



Insight



Annual Report 2022



Our Story

Mission

To provide effective, long-term therapy to Calgarians in need, regardless of their income or ability to pay.

Vision

We aim to interrupt the cycle of poverty, by providing effective long-term therapy that helps people address traumas that keep them stuck in a high-risk, socio-economic cycle.

History

In 2000, Sr. [Donna Marie Perry](#) saw an unmet need in our community. Providing counselling as a social worker, she noticed that many people in poverty had deep, unresolved problems that seemed to keep them stuck in high risk, or low-socioeconomic situations. She saw that these people did not have the financial resources to seek out the long-term therapy that would help treat the issues that could lift them out of poverty. She formed Insight Counselling and Therapy Centre to meet this need—to offer counselling for as low as five dollars a session—so everyone could access the help they needed. Eventually, bringing on unpaid practicum student counsellors, allowed ICTC to expand its helping reach, while supporting upcoming clinicians in their professional development. ICTC continues to be the only Calgary organization that offers affordable, long-term therapy to its clients.

President Report

Dear Members,

I became president of Insight Counselling and Therapy Centre (ICTC) a year ago. It has been a busy time, filled with opportunities, challenges, and rewards.


As we neared the end of the COVID-19 crisis, ICTC returned to delivering services face to face, although many clients continue to prefer the online options. It is to the credit of our students and the clinical staff that they continued to provide services during the epidemic.

One of the first things I did after becoming president was to visit several of our community partners. It was great to get their perspectives, to gain an understanding of their programs, and to hear their appreciation for ICTC and the services we provide through our partnership with them. It was also disheartening to hear about the challenges experienced by some of our partnerships regarding their struggles with securing funding.

In order to be more efficient and accountable in the provision of services we did some re-organizing. We updated job descriptions and developed contracts for our Director of Finance, Clinical Director and Clinical Supervisors. We also completed the process of revising the bylaws.

From a staffing perspective, Suzanne McKay moved into the role of Clinical Director, Donna Marie Perry shifted from that role to Clinical Supervisor. Bonnie Casella has continued in her role of Clinical Supervisor. Kara-Leah Gonty left the role of Clinical Supervisor to pursue another position.

On the Board, we welcomed two new board members, Debra Armstrong and Karol Vandergaag. Both bring valuable skills and experience for our organization. Unfortunately, we also had two board members leave. Willem Hartley and Simon Zak left the Board to attend to work and family commitments. Their contributions to Insight are greatly appreciated.



We also undertook a couple of projects to promote ICTC. We have new brochures and hosted a two- day workshop with Dr. James Allen from Oklahoma City. We had 24 people participate in this workshop.

Over the past few months I have had the opportunity to work with Suzanne to provide group supervision for the students. I am impressed with the students and their willingness to learn and their commitment to the clients they serve.

We are in the process of updating our contact list, which will be our membership list. In this process I have received some very nice comments of positive regard for ICTC.

I want to thank two key donors, the Calgary Catholic Diocese and the Faithful Companions of Jesus. I understand that they have both been supportive of Insight since its inception. I would also like to thank our private donors. Their generosity ensures that we are able to continue to provide counselling and therapy to anyone, regardless of their ability to pay.

We also received funding from the Ed Stelmach Foundation and continue to work on other funding proposals. We were successful with an application for a casino license and are currently in the queue to be scheduled for a casino. We also were the recipient of a generous donation from the Southwest Communities Resource Centre Society, as part of the dissolution of their organization. We were honored that they selected ICTC to disperse funds.

In closing, I would also like to acknowledge Sr. Donna Marie Perry who is the founder of this organization and continues to be engaged and serves as a role model for all of us. I want to thank the Board, the staff, and our community partners for their commitment to ICTC.

Respectfully submitted,

Richard Gregory, MSC, ACSW



President


Clinical Director Report

This past year has been a time of reinforcing the foundation of ICTC, in preparation for meeting the ongoing demand for services. I began 2022 as the President of the board, while balancing the board and operational demands. In May 2022 I shifted roles to be strictly operational as the Clinical Director. This marked a huge change for ICTC, with Donna Marie Perry stepping down from that role, and into the Assistant Clinical Director role. This shift has given us the opportunity to have a dedicated person for operational and clinical development, allowing Donna Marie the opportunity to focus more on clinical supervision.

Over the past year, the clinical side of the organization has experienced an overhaul of all policies and procedures for students and clients. This has kept us up to date with ethical requirements, best business practices, and created a more professional presence for the organization. We have implemented new risk-screening practices at intake, trauma-informed care training, a formal process for continuity of client care, supervisor evaluations, and student exit reviews.

In 2022 we had 19 students from 6 universities. Our students counselled 301 clients over 2429 counselling hours. ICTC continues to be the only Calgary organization to offer low-cost, long-term therapy. We continue to work in partnership with five organizations. This is a slight decrease; however, RISE Calgary absorbed three previous partnerships into one, and we gained an additional partnership—Foundations of Mission.

The post-COVID trends for counselling continue to be unpredictable. The number of clients accessing counselling through some partnerships continues to be lower than pre-pandemic numbers. However, we are seeing unprecedented growth in the number of clients accessing counselling through ICTC directly. We continue to have a substantial wait-list



for services, with most people expecting a wait time of four to twelve weeks. Counselling continues to be a mix of in-person, virtual, and telephone access. This has improved access for many clients, removing barriers of mobility, cost of travel and parking.

Securing Clinical Supervisors continues to be an ongoing challenge. At the start of 2022 we had three Clinical Supervisors for the first time, one of which left us at the end of August. This meant fewer student counsellors in the September intake. However, we were able to introduce a fixed, monthly group supervision for students hosted by Richard and myself. This has been an invaluable opportunity for students to learn from one another, and experience different supervision approaches. We continue to receive high praise from outgoing students for their overall supervision experience at ICTC.

Looking forward, the clinical team aims to continue to improve the experience of clients, students and staff at ICTC. We hope to expand the training opportunities for students and staff, and create feedback options for clients. We continue to pursue options for expanding our team of Clinical Supervisors. This will enable us to bring on more student counsellors, in turn, serving more clients.

The achievements of ICTC in 2022 would not have been possible without the support of our funders, strong board of directors, experienced clinical staff, students, and our dedicated finance Manager Jennifer Thompson. I want to extend a special thanks to Jennifer who continues to be an asset to our operations. Her attention to detail, willingness to learn, and commitment to ICTC has been integral to our success over the past year.

Suzanne McKay, MACP, AFCC, CCC

Clinical Director



Our Impact

19



Students from 6
universities trained

5



Community Partners

Top 5 reasons
clients seek
counselling

1

Anxiety

2

Stress

3

Depression

4

Trauma

5

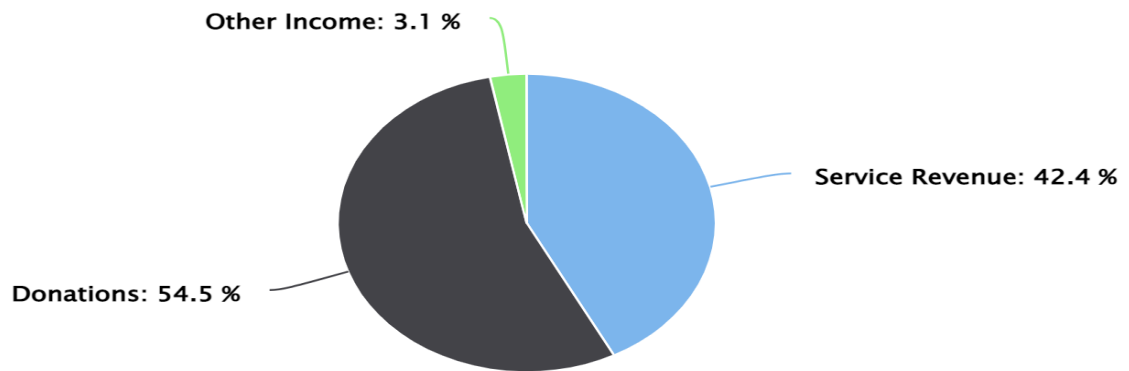
Relationships

Financials

Summary

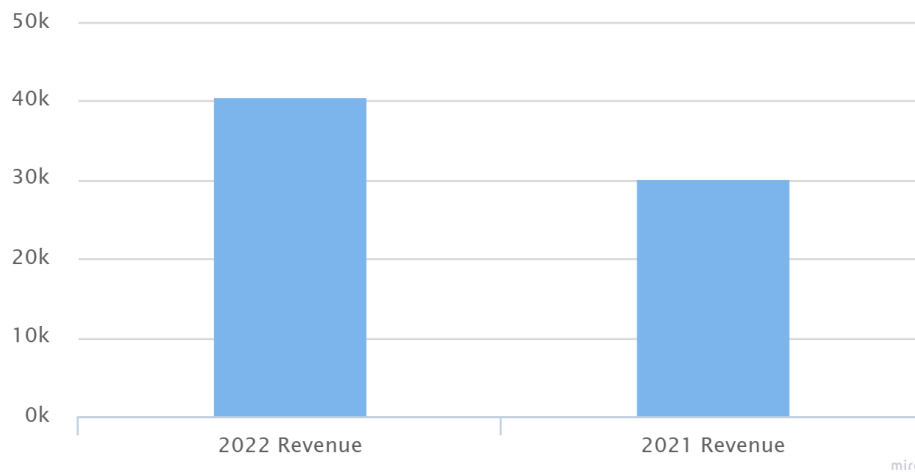
- In our account, our Jan starting Balance was \$61,789.35 and we ended 2022 with a Balance of \$83,123.2
- Overall, we ended our 2022 financial year with a profit of \$21,333.89

Revenue 2022



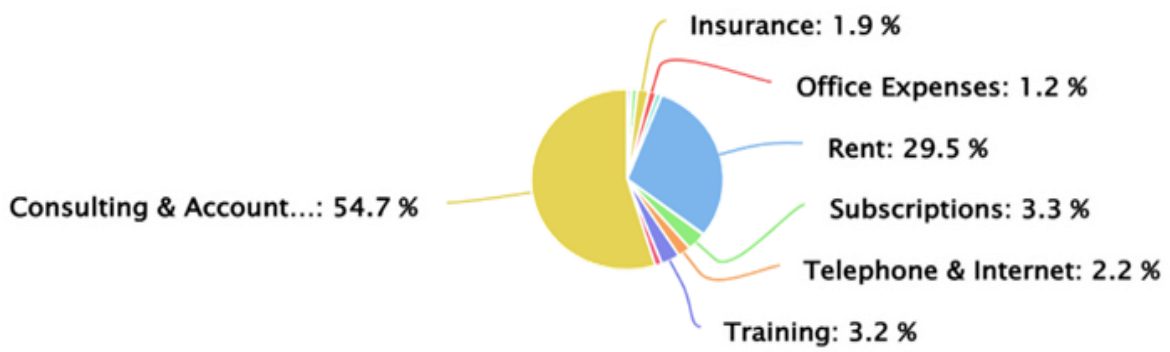
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Service Revenue Comparison



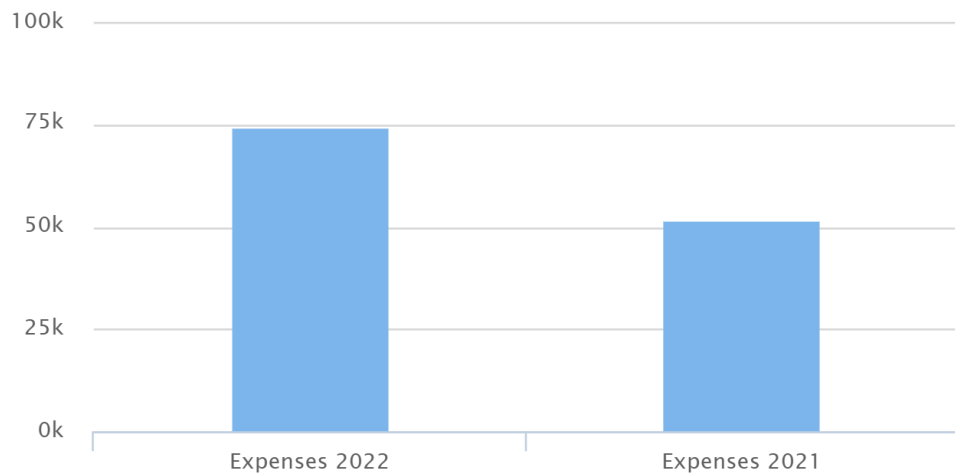
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Expenses 2022



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Expense Comparison



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Income

- We earned \$95,893.95 total Income Revenue – This was an increase of 108% compared to our predicted income revenue (\$46,200.00)
- 42% was earned by service revenue
- 55% was donations received throughout the year – Which included a few large donations from our previous partnership with Southwest Communities Resource Centre Society (\$20,000), FCJ (\$10,000) and The Ed Stelmach community Foundation (\$10,000)
- 3% was other Income – We put on our first ever CBT training Conference, T.A training and supervision
- We used the year to revamp our fee collection process that we were able to increase our overall paid sessions by 75% compared to the 53% in 2021, this increase also decreased our zero dollar charged sessions from 47% in 2021 to 25% in 2022

Expenses

- We incurred \$74,560.06 in total expenses - This was an increase of 20% compared to our predicted expense figure (\$62,178)
- Our expenses increased by 44% (\$22,691.73) in 2022
- In 2022 we hired 2 new contract positions (clinical director and finance manager), brought on a temporary supervisor and adjusted an increase in our current contract supervisor positions pay (we increased from a consulting & accounting cost of \$13,000 in 2021 to \$40,785.50 in 2022)

Insight Counselling & Therapy Centre
STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCE
Year Ended December 2022

	2022	2021	Variance
Revenue			
Income	\$ 40,627.10	\$ 30,278.85	\$ 10,348.25
Donations	\$ 52,278.99	\$ 22,815.27	\$ 29,463.72
Fundraising	\$ -	\$ 924.15	\$ (924.15)
Grants	\$ -	\$ -	\$ -
Membership Due	\$ -	\$ -	\$ -
Investing Income	\$ -	\$ -	\$ -
Other Income (TA Training, Books, Supervision etc)	\$ 2,987.86	\$ 1,553.35	\$ 1,434.51
	<u>\$ 95,893.95</u>	<u>\$ 55,571.62</u>	<u>\$ 40,322.33</u>
Operating Expenses			
Advertising	\$ 411.58	\$ -	\$ 411.58
Appreciation Gifts / awards	\$ 179.51	\$ 1,025.04	\$ (845.53)
Bank Fees	\$ 656.10	\$ 596.85	\$ 59.25
Board Expense Reimbursements	\$ 46.00	\$ -	\$ 46.00
Consulting & Accounting	\$ 40,785.50	\$ 13,000.00	\$ 27,785.50
General Expenses	\$ -	\$ 371.65	\$ (371.65)
Income Tax Expense	\$ -	\$ 606.98	\$ (606.98)
Insurance	\$ 1,410.00	\$ 707.00	\$ 703.00
Legal Expenses	\$ 52.25	\$ -	\$ 52.25
Office Expenses	\$ 904.16	\$ 3,595.10	\$ (2,690.94)
Printing & Stationery	\$ 714.25	\$ 394.82	\$ 319.43
Rent	\$ 22,003.03	\$ 22,134.92	\$ (131.89)
Student Farewell	\$ 91.39	\$ -	\$ 91.39
Subscriptions	\$ 2,425.71	\$ 7,432.15	\$ (5,006.44)
Telephone & Internet	\$ 1,643.35	\$ 2,003.82	\$ (360.47)
Training	\$ 2,366.00	\$ -	\$ 2,366.00
Travel	\$ 871.23	\$ -	\$ 871.23
	<u>\$ 74,560.06</u>	<u>\$ 51,868.33</u>	<u>\$ 22,691.73</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ 21,333.89</u>	<u>\$ 3,703.29</u>	<u>\$ 17,630.60</u>
Fund Balances. Beginning of the year	<u>\$ 61,789.35</u>	<u>\$ 58,086.06</u>	<u>\$ 3,703.29</u>
Fund balances, end of year, as previously recorded	<u>\$ 83,123.24</u>	<u>\$ 61,789.35</u>	<u>\$ 21,333.89</u>
Prior Period Adjustment			
Fund balances, end of year, re-stated	<u>\$ 83,123.24</u>	<u>\$ 61,789.35</u>	<u>\$ 21,333.89</u>

Insight Counselling & Therapy Centre
 STATEMENT OF FINANCIAL POSITION
 Year Ended December 2022

	2022	2021	Variance
Current Assets			
Cash and term deposits	\$83,123.00	\$61,789.35	\$ 21,333.65
Petty Cash	\$ -	\$ -	\$ -
	<u>\$83,123.00</u>	<u>\$61,789.35</u>	<u>\$ 21,333.65</u>
Held to Maturity Investments			
Investment	\$ -	\$ -	\$ -
Capital Assets			
Leasehold Improvements	\$ -	\$ -	\$ -
Office Furniture & Equipment	\$ -	\$ -	\$ -
Accumulated Depreciation	\$ -	\$ -	\$ -
	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Other Assets			
Prepaid Expenses	\$ -	\$ -	\$ -
	<u>\$83,123.00</u>	<u>\$61,789.35</u>	<u>\$ 21,333.65</u>
Current Liabilities			
Current Liabilities	\$ -	\$ -	\$ -
Long Term Liabilities			
Long Term Liabilities			
Fund Balances			
Invested in Capital Assests	\$ -	\$ -	\$ -
Externally Restricted	\$ -	\$ -	\$ -
Internal Restricted	\$ -	\$ -	\$ -
Unrestricted	<u>\$83,123.00</u>	<u>\$61,789.35</u>	<u>\$ 21,333.65</u>
	<u>\$83,123.00</u>	<u>\$61,789.35</u>	<u>\$ 21,333.65</u>
	<u>\$83,123.00</u>	<u>\$61,789.35</u>	<u>\$ 21,333.65</u>



Board of Directors

Richard Gregory

President

Social Worker

Simon Zak

Vice President

Lawyer

Grace Arhinful

Treasurer

Psychologist

Kathleen Guenther

Secretary

Teacher

Willem Hartley

Board Member

Executive Director

Polli Wells

Board Member

Empl. Consultant

Meghan Hole

Board Member

Psychologist





Thank you to our funders

Thank you to the many individual donors and funding agencies that support us in our mission to provide competent counselling and psycho-therapy services to individuals and families, regardless of their income, in order to promote their emotional, social, and psychological well-being.

