

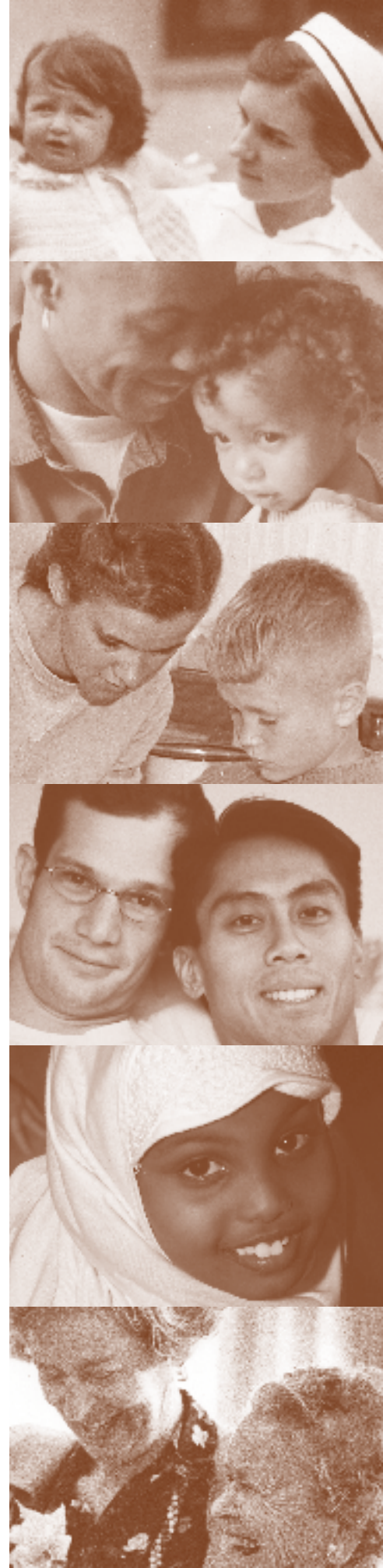
FAMILY SERVICE ASSOCIATION  
OF TORONTO



# Celebrating 90 Years — A History in Progress

## Annual Report

2003 - 2004





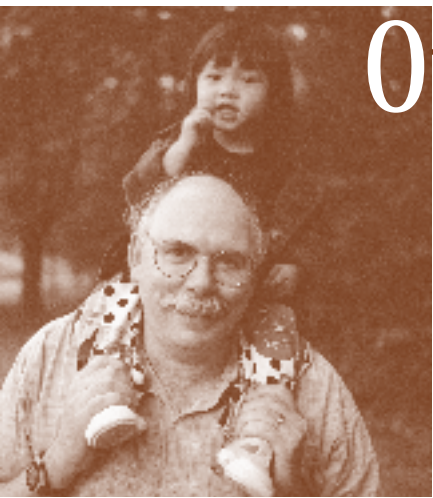
# Family:

Two or more people, whether living together or apart, related by blood, marriage, adoption or commitment to care for one another.



# Our values:

- Put the people we serve first
- Respect diversity
- Promote learning and leadership
- Be caring, open and collaborative
- Deliver effective and cost-efficient services



# Our mission:

Strengthened families and individuals in just and supportive communities

خط مشی سازمان ما: تقویت و حمایت خانواده ها و افراد در جامعه ای سالم و عادل است.

Наша мисија: Јачање породице и појединаца у заједницама које су праведне и дају подршку.

எமது இலக்கு: சமத்துவமும் பரஸ்பர ஆதரவும் கிடைக்கச்செய்து தனிநபர்களுக்கும் குடும்பங்களுக்கும் அவர்களது வாழ்வை வலிவுபட்ட மீம்படுத்தல்

Almiyaddeenna: Qoysyo iyo Shakhsiyad ku dhac xoogaysteen Bulsho Caddaalad iyo Taageerid leh

Our mission, above, appears in English, Farsi, Serbian, Tamil and Somali. FSA Toronto provides services in 24 languages.

# A history... A city... An agency of change and constants

In 2004, FSA Toronto marks 90 years of service to Toronto—a notably long tenure for a social service agency—and we are still going strong.

In 1914, an organization comprised of concerned citizens—then called the Neighborhood Workers Association—set out to respond to the needs of low-income workers and families. Today, FSA continues that work.

The 2003/2004 fiscal year began under the leadership of Peter Crosby, who served as Interim Executive Director following Paul Zarnke's departure after 13 years of dedicated service to the agency. In Peter's capable and caring hands, FSA continued to make a difference for Toronto's most vulnerable, and the seamless transitions from Paul to Peter to our new Executive Director, Yves Savoie, are tributes to his excellence. Thank you, Peter.

In 2003, FSA submitted its biannual funding application to the United Way, which approved an annual grant of more than \$3.6 million—the largest allocation to a community-based member agency. The United Way has consistently supported our work and we are very appreciative of its staff and volunteers for their unflinching partnership.

In 2003/2004, we deepened our relationship with and commitment to the inclusion of ethno-racial communities,

and worked with communities from the Horn of Africa who have experienced war. We also expanded our South Asian outreach initiatives.

Over the years, FSA has remained focused on one mission: strengthened families and individuals in just and supportive communities. We are committed to delivering programs that help make this vision a reality.

As you read through the pages of this annual report, you will see that

**We have relocated some services to better serve the inner suburbs.**

FSA Toronto is evolving to respond to a challenging environment. We are placing greater efforts on fundraising and strengthening communications. Our EAP Division and its partners in the FSEAP network have dealt proactively with the reality of a mature and increasingly competitive marketplace, focusing on customer retention strategies, as well as the acquisition of new clients.

We have relocated some of our services to a new office in Scarborough and expanded programming at our 700 Lawrence Avenue location to better serve communities in the inner suburbs—regions that have faced increasing poverty in the last decade. We have developed formidable competencies in addressing issues of violence—working with women and children who are experiencing or witnessing abuse, as well as the men who are abusing them. Collaboration



across our service units is increasing and recognition of our expertise continues to grow as FSA's employees and board members are asked to give presentations at conferences, community and public events or to speak to policy issues.

In short, FSA Toronto is building on its longstanding tradition of identifying emerging needs, forging new initiatives and championing issues that can benefit from the strength of our voice. None of this could have been achieved without the support of funders and generous donors listed at the back of this report or the 443 volunteers who, believing in FSA, gave of their time and talents to help us make a difference this year. Most critically, it could not have been done without the dedication, commitment, knowledge and compassion of our

**We have developed formidable competencies in addressing issues of violence.**

staff. Collectively, they contributed 128,454 hours of service in 2003/2004 in pursuit of strengthened families and individuals and just communities.

At FSA Toronto, we are proud to be a part of Toronto's ongoing history. On behalf of the hundreds of thousands of people who have benefited from FSA Toronto's work—in this year and the previous 89—we thank you. It would not be possible without your support.

Respectfully,

**Gordon Floyd, President**

**Yves Savoie, Executive Director**



Gordon Floyd, President



Yves Savoie, Executive Director



# Building on a successful history

In spring 2004, Family Service Association of Toronto invited our clients, staff and community partners to share their ideas and recommendations about how FSA Toronto can better serve the diverse people and communities in Toronto. The exercise was part of the agency's Strategic Planning process, which sets our strategic priorities for the next five years. Our new five-year Strategic Plan will be in place by fall 2004.

FSA Toronto's previous Strategic Plan, created in 1999, concluded in 2003.

We are pleased to report that we achieved many of our objectives.

The first was to reorganize the agency's program areas into groups that have similar missions, ends and competencies. This saw the formation of the Changing Lives division (Families in Transition, Counselling and David Kelley Services); the Family Violence Centre (Violence Against Women and Next Steps); and our Community Building unit (Community Action Unit and Growing Up Healthy Downtown). Our Options program experienced such significant growth that it is now a separate program area.

The next recommendation was a shift in focus away from programs that do not operate in Toronto. The Bolton Camp property was sold in 2000, when it was decided that collaborative, community-based programs would more effectively engage families at risk due to low income or discrimination.

Part of the proceeds from the sale of

Bolton Camp were used to create the Innovations Fund. This led to projects such as the Elder Abuse Consultation Team, a multi-disciplinary unit that addresses crisis situations of abuse against elderly people.

The Strategic Plan also encouraged co-operation between program groups, leading to a number of innovative projects between David Kelley Services and Next Steps, Families in Transition and the Community Action Unit, and FSEAP and David Kelley Services.

We continue to work on two areas of the 1999-2003

Strategic Plan. Our client information system was not useful in helping us report our results and demonstrate our impact to the board and community in a timely fashion. We are currently developing a new system called Accountable Information Management (AIM), which will provide enhanced client information protection and greater transparency.

Family Service Association of Toronto is also working hard to realize our goals in fundraising. In an era of uncertain government funding, it is important that we explore other opportunities to achieve financial stability and independence. To that end, FSA Toronto recently brought Yves Savoie, our Executive Director, and Alec Kaminsky, our Director of Marketing and Development, on board. These individuals bring a wealth of knowledge and experience in fundraising to the agency.

**We achieved many of our 1999-2003 Strategic Plan objectives to better serve the people of Toronto.**



## Important Dates in FSA History

### 1914

The Central Council of Neighborhood Workers Association is founded.



# Compassion in action

## Accomplishment highlights of 2003 - 2004

### Community Action Unit (CAU)

The Community Action Unit shifted its community development work from four specific communities to a focus on issues. Building on established relationships with the Tamil, Somali, Iranian and Serbian communities, this approach has opened doors for new collaborative initiatives with other communities.

- FSA Toronto established new linkages with Albanian, Bulgarian, Romanian, Czech-Slovakian, Hungarian, Slovenian, Bosnian, Macedonian and Croatian community leaders through the East European Civic Engagement Initiative (EECEI). With COSTI, we've established a seniors' support group to address such issues as housing, poverty, social isolation, physical and mental health conditions.
- New outreach activities were conducted in the Sinhalese, Indian Tamil, Malayalee and Bangladeshi communities, which have grown significantly in recent years without services to meet their needs. One person from each of these communities has been recruited to FSA Toronto's South Asian Community Advisory Council.

- In collaboration with the Centre for Addiction and Mental Health, CAU completed a research project on the impact of the Kosovo crisis on Serbian children in Toronto. The report has been published as part of CERIS Working Papers and its findings will be used to propose new policies.
- Through the Iranian Social Service Workers Network, an all-candidates mayoral debate was organized for the Iranian community, with all front-runner candidates attending and presenting their platforms.
- Homelessness remains a major issue for the Somali community and CAU has assisted community leaders in planning for Somali House, a transitional space for homeless people.

### Counselling Service

FSA offers a broad range of counselling services on such issues as parenting, relationships, depression and anxiety, sexual abuse and childhood trauma.

- The unit assigned more staff to FSA's Warden office, enabling us to improve counselling service delivery in Scarborough and provide more day and evening appointments in response to a strong demand for service.
- Counselling Service delivered a new Community Parent Education Program (COPE) at our 355 Church Street location. COPE is offered in English, Farsi, Cantonese and Mandarin.
- FSA staff presented their pilot project findings on the Emotional Freedom Technique (EFT) to a national assembly of Family Service organizations this past fall, generating positive feedback from attendees.

“The recent opening of an office in Scarborough and the expansion of the office located at Lawrence and Dufferin are examples of the agency's responsiveness to changing community needs.”

- United Way Funding Panel

1920

The Association is incorporated on May 20, under the name "Neighborhood Workers Association."



1922

Fresh Air Camp - later known as Bolton Camp - is founded for mothers with small children, boys and girls from low income families.



1946

Illahee Camp is founded in Cobourg for children with medical handicaps.



# Compassion in action

## ...continued

### David Kelley Services (DKS)

David Kelley Services continued its leadership in providing professional counselling to the lesbian/gay communities and people living with or affected by HIV/AIDS, in providing networks for lesbian, gay, bisexual and transgendered (LGBT) parents and generally in raising awareness of LGBT issues.

- DKS's HIV/AIDS program was named the first recipient of OPSEU's Live and Let Live Award, in recognition of the union local that best promotes, advances and advocates to combat HIV/AIDS.
- The LGBT Parenting Network is participating in a research project on gay fathers, as part of the Father Involvement Research Alliance's study of fathers and their activities.
- The Counselling Foundation of Canada granted two more years of funding to the LGBT Parenting Network project, which connects over 800 LGBT parents.
- DKS launched a pilot project offering a co-ed Partner Abuse Response group to lesbians and gay men referred by court or

probation. This project is unique in Canada, the U.S. and Europe.

- Working with Seniors and Caregivers Support Services, DKS participated in the Senior Pride Network.

### Effective Services Program (ESP)

FSA strives to be accountable to its community, donors and funding

**D**KS launched a unique partner abuse response pilot project this year.

agencies. ESP is a framework for ongoing evaluation of our

programs and services, while supporting organizational development. This year:

- ESP completed an outcomes evaluation for Illahee Lodge and assisted Counselling Service to study the effectiveness of an innovative therapy.
- ESP conducted a client feedback survey for David Kelley Services, Counselling Service and Seniors and Caregivers Support Services, as well as surveys on clients' goals for service in S&CSS and the Service Access Unit.
- The United Way of Greater Toronto applauded our progress in measuring service effectiveness. Our work will be highlighted in training materials that will be distributed to other United Way-member agencies.



1947

Programs for low income seniors begin at Illahee.



1960

A board/staff committee is established on Social Action.



1962

Agency adopts the name "Family Service Association of Metropolitan Toronto."



### Families in Transition (FIT)

FIT provides specialized family services that focus on helping children adjust to separation, divorce and remarriage by reducing parent conflict, building effective coparental relationships, supporting children’s grieving, improving parentchild relationships and achieving successful step-parenting.

- The unit relocated to 700 Lawrence Avenue, taking advantage of the existing infrastructure of other FSA Toronto programs at the location.
- At the request of the Department of Justice (DOJ), FIT’s director and a colleague conducted a literature review and a five-country consultation on child-parent contact difficulties in separated families. The data formed the basis of a policy paper published by the DOJ in January 2004, and was circulated nationally, including to the judiciary.
- Several staff presented a paper on FIT’s Reconnection Project at The Association of Family and Conciliation Courts meeting. FIT’s director presented a second paper on this project at the 2004 National Judicial Institute.
- Volunteer help was valuable, especially with the relocation.

### Family Services Employee Assistance Programs (FSEAP)

Despite a mature and highly competitive EAP marketplace and a trend among companies to move towards more integrated employee health and wellness solutions, FSEAP surpassed its revenue expectations and projected clients served in 2003-04.

- FSEAP generated over \$5.6 million in gross revenues, enabling it to contribute over \$500,000 to FSA Toronto—the largest sum to date.

**FSEAP contributed \$500,000 to FSA Toronto—the largest sum to date.**

- It was able to serve 25 per cent more clients than expected in the area of prevention and 11 per cent more than anticipated in problem resolution.
- It more than doubled workshop and group intervention revenue.
- In response to market pressures, FSEAP made a successful shift in operational focus from traditional new business development to that of customer retention, optimizing the business potential of existing relationships.
- FSEAP continues to demonstrate leadership in areas of clinical quality control, operational effectiveness and product development.

### Illahee Lodge

Illahee Lodge outreach, wellness and health promotion programs were once again highly successful for seniors and people with intellectual disabilities. FSA Toronto delivered 1,045 hours of service to 538 attendees in 2003.

FSA Toronto initiated a comprehensive assessment of the program’s desired outcomes, which included improving seniors’ well-being, increasing and strengthening seniors’ social networks and maintaining or increasing their frequency of physical activity. The assessment revealed that Illahee had a significant positive impact on the lives of seniors who attended the Lodge. Their well-being improved, as indicated by lower levels of depressive symptoms, and the quality and availability of their social support increased. Physical activity levels were also maintained.

**“ FSA’s progressive approach [to anti-oppression] has been instrumental in raising awareness as well as the bar in the sector. ”**

*- United Way Funding Panel*

**1967**

FSA Toronto merges with North York and Weston Family Service to create one metro-wide service.



**1978**

Employee Assistance Program established.



**1981**

Senior Support Services is established to provide practical counselling to the elderly and their families.



# Compassion in action

## ...continued

### learn\$ave

learn\$ave is a national research project that helps low-income Canadians save for opportunities in education, training or starting a small business. FSA Toronto leads the group of agencies participating in the effort.

- learn\$ave Toronto attracted 490 additional recruits—40 more than required in less time than allotted. At 1,765 participants, we have the largest group in the country.
- learn\$ave Toronto participants have saved \$1,082,391 from project inception to March 31, 2004, earning \$3,247,273 in matching savings credits from the federal government.
- Participants used \$375,335 in matching credits for education, skills training and learning supports, and \$50,176 for micro-enterprise start up.
- The success of the learn\$ave project

has encouraged Social and Enterprise Development Innovations to begin designing similar asset-building projects geared towards low-income homeownership and for people living in transitional or supportive housing.

**learn\$ave Toronto is the largest group in Canada. Next Steps enrolled a record 519 participants this year.**

### Next Steps

Next Steps helps hundreds of men learn alternatives to abusive behaviour and participants are challenged to take responsibility for their actions.

- Next Steps enrolled a record 519 participants this past year, despite financial constraints placed on the program by the Ministry of the Attorney General's external audits.
- The program received a guarantee of funding for 150 additional seats

for the next fiscal year, which aided in program planning this year. Next Steps now offers 10 groups per week to meet the ongoing demand for this specialized service.

- Recognition from a Toronto judge who was so impressed by the testimony of an early-plea client during sentencing that he asked for copies of the transcript to be distributed to his colleagues. The client expressed how he had incorporated changes into his life by recognizing the impact abuse had had on his family and the steps he needed to take to remain violence-free.
- Next Steps staff continue to play an active role in making the judicial system more accountable and responsible by serving on a broad range of committees and sharing their knowledge in the field.



## 1985

Families in Transition unit is established to respond to the growing number of families experiencing separation, divorce and remarriage.



## 1988

FSA Toronto introduces Mandated Abuse Program (now Next Steps) for men who have been abusive towards their female partners.



## 1990

FSA Toronto is awarded status as a Social Work Teaching Centre for the University of Toronto



## Options

Options helps people with intellectual disabilities, their families, friends and communities by breaking down persistent barriers and providing education on human rights and life tools to facilitate empowerment. Over this past year, Options continued with several initiatives to increase opportunities for its clients to gain employment and greater community participation and to promote mutual support and independence.

- Options enhanced its partnership with Jobs Vision Success (formerly Jewish Vocational Service) for the delivery of workshops designed to increase job readiness and solidify the connections with several corporations providing employment opportunities for clients.
- The Innovations Fund Initiative, in collaboration with the Community Action Team, provided a foundation in the local Tamil community to mobilize its members in raising awareness of issues concerning people with intellectual disabilities

**O**ptions and CAU partnered to create awareness and sensitivity about intellectual disability within the Tamil community.

“ FSA has a strong culture of continuous improvement that contributes to the high quality of its programs and services.”

- United Way Funding Panel

and the many contributory roles they have to play in their community.

- Proposals were presented to the Residential/Day Cluster, while working collaboratively with all other Toronto providers of service to adults with intellectual disabilities living on their own. This resulted in the approval of

\$54,300 in funding from the Ministry of Community and Social Services this year for Supported Individualized

Living arrangements for six people in our program, which translated to an annual base funding increase of \$112,250.

- In March, Options hosted renowned asset-based community development expert, John McKnight, who spoke on the subject to over 100 guests at a half-day seminar.



## 1990

Adult Protective Service Worker Program transferred to FSA Toronto from Centennial College.

FSA's Social Action unit launches Annual Campaign 2000 Report Cards on status of federal all-party resolution in 1989 to eliminate child poverty by the end of the year 2000.



## 1991

Launch of Multicultural Family Violence Prevention (Somali/Iranian) program and Adventure-Based Learning Centre at Bolton Camp and Conference Centre.



# Compassion in action

## ...continued

### Seniors and Caregivers Support Services (S&CSS)

Seniors and Caregivers Support Services (S&CSS) continued its leadership in championing elder issues and delivering support programs to seniors in 2003/04.

- FSA Toronto joined with Education Wife Assault, Circle of Care, Toronto Police Services and the Ontario Network for the Prevention of Elder Abuse to work on a city-funded grant designed to connect the domestic violence and elder abuse sectors. A one-day forum with 180 workers began a dialogue on how to collaborate to serve older women experiencing abuse.
- S&CSS manager Lisa Manuel chaired a Canadian panel on elder abuse consultation teams.
- The team introduced Circle of Voices, a new program on assertiveness building for caregivers.
- S&CSS participated in such initiatives as Senior Pride Network, which coordinates services to older LGBT persons, and VITAL, a group that

**S&CSS was active in elder abuse education, prevention and intervention.**

campaigned to increase funding to community-based agencies working with seniors. Successes included signed commitments from each major party leader during the fall provincial election campaign to consider increasing base funding in this area.

### Service Access Unit (SAU)

The Service Access Unit is the first point of contact for potential FSA Toronto clients. SAU welcomes clients and gathers and shares information to

help them make informed service choices. This year, the unit received a

total of 21,600 calls and responded to 4,897 requests for service. One in four callers became an FSA Toronto client. The SAU is also a bridge between the point of entry and FSA Toronto's 14 programs. As such, the SAU can identify trends in service requests and provide useful information to individual programs. Surveys conducted by our Effective Services Program in 2003 indicated that SAU staff are meeting the service expectations of their colleagues in other units.



## 1992

FSA Toronto implements Multicultural Access Plan

FSA Toronto develops new service partnerships with ethnocultural and racial communities.



## 1993

The agency is selected by the Ministry of Health to establish a Placement Coordination Service (later to become the Community Care Access Centre).



## Social Reform

The work of the Social Reform unit continued to focus on the priority areas of child and family poverty, affordable housing and provincial rental reform consultation, equality and same-sex marriage, labour market strategies and early childhood education and care.

**The Social Action Committee provided leadership in developing the agency's position on same-sex marriage.**

- The Ontario Campaign 2000 Report Card on Child Poverty heightened public debates leading up to the provincial election in 2003. Campaign 2000 sponsored a non-partisan "Debate Watch" session, where more than 100 people watched candidates for premier debate key issues.
- The annual national Report Card on Child Poverty released in November showed that one in six children in Canada lives in poverty. Campaign 2000's latest research confirms that low wages and lack of both adequate child benefit and favourable family policy are contributing to child and family poverty (see 2003 Report Card and policy perspectives paper, "Pathways to Progress").

- Campaign 2000 initiated a two-year project, "Strengthening Cross-Canada Linkages on Social Inclusion: Focus on Child & Family Poverty," funded by Social Development Canada (formerly HRDC). The project will strengthen and expand links and strategies for social inclusion among like-minded groups across Canada.
- The second project report on community indicators of early childhood education and care encouraged nation-wide discussion in October 2003. The report provided analysis and renewed a call for governments to work together and follow up on their own commitments and investments in this area.

“ [United Way] commends the agency for its focus on partnerships and community development and for its impressive record on social reform. ”  
- United Way Funding Panel

## Violence Against Women (VAW)

Each year, VAW provides support, service information, referrals and counselling services to 1,000 women who are experiencing abuse. Services are provided in several languages to women and, in some cases, children who have witnessed the abuse.

- In September 2003, VAW relocated to Scarborough and North York.
- VAW staff contributed translation and counselling services for 75 attendees at a November workshop put on by South Asian Family Support Services.
- Omni News featured a story on the Warden location's Tamil services in its broadcast, which resulted in increased calls from prospective clients for support and counselling.
- Madhu Bhardwaj and Dorothy Bakos were recognized for Excellence in Community Spirit by South Asian Family Support Services.
- VAW participated in several committees through the Woman Abuse Council of Toronto.
- Staff and a VAW client gave a presentation on the issues of survival to a support group for women at Tropicana, a social service agency.
- A VAW client spoke at FSA's Holiday Hamper thank-you event.

1993

Community Action Unit is established.



1994

The Growing Up Healthy Downtown Project - a collaborative FSA partnership program with seven Toronto settlement agencies - is founded.



1995

FSA Toronto formally recognizes same-sex families.



## Marketing and Development

The Marketing and Development department aims to raise the profile of the agency in the community and increase FSA Toronto's financial independence through fundraising initiatives. The department was reorganized in 2003-04 to incorporate Volunteer Development and Events.

- Total revenue was \$245,902.
- Staff and Board members participated broadly to cultivate and solicit major gifts and sponsorships, including: \$23,500 from the Royal Bank for the Options Inclusion Project; \$27,580 from CNC Global from the proceeds of its annual charity auction event, and \$14,000 from the York University Staff Association for the Options program.
- Five major donor cultivation events were held highlighting the work of programs such as the Elder Abuse Consultation Team and David Kelley Services.

- FSA Toronto was referenced in articles in national, local and ethno-racial media.

“ **The agency's strengths [include] its leadership in the sector.** ”  
*- United Way Funding Panel*

## Volunteer Development and Event Planning

FSA Toronto values the hundreds of dedicated volunteers who contribute their time, talents and skills to our organization. There were many successful initiatives and events this year.

- 443 volunteers contributed over 15,014 hours of service to FSA Toronto, representing a 25 per cent increase in new volunteers and an eight per cent increase in total hours contributed over last year.
- The department was able to meet 178 family requests for holiday

hampers, which were filled through \$52,300 collected in cash and gifts-in-kind. The program attracted 11 new corporate and employee supporters, as well as numerous individuals and families who donated gifts of money, items and time.

- FSA Toronto organized a special event entitled “The Value of One. The Power of Many,” co-hosted by Luba Goy, to honour volunteers during National Volunteer Week.
- The volunteer team also developed an Expanded Value Added Statement, which shows how voluntary organizations use resources, including volunteers, to generate value.
- FSA Toronto held a number of successful events, including a friends of FSA Toronto luncheon at RBC Financial Group, a Holiday Hamper celebration and a staff fundraising campaign in support of the United Way, which raised over \$65,000.



**1996**

David Kelley Gay and Lesbian Community Counselling Program and HIV/AIDS Program formed from the Toronto Counselling Centre for Lesbians and Gays.



**1997**

Agency relocates from 22/24 Wellesley Street to 355 Church Street.



FSA Toronto pilots the Quality of Life Project for individuals with intellectual disabilities and their families.



### Human Resources

FSA Toronto embraces diversity and aims to promote learning, volunteerism and leadership development among staff. This year we demonstrated this commitment through a variety of initiatives:

- FSA Toronto introduced a new Performance Review and Development tool focused on continuous learning and development within the framework of FSA Toronto’s organizational values. Piloting of this initiative will continue into the next fiscal year.
- The agency continued implementation of its Access and Equity Workplan in the areas of governance, services and the workplace, based on an anti-oppression framework.
- A significant computer training plan was launched. Following an assessment of staff skills, customized workshops were developed to provide staff with training to make the most of the available technology. Eighteen workshops were delivered to 178 staff.
- FSA Toronto improved coordination at the strategic and management

levels with a reorganization of the service units, strategy team and leadership group.

- We provided regular updates to staff on the agency’s financial situation and explored potential cost-saving options.

### Administrative Resources

- FSA Toronto partnered with Catholic Family Counselling Centre of Kitchener-Waterloo to create a new client information database system

**F**SA Toronto this year began developing a new client information system.

called Accountable Information Management (AIM) with a \$400,000 grant over two years from the Ontario Trillium Foundation. AIM will launch in October 2004 with greatly improved reporting and tracking features.

- Our information services department upgraded 75 per cent of FSA Toronto’s computers to the Windows XP platform to increase network security and improve support for newer software applications.
- The successful office relocations to Scarborough and North York

enabled us to gain more space at the same cost and improve service to those areas.

### Financial Resources

During this year, Financial Services continued to provide timely and professional assistance to the strategic program units in monitoring their budgets, meeting reporting deadlines and developing funding proposals. With the support of the financial reporting and monitoring system, the agency was able to conclude the year with a lower-than-expected deficit within the executive limitation of the board policy.

Financial Services also played a vital role in furnishing the financial information in the 2004 United Way proposal, resulting in an additional United Way grant to FSA for the next two years.

We selected a new financial software system towards the end of the year and actively prepared to implement it at the beginning of the 2004/2005 financial year. The new software will bring both new and improved functionalities to enhance the financial services of the agency.

**1998**

Strategic Program Review takes place, including Task Force on Funding Capital Purchases. Agency decides to sell Bolton property.



**1999**

FSA Toronto implements new Strategic Plan, which clusters service units into six groups.



**2000**

FSA Toronto sells 279-acre portion of Bolton Camp to Montessori Schools and 60-acre portion to Camp Villas.

Family Service Association of Toronto – March 31, 2004

### WHERE OUR FINANCIAL SUPPORT COMES FROM

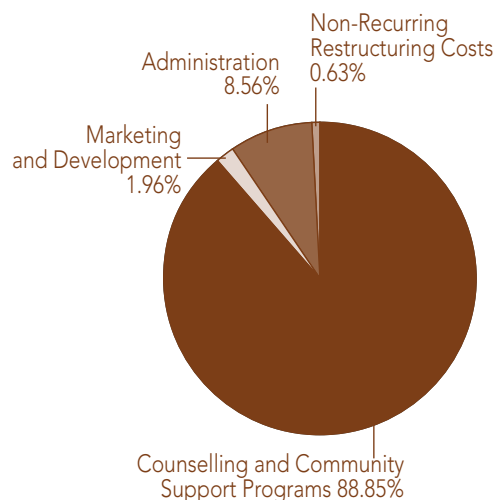
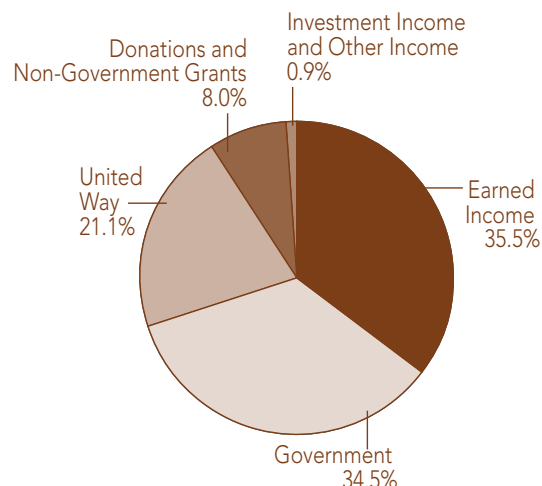
Earned Income*	\$ 6,055,163	35.5 %
Government	\$ 5,899,400	34.5 %
United Way	\$ 3,604,609	21.1 %
Donations and Non-Government Grants	\$ 1,361,728	8.0 %
Investment Income and Other Income	\$ 157,557	0.9 %
<b>Total:</b>	<b>\$ 17,078,457</b>	<b>100.0 %</b>

### \*Composition of Earned Income

Employee Assistance Program	93.0 %
Individual Client Fees	7.0 %
<b>Total:</b>	<b>100.0 %</b>

### WHERE THE FINANCIAL SUPPORT GOES:

Counselling and Community Support Programs	88.85 %
Marketing and Development	1.96 %
Administration	8.56 %
Non-Recurring Restructuring Costs	0.63 %
<b>Total:</b>	<b>100.00 %</b>



Audited Financial Statements are available upon request.

Family Service Association of Toronto is subject to the Public Sector Salary Disclosure Act.

More information is available at: [www.gov.on.ca/fin/english/psecteng.htm](http://www.gov.on.ca/fin/english/psecteng.htm)

**2001**

Options Unit is formed.



FSA participates in *learn\$ave*, a national demonstration project to help low-income Canadians save for education, training or starting a small business.



Lesbian, Gay, Bisexual and Trans (LGBT) Parenting Network is established to provide support and networking opportunities.



# Financial Information on Fundraising, Donations and Charitable Activities

Total fundraising revenue  
(received and non-receipted) \$ 4,966,861

Total fundraising expense  
(including salaries and overhead costs) \$ 117,578

Total value of donations that are  
received for income tax purposes  
(excluding bequests, endowed donations  
that cannot be expended for at least 10 years,  
and gifts from other charities) \$ 109,152

Total expenditures on charitable activities  
(including gifts to other charities) \$ 14,932,905

Family Service Association of Toronto adheres to the Canadian Centre for  
Philanthropy's Ethical Fundraising and Financial Accountability Code.



## We're proud of the numbers

- 13,020 – Number of families and individuals who received service from FSA Toronto's community programs in 2003-04
- 19,414 – Number of people served by FSEAP Toronto
- 128,454 – Number of service hours spent in determined pursuit of our mission
- 443 – Number of volunteers who believe in FSA Toronto and proved it by contributing their time and talent
- 440 – Number of donors, funders and corporate sponsors who have trusted FSA Toronto to turn their investment into healthier communities



### 2004

Stephen Lewis, the UN Special Envoy on HIV/AIDS in Africa presents OPSEU's inaugural Live and Let Live Award to David Kelley HIV/AIDS Community Counselling Program.





# Thank you.

## Your support makes it happen.

Thank you to all of the following, who invested in the work of FSA Toronto. They share our vision that Toronto's people from all origins, identities and walks of life should:

- live free of violence;
- live in supportive communities;
- have equal access to opportunities and services;
- participate to their fullest potential; and
- not be burdened by poverty.

Names appearing in bold acknowledge those who have contributed for five or more years. Names appearing in italics

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This list includes gifts made to FSA Toronto from April 1, 2003 to March 30, 2004.

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# The Final Word goes to YOU



"I thank you every day deep in my heart for being there with me when I needed you most. You showed me the right path. I have my child with me because of you."

- VAW client

"I am sure with these tools, I will be a better equipped parent and I have spoken about this course to many friends sharing the same parenting problem."

-COPE participant

"I feel there is a huge need for this service. It makes a vital difference between struggling miserably and coping well with hope and positive expectations for the future."

- Sexual Assault Initiative participant

"This is my first savings account since high school. I intend to keep it. *learn\$ave* reminded me of how and why to save."

- *learn\$ave* participant

"I would like to express my deepest gratitude for the help we received...the generosity shown towards my family by donors such as yourselves is beyond words...it went a long way to save our holiday."

- A Holiday Hamper recipient

"I just received a voice message from a client who thanked me profusely for the hamper and said it was the only gifts she and her family had for Christmas. She said we saved Christmas for her."

- FSA Toronto staff member

"I learned how to listen to my kids, not to scream. I am glad I came to the group because I thought I was alone."

- Families in Transition client

“ I had come through quite a few things in the past couple of years and was trying to get up and running again. I needed a support system, someone to talk with freely and someone I could trust. I found that in my counsellor. ”

- Counselling client

"We tried to get everything on the wish list and I think we did pretty well...the kids had a great time wrapping the gifts and making name tags. I hope this becomes a family tradition...thank you for making Christmas even

more meaningful than ever this year."

- A Holiday Hamper donor

"Having my son in a convenient class is especially good. We both love that we are going to school together."

- COPE participant

...the group helped me to "feel good about myself which is a change."

- VAW Support Group client





"After I retired I wanted to do something. I've always liked office work and I wanted to stay close to home. Everyone here is really nice. Volunteering is good for health and keeps the mind active. I feel that I am giving back something to the community."

- FSA Toronto Volunteer

"I have finished all the deposits and already cashed out. For the past 12 months, I would say it was such an exciting and fantastic experience for me. Not only did I gain the credits toward my saving [goal], but also I learned the knowledge of personal financial management which will definitely be a valuable asset to my life."

- learn\$ave participant

"I learned a better way of communicating with my child. The most significant issue was that we don't have to fix every problem for him. What a relief!"

- Families in Transition client

Counselling helped to change "how I feel about myself and others" and to recognize "how abusive and violent experiences from my childhood put into motion difficulties throughout my life and how to combat this cycle."

- Etobicoke Sexual Abuse Treatment program client

"I have learned to stop blaming myself and to feel and deal with the loss. To let my children feel the loss so we can move on."

- Families in Transition client

"My parents are doing so much better for now and whatever free time I have is probably better spent with them. I feel so fortunate in being able to enjoy the time we have together."

- Seniors and Caregivers Support Services client

**“ In this program I learned the importance of telling my child positive things about himself, ways to involve him in solutions, and to begin thinking about using discipline as a way to teach. ”**

- Families in Transition client

"[I] just wanted to say thank you for all of your assistance in my coming out. It made a difficult transition and period in my life feel a lot less painful than it could have been... things with my son's mother are going well. Once again thanks for all of your support."

- David Kelley Lesbian & Gay Community Counselling client

"You do very good work and it's so encouraging to know that the services are there when we really need the assistance. I have since told a few people about the services."

- Seniors and Caregivers Support Services client

"On another note, we must thank you once again for the wonderful program that you put together last year. During the process with the Toronto Children's Aid so far (intake meeting, medical check, background police check, intake questionnaire and adoption decision program) my partner and I have been constantly amazed by how well you prepared us ahead of time for adoption, and by how well informed we became as a result of the Daddies & Pappas 2B program."

- LGBT Parenting program participant

"My sister faces many challenges every day. Living together was a challenge for both of us. Her biggest dream was to live in the world as an independent adult in her own apartment with her own network of friends. FSA has made this happen—a life with relationships and dignity!"

- Options client

"FSA is a highly effective, high performing organization."

- United Way Funding Panel



# Our services

Our services are available to everyone living or working in Toronto, regardless of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, age, disability, level of literacy, marital or family status, income or political affiliation.



## FSA

welcomes diversity and is committed to a policy of anti-oppression.

سازمان خدمات خانواده تورونتو (FSA) دگرگونیا و ارزشهای متفاوت را میپذیرد و متعهد به یک سیاست ضد جور و ستم میباشد.

FSA (Друштво за Пружање Услуга Породици у Торонту) поздравља разноликост и опредељено је за политику неугњетавања.

(FSA)

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FSA (Ururka Adeegga Qoyska ee Toronto) wuxuu soo-dhoweynayaa kala-duwanaanshaha bulshada, wuxuuna ku dhaqmayaa siyaasad ka soo horjeedda ku xad-gudubka xuquuqda aadana (cadaadiska).



FAMILY SERVICE ASSOCIATION  
OF TORONTO

355 Church Street  
Toronto, ON M5B 1Z8

747 Warden Avenue  
Toronto, ON M1L 4A8

700 Lawrence Avenue West  
Toronto, ON M6A 3B4

Central Phone:  
416-595-9230

Fax:  
416-595-0242

To arrange service, please call  
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