

You're  
never  
alone.



SPECTRA  
Helpline

Annual Report  
2014 - 2015

**Board Chair and Executive Director Message**

We are proud to share with you this 2014-2015 Spectra Helpline Annual Report. The stories and statistics in this report reflect our commitment to provide support to people in crisis or are suicidal, people with mental health issues, and people who are socially isolated and marginalized. Through our work we have a very meaningful impact in our community by helping people live independently, helping them cope, de-escalating mental health episodes, de-escalating crisis, and saving lives.

We are continually looking for new ways to make sure we can reach everyone who needs our services, it's never enough to just 'maintain' we need to find ways to do more and improve. This year we tackled three critical initiatives that will set us up for increased impact in the future:

**Call-centre system:** We replaced three antiquated phone systems, with one call-centre system, with an immediate positive impact on call quality and call answer rates. For the first time in our history, we now have a hierarchy for call flow which allows us to prioritize crisis/suicide calls and elder abuse support program calls, so these calls are always answered by a live responder. And this new system provides detailed analytics to help us identify opportunities for improvement, for example, which cities calls originate from, how many callers hang up before speaking to a responder, and call wait times.

**Marketing and public awareness:** We had not actively marketed our services to the general public for approximately two years, since during that time we were working through the merger between our founding organizations Distress Centre Peel and Telecare Brampton. As a result, the number of callers to our helplines declined. This year we embarked on a region-wide marketing and public awareness strategy that included a brand refresh and new marketing materials. We know there are people out there suffering in silence, simply because they do not know about our services. We are fixing that.

**Online and text support:** Spectra joined a collaborative of five helpline organizations to pilot online and text support for the Greater Toronto Area. After extensive planning through 2014-15, we started with a soft launch in the summer of 2015. This new service delivery model allows us to reach individuals who prefer not to use, or have difficulty using, telephone systems (for example younger people, people who have hearing or speech impairments, people with privacy issues, people with phone anxiety).

All of these initiatives have directly improved service to people in need, and through regular evaluation and expansion, will help us focus our future outreach, public education, and awareness strategy for the people of Mississauga, Brampton and Caledon.

Our success could not be achieved without our outstanding volunteer responders who are the backbone of our organization, the help of our community partners, the dedication of our staff, and the funders who realize how critical our service is to the Peel community. In addition, we want to acknowledge the guidance and oversight of our Board whose leadership has made Spectra Helpline a stronger and more impactful organization: Jass Aujla, Dr. Sandeepan Bhati, Alex Calder, Marlene Eastman, Susan Griffiths, Shouvik Roy, and Sue Wellspring.

Respectfully,



*Cheryl Fullerton*

Chair, Board of Directors



*Alison Caird*

Executive Director



2014-15 Board of Directors (L-R):

Shouvik Roy; Alex Calder, Treasurer; Susan Griffiths; Kim Bellissimo, Chair; Cheryl Fullerton, Vice-Chair; Jass Aujla, Secretary; Jane Mason, Vice-Chair; Dr. Sandeepan Bhatia, Sue Wellspring, [absent: Marlene Eastman]

## **Spectra Helpline Funders & Supporters**

Spectra Helpline extends our deepest gratitude to the individuals, organizations, and corporations who support us. Through your generosity, Spectra Helpline has been able to buy better technology, advance our programs and services through continuous improvement practices, as well as attract the finest staff and volunteer responders.

### **Champions - \$300,000+**

Ministry of Health and Long Term Care  
United Way of Peel

### **Partners - \$100,000 - \$200,000**

Region of Peel

### **Friends**

#### **\$20,000 - \$49,999**

Ontario Trillium Foundation

#### **\$10,000 - \$19,999**

Human Resources and Skills Development, Canada,  
New Horizons for Seniors

#### **\$5,000 - \$9,999**

Brampton and Caledon Community Foundation  
Green Shield Canada  
Partners Resource Group

#### **\$1,000 - \$4,999**

Catherine Burke  
Fox Group Technology  
Human Resources and Skills Development  
Canada, Summer Jobs  
Knights of Columbus JFK Council 5523

#### **\$500 - \$999**

Alison Caird  
Sunil Chadha  
Woodlands Community School

#### **\$250 - \$499**

J. D. Connor  
Royal Canadian Legion

### **Under \$250**

Anonymous  
Jass Aujla  
Kevette Bobb  
Evan Cranna  
Lydia Cutler  
Joanne Dunne  
Alan Groen  
Hart Lake Community Presbyterian Church  
Lauren Harvey  
Brian Kennedy  
Darby Laurence  
Patty Lo  
Brian Lorette  
OPG Employees & Pensioners Charity Trust  
Andrew Maunder  
Karen Schroeter  
Ajit Sehmi  
Joseph Sirianni  
Standard Products Inc.  
Vazgin Timas  
Harbans Viridi

### **In Memoriam**

Estate of Donald Palmer Stacy

### **Fundraising Volunteers**

Fundraising volunteers raised \$24,353 in bingo proceeds for Spectra this past year. We extend our sincerest appreciation to:

John Davis  
Pauline Gordon  
Hugh Preston  
Irene Reynolds

## Summarized Financial Statements

Spectra's financial statements were prepared by Horn Almand Chartered Accountants. Complete financial statements are available upon request.

As at March 31, 2015

	2015	2014
<b>Current Assets</b>		
Cash and Short-Term Investments	215,159	414,122
Accounts Receivable and Other Assets	<u>73,073</u>	<u>52,740</u>
	<b>288,232</b>	<b>466,862</b>
Capital Assets	42,190	13,632
	<u>330,422</u>	<u>480,494</u>
<b>Current Liabilities</b>		
Accounts Payable	41,647	88,355
Deferred Revenue	<u>69,791</u>	<u>206,372</u>
	<b>111,438</b>	<b>294,727</b>
<b>Net Assets, Restricted and Unrestricted</b>	<u>218,984</u>	<u>185,767</u>
	<b>330,422</b>	<b>480,494</b>

For the year ended March 31, 2015

<b>Revenues</b>		
Ontario Ministry of Health and Long Term Care	323,776	323,776
United Way of Peel Region	314,415	314,415
Region of Peel	176,496	148,890
Ontario Trillium Foundation	38,261	67,892
Government of Canada	22,992	
Fundraising, Donations and Other	<u>61,233</u>	<u>51,638</u>
	<b>937,173</b>	<b>906,611</b>
<b>Expenditures</b>		
Salaries and Benefits	569,671	567,996
Occupancy and Facilities	72,190	86,805
Volunteer Education and Promotion	60,955	40,954
Programs, Contracted and Purchased Services	97,445	96,099
Fundraising	3,450	3,830
Amortization	9,851	2,406
General Administration	<u>90,394</u>	<u>79,092</u>
	<b>903,956</b>	<b>877,182</b>
Excess of Revenues over Expenses	<b>33,217</b>	<b>29,429</b>

*Spectra Community Support Services, Charitable Registration # 88928 3248 RR0001*

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## Spectra Staff Team as of March 31, 2015

**Alison Caird**  
Executive Director

**Christina Halladay**  
Director of Operations

**Lia Colosimo**  
Helpline Manager

**Susan Melnick**  
Touching Base & ONTX Manager

**Kathy Connor**  
Volunteer Resources Coordinator

**Hema Vaswani**  
Volunteer Resources Coordinator

**Raji Aujla**  
TeleCheck and Language Lines  
Manager (April-August)

**Gina Coleman**  
TeleCheck and Language Lines  
Manager (Sept-March)

**Ana Maria Escobar**  
Outreach Coordinator -  
Spanish and Portuguese Community

**Damanjot Sohal**  
Outreach Coordinator -  
South Asian Community

**Jin Zhang**  
Outreach Coordinator -  
Chinese Community

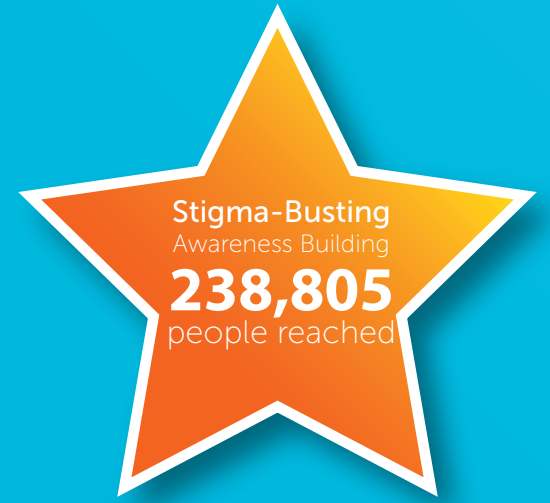
We would like to recognize Jean Lee, Spectra's bookkeeper, and Roberta Fox, our Information Technology Advisor.

# WE'RE



# MAKING

# A DIFFERENCE



- 324 # of active volunteer responders
- 30,170 # of hours volunteers donated to Spectra
- 93 average hours donated per volunteer
- 133 # of volunteer responders trained

"I really do think that Spectra Helpline is a vital source for our community and I am so proud to be a part of this movement. For the first time in a long time I feel aligned with myself and my purpose on earth." *Shennae, Spectra Volunteer*

## 5 TOP REASONS WHY PEOPLE CALL US

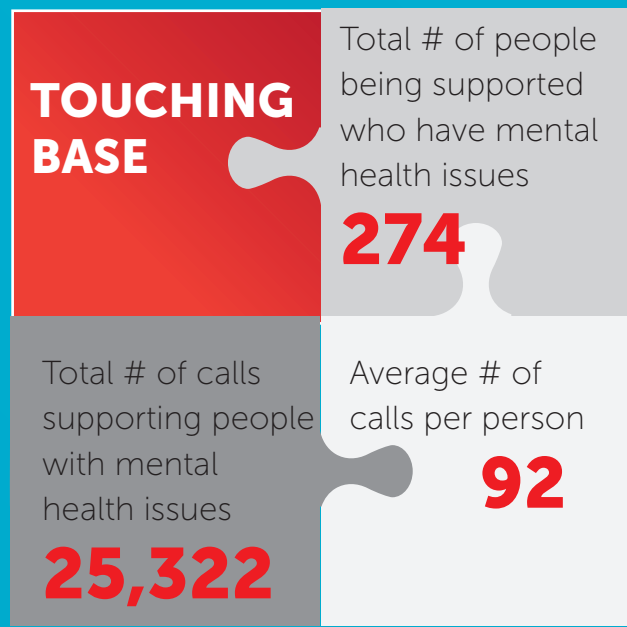
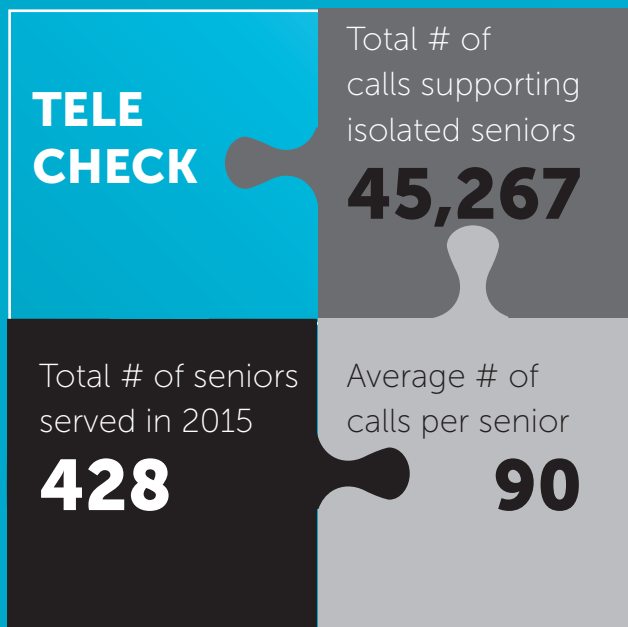
- 1 Interpersonal concerns (i.e. isolation, loneliness, relationships, self-esteem) **31,205**
- 2 Mental health issues **16,983**
- 3 Abuse **3,401**
- 4 Suicide ideation or intent **1,241**
- 5 High risk suicide calls **40**

\*statistics reflect multiple answers, therefore do not add up to 100%.\*

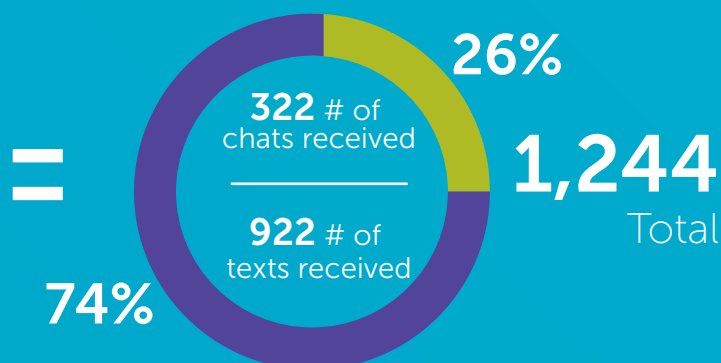
## 5 TOP CALLER OUTCOMES

- 1 Decrease in social isolation / loneliness **10,496**
- 2 Decrease in distress / anxiety **6,305**
- 3 Increased ability to cope **5,241**
- 4 Self-esteem improved **2,361**
- 5 Decrease in harmful intensions **399**

**92%** said Spectra made a positive difference, and they appreciated the support.



ONTX  
Summer 2015 pilot project - 4 months



## 4 TOP REASONS WHY PEOPLE REACHED OUT TO US

- \\ Mental health issues **498**
- \\ Suicide ideation or intent **333**
- \\ Interpersonal concerns / loneliness **606**
- \\ Addiction concerns **63**

## 5 TOP OUTCOMES

- \\ Made a positive difference **215**
- \\ Improved access to services **114**
- \\ Reduced feelings of social isolation **251**
- \\ Better able to function / cope **176**
- \\ Decrease in harmful intentions **69**

## ONTX PROFILE

- Female **66%**
- Single **14%**
- 15-24 **36%**
- Student **15%**

\*ONTX is a collaborative service in partnership with Community Torchlight Wellington-Dufferin, Distress Centre Durham, Distress Centres Toronto, Spectra Helpline, and Distress Crisis Ontario.\*



All programs and services are free and confidential.

### FUNDERS

- Region of Peel Working for you
- Ontario Trillium Foundation
- Human Resources and Skills Development, Canada, New Horizons for Seniors
- United Way Peel Region
- Fox Group Technology
- Brampton Caledon Community Foundation
- Ontario Central West Local Health Integration Network
- Green Shield Canada

### PROGRAMS

- 24/7 Helpline (English)
- Multilingual Helplines
- Peel Elder Abuse Support Program
- TeleCheck Seniors Program (55+)
- Touching Base Program (16+)

### LANGUAGES SERVED

- English
- Cantonese
- Mandarin
- Portuguese
- Spanish
- Hindi
- Punjabi
- Urdu

### WE'RE HERE TO LISTEN

- Brampton & Mississauga: 905.459.7777
- Caledon: 1.877.298.5444
- TTY: 905.278.4890
- Text #: 741741
- Website: www.spectrahelpline.org

