



2011-2012

ANNUAL REPORT

CRISIS INTERVENTION AND PUBLIC
INFORMATION SOCIETY OF
GREATER VICTORIA
(1971-2012)

Breaking Silence • Ending Stigma

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MESSAGE FROM THE CHAIR

Tonja DeRoy

“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”

Helen Keller

Optimism feels wonderful – that feeling that what once seemed impossible can, in fact, be possible! When I wrote my message last year, it was unclear whether the doors of NEED2 would remain open past December 2011. Today, I am pleased to say that the NEED2 staff and board are building a strategic plan that has a focus on the long term. Our hope is that the financial stability of NEED2 will continue to improve and we have confidence in ongoing community support.

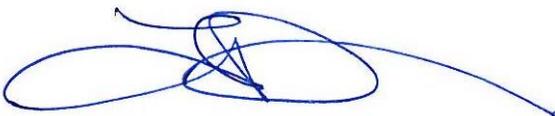
Change has been uncomfortable. But change has inspired us to create new possibilities for NEED2. I am able to celebrate the accomplishments of NEED2 as a leader in suicide awareness, prevention and education. I appreciate the change that came from the chaos and uncertainty that happened when NEED became NEED2 – that chaos and uncertainty was necessary for the growth of NEED2.

As Chair, I have the privilege of serving with a very dedicated group of community-based board volunteers. The members of NEED2's Board of Directors bring a diversity of skills and a wealth of experience to their work on behalf of the community and I am grateful for their active involvement, engagement and leadership. At this time, I want to acknowledge the longstanding commitment of Peggy Palmer. She has dedicated many years to NEED/NEED2 as a volunteer, staff person and board member. Peggy has, however, made the difficult decision to leave the board. She has been an integral part of the board and development of NEED2. I believe that I express the entire board's appreciation for all of her hard work and devotion. We wish you all the best, Peggy! You will be missed!

The heart of NEED2 remains the hardworking staff and volunteers. The excellence of the programs delivered by each and every one of you is outstanding. You are leaders in our community! I am so grateful to support an agency that values volunteerism as a core source of service delivery and provides such high quality training to those volunteers. You make the work we do, as board members, easier and even more meaningful.

Community support, for more than 40 years, has always been at the heart of our agency. Thanks to the valuable contributions made by generous NEED2 supporters of all kinds, we have achieved great things in Victoria. That strong ongoing commitment enables us to enhance the quality of our programs and our community education work. Every contribution, no matter how small, makes a difference.

NEED2 is a leader in our community, recognized for the quality of its programs and commitment to the critical work of breaking the silence that surrounds suicide. Our goal continues to be ending the stigma around mental illness and suicide. The NEED2 board will ensure in the years ahead that we continue to build on the agency's reputation for excellence in these areas. I remain committed to the work we do in our community and I look forward to this next year with optimism, hope and confidence!



Tonja DeRoy
Board Chair

EXECUTIVE DIRECTOR REPORT

Jane Arnott

A year ago it was still uncertain whether NEED2 would be able to continue its work. We are still here, and are moving ahead with guarded optimism. It has been a year of hard work for both Board members and Staff.

The agency was able to make considerable strides in its service delivery over this past year. Offering two successful trainings for Youthspace.ca volunteers and two for SAY volunteers, has brought 29 additional volunteers into the agency—chatting with youth and young adults on Youthspace.ca and delivering suicide awareness presentations in classrooms. As always, the infusion of energy that these committed volunteers have brought to NEED2 has been invigorating and awe inspiring.

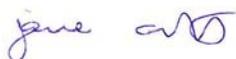
Youthspace.ca continues to get busier. The chat service has been open six days a week, 6 pm to 11pm throughout most of the past year, although, we did close it down in July and August because our staffing resources were too stretched. Chat numbers increased by nearly 40%. The forum also got busier and website traffic increased. Our activity in the schools increased as well, as we provided a record number of in class presentations, and, with the implementation of the Whole School approach, also a number of presentations to teachers and parents.

Over the year we have also been refining the staffing model and managed to increase overall staffing to support increased service capacity. Work has been done to develop a small social enterprise. The agency is investing to develop the capacity to expand fee for service workshops with a view to creating a modest revenue stream that will support other agency programs while increasing community capacity and challenging the silence and stigma associated with suicide.

As to funding support for our service, we were gratified to re-establish a small amount of funding from the Ministry for Child and Family Development. Gaming provided a generous grant last year, and United Way and local foundations provided grants to support both our school based programs and Youthspace.ca. All 13 area municipalities continue to support our efforts. Community groups, individuals and groups of individual touched in some way by suicide have contributed both time and money to support our efforts. Funding will remain a challenge for at least the next couple of years. Neither sustainable nor core funding has been secured, as yet, and we will continue to work creatively as an agency, and with funders and other agencies to address this issue.

Over the past year, we found that many of the structures and systems developed over the years we ran the crisis line, no longer serve us well. Considerable thought and effort has gone into rebuilding a solid foundation and framework to support /ongoing, high quality, effective and volunteer involved service delivery.

Before ending these remarks, many acknowledgements are in order—the volunteers for their amazing commitment to both our services and the values that drive them; the staff members for their tenacity, incredibly hard work and ongoing belief in the work NEED2 does; the Board members for the gift of their time, their sense of purpose, their guidance and their support.



Jane Arnott
Executive Director

PREAMBLE

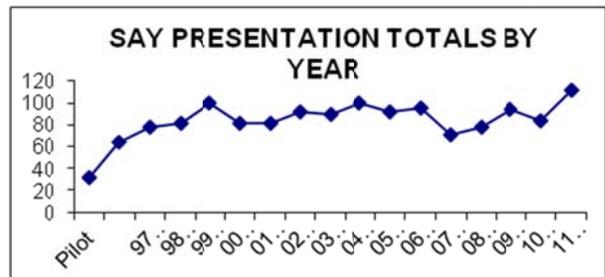
“NEED2 Suicide Prevention Education and Support: *Breaking Silence · Ending Stigma*” reflects our current mission and focus. It speaks to both continuity and change, and to the challenge we are undertaking. In terms of the work we do, the increased spotlight on and dialogue about both mental illness and suicide is encouraging. The stigma that surrounds them is being highlighted and, hopefully, being successfully challenged. As we move forward we continue to engage in this dialogue in the Capital region.

This has been a year of working to maintain and grow the level of service delivery with still much diminished human and financial resources. Both the SAY Program and Youthspace.ca had an active community presence and managed to increase their momentum.

SUICIDE AWARENESS FOR YOUTH (SAY)

We have been providing specific suicide awareness education for over 16 years with SAY, a school based program for youth that sees trained volunteers go into classrooms with presentations that let the students know what to do if they or a friend may be thinking or talking about suicide or hopelessness.

This year, despite the teacher’s action, we were able to give 102 in class and community presentations, reaching over 2,200 students. One trend of note this year was a marked increase in the number of request for awareness presentations from middle schools in the area.



Other
6
11
18
5
12

While it is important to provide suicide information to youth, current best practice suggests that it is also important to ensure that youth know that they have adult support in dealing with a suicidal friend.

The BC Coroners Service (2008) argued that a comprehensive suicide prevention program for children and youth incorporate education and skill training for school and community gatekeepers. The same report specifically recommends that these gatekeeper training programs be aimed at those “who have regular, non-clinical contact with children and youth”. These include peers, teachers, coaches, and community workers.

NEED2 has expanded the scope of its school based suicide prevention activities, engaging with schools in a more comprehensive whole school approach whereby we made awareness education and skills training available to teachers, other school staff and groups of parents. This approach combined with the in class presentations, enhances the ability of school communities to support and respond to youth who may be contemplating suicide or dealing with mental and emotional health concerns. This year, our first year of formally adopting this approach, we presented to 36 teachers and 1 Parent Advisory Committee in three schools over the past term. We anticipate partnering with at least 6 additional schools to provide a whole school approach to suicide prevention and awareness over the coming school year.

YOUTHSPACE.CA

Five years ago, realizing that the telephone was no longer the preferred communication vehicle for younger people, NEED developed Youthspace.ca, an online support website targeting local youth and young adults. Youthspace.ca provides private one to one live chat delivered by trained and supported volunteers, a forum, access to e-mail counseling (provided by Pacific Centre Family Services) and information of local resources (provided through YouthCore.ca). It is youth focused and provides support around issues of mental and emotional health, suicide and self harm, abuse, addictions, relationships, bullying and coping.



Over the past year NEED2 continued to operate and develop Youthspace.ca. In September of last year we added an extra evening of coverage, opening 6 nights a week. We additionally completed 2 volunteer training sessions, in November and April, bringing 21 additional volunteers into the chat service.

The chat service was closed for the two summer months in 2011 because of our still limited staffing resources.



The total number of chats increased by 38% over the number in the previous year, increasing to 460. A high number of the chats continue to be of high intensity, with 15% of them listing suicide or self-harm as a major concern. The majority of our chatters are from Victoria, and while we do not advertise outside of Victoria, we do provide support to youth from other Vancouver Island and BC communities.

Youth can also reach out for help in a moderated discussion forum where they can post their concerns and comments at any time of the day on topics ranging from relationships to self-harm and suicide. Staff currently reply to these posts and offer the same level of skilled support offered via chat. Staff also moderate these forums to ensure posts are appropriate and that the space is kept safe for all who participate. Over the past year over 131 new threads were initiated and the forum pages were viewed over 5,900 times.

Youth have the option to reach out by e-mail to child and youth counsellors at Pacific Centre Family Services (PCFSA). Counsellors there are prepared to respond by e-mail to youth with ongoing support, information, and provide the option to meet for face-to-face counselling. Their e-mail counselling service, youthtalk, responded to 61 e-mail counselling requests over the past year, almost all of them coming through the Youthspace.ca portal.

“I have to admit though finding this website was one thing I am glad I did, as knowing that there is a safe place to share my thoughts and feelings with without been judged. Issues are much easier to get out in writing then it is talking to someone face to face...”

Traffic to the Youthspace.ca website increased over the previous year.

YOUTHSPACE.CA Website Statistics year: 2011-12							
	Site Total	Canada	%site total	BC	%site total	Victoria	%site total
Total Visits	12,818	10,334	80.6%	8,668	67.6%	6,320	49.3%
Total Unique Visitors	7,513	6,161	82.0%	5,099	67.9%	3,624	48.2%
Total Page Views	51,534	45,061	87.4%	37,019	71.8%	31,094	60.3%
Total Chats	460						
Total Emails Clients	61						

We also anticipate that as the users of Youthspace.ca age, they will continue to seek help using the web and newer communication technologies, such as mobile devices. Staying on top of these changing technologies in the services we provide remains very important. For example, we are about to start offering users the ability to chat in using texting on their mobile devices. Beginning in August 2012, the number that people can use to text in is 778-783-0177.

COMMUNITY WORKSHOPS

We have started to develop our capacity to deliver Community Workshops, supporting staff qualification to deliver 2 certificate courses--Applied Suicide Intervention Skills Training (ASIST) and Mental Health First Aid (MHFA). This year, the agency gave 3 Mental Health First Aid Workshops, 3 ASIST workshops and an additional 5 workshops on such topics as Suicide Grief and Loss, Crisis Theory and Risk Assessment, and Personal Boundaries and Self Care.

NEED2 is developing its Fee for Service Training further and will be marketing the workshops more intensively as we work towards a modest revenue stream that can support other agency programs.

VOLUNTEERS

NEED2 continues in its fundamental belief in the volunteer service delivery model and in its inherent community capacity building.

This year, we completed 2 Youthspace.ca training groups and 2 Suicide Awareness for Youth training groups. Those volunteers are now actively shifting on the chat service of Youthspace.ca and have been presenting in classrooms. The engagement of volunteers at the service level has been invigorating and the increase in service capacity that it represents shows in our service usage.

“The chatters on Youthspace.ca have had significant impact on my life ... My self confidence has improved enormously; I no longer shy away from friends and family when they bring up difficult issues. I have also become more open-minded and have learned to ask the difficult questions to learn more about issues. This has further strengthened my core relationships, and allowed me to create new connections with a diverse group of people. Since becoming a volunteer at NEED, I have joined peer mentoring in my school and began volunteering in the community at a residence for adults with physical and mental disabilities. In all my experiences, I have brought my experiences as a volunteer at NEED with me. The lessons I have learned about giving criticism and my new openness to diversity have helped me countless times. More than anything I am thankful for learning how to listen with my heart.

. A YOUTHSPEACE VOLUNTEER, MARCH 2011

The volunteer training and ongoing support provided by NEED2 continues to be highly valued and our training group planned for the fall of 2012 is full already. The skills that volunteers learn and use while at NEED2, carry forward into the community and strengthen its protective and supportive capacity.

OTHER INITIATIVES

NEED2 anticipates extending its gatekeeping training and suicide awareness work “across the life span”. Recent events in Victoria confirm that the issue of seniors, depression and suicide must be addressed. Our work with seniors and their gatekeepers was interrupted over the past two years because of resourcing/staff reductions but is ready to proceed when we have the capacity. There is also much work to be done with other groups who are at high risk for suicide.

We are anticipating starting a support group for survivors of suicide in the upcoming year. This is a gap in our community and we plan to address that need.

FUNDING

Funding support continues to be a challenge for NEED2, as it does for much of the nonprofit sector. Increasingly services are relying on 'nontraditional' sources of funding.

We are grateful to have received key support from the United Way of Greater Victoria, the Victoria Foundation through the YIP – Stelly's Secondary School Fund, the Vancouver Foundation, the Telus Community Board and all 13 area municipalities. The Ministry for Child and Family Development reestablished some funding support and Gaming funds were also secured.

The agency also increased its fundraising efforts, participating as one of the designated charities in the GoodLife Fitness Victoria Marathon, and initiating NEED2 Stand Up! an awareness raising and fun stand up comedy night. Community groups, individuals and groups of individuals touched in some way by suicide have contributed both time and money to support our efforts.

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	ational %
	odation 1%

Funding will remain a challenge for at least the next couple of years. Neither sustainable nor core funding has been secured, as yet, and we will continue to work creatively as an agency, and with funders and other agencies to address this issue.

**Statement of Operations and Net Assets
For the Year Ended March 31, 2011**

<u>Revenue</u>	2012	2011
Central Vancouver Island Crisis Society	-	\$61,000
Municipal Grants	\$51,946	\$50,155
United Way	\$53,933	\$46,314
Other Grants	\$39,000	\$15,207
Ministry of Children and Family Development	\$15,000	\$10,840
Donations and Fundraising	\$18,733	\$8,319
Other Income	\$2,560	\$4,662
Workshops	\$5,790	\$812
Sale of Guides/Training Fee	\$710	-
Gaming	\$81,250	-
	\$268,923	\$197,309
<u>Expenses</u>		
Advertising	\$2,411	\$4,682
Amortization	\$2,724	\$3,412
Audit	\$3,956	\$3,607
Education and Professional Development	\$8,016	\$6,164
Equipment	\$6,116	\$5,998
Insurance	\$5,552	\$3,090
Janitorial	-	\$615
Maintenance	\$287	\$5,350
Memberships dues and publications	\$1,180	\$871
Miscellaneous	\$3,117	\$5,597
Office and Postage	\$2,447	\$1,504
Rent	\$9,586	\$34,488
Salaries and Benefits	\$228,195	\$236,384
Stationery	\$188	\$2,170
Technology Costs	\$5,369	\$4,006
Telecommunications	\$3,207	\$5,587
Travel	\$3,687	\$1,763
Volunteer Expenses	\$477	\$798
Workshops	\$3,073	-
	\$289,588	\$326,086
(Deficiency) Excess of Revenues Over Expenses for the Year	(\$20,665)	(\$128,777)
Net Assets, beginning of year	\$164,680	\$288,745
Net Assets, end of year	\$144,179	\$164,680

FUNDING PARTNERS 2011-12

City of Colwood
City of Langford
City of Victoria
District of Central Saanich
District of Highlands
District of Metchosin
District of North Saanich
District of Oak Bay
District of Saanich
District of Sooke
Town of Sidney
Town of View Royal
Township of Esquimalt

Ministry of Children and Family Development
Province of BC – Community Gaming Grants
Telus Victoria Community Board
United Way of Greater Victoria
Vancouver Foundation with partial funding from
the Crescendo Fund
Victoria Foundation through the Youth in
Philanthropy – Stelly’s Secondary School Fund

DONATIONS & FUNDRAISING EFFORTS 2011-12

Anonymous Individuals
Black Press “Pennies for Presents”
Eves of Destruction Roller Derby team
Goodlife Fitness Victoria Marathon and the fabulous folks who ran for us
Kelsi Langdon, Sam Harris & Cabin 12
Legal Services Branch of the Ministry of Attorney General
Meghan Bell and Chris Ho of “The Pink Shoelaces”
Provincial Employees Community Services Fund
Thrifty Foods Smile Card Program

BOARD OF DIRECTORS 2011-12

Chair
Tonja DeRoy

Vice Chair
Peggy Palmer

Treasurer
Sameer Jinnah

Secretary
Andrea Hasey

Directors
David Smith
Alexandra Meiklejohn (resigned)
Kalai Pillay(resigned)
Ria Stroppa (resigned)
Aisha Vance (resigned)

APRIL 2011 – MARCH 2012 STAFF

Executive Director
Jane Arnott

Director of Programs
Kristin Stein

Administrative Director
Dallas Atkins

Suicide Education & Awareness Coordinator
Ali Donnelly

Suicide Education & Awareness Facilitator
Lindsey Miller

Program Facilitators
Annika Benoit-Jansson
Maureen Elworthy

Resigned in Last Year
Erica Day
Nicholas Fodor

NOTES:



Breaking Silence • Ending Stigma

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www.facebook.com/NEED2PreventSuicide



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