



# Pacific Centre

Family Services Association

Annual  
Report  
2024-2025

ENCOURAGING  
POSSIBILITIES

# Territory Acknowledgement

Pacific Centre Family Services Association (PCFSA) acknowledges with deep respect that we provide services on the traditional and unceded territories of the **Lək̓ʷəŋən Peoples**, specifically the **Songhees** and **Esquimalt (Xwsepsum ) Nations**. We also recognize and honour the deep and enduring relationships that the **WSÁNEĆ**, **Sc'ianew (Beecher Bay)**, **T'Sou-ke**, and **Pacheedaht** Peoples maintain with these lands and waters.

We are grateful to live, work, and offer support in these territories and honor the rich histories, cultures, and contributions of the First Peoples who have cared for this land since time immemorial.

As part of our ongoing journey toward reconciliation, PCFSA is committed to:

- ▶ Building and nurturing respectful relationships with local Indigenous communities;
- ▶ Embedding cultural humility and Indigenous-informed practices in our programs and services;
- ▶ Supporting Indigenous clients and families through inclusive, trauma-informed, and culturally safe care;
- ▶ Listening to and learning from Indigenous Elders, knowledge keepers, and community partners to ensure that our services reflect the diverse needs and strengths of the communities we serve.

We acknowledge that reconciliation is an ongoing and collective responsibility. PCFSA is committed to this work with humility, integrity, and respect.

# Reflections from our Executive Director and Board Chair



As Executive Director of Pacific Centre Family Services Association, I am proud to share this year's reflection on our continued commitment to supporting the well-being of individuals, children, youth, and families across the Westshore and surrounding communities. This past year has been one of growth, resilience, and collaboration. We have deepened our focus on equity and inclusion, including our ongoing journey of reconciliation with Indigenous communities. We are committed to listening, learning, and building relationships that guide our path toward more culturally safe and responsive care. Our dedicated team has continued to deliver trauma-informed, accessible, and culturally responsive services in the face of rising community needs. From primary healthcare to mental health counselling, youth outreach, violence prevention, and family support, our programs have served over 5000 people—each with unique experiences and strengths. Our achievements this year would not be possible without the incredible dedication of our staff, volunteers, Board of Directors, and community partners. I am continually inspired by their compassion, professionalism, and tireless commitment to those we serve. We also extend our deepest gratitude to our funders and donors whose support ensures our services remain strong and accessible. As we look ahead, we remain focused on innovation, collaboration, and healing—always rooted in the belief that everyone deserves dignity, support, and the opportunity to thrive.

With gratitude,

Liz Nelson, Executive Director

Heartfelt congratulations to the PCFSA team on another successful year! It has been an honor to work with and learn from you all. Celebrating 57 years of operations this year, PCFSA continues to be a trusted and responsive presence in our community, offering critical supports to individuals and families across the region. Over the past year, we have deepened our commitment to accessible, trauma-informed services, and strengthened our programs in response to growing community needs. The Board has focused on strategic governance and sustainability, working closely with leadership to ensure PCFSA remains equipped to serve both current and future generations. We are proud of the organization's continued ability to adapt, innovate, and remain grounded in its core values. On behalf of the Board, I want to extend sincere thanks to the staff, volunteers, donors, and partners who make this work possible. Your dedication has a direct and lasting impact on the well-being of our community.

Warmly,

Maria Weaver, Board Chair



# About PCFSA

Since 1968, Pacific Centre Family Services Association (PCFSA) has provided compassionate, equitable, and trauma-informed care to individuals and families across South Vancouver Island. Our vision is to build healthy, inclusive communities where everyone can thrive.

From our community-based locations, we offer a wide range of services, including youth and family counselling, email-counselling, youth gang and exploitation prevention, adult mental health and substance use counselling, trauma therapy, and primary health care for those facing barriers to access.

Grounded in a person-centered and holistic approach, PCFSA empowers individuals and families while actively addressing systemic barriers. Our youth programs focus on early intervention and prevention—promoting healthy development, building resilience, reducing risk, and fostering strong community and family connections.

# Vision, Mission and Values

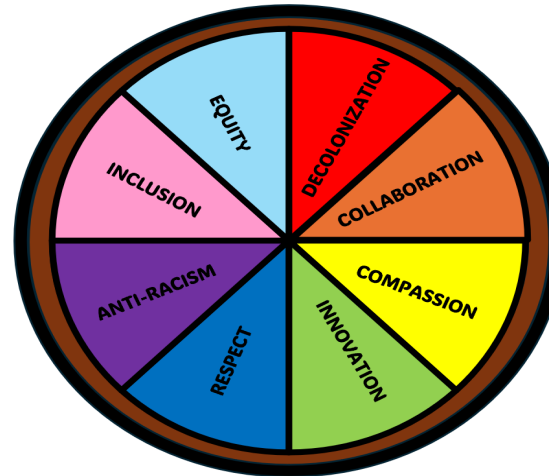
## Vision:

PCFSA is the community leader in providing services that facilitate equitable access to physical, emotional, and culturally appropriate care.

## Mission:

PCFSA provides equitable access to team-based, trauma-informed, culturally safe, and holistic care for individuals and families within the diverse communities we serve.

## Values:





# Strategic Plan 2024-2027

## Key Priorities

### 1. Operational Stabilization and Sustainability

- ▶ Sustainable In-term funding for all core programs.
- ▶ Increase capacity of core programs to decrease wait times.
- ▶ Focus on recruitment and retention of current staff, as well as succession planning for all roles.
- ▶ Support staff, board, and volunteers with development opportunities to succeed and grow .

### 2. Focus on Collaboration and Working Better Together

- ▶ Integration of all PCFSA programs and services through enhanced collaboration and communication.
- ▶ Streamline policies, processes, and systems.

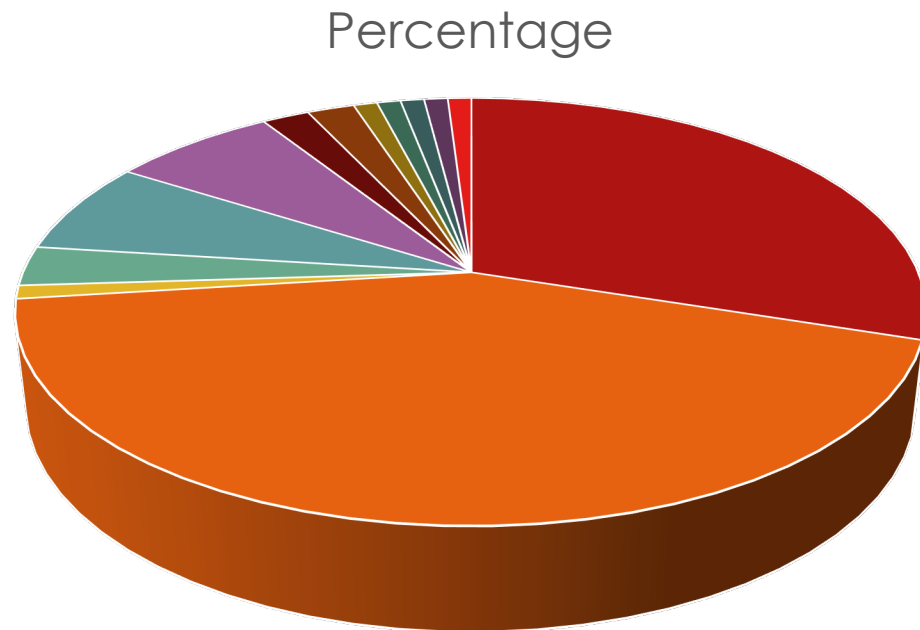
### 3. Organizational Development

- ▶ Ensure that our external communications, marketing, fundraising and resource development activities are impactful in supporting our vision.
- ▶ Seek out regular feedback from persons served and stakeholders to improve services.
- ▶ Increase outreach and prevention and wellness services across all programs.

# Community Context

While PCFSA serves the whole of South Vancouver Island, we have a particular focus on the Westshore and Sooke communities, which continue to be among the fastest growing communities in Canada. The Canada Census report (2021, reported February 2022) highlighted this rapid growth, with Langford seeing a whopping 31.8% increase in population since the last census in 2016, compared with a national average of 5.2% growth. Sooke saw a 16% growth in population, and other Westshore municipalities also had higher than average increases with Colwood at 12.5%, View Royal 11.2%, and Metchosin at 7.6%. Statistics Canada projects this growth trend will continue over the next 10 years. It is not surprising that we continue to experience significant pressure on our community services, even though there has been very little increase in funding for our sector.

As a growing community with less costly housing than Victoria and Saanich, the Westshore comprises a largely younger demographic. This means more working families with children and the accompanying stressors such as childcare concerns, finances, job stability, healthcare, housing, etc. An increased population of young families in the Westshore represents an increased population that are vulnerable to mental health, domestic violence, parenting and family dynamic challenges, and other concerns. Support services in the Westshore are continually challenged to respond in a timely manner to the demand for service. Due to the population growth, this demand will continue to grow in future years.



- |                 |                      |             |
|-----------------|----------------------|-------------|
| ■ Colwood       | ■ Langford           | ■ Highlands |
| ■ Metchosin     | ■ Sooke              | ■ Victoria  |
| ■ View Royal    | ■ Esquimalt          | ■ Shirley   |
| ■ Port Renfrew  | ■ Salt Spring Island | ■ Duncan    |
| ■ Lake Cowichan |                      |             |

Municipalities  
Served



# Programs and Services – Children and Youth

## **Community Outreach Prevention and Education (COPE)**

PCFSA's COPE program is funded primarily by the municipalities of Langford and Colwood and is also supported by PCFSA fundraising and other grants. COPE has the following three overall aims:

1. To provide individual and group counselling to youth and their families who are living in the Westshore.
2. To offer outreach services to youth in the community.
3. To refer youth to other services specific to their needs.

Trends continue to include gender identity issues, cyber bullying, sexting, sexual exploitation, anxiety, depression, suicidal ideation, self-harm behaviour, family transitions, and parenting concerns.

This year, the COPE program furthered our collaboration and outreach with the Westshore RCMP in prevention and intervention services with Westshore youth.

## **Crime Reduction and Exploitation Diversion (CRED) Program**

CRED is a unique program that provides critical support for youth as young as 12, who are gang involved or at risk of gang involvement or exploitation. By the time youth come to the attention of law enforcement, they may be deeply entrenched in substance use and criminal activity. As the CRED program creates community relationships with families, schools, health providers and other helping agencies, youth are often referred for support earlier in their trajectory. This enables CRED to spearhead wrap-around care at a time when it is most likely to be effective before youth become fully entrenched.

This year, the 4-year funding from the Gun and Gang Violence Action Fund came to an end, and services were reduced to 2 days per week for the first half of the year. However, in November 2024, we received Federal funding from the Department of Justice and were able to increase the services back to full time.

The coordinator in this program works closely with schools, police, community, and PCFSA other youth serving programs to address the continued increase in youth gang activity and exploitation and offers presentations at schools across the CRD.



### **Sexual Abuse Intervention Program (SAIP)**

The Sexual Abuse Intervention Program (SAIP) is a Ministry of Children and Family Development (MCFD) funded community-based program providing specialized services to children and youth up the age of 19, and their families. Service participants include children and youth who have been sexually abused, and children under 12 who exhibit sexually intrusive behaviours. The program is offered to families living in Sooke and the Westshore communities.

This program continues to manage an increased complexity in referrals, resulting in working with multiple systems. SAIP counsellors have noted that often these kids have a suspected mental health diagnosis that may be playing into the behaviors, i.e. impulse control but do not have access to primary care to support referrals to confirm or assess for other mental health issues. There also continues to be an increase in referrals for sexualized behaviour from community, schools, and families for children under the age of 12.

### **Westshore Community Prevention and Youth Services**

This MCFD funded contract addresses the continuum of needs in the community from early years through youth to young parenthood. PCFSA's Youth Services are designed to provide a continuum of early intervention and prevention services, with individual, family, and community outreach models. Services are provided on a universal basis to the public within the community in the Westshore, with priority being determined according to assessed need. Our community-based youth services are intended to promote healthy development, increase resilience and family harmony, reduce high risk behaviours, and maintain youth's connections with their community.

This year we continued to see high demand for this program and increased complexity of need. With the population continuing to grow in the Westshore with many young families experiencing stressors such as economic instability, family dynamic challenges, and mental health and substance use concerns, we expect this trend to continue to grow.



### **Youth Talk**

The Youth Talk email counselling program remains an extremely popular service. Common issues among the youth served are depression, suicidal ideation, self-injury, anxiety, gender identity, family conflict, school issues (academic success and transition to college/university), relationship issues and sexual abuse.

This year we providing email counselling services to 116 youth. There continued to be a significant number of youth who accessed the service to discuss suicidal ideation, reinforcing that this model of service delivery is a safe outlet for youth to address their painful feelings. It appears that some youth have an easier time expressing their issues through this media--as opposed to face-to-face--indicating the high need to continue and perhaps expand upon this service.

### **Youth Groups**

This year we have expanded our offering of groups for youth. In addition to our Lego Group, which provides a safe place for LGBTQIA2S+ youth to receive support and resources, we have partnered with Westshore Secondary and Westshore Parks and Recreation to offer gender specific groups for higher risk youth.

### **Parenting Support**

We have continued our family model of providing parent or other caregiver support, as it provides families with counselling and resources which are integral to ensuring better outcomes all around. We are exploring parenting groups and presentations based on community interest.



# Community Counselling

The Community Counselling Program provides an affordable option for vulnerable individuals, who do not meet the mandate of other funded programs and cannot afford private counselling fees, to receive much needed mental health support. It is staffed by Registered Clinical Counsellors, as well as Master's level student interns.

## Clinical Counselling

Registered therapists provide counselling to adults for a broad range of issues from trauma to mental health and historical concerns.

## Short-Term Affordable Counselling

Adults can access clinical counselling with Master's level interns for a broad range of issues at reduced rates.

### How we help:

- ▶ coping with grief and loss issues
- ▶ contending with depression and anxiety
- ▶ responding to trauma
- ▶ overcoming acute and chronic issues including stress and illness
- ▶ making life decisions and dealing with transitions
- ▶ developing improved coping skills
- ▶ addressing workplace issues
- ▶ working on relationships
- ▶ dealing with parenting challenges
- ▶ enhancing self-esteem
- ▶ planning for the future
- ▶ gender sensitive issues



# Violence Prevention and intervention

## **Stopping the Violence (STV)**

Gender-based violence is violence that is committed against someone based on their gender identity, gender expression, or perceived gender. It can be physical, emotional, psychological, or sexual in nature. Gender-based violence disproportionately impacts women and girls, Indigenous peoples, and other diverse populations.

The Stopping the Violence Program at PCFSA provides counselling for women, trans women and gender fluid individuals who currently experience or have previously experienced abuse in an intimate adult relationship and/or who were sexually abused as children.

As the demand for STV counselling services continues to increase at an exponential rate, the main challenge has been to provide service in a timely manner for the number of referrals we receive. Prompt service is particularly crucial when a high level of safety risk is identified, especially when children are also at risk. Approximately 60% of our STV referrals are rated as priority 1, high safety risk.

## **Family Violence Prevention (FVP) Program**

PCFSA's FVP Program delivers individual and group counselling for adults, within and outside of the criminal justice system, to address their abusive or violent behaviour within intimate relationships. To enhance assessment of the program participants, and to prioritize safety, we also provide services for intimate partners. Partner services aim to increase safety through education on the dynamics of abuse and offer support for safe and healthy choices. Partners are contacted as part of the assessment and may receive ongoing support or intervention if required.

The program enables program participants to understand the nature of domestic violence, to take responsibility for their actions and to develop alternatives to abusive behavior. We work from a variety of perspectives (including feminist, cognitive, narrative, solution-focused, trauma-informed, polyvagal, and trans-theoretical) recognizing past traumas as influencing current behaviour, while still maintaining accountability as a primary focus. The persons served are expected to take responsibility for their behaviour and develop tools for building healthy relationships.

# Mental Health and Substance use Counselling

## **Substance Use (SU) Program**

The SU program's goal is to improve the health and functioning of individuals affected by substance use in the community, thereby enhancing well-being and public health and reducing the impact on the health service. The SU counsellors recognize the links between the experience of violence and trauma on mental health problems and substance use and are committed to following the principles of Trauma Informed Care. Priority is placed on individual safety, providing choice and control in treatment planning, welcoming trauma survivors, minimizing the possibility of re-victimization and supporting individual empowerment and skill development.

Our counsellors continue to liaise and work with other service providers in the community, including the Westshore HUB, to provide a continuum of services and to share information on trends. Over the course of this quarter, we have worked with community partners to develop a route for direct referrals to detox services. The SU program also works closely with the Community Health Centre providers to ensure continuity of care.

## **Short Term Integrated Community Counselling**

Offers short term counselling up to 12 sessions and/or group support for Westshore residents (17+) who are seeking support for moderate mental health symptoms. This program is funded by Island Health.





# Healthy Aging Programs

## Better at Home

The intent of the Better at Home program is to support seniors to remain in their homes, offering support in the form of friendly visits and transportation to appointments, offered by volunteers, as well as subsidies for professional services such as light housekeeping.



## Social Meals

Taking a senior-centered approach, the Social Meals Program addresses the unique and diverse needs, priorities, and changing circumstances of older adults in our community. This year we provided Sharing Meals, Sharing Experiences (SMSE) outings for Seniors in the Westshore, which included transportation to and from the participants' homes to the outing location where a meal was provided along with a social activity.

## Social Prescribing and Community Connector

PCFSA has received funding for a Social Prescribing and Community Connector program that will begin in the summer 2025. This program will support older adults in our community by connecting them with community resources, healthcare services, and non-clinical interventions that promote physical, mental, and social well-being. The program will focus on community navigation, helping individuals access resources like social activities, healthcare, housing, and volunteer opportunities.



# Group Counselling - Adults

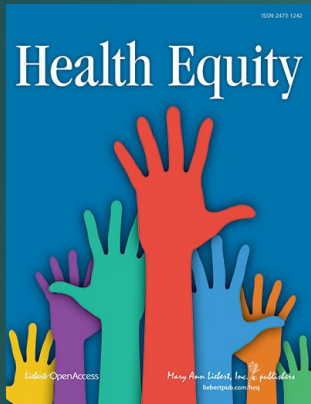
This year we offered several group counselling options for those seeking our support.

They included:

- ▶ YMIND - a seven-week mental wellness program for young people who are aged 18 to 30 and struggling with mild-to-moderate anxiety or stress.
- ▶ Affected By - An 8-week, closed group for individuals over 19 affected by a loved one's substance use.
- ▶ Stopping the Violence - A six-week group for women, trans women, and gender-fluid individuals over 19 who are currently facing or have experienced abuse in an intimate adult relationship or childhood sexual abuse.
- ▶ Suicide Loss Support Group – A monthly drop-in group that offers a safe and welcoming space for individuals over 19 who have experienced the loss of a loved one to suicide.
- ▶ Tools for Change Group - A closed, weekly group for people over 19 who are struggling with their anger, communication, and conflict behaviour in relationship with their intimate partner.



# Westshore Community Health Centre



The Westshore Community Health Centre (WSCHC) has been operating at PCFSA since June 2022 and provides team based longitudinal primary health care for individuals, and their families, who have experienced inequities to accessing health care due to the social determinants of health. This includes factors related to income, employment and working conditions, education/literacy, childhood experiences, built environment, lack of social supports, gender/race/class-based discrimination, and the intersection of same.

The Community Health Centre model of team-based care has been extremely valuable in allowing us to provide patient centered health care services to individuals who have experienced significant barriers to accessing care. The model allows for service delivery that reflects the needs of the diverse community that we serve, which includes service providers being able to spend the time needed with patients who otherwise may not receive care.

The WSCHC has an ongoing annual budget of over 4 million and consists of a team of 7.26 Full-Time Equivalent (FTE) Family Physicians, 3 FTE Nurse Practitioners, .2 FTE Medical Director, 4 FTE Registered Nurses, 2 FTE Community Health Workers, 2 FTE Social Workers, 1 FTE Indigenous Liaison, and 1 FTE Operations Director.



# Our Reach

**Total Clients Served: 6026**

Youth & Family Counselling Sessions: 11,396

Adult Counselling Sessions: 24,495

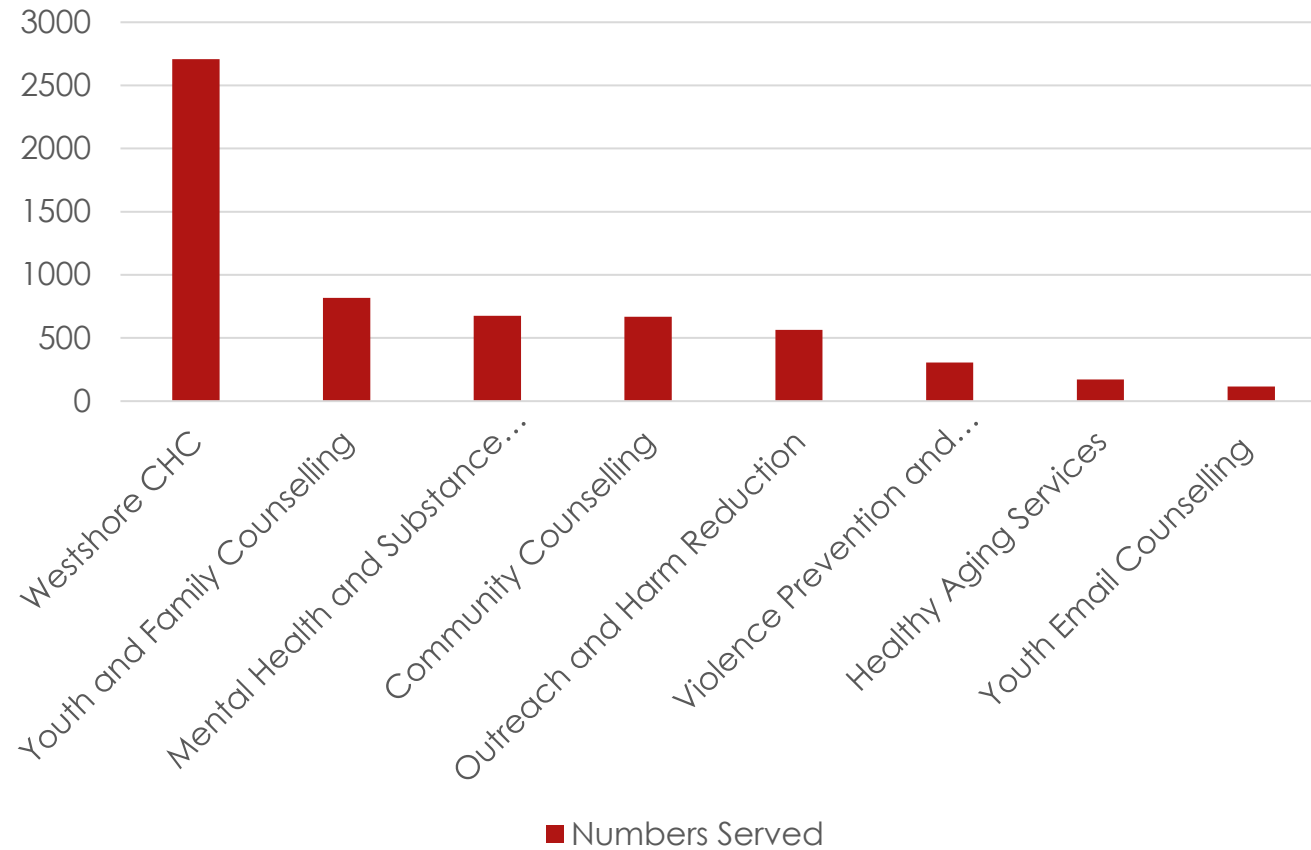
Outreach and Prevention (Youth & Community): 4083  
outreach engagements and educational workshops

Attached to Primary Health Care Provider: 2707

Primary Health Care Clinic Visits: 22,771

Harm Reduction: 1250 harm reduction kits and 816  
Naloxone kits distributed.

Numbers Served



Our Reach by  
Program

# Community and Program Development

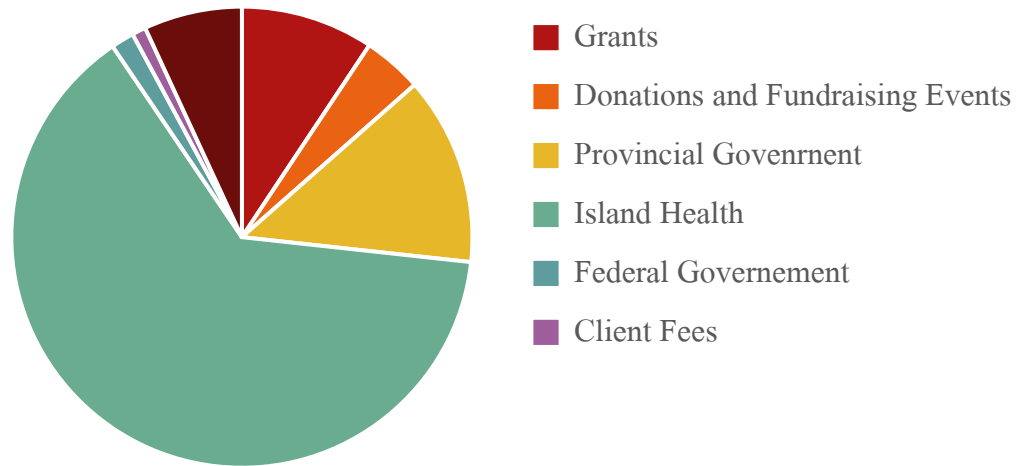
PCFSA continues to demonstrate its commitment to community development and collaborative activities across South Vancouver Island. The staff works regularly with colleagues and community partners to enhance our collaborative approach to serving families.

PCFSA has been an active member of The Village Initiative(TVI) and was actively involved in the proposal for a Westshore Foundry and continues to be part of the leadership Advisory Council. We developed and chair a Seniors Table, made up of community groups who are working to improve the lives of older adults in our community. We also continue to participate in committees and working groups to address significant concerns affecting our community (mental health and substance use, suicide postvention, integration of services, delays in service, and Decolonization and Reconciliation).

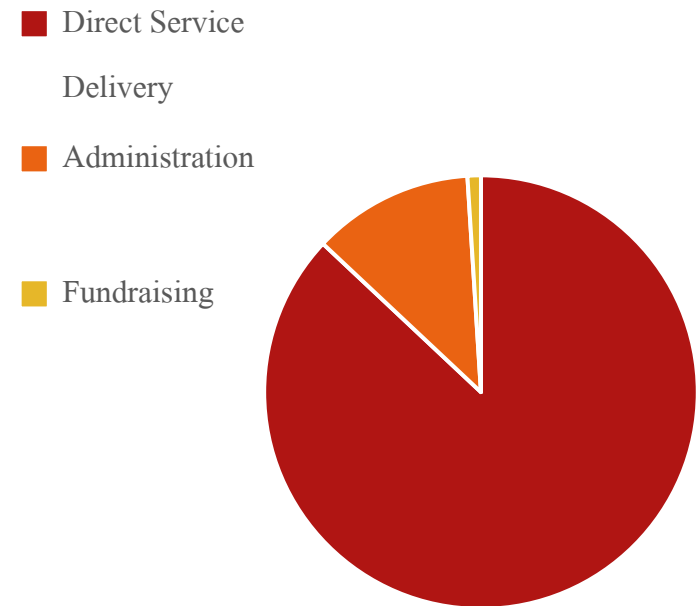


# Financial

## Where our Funding Came From



## How we spent our funding



## The Year Ahead

As PCFSA continues to grow and solidifies itself as the largest community social services and healthcare agency in the Westshore, we will continue to offer and expand upon our growing range of services that respond to the priority needs of the community. In addition to continuing to develop our model of team-based care and attaching patients to a primary care provider, the year ahead will be focused on further collaboration with partner agencies in continued dialogue with current funders and all levels of government to advocate for additional resources to serve our rapidly growing community.

As we face global economic and political uncertainty, we will be proactive in supporting the health and wellness of not only the community we serve, but also our staff, volunteers and Board. Through professional development and leadership opportunities, we will make possible the development of skills and capacity to support the delivery of services, succession planning, and achievement of our vision.



# Client Feedback

"Hi! I just wanted to say a big THANK YOU for connecting me with [PCFSA Counsellor]. We had our intake session yesterday and we vibe. I feel like you have been instrumental in my healing journey in many ways. Just want you to know that you are sooo appreciated!"



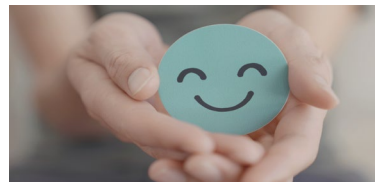
" It was hard for me to trust. I didn't believe people really cared or that there were other options for me but now I can see that I can make different choices and people are there for me. I got a job at McDonalds and I am thinking about school."

"I so appreciate your knowledge and compassion, your suggestions and care. Thank you for the sessions and the difference they make in my life"

"Thanks for every single thing you did for me! I wouldn't be in this position if it weren't for your help"!



"Thank you for being so nice to me as you helped me throughout the journey I had with you. I hope we connect in the future"



"Just getting to know others takes time, I was very shy at first then it got easier, all were so very nice and patient"





# Thank you to our Supportive Partners and Funders

## Government Contracts

- City of Colwood
- City of Langford
- Department of Justice
- Island Health
- Ministry of Children and Families
- Ministry of Health
- Ministry of Public Safety and Solicitor General

## Grants

- BC Association of Charitable Gaming
- Civil Forfeiture Grant
- Community Action Initiative
- Red Cross of Canada
- United Way of British Columbia
- United Way South Vancouver Island
- Victoria Foundation
- YMCA/YWCA

## Donors, Sponsors, and Partnerships

- 100 Men Who Care
- Auxilium Mortgage Corporation
- Barter Pay and Associates
- BC Association of Community Health Centres
- BC Housing
- Big Wheel Burger
- Bisset-Covaneiro & Associates, IG Wealth
- Blue Sea Foundation
- Children's Health Foundation of Vancouver Island
- CIBC
- City Centre Park
- Collective Catering
- Cooperators Corcoran Financial Group Ltd
- District of Metchosin
- Doane Grant Thornton
- F45 Training Langford
- Home Depot
- Island Savings Credit Union

- Julia Abraham Real Estate
- KC Custom Designs
- Keycorp Developments
- Maxxam Insurance
- Metchosin Seniors Association
- Pinon Cleaning
- Prosperity Planning
- Quality Foods
- Royal Bay Bakery
- RTM Masonry
- Sawmill Taphouse and Grill
- Shoebox Project
- Simply Balanced Benefits
- Skyla J and Oz Productions
- Soroptimist International Victoria Westshore
- Starbucks Westshore
- Tasha Knight Photography
- The Village Initiative
- Thrive Community Services and Foundry Westshore
- Times Colonist
- U-Haul
- Used Victoria
- Volunteer Victoria
- Wellness news
- Westhills
- Westrek Geotech
- Westshore Chamber of Commerce
- Westshore Lions Club
- Westshore Rotary Club
- Worklink Employment Society

**And every individual donor,  
volunteer, member, and supporter  
of PCFSA!** *Thank you*