

SOS Annual Report

SOS visions and accomplishments

Maintain Essential Services ✓



Connect with residents and provide support ✓



Meet needs, ✓
help alleviate stress



Restart programs and services ✓
as COVID-19 restrictions allow



2020-2021

Who We Are



Our Mission:

To improve community through programming and provide a safety net for School District 69 residents.

Our Vision:

A supported and inclusive community.

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Message from the Board Chair

It's been a challenging year, but we have also seen many success stories at SOS. When the pandemic struck, SOS quickly mobilized and did what we do best — we met needs of the community.

We adapted many of our existing programs to better serve those who needed help. Volunteers, Donors, Staff and Directors stepped up when our Thrift Shop was forced to close and provided the resources we needed to continue.

With your support, we began grocery shopping for seniors. We called senior clients to ensure their basic needs were being met. We connected residents with professional counsellors online.

We provided advocacy support over the phone, and set up a pick-up system for emergency vouchers.

We began delivering “home-made” food and activities to children, youth and families, since we could no longer host them at SOS.

Thank you for standing with us to get through these difficult times. Together we made a positive difference in our community.

There is still more to do in the years ahead. Everyone at SOS looks forward to joining with you to meet more needs and make life better for the people in our community.

~ Martin Fereday



Message from the Executive Director

At SOS we pride ourselves on our solid reputation which was created by working in a consistent and compassionate way. But when the pandemic hit, we could no longer operate in our usual way. Every day, things were changing. We had to close our Thrift Shop and lay off 80% of our staff.

We had to suspend programs that residents have come to rely on. We no longer had a secure funding base, but our community needed us, perhaps more than ever. In response, we needed to make fundraising a priority. We needed help, and we had to ask for it.

Beginning with our Grateful Hearts Campaign, we reached out to the com-

munity, and we were amazed by the incredible support we received.

I am forever grateful to our community members, those who have stood with us for years, and others who heard our call for help this past year, and felt compelled to join us. Looking ahead, we have big plans to reach more and do more for our community. Thanks to your support and encouragement, our future looks bright.

~Susanna Newton



Board of Directors



Martin Fereday
Board Chair

A retired engineer and land developer, Martin now enjoys spending time with his family and volunteering.



Dr. Jennifer Mullett
Vice Chair

Jennifer is a psychologist and adjunct professor dedicated to creating healthy communities.



Bonnie Wallis
Secretary Treasurer

Bonnie has an accounting office in Parksville and enjoys volunteering with a number of local organizations.



Garry Cox
Past Board Chair

Garry has been volunteering for decades. A retired police officer, he served 30 years with the RCMP, the last 9 in Oceanside.



Joshua Dennis
Director

An IT consultant, Joshua has worked to bring computer technology to rural areas around the globe.



Jo Dunn
Director

Jo continues to enjoy volunteering as he did throughout his 35-year career in telecommunications.



Don Luke
Director

Don worked in telecommunications for 40 years and now keeps busy volunteering.



Paul Ruffell
Director

A consulting engineer for 40 years, Paul has volunteered on several private and non-profit Boards.



Pamela May-Straka
Director

After retiring from a career in exploration geology, Pam is dedicated to community service.



Anne Thompson
Director

Anne's career and volunteer work has focused on empowering people to lead independent and healthy lives.

Doors Open with Fundraising

As SOS grappled with the closure of the Thrift Shop in March 2020, it became evident that an alternative source of funding was needed to continue providing essential services.

A fundraising plan was put into action, and in April the **Grateful Hearts - SOS COVID-19 Campaign** was launched. By the fall, \$250,000 had been raised.

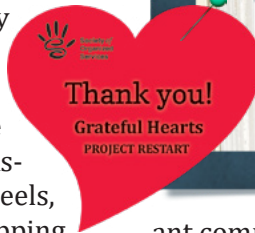
It was a very difficult time for many people, but residents showed incredible generosity.

The funds allowed SOS to continue offering services like Emergency Assistance & Advocacy, Meals on Wheels, Counselling Referral, Grocery Shopping through the Oceanside Better at Home program (in partnership with United Way and BC211), and Homeless Prevention Program, funded by BC Housing.

Although the Thrift Shop reopened in June, new procedures, including limits on customers and donations, meant revenue would be down.

After a six month closure of Child, Youth and Family programs, SOS staff knew just how important it was to reconnect with local families and ensure needs were being met. A new Campaign called **Grateful Hearts - Project Restart** began. A Summer Family Fun initiative was introduced where residents hosted small events and donated the proceeds to SOS.

The Income Tax Program was restarted, along with Recreation Assistance for Children and Youth, and modified Child, Youth & Family Programs. It was wonderful to hear laughter at SOS again, and parents were able to come in, talk about their struggles, have their children play, and learn about import-



ant community resources.

Provincial restrictions in November forced the closure of in-house Child, Youth & Family Programs, but SOS came up with a plan. Since families could not come in to the Centre, prepared meals, snacks and activities were delivered to program participants.

By early November, donors had contributed another \$125,000 to **Grateful Hearts - Project Restart**.

In December, SOS modified Christmas Program operations to comply with provincial guidelines. Once again, residents showed incredible support for the program, and more than \$200,000 was raised to help low-income families and individuals celebrate Christmas with dignity.

Community needs do not end after the holidays, so a new **Winter Emergency Fund** Campaign started in January 2021. By the end of March, nearly \$50,000 was raised to keep programs running. As pandemic restrictions lift, SOS will continue to fundraise to resume on-hold programs and reach more and do more in the community.

SOS Programs

Essential Services

Emergency Assistance
& Advocacy

Meals on Wheels

Seniors' Advocacy
Services

Income Tax

Oceanside Better
at Home

Counselling Referral

Homeless Prevention
Program

Caring for Community
at Christmas

Children, Youth & Families

TIC TAC

Family Night

Kids Movement: Play,
Express & Grow

School Night Out

Youth Open Space

After School
Education Assistance

Gradwear

Recreation Assistance
for Children & Youth

On hold due to the pandemic

Medical
Appointment
Transportation
Service

Men's &
Women's
Personal Growth
programs

Transportation
to non-medical
appointments

Seniors
Connecting

Program Information

April 2020 - March 2021



Time in Comfort for Tots & Caregivers (TIC TAC)

A fun and welcoming place for young children to play while parents/family caregivers join in, or take a break and connect with other adults. After six months of closure due to the pandemic, TIC TAC restarted in September 2020 with modified operations. When new restrictions came in November, Coordinators delivered snacks, meals and activities to families, including arts and crafts.

"Thanks again for the crafts. The kids were so very excited about coming home to something from the SOS family. They miss you all so very much. Can't wait for 2021."

Total participants: Parksville: 75 Qualicum: 46



Kids Movement: Play, Express & Grow

Fun activities inspire confidence, friendship and a healthy self-image for children in grades 4-6. After in-house programs were cancelled due to the pandemic, SOS Coordinators delivered snacks and activities to participants like Vision Boards and DIY self-care kits.

"Last year Kids Movement was really fun because you got to meet everyone and it was one day of the week that you could really look forward to. They always had an activity and something to eat there."

Total participants: Parksville: 27 Qualicum: 13



Family Night

A safe and comfortable place where families can come spend quality time together, while SOS takes care of dinner. When the program switched to deliveries due to the pandemic, the meals (prepared by volunteer chefs) as well as family activities were delivered. These included scavenger hunts and planting succulents in clay pots.

"For me, it's been amazing, because I do not get a break from cooking, ever, almost never. I'm the only cook in the house and having that extra time, especially in the middle of the week, it's been amazing."

Total participants: Parksville: 93 Qualicum: 65

Program Information

April 2020 - March 2021



School Night Out

A safe place for youth in grades 7-9 to express themselves, go on outings and develop friendships. The program restarted in September, and then shifted to deliveries in November. Activities included collages, art projects, and self-care kits. Coordinators also check in with youth and provide additional resources if needed.

"I like the staff cause they are really comfortable to talk to, and I like the activities, they are always different. I like the people that come, I could become friends with people who are not in my friends group."

Total participants: Parksville: 23 Qualicum: 11



Youth Open Space

A positive place for teens in grades 10-12 to connect with others, play music, create art and receive support. Beyond dropping off food and activities to youth, once in-house programs were cancelled, SOS Coordinators connected with youth, provided support, and additional resources. SOS created a new Youth Instagram page to keep in touch with youth and share information.

"I like how friendly everyone is, and the dinners are always awesome."

Total participants: Parksville: 9 Qualicum: 5



Gradwear

Helps local grads look and feel their best for graduation ceremonies, without all the costs. The program provides new and gently used dresses, gowns, tuxes and suits, plus shoes and accessories, for \$5. The program switched to an event where grads made private shopping appointments. A volunteer assisted with alterations.

*"Without this program, I definitely wouldn't be going to grad.
I work and have to pay rent."*

Total participants: 15

Program Information

April 2020 - March 2021



After School Education Assistance

After school professional, one-on-one tutoring services assist students in grades 6-12 in Math and English at no cost. Light snacks are also provided to students. The program was put on hold due to the pandemic in March, and was restarted in September 2020.

"Participants tell me their schoolwork seems easy once they understand it. They tell me about their successes in tests and on assignments. They tell me about what they hope to do when they graduate from high school." (SOS Tutor)

Total participants: 36



Recreation Assistance for Children & Youth

Low income families receive funds to help register children and youth in recreational activities that they would otherwise be unable to afford.

The program also assists with applying for provincial sports grants.

"It has helped my son make new friends, learn new skills, and be an active part of our community. I am so very thankful for this program that betters our children's lives."

Total participants: 50 children and youth



Caring for Community at Christmas

Provides special gifts to local children and youth in low-income families. Adults receive grocery store gift cards. This year a gift drop-off tent was set up outside due to the pandemic, and all gifts were wrapped in baskets to minimize touching. Christmas stockings are assembled by local Newcomers' Clubs and more than 175 were delivered by SOS volunteers to seniors who are isolated.

"Without the Christmas program, I wouldn't have been able to give them anything."

Total participants: 990 children and youth. 906 adults.

Program Information

April 2020 - March 2021



Oceanside Better at Home

Provides a range of non-medical support services to help seniors aged 65+ remain in their own homes. The program is administered by SOS in partnership with the United Way of the Lower Mainland and funded by the Government of B.C. Housekeeping and Yard Work services were put on hold in March 2020 due to the pandemic, and restarted in a modified way in August. Grocery shopping and delivery was introduced early on in the pandemic. Friendly Visiting transitioned to phone visiting.

"We don't have any family here, so we rely on SOS."

Housekeeping Services: 1,063 Grocery trips: 319 Yard Work: 164



Seniors Advocacy Services

Assists seniors in finding supports and solutions through SOS programs and other resources. Advocacy meetings shifted to phone conversations due to the pandemic, continuing to provide emergency financial aid for things like food and medicine, helping seniors fill out government forms, and working through various concerns.

"Without the help I received at SOS I'd probably be living on the street, or I'd probably be in some hospital or something."

Total vouchers provided: 64 Phone support calls: 1,500



Check-in phone calls to seniors

When the pandemic struck and several SOS seniors programs were put on hold, we knew that some of those program participants would be isolated and in need of supports. We set out to call all of them and connect them with resources if needed.

"I think it's so wonderful that you're doing this. It's good to know that seniors have someone checking in on them."

Phone support: 1,764

Program Information

April 2020 - March 2021



Counselling Referral

Provides referrals for counseling to low-income individuals, couples, and families. Sessions are led by local, professional counsellors helping residents work through challenges and develop strategies to cope, and create greater happiness in their lives. After a brief pause due to the pandemic, counselling referrals and sessions resumed online. Fees are determined on an individual basis, and are subsidized by SOS. The program is partially funded by the Ministry of Children and Family Development.

"I am very grateful to for the strength of empowerment I now have."

Total referrals: 94



Homeless Prevention Program

Assists with housing and supports for a targeted group of residents who are homeless or at immediate risk of homelessness. This program continued throughout the pandemic, helping house residents while supporting others to maintain housing.

"Thank you so much for your support, this move has been a saving grace as I was in quite a deep depression, and it has made me see some light in the shadows."

Total clients served: 85 Average outreach clients per month: 10

Phone Support Calls: 800



Parksville Qualicum Haven House

A partnership with the Haven Society to provide a safe, temporary home for women and children fleeing abuse in our area. The PQHH also provides emotional support and advocacy, and is a safe place to begin healing.

"It's a safe, warm, comfy home where I can feel calm and gather my thoughts."

Women assisted: 21 Children assisted: 8

Overnight stays: 306 (adults) 79 (children) Crisis calls: 61

Program Information

April 2020 - March 2021



Emergency Assistance & Advocacy

Provides Emergency Assistance with essentials like food, medicine, clothing and household items. Advocacy assistance helps residents overcome financial obstacles. Referrals to Kerry's Car & Truck Service help with safety related repairs on vehicles.

"Thank you very much for all that you've done for me, your generosity is greatly appreciated and it warms my heart to know there are people like you in our community."

Essential vouchers issued: 243 Thrift Shop vouchers issued: 39

Advocacy meetings: 151



Meals On Wheels

Supports health and independence by helping residents access hot, nutritious meals. The food is prepared at Arrowsmith Lodge and volunteers deliver the meals to program participants three days a week. The menu is prepared under the guidance of a certified dietitian and offered on a 6-week rotation.

"Thank you for Meals on Wheels, it is such delightful food. Delicious and tasty, extra filling, top class service from caring people."

Meals provided: 14,334 Average monthly clients: 90



Income Tax

Provides support for low-income residents by filing basic income taxes at no cost. Filing taxes improves access to government benefits, support services and tax credits. This year due to the pandemic, the program was adapted to filing taxes over the phone. Accommodations were made for people who were unable to do them over the phone.

"I was very impressed how the volunteer talked me through my income taxes over the phone. I didn't think I could do it. I was very surprised."

Total participants: 1,115 Total tax returns filed: 1,029

Thrift Shop

The pandemic forced a 3 month closure of the Thrift Shop in March 2020. Enthusiastic shoppers lined up to greet us on reopening day (June 15).



Front entrance of the Thrift Shop, where every treasure hunt begins.



Loyal customers line up all the way to the back of the building.

Enhanced cleaning practices, new signage and social distancing measures were introduced upon opening. All staff and volunteers participated in COVID-19 health and safety training. Face masks became mandatory in August, ahead of the provincial health order.



Thrift Shop Sharing the Love wall.

We introduced a Sharing the Love promotion at the Thrift Shop in February, and residents who donated to the Winter Emergency Fund signed their name in hearts displayed on store walls.



Once trained, about 30 Thrift Shop volunteers returned to assist SOS. This is Faye.

Volunteering with SOS

The value of one,
the power
of many

The pandemic has made life difficult in many ways, but Mary Ellen Berry has found solace in her volunteer role at SOS Thrift Shop.

“It’s kind of saved my sanity because I live alone and I’ve got a pretty small bubble,” she explained.

Berry has been volunteering with SOS for four years in the Thrift Shop, and in the Christmas program. She said she loves working the cash desk at the Thrift Shop for the interaction with the customers, staff and other volunteers.

Despite volunteering during the pandemic, Berry said she feels very safe at the Thrift Shop.



Volunteer Mary Ellen

“I have my mask, everybody else is masked, I have the plexiglass, we clean before every customer... so I feel very safe,” she said. The staff is very welcoming and treats everyone with respect, she added.

Berry said she believes that if everyone volunteered for a couple of hours a week, it would make a very positive impact in our community.

“I don’t have a lot of money so I can’t write a big cheque to help the organization, but I can give my time,” she said.



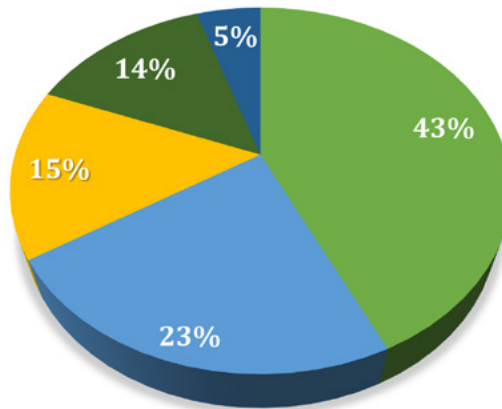
Volunteer Murielle with SOS staff



Meals on Wheels Volunteer Charlie

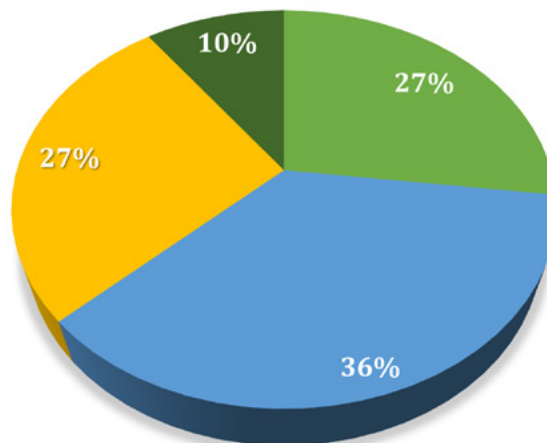
Financial information

SOS Revenue Sources



- Thrift Shop
- Government COVID-19 Subsidies
- Program & Other Income
- Donations
- Government Funds

Program Expenses



- Children, Youth & Families
- Personal & Family Support
- Community Collaborations
- Seniors

Condensed Financial Statements

Statement of Financial Position

Assets:

	2021	2020
Current assets	\$998,309	\$211,951
Cash & short term investments - internally restricted	1,223,500	1,203,255
Long term investments	31,520	108,670
Long term investments - internally restricted	600,000	600,000
Capital assets	<u>2,572,996</u>	<u>2,614,125</u>
	<u>\$5,426,325</u>	<u>\$4,738,001</u>

Liabilities & Net Assets:

Current liabilities	\$147,395	\$154,724
Deferred revenue	136,863	107,043
Deferred capital asset contribution	40,362	44,018
Net assets	<u>5,101,705</u>	<u>4,432,216</u>
	<u>\$5,426,325</u>	<u>\$4,738,001</u>

Statement of Operations

Revenue:

	\$3,655,914	\$4,175,404
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Expenses:

Management & administration	231,203	190,165
Programming & operations	2,647,872	3,955,421
Amortization & asset losses (gains)	<u>107,350</u>	<u>113,398</u>
Excess of revenue over expenses	<u>\$669,489</u>	<u>\$(83,580)</u>

SOS Grateful Hearts Circle

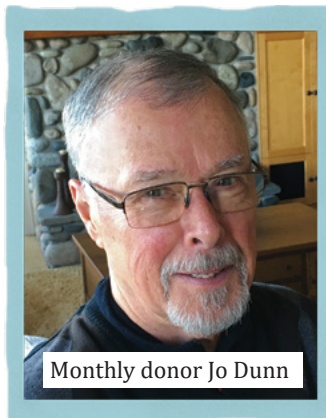
When it comes to joining the SOS Grateful Hearts Circle, it's not the amount you contribute that counts, it's the commitment to helping SOS continue providing much-needed services that is important.

That's according to Jo Dunn, who started contributing to the monthly giving program this year. "In the long term, it's a much more stable giving process for the Society," says Jo. The program is convenient — Jo says he doesn't even have to think about it — it gives donors the ability to designate

funds where they choose, and it's rewarding to know that your contribution is helping SOS better plan for future programming while also helping to maintain those services.

Monthly giving reduces administration costs for both SOS and the donor, says Jo, who is also a Board Member at SOS. And people can choose whether they want the money to come out of their bank account, or their credit card.

To learn more about the SOS Grateful Hearts Circle, visit www.sosd69.com, and find it under "Support SOS."



Monthly donor Jo Dunn

Our SOS Staff Team



Thrift Shop Team



Essential Services & Administration Team

Staff Years of Service

- ◆ Hollie Francis, Child, Youth & Family Coordinator, **5 years**
- ◆ Faye Lachance, Thrift Shop Operations Supervisor, **5 years**
- ◆ Lianna O'Brian, Thrift Shop Merchandiser, **10 years**
- ◆ Tim McArdon, Thrift Shop Operations Supervisor, **15 years**



Child, Youth & Family Programs Team

Our Resilient Community

A new fundraising initiative for SOS brought numerous local businesses and photographers together to support residents in need.

A 2021 calendar entitled “Our Resilient Community” featured images captured by professional photographers in our local communities during the unusual summer of 2020. Although many residents felt scared as the threat of illness, job loss and uncertainty loomed, there was also something wonderful happening. Residents were assisting one another with warmth and kindness.

Images of front-line workers, service providers, hospitality workers, grocery store clerks, first responders, volunteers and residents getting through another day of the pandemic with optimism, were all featured in the calendar.

Local businesses who sponsored the project are Ocean Liquor, Parksville Pharmasave, Raymond James Qualicum Beach Branch, Coastal Community Credit Union, Quality Foods and Tigh-Na-Mara Seaside Spa Resort & Conference Centre. A number of local businesses also came on board to support the project and sold the calendars.

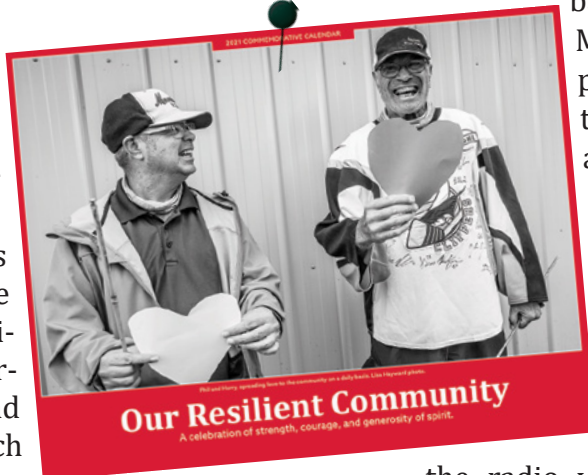


Volunteer Alan Gill and his wife Sandy won the Calendar prize package.

Every calendar had a number on the back and Tigh-Na-Mara provided a prize package for the winner. It was announced on 88.5 The Beach FM, on Feb. 1.

SOS Volunteer Alan Gill and his wife Sandy were the winners, and they were listening to

the radio when their number was drawn. They received a 2-night deluxe stay at Tigh-Na-Mara including a Grotto Spa experience and \$100 to Cedars Restaurant. They said the last time they won anything was 35 years ago!



Supporting Community Together



District 69 Society of Organized Services

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Charitable Number: 107021537RR0001