

# Annual Report | 2016-2017



# SHORE CENTRE

SEXUAL HEALTH • OPTIONS • RESOURCES • EDUCATION

## Message from our Board of Directors President

Welcome from the Sexual Health Options, Resources & Education - SHORE Centre. Our new name continues to help our clients find us, clarifies our mission to our community partners and allows us to increase our visibility throughout the Region. We are so proud of our recent major accomplishments, including our interactive play, Great Sexexpectations, winning the Bentley Award for Excellence.



This past year SHORE Centre pursued a bold direction by adapting and responding to the needs of our clients and the community. One program that we are particularly proud of is our Newcomer Health Program that we adapted to meet the needs of newly arrived Syrian refugees. We delivered three women's groups and one men's group. These programs were led by Arabic speaking facilitators and the response was overwhelming. This year we also expanded our Pregnancy Options Support Program to Cambridge with a consistent location and regular hours.

The enormous changes undertaken in the past year would not have been possible without the extraordinary work of the entire staff and the leadership of Executive Director, Lyndsey Butcher. Thank you for your passion and dedication. Recent changes in the political landscape have also helped to propel SHORE Centre into news with increased media coverage. We are grateful to the community for standing with us against attacks on reproductive rights.

Immense thanks to our departing board members, Priscila Carrara, Emily Devitt, and Nicole Robichaud, whose expertise have been integral to our success over these last several years. Priscila is our longest serving volunteer and we are immensely grateful for her contributions toward the success of SHORE Centre. We wish Priscila, Emily and Nicole much success in their new journeys. We would like to thank Shawna Reibling for filling the role of President from September 2016 to February 2017. Shawna was instrumental in taking the board in a new direction. Lastly, we would like to thank Sacha Geer for her contribution to the board and the organization in her role as Past President. Sacha has been the backbone and foundation of the board since 2013. Sacha, you will be missed but your impact will remain.

We welcome your feedback! Please contact the board with your ideas and comments as we work to build a community that honours sexuality, diversity and choice.

It has been my pleasure and honour to serve the organization as the Board President this year. I invite you to join me as I continue to support SHORE Centre with my time, energy and finances moving forward.

Yours in Choice,

A handwritten signature in blue ink, appearing to read 'Meaghan Middleton'. The signature is fluid and cursive.

Meaghan Middleton

## Our Vision, Mission & Values

**Our Vision:** A community that honours sexuality, diversity and choice.

**Our Mission:** To promote choice through accurate sexual health education and confidential pregnancy options support.

**Our Values:** Pro-choice, Sex Positive, Inclusive & Accessible.

## Our Strategic Plan - 2016-2021



# Health Matters Education Program

2016-2017 Impact Guide

The Health Matters Education Program experienced significant growth over the past year, reaching 113% more children, teens and adults with accurate and inclusive sexual health education.



We reached 10,257 individuals

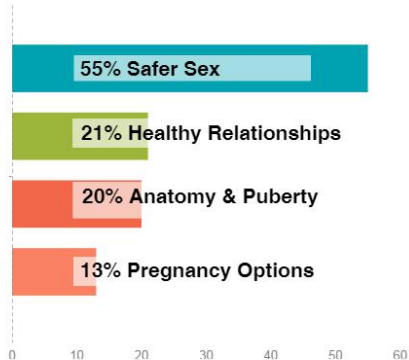
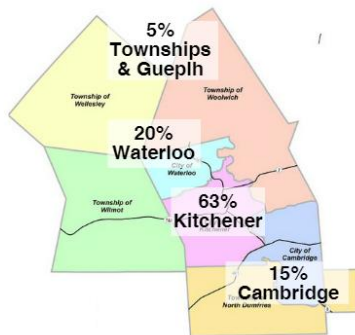
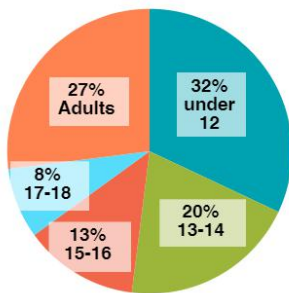


40% female-only  
20% male-only  
40% mixed gender



56% in schools  
44% in the community

## Client Age      Workshop Location      Workshop Topics



## Participant Outcomes

**84%**  
of participants increased their knowledge.

**70%**  
of participants rated the workshop AWESOME!

**94%**  
of teachers would recommend the workshop to others

"I hope you continue to come to our classes. Your information is current, interesting and factual. And it's great for the students to hear a different voice. I am already recommending this presentation to others!"

-Teacher feedback



# Pregnancy Options Support Program

2016/2017  
Impact Report

With a new satellite office in Cambridge and increased visibility across the community, the staff and volunteers with the Pregnancy Options Support Program supported 40% more individuals this year.



We supported  
1373 individuals

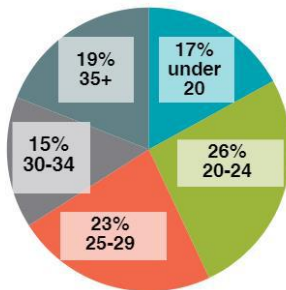


87% female  
12% male  
1% trans

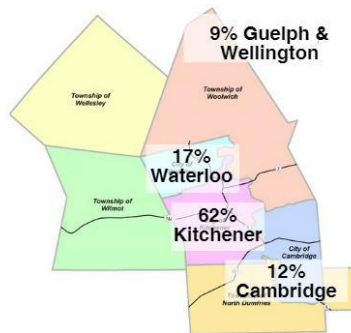


52% by phone  
33% in office  
14% via email

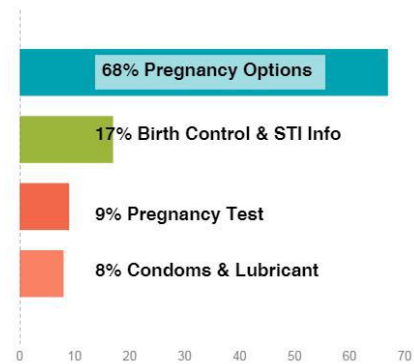
## Client Age



## Client Location



## Client Interest



## Client Outcomes

**100%**

of clients felt welcomed and supported during their visit.

"Kayla was very helpful and informative. Made us feel unjudged and supported. Thank you for helping make such a difficult situation a little easier."

-Client feedback

**100%**

of clients received the information they needed to make an informed decision.

"Never felt judged or concerned during my appointment. Felt like someone was actually there and cared about me. Thank you."

-Client feedback

## Community Outreach

SHORE Centre works to address the emerging needs of our community through targeted sexual health programs tailored to meet the unique needs of underserved and at-risk groups.



### Just4Girls & Just4Guys

Our Just4Guys and Just4Girls programs are targeted to boys in grade 8 and girls in grade 5 and 6. The program provides participants with age-appropriate information on sexual health, healthy relationships and promotes positive self-esteem. More than 80 children participated in the program in 2017-18.

### Arabic Newcomer Sexual Health Groups

In response to the wave of Syrian refugees to Waterloo Region we partnered with several settlement services to adapt our Newcomer Women's Health Program to meet their unique cultural needs. We offered three Arabic programs for women and designed a new program for Arabic men to be piloted in April 2017.



### Great SEXpectations

Great SEXpectations is an interactive play designed to empower teens to make informed decisions about their relationships, sexual health and sexuality. It was awarded the Bentley Prize for Excellence in 2016.

### SexAbility

In 2016 we held focus groups with adults with developmental disabilities to design a new program based on how they wanted to learn about their bodies, sexuality and relationships.







## Our Staff

*From left to right back row:*

**Alicia Langill**, Office Manager

**Lyndsey Butcher**, Executive Director

**Kayla Orr**, Client Support Coordinator

*From left to right front row:*

**TK Pritchard**, Sexual Health Youth Educator, SexAbility & Just4Guys

**Maggie Hamel-Smith Grassby**, Sexual Health Youth Educator, Cambridge Outreach & Just4Girls

**Stacey Jacobs**, Community Sexual Health Education Manager

## Our Student Interns

We provide a number of placement opportunities throughout the year for students. Last year we provided placements for students enrolled in Wilfrid Laurier's MSW and Community Psychology Programs, the University of Waterloo's Sexuality, Marriage and Family Studies program and Guelph University's Adult Development Program. Thank you to our student interns:

- Alexandra Trottier
- Sarah Erwin
- Tiyondah Fante-Coleman
- Kiara Hines
- Kerstin Balzer-Peters



## Our Board of Directors



From Left to Right: Meaghan Middleton, Eleanor McGrath, Shawna Reibling, Priscila Carrara, Lyndsey Butcher, Sacha Geer, Emily Devitt, Jackie Miller, Nicole Robichaud, Carrie McNabb and Janet McKeown. Not pictured: Ryan Bayne

## Our Volunteers

Thank you to our amazing, dedicated volunteers who donated 2,614 hours to support our work.

- Adam Adivi
- Hsain Al-shihabi
- Teagan Bayne
- Alina Bielak)
- Brianna Burgin
- Shannon Burke
- Tasha Cassel
- Steph Chandler Burns
- Monica Chung
- Laura Coakley
- Julia Cowderoy
- Caroline Dutka
- Melanie Emmerson
- Erica Favron
- Taryn Fleishauer
- Emily Fraschetti
- Katherine Kolontouros
- Danielle Kuepfer
- Michele Laing
- Jenny Lee-De Merdeiros
- Brockenshire Lemiski
- Megan McCann
- Ash Metzloff
- Micheline Mooney-Green
- Brittney O'Hara
- Jillian Osterman
- Dennie Park
- Jill Prince
- Corinne Qureshi
- Karly Rath
- Nicole Sandford
- Julia Sheldon
- Mason Slavner
- Alyssa Strachan
- Suzanna Tai
- Jeanne Taraya-Niskiewicz
- Amy Virtue
- Audra Wickens
- Jacki Yovanoff
- Danielle Braun
- Sarah Marion
- Crystal Tse
- Jillian Dobson
- Amy Mitchell



### Our Donors

For 45 years SHORE Centre has been sustained thanks to the generosity of our donors. Last year more than a third of our funding came from donations from individuals, families and organizations. We sincerely appreciate their loyalty and support.

### Our Community Partners

SHORE Centre is very fortunate to rely on a diverse and growing group of funders and partners in the community. Their contributions ensure that everyone has access to accurate sexual health education, confidential pregnancy options support and the resources they need to make healthy and informed decisions.

### Thank you to our funders:



The Kitchener and Waterloo Community Foundation

The Choices Fund  
The Musagetes Fund  
The Community Fund



Strategic Giving Foundation- Robert Fraser Cooper Endowment Fund and the Gladswold Trust, The Stonefields Foundation, United Way Toronto, United Way Ottawa, and The Weld Foundation

### Balance Sheet as of March 31, 2017

CURRENT ASSETS	2017	2016
CASH		
UNRESTRICTED	\$61,486	\$78,216
RESTRICTED	\$78,497	\$43,339
INVESTMENT		
UNRESTRICTED	\$60,739	\$30,345
ACCOUNTS RECEIVABLE	\$18,535	\$17,190
PREPAID EXPENSES	\$2,223	\$2,423
<b>TOTAL CURRENT ASSETS</b>	<b>\$221,480</b>	<b>\$171,573</b>
<b>CAPITAL ASSETS</b>		<b>\$396</b>
<b>TOTAL ASSETS</b>	<b>\$221,480</b>	<b>\$171,969</b>
<b>CURRENT LIABILITIES AND NET ASSETS</b>		
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$21,575	\$18,907
DEFERRED REVENUE	\$78,497	\$43,399
<b>TOTAL LIABILITIES</b>	<b>\$100,072</b>	<b>\$62,306</b>
NET ASSETS		
UNRESTRICTED	\$121,408	\$109,663
RESTRICTED	--	--
<b>TOTAL NET ASSETS</b>	<b>\$121,408</b>	<b>\$109,663</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$221,480</b>	<b>\$171,969</b>

## Statement of Operations as of March 31, 2017

REVENUE	2017	2016
DONATIONS	\$108,779	\$124,000
GOVERNMENT FUNDING	\$56,115	\$52,916
GRANTS AND FOUNDATIONS	\$153,642	\$108,813
FEES, EVENTS, OTHER	\$1,627	\$4,815
<b>TOTAL REVENUE</b>	<b>\$320,163</b>	<b>\$290,554</b>
<b>EXPENDITURES</b>		
PROGRAM EXPENSES	\$96,888	\$81,136
SALARIES & BENEFITS	\$181,189	\$138,569
OVERHEAD EXPENSES	\$30,341	\$37,852
<b>TOTAL EXPENDITURES</b>	<b>\$308,418</b>	<b>\$257,557</b>
<b>REVENUES OVER EXPENDITURES</b>	<b>\$11,745</b>	<b>\$32,987</b>

	Unrestricted Funds	Restricted Funds	2016	2015
Net Assets - Beginning of year	\$109,663	--	\$109,663	\$76,676
Excess Revenue Over Expenditures	\$11,745	--	\$11,745	\$32,987
Net Assets - End of year	\$121,408	--	\$121,408	\$109,663

*A copy of the Audited Financial Statement prepared by Koppers & Company is available on our website at [www.shorecentre.ca/about](http://www.shorecentre.ca/about)*



**Contact us:**

**SHORE CENTRE**

235 King St E, Suite 130  
Kitchener, ON  
N2G 4N5

Phone: 519-743-9360

Fax: 519-743-6710

Email: [info@shorecentre.ca](mailto:info@shorecentre.ca)

Website: [www.shorecentre.ca](http://www.shorecentre.ca)