINANCIAL STATEMENT

Revenue

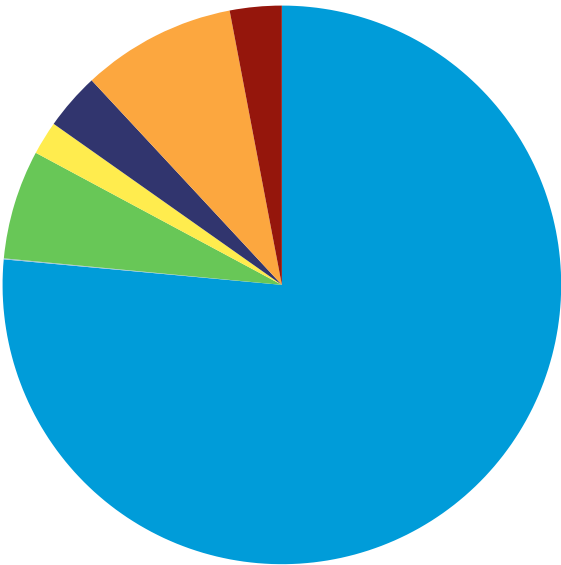
Ministry of Health/OH	\$3,106,906
Waypoint Centre for Mental Health Care	\$241,301
Amortization of Deferred Contributions	\$1,968
Other/Grants	\$49,118
Interest	\$4,682
<b>Total of all Revenues</b>	<b>\$3,403,975</b>

Expenses

Clinical Services and Programs	\$2,597,793
Amortization	\$1,968
Building and Grounds	\$214,855
Administration Compensation	\$303,279
Administration Contracted Out Services	\$112,051
Equipment	\$65,925
Administration Supplies & Sundries	\$101,787
<b>Total of Expenses</b>	<b>\$3,397,658</b>

SGBCHC 2024-2025 EXPENSES

- Clinical Services & Programs 77.7%
- Amortization 9.3%
- Building & Grounds 6.5%
- Equipment 1.8%
- Contracted Services 2.4%
- Administration 9.3%
- Supplies & Sundries 2.2%



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 late 2025.

