



South Georgian Bay
Community Health Centre

2025-2026 ANNUAL REPORT

Accredited by
Canadian Centre
for Accreditation



Agréé par
Centre canadien
de l'agrément

Ontario 
MINISTRY OF HEALTH



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MESSAGE FROM THE EXECUTIVE DIRECTOR

Over the past year, the South Georgian Bay Community Health Centre has continued to evolve in response to the needs of our community. This has been a year defined by connection—strengthening relationships with clients, staff, volunteers, and partners, while laying the groundwork for future growth.

At the same time, we have worked closely with our partners through the South Georgian Bay Ontario Health Team to develop solutions that improve access to primary care across our region. This planning and collaboration will play an important role in connecting more people to the care they need in the years ahead.

Behind the scenes, our team has also dedicated significant effort toward preparing for accreditation and advancing our capital project—both critical steps in strengthening our organization and ensuring we are ready for the future.

I am incredibly proud of our team, volunteers, and partners for their ongoing commitment, compassion, and innovation. Together, we are building a stronger, more connected health system for our community.



Heather Klein Gebbinck

Heather Klein Gebbinck
Executive Director

BOARD OF DIRECTORS (2025-2026)

John Robbins (Board Chair)
Craig Williams (Vice Chair)
Paul Cadieux (Treasurer & Chair, Resource Committee)
Maureen Dobbins
Alice Grottoli
Jessica Hyndman
Jenny Legget (Secretary & Alliance Liaison)
Jennifer Lloyd (Governance Committee Co-Chair)
Katie Mohr (Governance Committee Co-Chair)
Rebecca Swift
Stephanie Susman
Robert Turner
Larry Young

MESSAGE FROM THE BOARD CHAIR

Over the past year, the Board of Directors has remained focused on strengthening governance and supporting the continued growth and sustainability of the South Georgian Bay Community Health Centre.

A key priority for the Board has been overseeing the organization's preparation for accreditation. This important work has involved strengthening policies, processes, and accountability measures to ensure the highest standards of care and organizational excellence.

The Board has also played an important role in advancing the CHC's capital project. Over the past year, significant progress has been made, including completion of the building design and advancement through planning and regulatory processes. Building permit applications have been submitted, and the project continues to move forward toward the next phase of development.

In addition, the Board has supported recruitment efforts for board members to ensure strong and diverse leadership moving forward.

On behalf of the Board of Directors, I would like to thank Heather Klein Gebbinck and the entire South Georgian Bay CHC staff, volunteers, partners, and community members for their continued dedication and support. Together, we are continuing to enhance access to care and improve health outcomes across our community.



John Robbins

John Robbins
Board Chair

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, nurses, 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

“Volunteering with the SGBCHC is a great way to connect with wonderful people in our community who regularly attend programs. The staff and volunteers make you feel welcome, part of a team, valued and respected.”

Melanie, 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 15,000 people each month.
- Participating in regional action teams focused on digital health, mental health, seniors care, and health promotion.
- Supporting public advocacy campaigns such as Pride Month and Community Health & Wellbeing Month.



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

- Expanding outreach through targeted programming in community settings, including seniors and housing sites.
- Receiving \$5,650 in donations to support clients with essential needs such as prescriptions, medical devices, transportation, and groceries.
- Participating in 36 community events—including the Wasaga Beach Seniors' Expo and the Chippewas of Rama First Nation Health Fair—to strengthen partnerships, increase awareness of CHC programs and services, and support growing program participation.
- Supporting vulnerable individuals through vaccination clinics and outreach initiatives.



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

- Delivering or supporting over 690 programs and workshops on topics like diabetes, mental health, nutrition, chronic conditions, and social connection.
- Engaging 6,500+ participants in our community workshops and programs – reflecting strong community interest and involvement.
- Collaborating with 52 volunteers and community partners to deliver programs that address the social determinants of health and meet diverse community needs.



ADVANCE OUR CULTURE (clients, staff & volunteers)

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

We extend our sincere thanks to our community partners and 52 volunteers who support our programs and services. Volunteers play a vital role in creating welcoming, inclusive spaces and fostering meaningful connections within our community. In our annual volunteer survey, participants reported a happiness score of 9.6 out of 10, reflecting a strong sense of satisfaction and fulfillment in their roles. This positive feedback highlights the supportive environment we strive to foster at the SGBCHC, and we are deeply grateful for our volunteers’ time, passion, and dedication.



Ensure staff feel safe, heard and supported in their roles

Supporting staff wellbeing and engagement remains a top priority at the SGBCHC. This year, we saw our strongest staff survey results to date, reflecting a positive and supportive workplace culture. Staff participated in ongoing training and shared feedback to help guide improvements. We also continued the work of our Health & Safety, Wellness, and Equity committees to foster a connected, inclusive, and supportive environment for everyone.

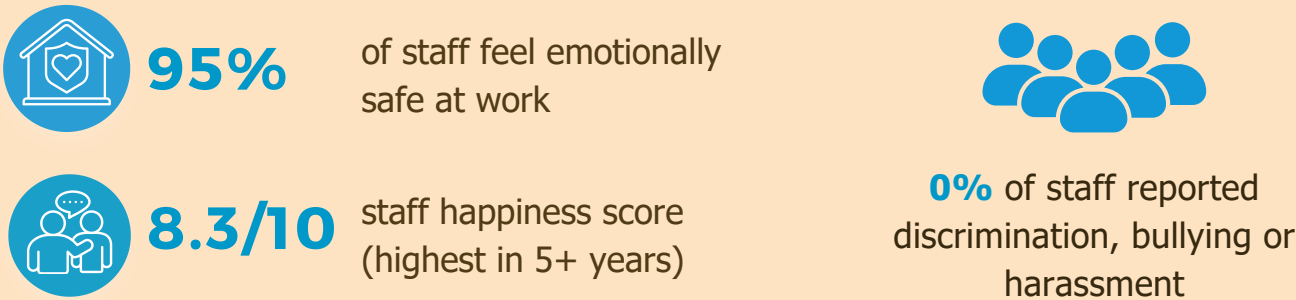
Ensure clients feel safe and their unique needs are understood

Over the past year, we provided flexible care options—offering in-person, phone, and virtual appointments—and enhanced our digital health systems, including AI Scribe, 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



STAFF SATISFACTION SURVEY RESULTS



ADVANCE OUR SYSTEM

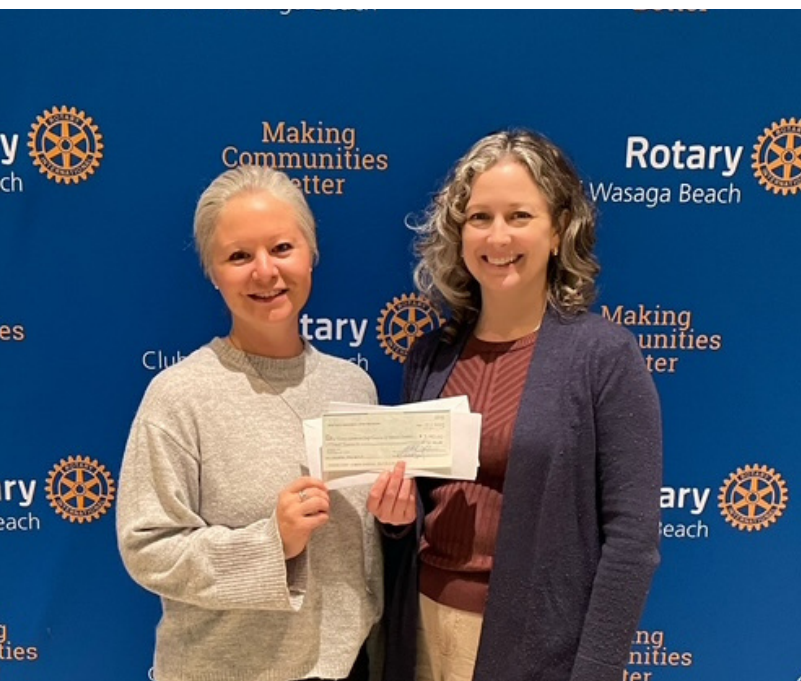
Advancing a coordinated and effective system of care remains a priority for the South Georgian Bay CHC. As a core member of the South Georgian Bay Ontario Health Team (SGB OHT), we contributed to planning efforts aimed at improving access to primary care and connecting more people to providers—helping to strengthen care across our region.

Over the past year, we also focused on preparing for accreditation. This work has strengthened our organizational practices and reinforced our commitment to delivering high-quality care.

THANK YOU TO OUR COMMUNITY PARTNERS

We are grateful for our partners, whose collaboration played an essential role in supporting our organization and the health and wellbeing of our community. Our partners include:

- Alzheimer's Society of Canada
- Arthritis Society of Canada
- Brain Injury Services Muskoka Simcoe
- Breaking Down Barriers
- Collingwood General and Marine Hospital
- Community Action Program for Children
- Contact Community Support Services
- County of Simcoe
- E3 Community Services
- EarlyON Centre
- The Environment Network
- Georgian Bay Cancer Centre
- Georgian Bay Family Health Organization
- Georgian Bay Family Health Team
- Georgian Good Food Box
- Home Horizon
- Midwives of Nottawasaga
- My Friend's House
- North Simcoe Muskoka Hospice Palliative Care Network
- Ontario Parks
- Osteoporosis Canada
- Royal Victoria Regional Health Centre
- Simcoe Muskoka District Health Unit
- Town of Collingwood
- Town of Wasaga Beach
- Township of Clearview
- Township of Springwater
- Waypoint Centre for Mental Health Care



OUR IMPACT

14,440

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

693

**PROGRAMS & WORKSHOPS
DELIVERED TO OUR
COMMUNITY**

52

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

98%

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

98%

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



FINANCIAL STATEMENTS

Revenue

Ministry of Health/Ontario Health	\$3,106,882
Waypoint Centre for Mental Health Care	\$312,543
Amortization of Deferred Contributions	\$1,222
Other/Grants	\$64,071

Total of all Revenues	\$3,484,718
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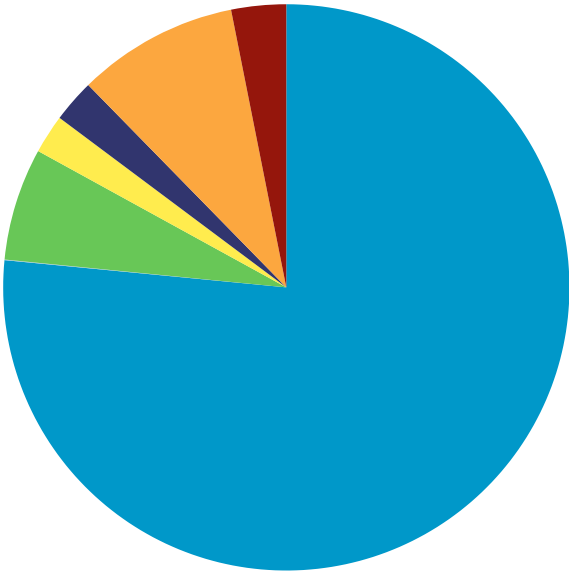
Expenses

Clinical Services and Programs	\$2,662,693
Amortization	\$1,222
Building and Grounds	\$223,505
Administration Compensation	\$320,139
Administration Contracted Out Services	\$85,360
Equipment	\$77,328
Administration Supplies & Sundries	\$108,828

Total of Expenses	\$3,479,075
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SGBCHC 2025-2026 EXPENSES

- Clinical Services & Programs 76.53%
- Amortization 0.04%
- Building & Grounds 6.43%
- Equipment 2.22%
- Contracted Services 2.45%
- Administration 9.20%
- Supplies & Sundries 3.13%



ADVANCING OUR CAPITAL PROJECT



We are grateful for the continued support of the Ontario Ministry of Health as we work toward building a new Community Health Hub. Over the past year, we have completed the building design and advanced through planning and regulatory processes, including submission of building permit applications. This work has positioned us for the next phase of the project, which includes final approvals, tendering, and construction.

Our vision is to create a collaborative space that will house CHC programs and services alongside community partners serving similar populations.

We look forward to continuing this work, with the goal of breaking ground in Spring 2027.

