

Management & Administrative Staff

Management



Liz Nelson, MEd

Executive Director

Liz (she/her) began her work with PCFSA in 2001 as a Youth and Family Counsellor. She has since worked with the organization in numerous counselling and leadership capacities. She has been part of the leadership team since 2011 and became Executive Director in 2021. Rooted in trauma informed practice, Liz is passionate about creating a healthy workplace culture that translates to trauma informed client care. She embodies PCFSA's core values of collaboration, compassion, equity, inclusion, innovation, and respect.

During her years of service to PCFSA, Liz has developed strong partnerships with community stakeholders and other agencies within the social services sector. She has worked with other organizations to collaborate on innovative service delivery models, which has allowed for faster service for individuals and families in our community and better outcomes. She strongly believes that when programs and agencies collaborate, they are stronger together.

In addition to her work at PCFSA, Liz also enjoys the role of parent to 2 teens, 2 cats, and a golden doodle. For someone with a focus on the community, this translates into volunteer activities beyond PCFSA; including participation in her children's sports teams, school PACs, and considerable time spent at hockey rinks, baseball fields, and musical theatre rehearsals. And yes, during our virtual world throughout the pandemic this means a very busy, noisy, and fun household!



Sara Radford, MA, RCC

Director, Counselling and Social Services



Nicola Chalke, RN, BSN, MScN

Director, Primary Care

Nicola (*she/her*) started with PCFSA in September 2021 as the Director of Primary Care. As a Registered Nurse since 2006 she has spent many years in clinical practice primarily as an ER RN, as well as in

leadership/management roles with Vancouver Coastal Health Authority and finally in administrative roles with the BC College of Nurses and Midwives. Nicola brings to PCFSA her education and experience as a Registered Nurse with a Bachelor of Arts in Sociology & Economics, Bachelor of Science in Nursing, Master of Science in Nursing and also an Emergency Nursing Specialty Certificate.

After being very focused on emergency medical care and the care delivered in a hospital-based setting, Nicola became increasingly more passionate about the need for community health and all that encompasses, not just the delivery of health care services, but the intersection of health and the social determinants of health, and finds great value and meaning to deliver, discuss, and participate in the health of the community in which she lives, works, and plays.

Nicola is extremely passionate about holistic person-centered care, health equity, and harm reduction. Having transitioned from a frontline practitioner to leadership positions, there is great satisfaction to be found in building and supporting teams.

Nicola lives by the mantra of Present, Brave and Kind and tries to incorporate the spirit/meaning of those words into her daily interactions, relationships and decisions.

Outside of work, Nicola can often be found exploring the great Island roads on my motorcycle, hiking along the coastline, or trying the latest craft beer at one of our local craft breweries.



Jason Carter, CPA

Director, Finance and Human Resources

Jason (*he/him*) is a tech savvy and forward-thinking accounting professional who brings innovation and creativity to accelerate the traditional accounting and finance space. He is a Chartered Professional Accountant with experience internationally across a number of industries; NPOs, taxation, audit, government, and private business. He relies on a deep understanding of business and accounting concepts to add value in all aspect of his work.

Having very aligned personal and business values, Jason has found a natural fit as Director of Finance and HR with the Association. He is excited to help propel the Association in to the next chapter of its honourable service.

Administrative Staff



Kara Ross

Executive Coordinator

I'm honoured to work with an amazing team. When I joined PCFSA I knew I'd found my passion; a job that challenges me personally and professionally while making an impact on the lives of people in our community.

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