



ANNUAL REPORT

2021-2022



**Victim
Services**
of Simcoe County

With sincere thanks...

VSSC appreciates the program funding provided by the Government of Ontario that allows us to serve Simcoe County.

We also recognize the capacity-building investments made by our police partners, especially the provision of office space within the Barrie Police Service, South Simcoe Police Service, and the OPP South Georgian Bay Detachment in Collingwood and Midland.

A final shout-out to our referral partners, donors and other supporters who collaborate with us to ensure the best possible service for area victims.

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Our Mission

VSSC provides comprehensive support services to Simcoe County victims in the immediate aftermath of a crime or tragedy to minimize their trauma and maximize their capacity for recovery.

Our Vision

A community where no one ever faces crisis or tragedy alone.

Our Values

VSSC's core values are guiding principles that represent our agency's entrenched convictions and influence everything we do – and how we do it. The acronym ACCESS not only serves as a reminder of our six core values but also underscores the importance of inclusion, the foundation of our Equity Diversity and Inclusion (EDI) philosophy.

Our Service Area

There are two Victim Services agencies within the boundary of Simcoe County. VSSC serves those who are victims of crime or tragedy within the following municipalities:

- Adjala-Tosorontio
- Barrie
- Bradford West Gwillimbury
- Clearview
- Collingwood
- Essa
- Innisfil
- Midland
- New Tecumseth
- Oro-Medonte
- Penetanguishene
- Severn (co-served with North Simcoe Victim Services)
- Springwater
- Tay
- Tiny
- Wasaga Beach

Core Values - ACCESS

Advocacy

We are advocates for individuals who have been victimized by providing the resources they need, when they need them. We also amplify their voices at the community level to break-down barriers to support services, and at the system level to decrease the disproportionate representation of marginalized populations in victimization statistics.

Collaboration

A value that informs both internal and external relationships, collaboration means listening and evolving together, while supporting each other for the sake of a collective goal. We know our networks make us stronger and better able to serve our stakeholders, so we seek to build win-win partnerships at all times.

Client-Centered Care

We believe those who have been victimized are less traumatized when they are empowered on the path of recovery. To this end, we create a safe, non-judgmental atmosphere where our clients and their families are treated with dignity, compassion, confidentiality and respect. From our first meeting, our team provides the resources necessary for them to take the lead in a customized action plan.



Equity, Diversity & Inclusion

Operating on the traditional land of the Anishinaabek, VSSC respects and honours the diverse histories, languages, cultures and experiences of First Nations, Métis, Inuit and First Peoples of our jurisdiction. We extend this respect to the full diversity in our community, acknowledging the history of discrimination in Canada, and are committed to creating an inclusive environment that brings together the diverse perspectives of our clients, volunteers, staff, funders, partners and community members.

Service Excellence

We hold ourselves accountable to a standard that consistently exceeds the expectations of those we serve. We demonstrate this continuous- improvement commitment by providing our stakeholders with multiple opportunities to provide feedback and input regarding program development.

Supportive & Healthy Work Environment

VSSC strives to create a positive work culture that respects the unique attributes and perspectives that each employee and volunteer brings to their role here. We also value their personal and professional growth and are committed to providing a meaningful and rewarding experience during our time together.

Report from the Board Chair

As I write this report, the prevailing topic in the news is that we are firmly in the 7th wave of COVID. I was hoping to write an annual report that did not mention the 5-letter word, but it seems that COVID just doesn't realize when it is time to leave. Victim Services of Simcoe County (VSSC) has continued to adapt to the ever-changing health regulations and assume a "business as usual" approach. This means having staff return to work in the offices and volunteers dispensing their invaluable services in the field, supporting victims of crime and tragedy.

Through the efforts of Executive Director Marie McCallum, Board member Tricia Watts and consultant Michele Lawson, VSSC was able to obtain an Ontario Trillium Foundation grant for \$150,000.00. These funds were put towards Project Management, Governance Excellence, Operational Excellence, Brand/Marketing/Corporate Communication, Fundraising and Corporate Training. This was a monumental project for VSSC to undertake and afforded the opportunity to update many internal processes and bring the organization in line with the Ontario Not-for-Profit Corporations Act which was proclaimed October 19, 2021. The result is that VSSC now has a 5-year Strategic Plan, updated Board Governance policies and bylaws, an "eye-catching" new brand, and an updated website ready to launch.

The new Vision really says it all – "A community where no one ever faces crisis or tragedy alone". This single statement describes the core of why VSSC has so many great volunteers, willing to step in during the most chaotic times to offer a helping hand.

This was certainly demonstrated during the Barrie Tornado in July of 2021. Once the initial emergency response was in place, it was the support services that really stepped in to assist the affected residents. VSSC members were on the ground and were a key element in the overall successful response to this traumatic event.

VSSC continued to offer student placements to allow Georgian College students to gain valuable work experience and expose them to the organization. Volunteer training also continued in a virtual format due to COVID, and the quality of the training delivered was excellent – based on the feedback of the new volunteers.

VSSC had some staff turnover in the office – Brent was hired by the OPP and we wish him the best. Internal staff vacancies were filled by very qualified volunteers – I think this speaks volumes about the quality of people who desire to be volunteers with VSSC and is great for succession planning.

The Ministry of Children, Community and Social Services will become the ministry that VSSC reports to in the next fiscal year. Reassurances have been made that funding will not be affected. Marie will guide the organization in this transition as she has done so well for the past 26 years.

This will be my last annual report as my tenure with VSSC will be coming to an end in September. I can't say enough about the organization and the commitment and support of all members. VSSC is vital to assisting our communities in Simcoe County in times of need and I am proud to have been associated with the organization for the past 6 years.

Rob Burke

Report from the Executive Director

As we look ahead to the future, there are changes still to come. In September we will be saying goodbye to three long-term Board members who have made a significant contribution to the organization over the past six years. To our departing Chair, Rob Burke, I want to acknowledge his leadership, knowledge and wisdom which helped immensely during times of change and transition. His experience overseeing the strategic planning team for Barrie Police Service served Victim Services of Simcoe County well as the board worked on the first strategic plan in 26 years. "Thank you, Rob, for your partnership, patience, great sense of humour, support, and for being the voice of reason on so many occasions. I will miss working with you."

Thanks also to Bob Papineau who is our departing Treasurer. "It was a pleasure working with you to provide oversight on the organization's finances." Thank you to Peter Ford, who is leaving the board after six years' service. This is the second time Peter has completed a 6-year term with the agency. "I value his business experience and insight into a range of business matters." Both members will be missed at the table.

The organization's goal for the next few years is to incorporate and expand upon all of the new internal infrastructure, courtesy of the OTF grant, into the agency's systems, and continue to build long-term stability as we recover from COVID-19. Our learning from the pandemic will contribute to our resiliency and help weather any future pandemics. From the new policies and procedures to the new client database, there are many significant changes and improvements designed to bring the agency up to speed and provide stabilization for the future management and staff team. All the changes are an investment in the high-quality service provided to our clients.

To all our amazing staff and volunteers, thank you for your commitment to being there when needed. Without the support and dedication of the whole team, we could not have responded to the COVID-19 pandemic as well as we did. When we called, you answered. So, thank you. I am proud to work with everyone in Victim Services of Simcoe County.



Marie McCallum

Board of Directors

Victim Services of Simcoe County is governed by a volunteer Board of Directors comprised of local community leaders dedicated to building a stronger community with accessible resources to empower its residents, employees and visitors when they are at their most vulnerable.

Robert Burke, Police Services
Board Chair

Melissa Oliver, Education
Board Vice Chair

Robert Papineau, College Professor
Board Treasurer

Marie McCallum, VSSC
Executive Director
Board Secretary

Doug Adams, Funeral Director
Director

Sara Ashwood, College Professor
Director

John Ferris, Lawyer
Director

Peter Ford, Corporate Executive
Director

Henry Geoffroy, Police Services
Director

Jenna Rimmer, Social Services
Director

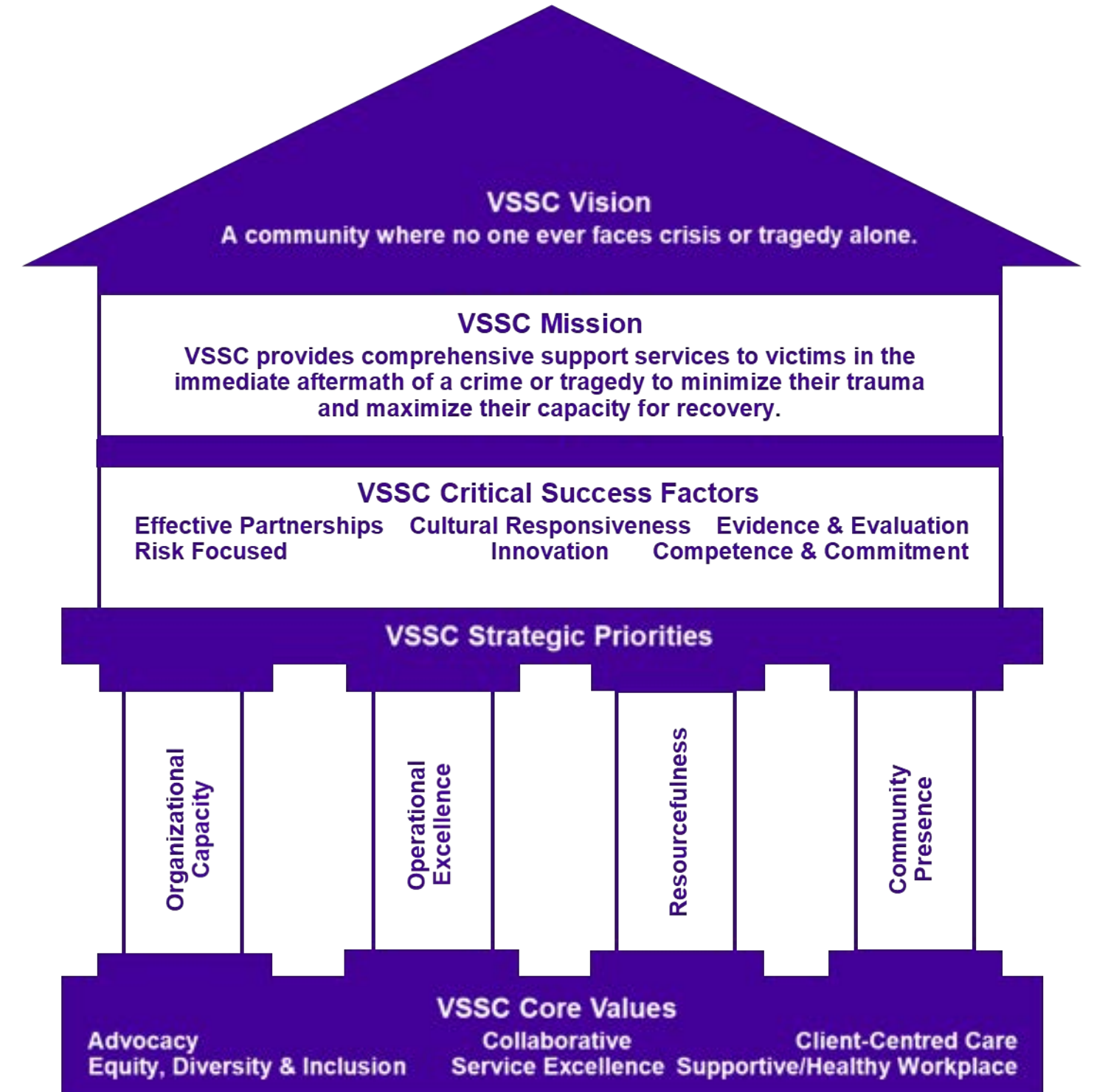
Tricia Watts, Police Services
Director

Joseph Evans, Police Services
Advisor



Our Strategic House

Over this past year, VSSC completed its first strategic plan creating a five-year roadmap for the agency. This graphic model visualizes the foundations of the plan.



Volunteers

Victim Services of Simcoe County has an amazing group of volunteers. Our volunteers receive both online and in-class training before being dispatched to their first client call. The total training for a potential volunteer is between 60-65 hours. Additionally, volunteers attend monthly volunteer meetings to network, receive updates on the program, complete an educational/professional development component, and participate in discussing calls for service to enhance learning. These elements of training and meetings help keep the volunteers knowledgeable and skilled to deliver accountable service to our clients.

Although many of the volunteers stood down during COVID-19 for personal reasons, there were many volunteers available and ready to provide in-person or remote support as needed. We have noted that those who stood down temporarily are gradually returning to sign up for their four-twelve hour shifts per month. Given the dramatic increase in call volume over the final 4 months of the fiscal year, the availability and support provided by all volunteers was greatly needed, and very much appreciated.

As the agency returns to full in-person support, we have approximately 120 active volunteers, including 15 new volunteers who completed volunteer training in May 2022. During the fiscal year, those who were available donated 19,357 hours to assist community members in crisis including numerous families in Barrie affected by a tornado on July 15, 2021. We remember everyone who was impacted that day including the area residents, our volunteers and all emergency services personnel who were there to help. The community pulled together to assist the victims, and our volunteers played a significant part in helping and supporting.

VSSC values its volunteers:

"Wear your violet-coloured jackets with pride. It is a visible reminder that you are an integral part of a strong, highly coordinated and much appreciated crisis response. Thank you!"

What our clients say...

"I'm surprised how I have changed and how Victim Services turned a negative act of abuse to a positive life impacting experience. There will never be words to explain how thankful I feel and how big I have become thanks to the support given and the resources provided."



Program Services

Over the past year, there has been a noticeable increase in calls for service. The great news is that clients received service within the first 24 hours of referral, but in most cases, within an hour to a few hours of referral.

Victim Services of Simcoe County delivers client services under six programs:

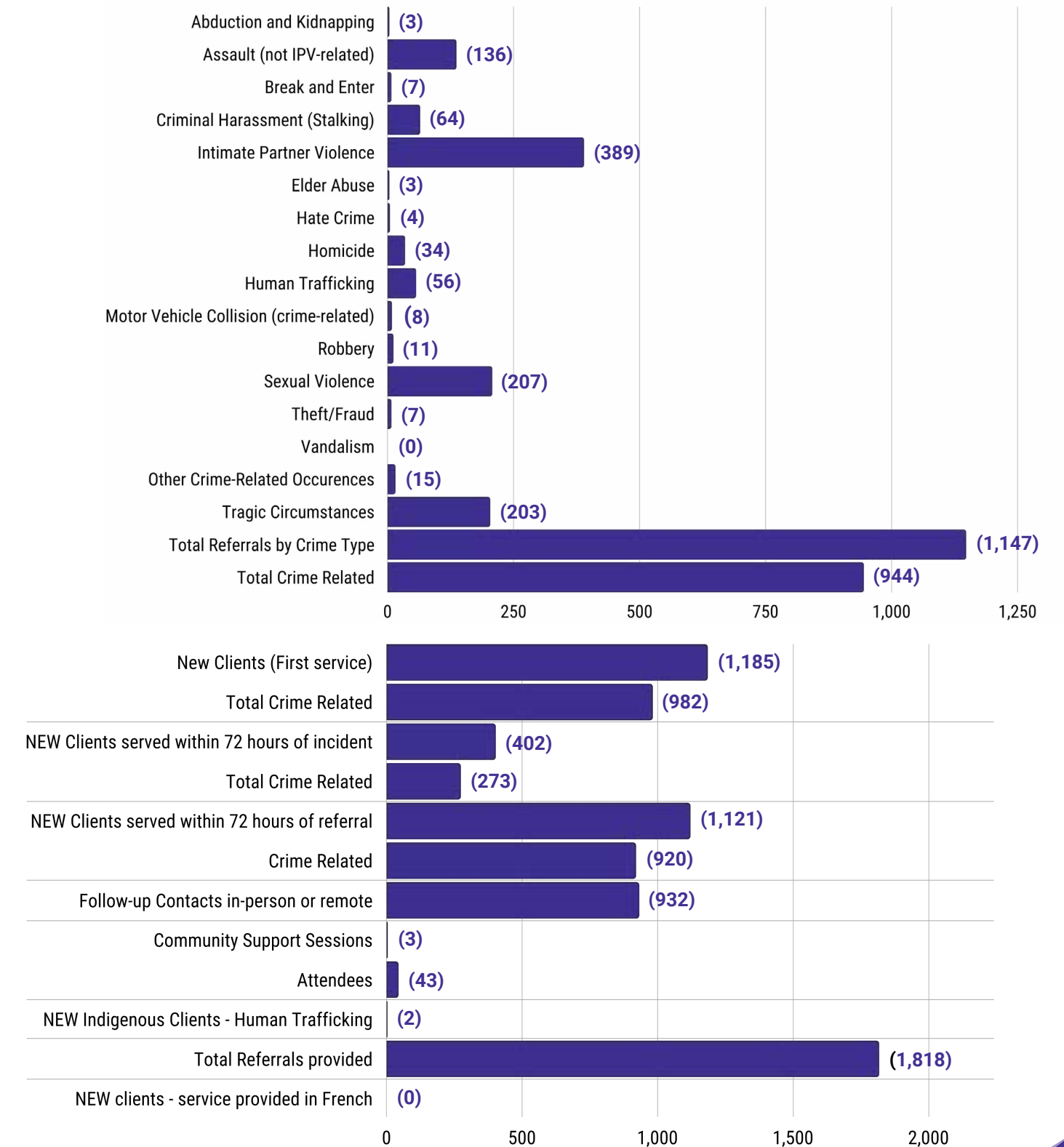
1. Victim Crisis Assistance Ontario (VCA) – immediate, onsite, 24/7 early intervention services including crisis intervention, practical assistance, needs assessments, referrals and information, referrals to VQRP+, safety planning, enhanced support for vulnerable individuals, community support sessions, and follow-up services. Program services are delivered by trained staff and volunteers using a trauma informed care approach, and with respect for client self-determination and cultural competency.
2. Victim Quick Response Program+ (VQRP+) – provides funding for urgent needs in the immediate aftermath of a violent crime.
3. VQRP+ for victim of Human Trafficking
4. Serious Injury Support
5. Financial Assistance for victims of homicide.
6. Tragic Circumstance support for victims of suicide to clean up scenes following a suicide.

What our clients say...

“I alone felt devastated with a lot of fears, I was scared to continue with a process that involved many questions that made me feel uncomfortable. I was scared by not knowing how fair or unfair the system was. I did not know anything that would happen that that made me stress. However, the VSSC staff helped me avoid all my negative thoughts and made me feel someone would always have my back.”

Snapshot of Our Clients for 2021-2022

Total NEW referrals – 1,147

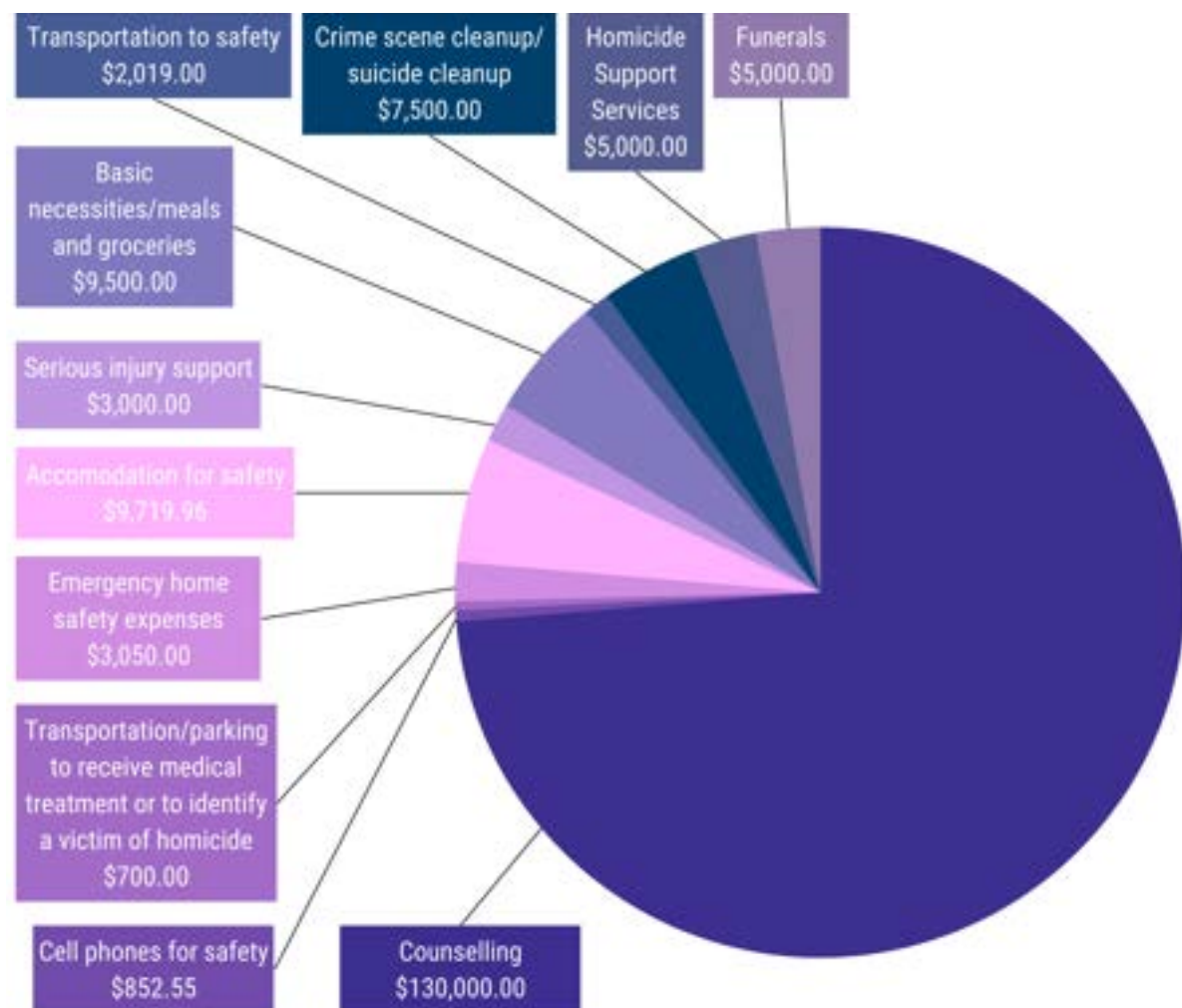


Victim Quick Response Program+ (VQRP+) – Victims of Violent Crimes

The VQRP+ program supports direct victims, immediate family members and witness in the immediate aftermath of a violent crime by providing short-term funding to assist with essential expenses to lessen the impact of the crime, enhance safety, and meet immediate practical needs arising from the crime. The agency assisted clients to apply for VQRP+ support in the amount of \$176,341.51. Victims of violent crimes include those affected by:

- Attempt to commit murder
- Child abuse
- Elder abuse
- Hate crime
- Historical child sexual abuse
- Homicide
- Intimate partner violence
- Non-consensual distribution of intimate images
- Sexual Assault
- Serious assault
- Voyeurism

Breakdown of Agency-Assisted Funding Applications

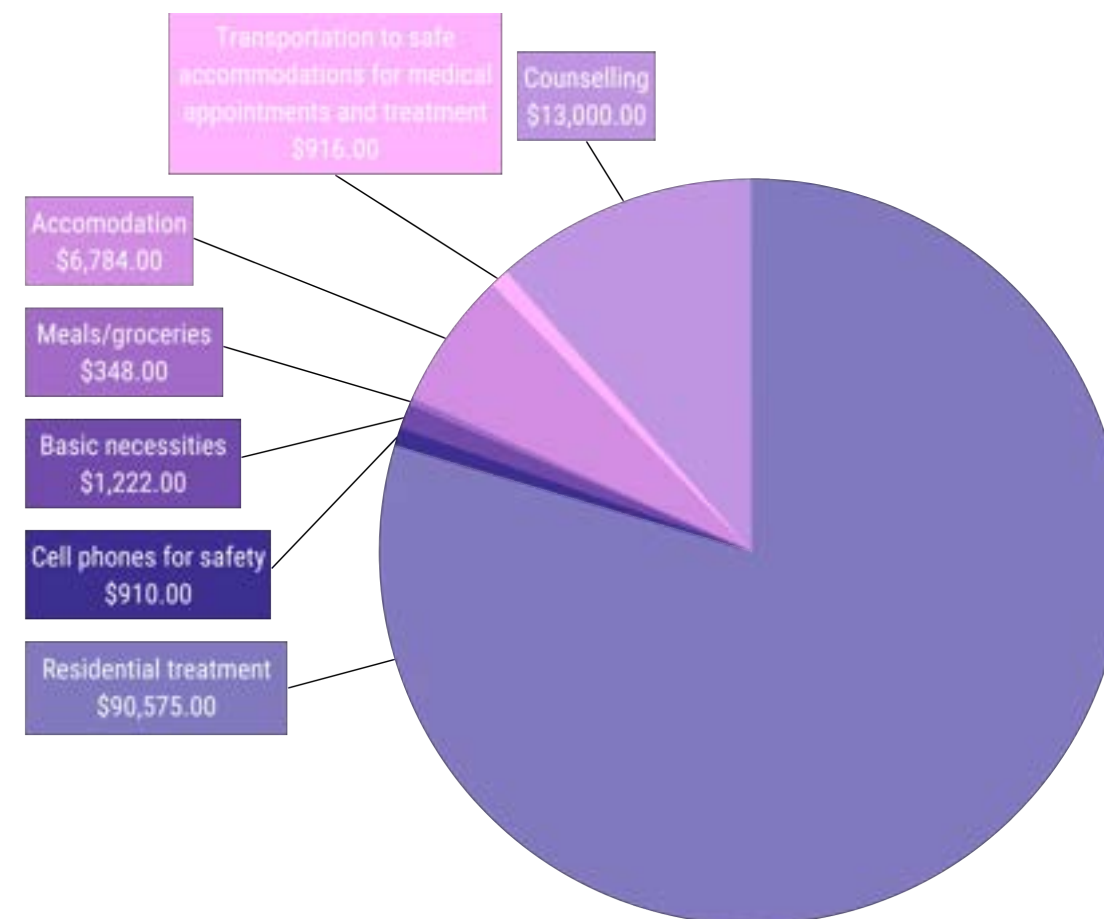


Victim Quick Response Program+ (VQRP+) – Human Trafficking

“Human trafficking involves the recruitment, transportation, harbouring and/ or exercising control, direction or influence over the movements of a person in order to exploit that person, typically through sexual exploitation or forced labour. It is often described as a modern form of slavery. Victims suffer physical or emotional abuse and often live and work in horrific conditions. They may also face fatal consequences if they attempt to escape.” (Government of Canada)

The VQRP+ program for victims of human trafficking provides funding to help address some of the needs of the HT victims after they have been rescued or escaped their enforcement. During 2021-2022, our agency supported 15 victims of human trafficking. Most of these clients were females between the ages of late teens and late 30’s. They received assistance to apply for funded services that totalled \$113,755.00.

Breakdown of Funded Services

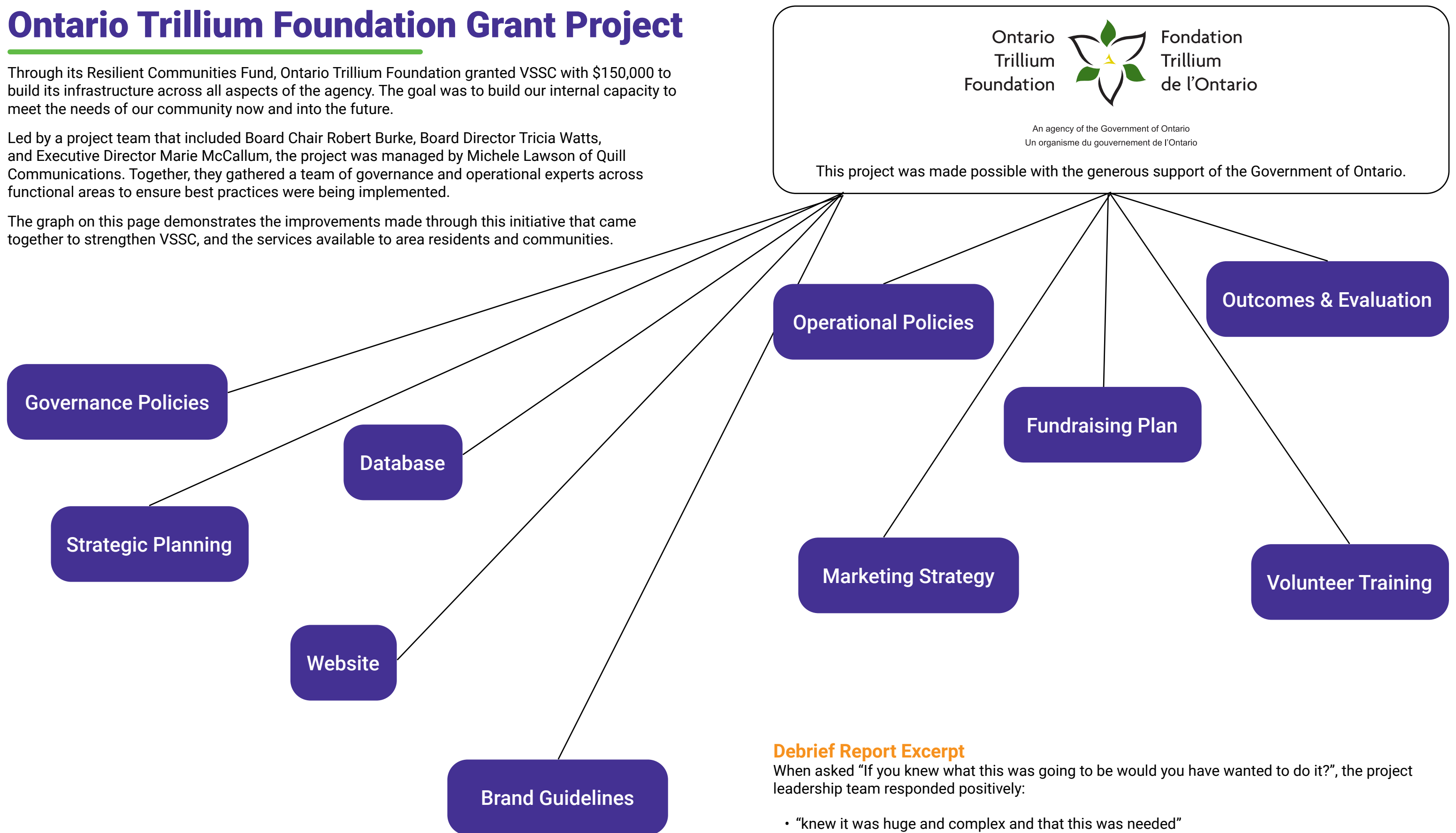


Ontario Trillium Foundation Grant Project

Through its Resilient Communities Fund, Ontario Trillium Foundation granted VSSC with \$150,000 to build its infrastructure across all aspects of the agency. The goal was to build our internal capacity to meet the needs of our community now and into the future.

Led by a project team that included Board Chair Robert Burke, Board Director Tricia Watts, and Executive Director Marie McCallum, the project was managed by Michele Lawson of Quill Communications. Together, they gathered a team of governance and operational experts across functional areas to ensure best practices were being implemented.

The graph on this page demonstrates the improvements made through this initiative that came together to strengthen VSSC, and the services available to area residents and communities.



Debrief Report Excerpt

When asked "If you knew what this was going to be would you have wanted to do it?", the project leadership team responded positively:

- "knew it was huge and complex and that this was needed"
- "totally worth it"
- "wouldn't have changed anything"
- "I definitely would want to do this because it was necessary."

Statement of Operations and Changes in Net Assets

Year ended March 31, 2022

Revenue	Budget	2022	2021
Ministry grants	\$280,208	\$280,208	\$307,890
Ontario Trillium Fund grant	\$150,000	\$150,000	-
	\$430,208	\$430,208	\$307,890
Expenses			
Audit	\$7,300	\$8,341	\$6,051
Bookkeeping	\$3,350	\$3,613	\$4,207
Client expenses	\$7,500	\$8,738	\$7,993
Evaluations and outcomes	\$5,000	\$5,979	-
Front-line volunteer expenses	-	-	\$7,823
Insuance	\$5,600	\$5,328	\$5,048
Insurance recovery	-	(\$3,664)	-
Office supplies and equipment	\$6,500	\$6,662	\$10,569
Other expenses	-	-	\$148
Overhead and administration	\$22,500	\$22,500	-
Purchase services	\$112,300	\$112,133	-
Promotional goods and materials	\$5,544	\$7,602	\$6,377
Salaries and benefits	\$226,427	\$226,744	\$237,239
Staff expenses	\$8,647	\$8,526	\$8,020
Supplies and materials	\$10,000	\$9,388	\$5,672
Telecommunications	\$9,300	\$8,937	\$9,209
Workshops, meetings, convening	\$200	-	\$130
	\$430,208	\$430,827	\$308,486
Deficiency of revenue over expenses before other revenue and expenses for the year	-	(\$619)	(\$596)
Other revenue and (expenses)			
Admin Fee	-	\$22,500	-
Donations and miscellaneous income	-	\$2,341	\$4,612
Client expenses	-	(\$1,926)	-
Other	-	(\$25)	-
Surplus from non-Ministry activities	-	\$22,890	\$4,612
Excess of revenue over (expenses) for the year	-	\$22,271	\$4,016
Unrestricted net assets, beginning of year		\$64,183	\$60,617
Unrestricted net assets, end of year		\$86,454	\$64,183

Statement of Operations - VCAO Program, HT and VQRP+

Year ended March 31, 2022

(unaudited)

Revenue	Budget	2022	2021
Grant	\$228,305	\$228,305	\$209,761
Grant - One time funding	-	-	\$18,544
	\$228,305	\$228,305	\$228,305
Expenses			
Audit	\$6,300	\$7,341	\$6,051
Bookkeeping	\$3,350	\$3,613	\$3,707
Client expenses	\$1,500	\$2,133	\$2,682
Community workshops/meetings/events	-	-	-
Front-line volunteer expenses	-	-	\$4,818
Governing body volunteer expenses	-	-	\$130
Insuance	\$5,600	\$5,328	\$5,048
Insurance recovery	-	(\$3,664)	-
Office equipment	-	-	\$5,371
Office supplies and equipment	\$6,000	\$6,386	\$4,923
Other expenses	-	-	\$148
Promotional goods and materials	\$5,544	\$7,602	\$6,377
Salaries and benefits	\$188,302	\$188,615	\$177,074
Staff, Governing Body and Volunteer Expenses	\$3,909	\$3,741	\$3,863
Telecommunications	\$7,800	\$7,792	\$8,422
	\$228,305	\$228,887	\$228,614
Deficiency of revenue over expenses for the year	-	(\$582)	(\$309)

Statement of Operations - AHT Funding

Year ended March 31, 2022

(unaudited)

Revenue	Budget	2022	2021
Grant	\$13,778	\$13,778	\$13,778
Expenses			
Audit	\$1,000	\$1,000	-
Bookkeeping	-	-	\$500
Client expenses	\$6,000	\$6,604	\$5,311
Front-line volunteer expenses	-	-	\$3,005
Office equipment	-	-	-
Office supplies	\$500	\$275	\$275
Other expenses	-	-	-
Salaries and benefits	-	-	-
Staff expenses	\$4,778	\$4,785	\$4,157
Telecommunications	\$1,500	\$1,146	\$787
	\$13,778	\$13,810	\$14,035
Deficiency of revenue over expenses for the year	-	(\$32)	(\$257)

What our clients say...

"No words will be enough to explain the positive impact you have made in our lives."

"You are providing excellent service and I wish you are contributed with joy daily for your excellent hard work."

"Thank you very much for treating me as a person and not as a case."

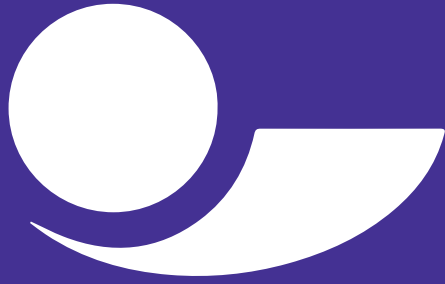
Statement of Operations - Ontario Trillium Foundation Grant

Year ended March 31, 2022

(unaudited)

Revenue	Budget	2022	2021
Grant	\$150,000	\$150,000	-
Expenses			
Evaluations and outcomes	\$5,000	\$5,979	-
Purchased Services	\$112,300	\$112,133	-
Overhead and administration	\$22,500	\$22,500	-
Supplies and materials	\$10,000	\$9,388	-
Workshops, meeting, and convening	\$200	-	-
	\$150,000	\$150,000	-
Deficiency of revenue over expenses for the year	-	-	-

"The way Victim Services supported me with my assault opened my eyes and finally made me feel that my suffering has ended. I feel free and I want to continue feeling free and I know this wouldn't have been possible with the professionalism of VSSC."



**Victim
Services**
of Simcoe County

We're Here 24/7

**Because no one should
face crisis or tragedy alone.**

1-866-923-3938

After-hours Crisis Line

110 Fairview Rd, Barrie, ON L4N 8X8

705-725-7025, Ext. 2120

info@VictimServicesSimcoe.ca

VictimServicesSimcoe.ca

All services are offered in English and French

Charitable Registration #896290236 RR 0001