

# 45 years of care

2023-2024 ANNUAL REPORT



CENTRE DE SANTÉ COMMUNAUTAIRE  
**PINECREST-QUEENSWAY**  
COMMUNITY HEALTH CENTRE

# mission

Pinecrest-Queensway Community Health Centre is an innovative community based, multi-service centre. We strive to meet the needs of the diverse communities we serve. We work in partnership with individuals, families and communities to achieve their full potential, paying particular attention to those facing barriers to access, including those who are most vulnerable and at risk.

# vision

Together we seek to build a safe, just, and healthy community for all.

“I HAVE TOLD EVERYONE ABOUT HOW AMAZING FIRST WORDS IS. THE ENTIRE STAFF IS SO FRIENDLY, AND I COULD NOT BELIEVE THE IMPROVEMENT FROM MY SON. I LOVE HOW THEY WORKED WITH US AS A TEAM AND GAVE ME SO MANY STRATEGIES TO USE AT HOME.”

— First Words Client

# executive and board of directors

## Board of Directors

Anna Dion  
Carolanne Black  
Cathy Doolan  
Corey Fortier  
Janet Bowes  
Jill Skinner  
Kwame Amoako  
Layal Younes Dewolf  
Sanjar Yunusov  
Stephen Williamson

## Executive Members

Jill Skinner, Chair  
Anna Dion, Vice-Chair  
Stephen Williamson, Treasurer  
Layal Younes Dewolf, Secretary

# list of funders

Ontario Health East  
Ministry of Health  
Ministry of Labor, Immigration, Training & Skills Development  
Ministry of Children, Community & Social Services  
City of Ottawa  
Pathways to Education Canada  
West Coast Group  
Ministry of Immigration, Refugees & Citizenship Canada  
CHEO  
Andrew Fleck  
Community Foundation of Ottawa  
Employment & Social Development Canada  
United Way/Centraide Ottawa  
Ontario Trillium Foundation  
Canadian Career Development Foundation

# message from the CEO and Board Chair

We are pleased to share the Annual Report for Pinecrest Queensway Community Health Centre (PQCHC) for the fiscal year 2023-2024.

Over this past year, our passionate staff, volunteers, and Board of Directors have worked hard to ensure our services remain accessible and adaptable to the changing needs of our clients and communities. The lingering impact of the pandemic on the health and well-being of the children, youth, families, and adults we serve cannot be understated. Additionally, we have faced significant challenges related to the economy and climate, which have further affected our community. Issues such as food security, mental health, substance use health, and financial stability are crucial to overall well-being, and our mission is to support equitable access to these essential needs. Driven by deep roots in community development and health equity, our staff and volunteers work every day to address these impacts. With over 60 services and a staffing team of 300+, PQCHC is embedded in the community, supporting health and wellness from the ground up.

**Our Integrated Approach:** PQCHC's programs and services span support from birth to older adulthood. Our integrated approach to health and wellness includes innovative collaborations with partners to address the social and health needs of our diverse community populations. This Annual Report details many of these innovations, demonstrating our commitment to responding to the changing needs of the communities we serve.

**Our Commitment to Health Equity:** Our commitment to health equity is at the core of everything we do. Our strategic plan, finalized last year, focuses on four key pillars: increasing access to services, building strong community partnerships, enhancing organizational sustainability, and advancing health equity. These pillars guide our efforts to ensure everyone in our community can achieve their best health.

## **The Role of Community Health Centres:**

Community Health Centres like PQCHC play a crucial role in the well-being of people by providing comprehensive, accessible, and community-based health and social services. We address the root causes of poor health, such as poverty, discrimination, and social exclusion, and work towards creating healthier communities for all. The importance of our work is reflected in the positive outcomes and high satisfaction rates reported by our clients.

**45 Years of Impact:** For 45 years, PQCHC has been delivering health and social services within our community. Throughout this time, we have grown and expanded, continuously seeking further development and opportunities to extend our reach. Our history of service and commitment to innovation and excellence has helped us build a strong foundation for the future.

**Gratitude and Future Commitment:** We extend our sincere gratitude to our clients, staff, partners, volunteers and funders for their support and collaboration. Together, we are making a real difference in the lives of those we serve, and we look forward to continuing this important work in the coming year.

Thank you for being a vital part of the Pinecrest Queensway Community Health Centre community.



**Tamara Chipperfield**  
Chief Executive Officer



**Jill Skinner**  
Board Chair

# about PQ

Pinecrest-Queensway Community Health Centre is a nonprofit organization and the largest community health centre in Ontario.



## Who we are

Our team of over 300 employees includes physicians, nurses, case managers, counsellors, dietitians, community developers, health promoters and outreach workers. We have approximately 50 student placements annually and nearly 150 active volunteers.

## What we do

We provide more than 60 health and social services to people who live in our community. We serve around 45,000 clients each year. Our more than 80 partnerships extend our services to make sure we can connect residents to the supports they need.

## Who we serve

Pinecrest-Queensway is deeply connected to the communities we serve. We pay particular attention to vulnerable groups including people living with low-income, seniors, those affected by mental illness and/or addictions, and newcomers to Canada.

## Where we serve

Pinecrest-Queensway Community Health Centre is located in Ottawa, Ontario, on the traditional unceded territory of the Algonquin Anishnaabeg people. Our employees work directly with residents in more than 60 locations. Most of our programs are focused on the Pinecrest-Queensway and South Nepean catchment areas but we have a number of services that reach out to residents across the City of Ottawa and Eastern Ontario.

## Our approach

We value equity, diversity, caring and inclusion. We accept people without judgement and support them where they are at in their life.

"... ANYTIME I NEED HELP, YOU ARE THERE FOR ME AND MY FAMILY. YOU GIVE ME IMPORTANT INFORMATION I NEED. I VERY STRONGLY AGREE IN WHAT YOU DO."

— Community House Client

Over **300 employees** and more than **150 active students and volunteers** across more than **60 programs**





Headstart Childcare clients



“REALLY FEEL THANKFUL FOR THE PROGRAM BEING OFFERED AND JOINED HERE. MY SON LOVES AND LOOKING FORWARD TO GO AT EVERY TIME WE SAID IT IS HIS KINDER WORKSHOP DAY. I CAN SEE AND FEEL HOW WARM AND WELCOME ALL STAFFS PUT HEARTS ON THIS WORKSHOP AND APPRECIATE A LOT. THANK YOU! EVEN MADE A FRIEND THAT GOING IN SAME KINDER CLASS TOGETHER THROUGH THIS PROGRAM!”  
 — Kinder Friends Participant

## where we've been and where we are today...

**1979**

4 PART-TIME STAFF

3 FULL-TIME STAFF

2 PROGRAMS

BUDGET: \$50,000

5 SERVICES DELIVERY SITES

**2024**

336 EMPLOYEES

150 STUDENTS & VOLUNTEERS

60+ PROGRAMS

BUDGET: \$28M

60+ SERVICE DELIVERY SITES

# 45 years of accomplishments

The West End Task Force. Community members and organizations developed a plan to address health and social services issues in our community.

1977

1979

Pinecrest-Queensway Community Services Centre was founded at 804 Grenon Ave, above the Bayview Groceteria.

We had three full-time and four part-time employees.

The Centre became incorporated, received charitable status and launched our first programs. These included West End Legal Services, Headstart Nursery School, Community Development, West End Community Ventures, Health Promotion and Primary Health Care.

The centre moved to 1365 Richmond Road.

1980s

1990s

The centre became a community health centre with the receipt of health funding and the subsequent introduction of the health clinic.

We changed our name to PQ Health and Community Services.

New logos were introduced in 1992 and again in 1994. Program launches included chiropody, United Sisters, Safe People, homework clubs, needle exchange, First Words, Community House Coordination and more.

The South Nepean Satellite Community Health Centre opened in Barrhaven. Program launches included the Assertive Community Treatment Team, GLBT Parenting Drop-In, Housing Support and Loss Prevention, Toy Lending Library, Multicultural Case Management, Blind Low Vision and Infant Hearing, Ontario Early Years, Pathways to Education and more.

We changed our name to the Pinecrest-Queensway Community Health Centre in 2008 and launched a new logo.

2000s

2010s

We became the South-West Ottawa and North Grenville (SONG) Health Links lead.

Families First was established. Employment Services opened at 2525 Carling Ave.

Successfully navigated a global pandemic, ensuring our communities and clients were well supported; became the lead transfer payment organization for the Ottawa Health Team – Équipe Sante Ottawa, leading health systems change in Ottawa in collaboration with key community partners.

2020s

Today

336 employees. 60+ programs. 60+ service locations. We place strong emphasis on partnerships and proudly work with 80+ partner agencies, community associations and networks from all program areas.

# stories

FULL CIRCLE –  
INSPIRED BY OUR CARE



Denise, community worker (right), Sarah, volunteer coordinator (Center), Sado, community health worker (left)

I moved to Canada in 2019 with my husband and our 4-year-old daughter. It was a tough first year for us. We had to get used to a new culture, a different healthcare system, and a growing family. On top of that, I was working on my PhD in Business Administration. Then the COVID pandemic started, and I had to stay home to write my thesis, take care of my kids, and study English online.

## Denise Ribeiro

I decided to volunteer since I was not working and was still adapting to Canada. I contacted PQ, where I had received amazing primary care before. I started volunteering for the Safe People Project, where Robynn and Sado welcomed me. They referred me to Sarah and the Internationally Trained Professionals (ITP) Program. This program at PQ helped me a lot with my job search.

Soon, a temporary position opened at Winthrop Court Community House. I took the opportunity to join them as a community worker, while also helping the United Sisters team. My work there, and the support from Denise Read, Katie Kline, and Desiree was very valuable. I then had the chance to work under Marta's great leadership at Morrison Gardens. This great experience made me decide to apply for a permanent position with PQ. I became a community worker at Foster Farm Family House, supported by Mari-Lou.

At PQ, especially at Foster Farm Community House, I found where I belong and felt at home. My team has been very supportive, helping me feel like I fit in. Now I'm excited about my new career path with PQ. I can combine my background in administration with my love for social services.

**34%** of our positions were  
hired internally

As a volunteer, I worked in many different teams at first. Working at Bayshore with Ziba and Moniela inspired me to think about a career in Social Services. My ITP mentors, Sado and Susan, taught me a lot about community engagement. This journey helped me realize I wanted to work in community development.



# stories

FULL CIRCLE –  
INSPIRED BY OUR CARE  
(continued)



## Rasha Kaba

Rasha, like most newcomers, went through the challenge of adapting to a new job market. Inspired by the care she received as a client of PQ, Rasha came back to be a part of the team. She wants to help others like her achieve their goals and dreams.

Rasha arrived in Canada from Syria in 2016. She found herself lost in a new environment, even with all her previous preparations. She was getting frustrated with the many barriers she found to employment here. Other employment programs she tried didn't address many of her specific needs. Then, a friend suggested she explore internship opportunities. That's how she found the Internationally Trained Professionals (ITP) program at PQ.

**“RICARDO, MY EMPLOYMENT COUNSELOR, UNDERSTOOD MY SITUATION IN OUR FIRST MEETING. HIS EMPATHY AND SUPPORT WERE EXACTLY WHAT I NEEDED”**. Rasha gained valuable experience in her placement at the Eastern Ottawa Resource Center. On top of that, the graduation ceremony helped her get in touch with community leaders. This was a breakthrough for her, leading to her first job here.

**“SEEING HOW THE ITP PROGRAM HELPED ME, I WANTED TO BECOME AN EMPLOYMENT COUNSELOR TOO. MY GOAL IS TO HELP OTHER NEWCOMERS SUCCEED, LIKE I DID. I'M VERY THANKFUL FOR THE OPPORTUNITIES I GOT THROUGH ITP, AND NOW I CAN HELP OTHERS FIND THEIR PATH.”**

Employment services supported over  
**1000 clients**



# stories

FINDING SUPPORT IN  
OUR SERVICES



**Sarah is one of the many first-time parents who found support in our programs. She accessed all the programs available to her during her pregnancy. Now, she continues to be a constant presence in our programs and workshops. She has just graduated from our Canada Prenatal Nutrition Program after being a participant for 6 months.**

Sarah moved into the neighborhood when she was pregnant. She didn't realize how close she was to PQ at first. When looking for pregnancy resources, she found our online breastfeeding workshop. Later, while shopping for groceries, she ran into one of our parent support workers. This worker approached her and invited her to join our in-person prenatal programs. "How lucky are we that we are in walking distance to this place that we are going to need and use", Sarah says she thought at the time.

Since then, Sarah has taken part in all kinds of services. She accessed our breastfeeding supports over the phone, online and in person. She also took our 'infant massage', 'starting solid foods with baby', and 'infant sleep' workshops. "The online stuff does help for sure. There are days when I didn't really want to go anywhere, but I could still connect with everyone online", she said.

After the birth of her baby, Sarah says she went through very difficult moments with her mental health. Our staff were able to support her in these trying times, and she expressed the impact this had in her recovery. "Cindy, Cathy and Anne

have all encouraged me to show up and normalized my mental health issues since my delivery. They encouraged me to keep going on the days where it got really tough. I don't know what I would have done without their support and the programming at PQ. I never thought in a million years that I would have suffered from Postpartum Depression and Anxiety. Having the support and resources available to me changed my experience in new motherhood in such a positive way."

Sarah continues to join us for all kinds of EarlyON programming and makes a point to recommend our services to her friends. She wants to see other parents find the support in parenthood that made such a huge difference for her.

2024 SURVEY

**96%** felt welcome in our family support programs

# PQ accomplishments

**60+**  
service sites



**60+**  
programs



Over **95%**  
of surveyed clients are  
satisfied with our services.



**80+**  
partners

PQ's income tax clinic served over 900 people, giving back more than **\$3.3 million** in tax returns (a **70% increase** from last year!)



Employment Services supported over **1000 clients**.



**87%** of Job Track clients were employed at the end of the program.



We offered **14** career opportunities across 4 different programs to young adults 15 – 30 through Canada Summer Jobs.

The First Words team offered over **10,000** speech and language appointments.



**400+** students supported by Pathways to Education, with 94% on track to graduate high school.



Families First celebrated **13 years** of service delivery, having served over **3200** families.

**5,900+**  
clients received primary care



Our 5 community houses collectively served over **4400 children**, youth and families.



Our community house food banks had over **22,500** visits.



The Assertive Community Treatment Team **reduced the wait times** for service from 12-18 months to 6-8 months.

As part of our **health equity commitment**, our teams were trained on topics such as systemic racism, indigenous spaces, and care for the 2SLGBTQIA+ population.



Our system navigation team supported over **1,000** different people.

**34%** of our positions were hired internally. For leadership positions, it was an incredible **60%**.

# stories

CONCENTRIC CIRCLES OF CARE



This year, PQ led the creation of the “Concentric Circles of Care” project. This project addresses the gun violence that affects racialized members of our community. It also helped us build on our partnerships with other Community Health Centres, the Ottawa Police Service, and Crime Prevention Ottawa. Our goal is to help marginalized residents and at-risk youth in our communities.

One of the key parts of this initiative is the Photovoice Project. We mentored over 50 BIPOC youth to combine their original pictures and poems. In June 2024, their work was even shown at the Ottawa Art Gallery! The art show attracted youth, community leaders, and partners from across the city. This started important connections between the youth and the Ottawa Police. The project also appeared at the Ottawa Police annual diversity celebration. Through this project, we have shared the youth’s art with over 5,000 at-risk youth in the community.

“JUST LIKE A CAMERA, WE HAVE THE ABILITY TO ZOOM IN AND OUT. IN OUR VAST MULTICULTURAL COMMUNITY, IT WOULD BE WONDERFUL IF WE COULD EMULATE THIS AND TAKE A CLOSER LOOK AT DIFFERENT CULTURES. BY DOING SO, WE COULD LEARN AND UNDERSTAND EACH OTHER BETTER, RATHER THAN MAKING JUDGMENTS FROM A DISTANCE.”

— Thabo Adonis Ndayiragije, photovoice participant



Come explore all the pictures and reflections from our Photovoice Project! You can find them scanning the QR code.



# stories

MENTAL HEALTH JOURNEY



**Amanda joined the Assertive Community Treatment Team (ACTT) after being referred by the Canadian Mental Health Association. Joining the program allowed her to access more intensive services. They bring a multidisciplinary approach to supporting Amanda's complex mental health needs. "My journey with ACTT has had a lot of ups and downs... They've seen me at my worst and also my best".**

Amanda shared that over the years, the ACT Team figured out the best ways to support her when she is struggling. "They have been accepting of me even when I was challenged". She shared that staff "have a way of approaching us when things are not going well. The workers at ACTT are not only good at what they do, but they're also empathetic and relatable".

The ACT Team includes nurses, a psychiatrist, occupational therapist and mental health workers. This team has helped Amanda work toward her recovery and thrive. Amanda shared that the ACT Team has played a crucial role in keeping her out of the hospital and in the community. "It's been almost three years, and I haven't been hospitalized!"

Amanda shared that the team has been patient and supportive, always there with suggestions to help keep her engaged. One of the things that Amanda enjoys most about ACTT is the variety of activities the team plans. "We learn so much—like cooking to gardening; I even have a triple herb garden on my balcony now". She added

that it wasn't just about the recreational groups the team runs. The program also encourages and nurtures many client interests, including employment and volunteering.

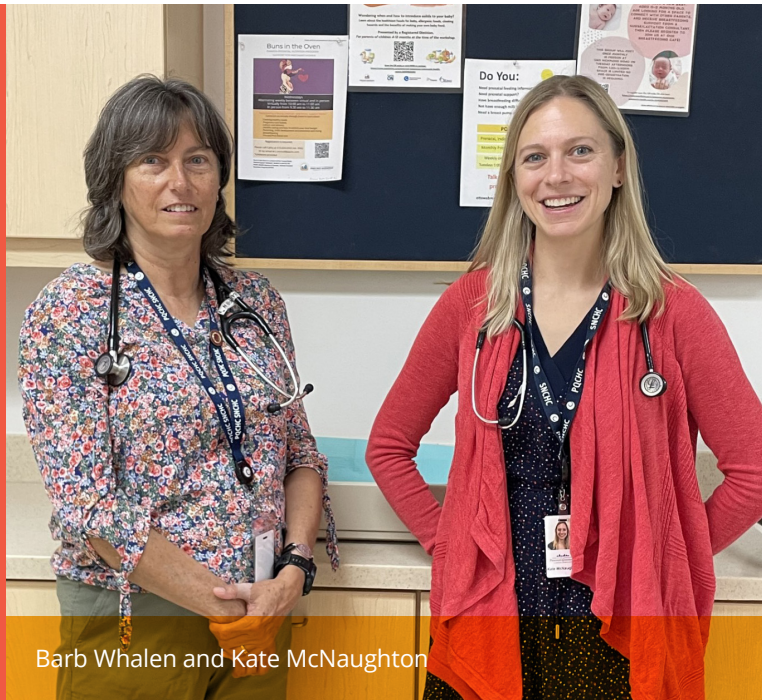
The ACT Team's ability to advocate, share and accept different perspectives stood out to Amanda when she was going through tough times. "When I was not well, leading to my last hospital stay, I almost lost my housing. They [ACTT] were there and very helpful and supportive. I've been able to keep my apartment, and it's a really nice one."

**"LOOKING BACK, I'M INCREDIBLY GRATEFUL FOR ACTT,"** said Amanda.

She shared the team has been a constant source of support for her. They help her navigate the toughest times and celebrate the good ones.

**"THEY'VE HELPED ME STAY OUT OF THE HOSPITAL, MAINTAIN MY HOUSING, AND KEEP MOVING FORWARD, ONE DAY AT A TIME."**

# program spotlights



Barb Whalen and Kate McNaughton

## Wee Ones Wellness (WOW) Clinic

This past year, Primary Care at PQCHC started the Wee Ones Wellness (WOW) Clinic. Dr. Anna Hack, Barbara Whalen Registered Nurse and Kate McNaughton Nurse Practitioner are leading this initiative. The WOW clinic supports infants and small children up to 2 years of age who have no family health care provider. It provides preventative childhood immunizations and wellness checks for the children. The program takes referrals from the Queensway Carleton Hospital and the Midwifery Collective of Ottawa. There is a growing demand for this service now: the clinic is expanding and operating even more frequently than when it started.

## Russian Speaking Support Group

The Russian Speaking Support Group has been running for 17+ years and had recently gathered to share some Russian, Ukrainian, and Gypsy music. Two very talented volunteers sang uplifting and heartwarming music which was heard down PQs hallways. 20+ participants joined to sing together, enjoy pizza and great conversation. We aim to foster mental health by promoting connection and decreasing social isolation. This group is one of many making a difference in the lives of older adults in our community.

🎵 "ЧОРНІІ БРОВИ, КАРІІ ОЧІ,  
ТЕМНІ, ЯК НІЧКА, ЯСНІ, ЯК ДЕНЬ!" 🎵

## Community Needs Assessment

This past year Pinecrest-Queensway Community Health Centre (PQCHC), in partnership with Ottawa Neighborhood Study, completed a Community Needs Assessment. Check out [this link](#) on our website for more information.



Russian Speaking Support Group

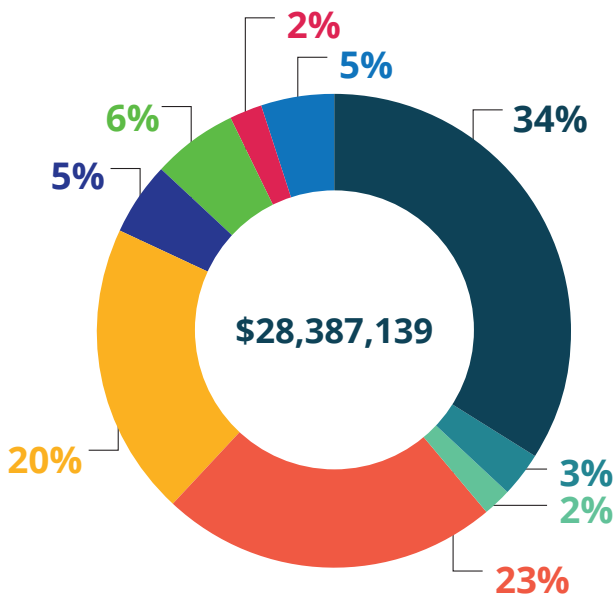
# financials

2023-2024

The sources of funding for the wide variety of programming that PQ offers is highlighted in the chart below.

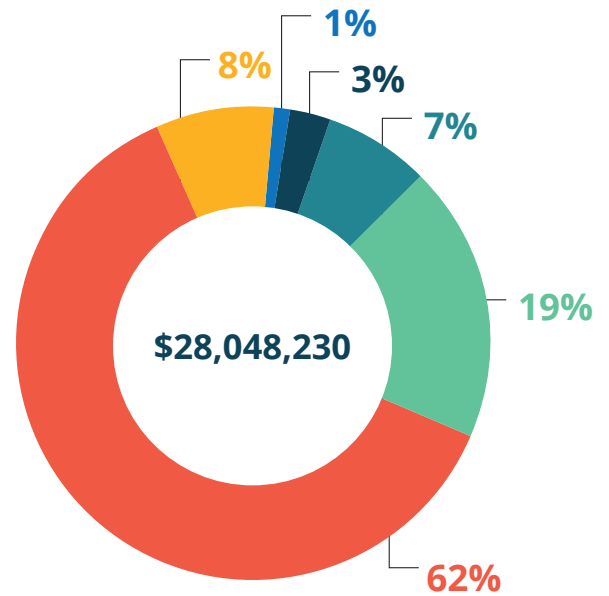


## Revenue



- Ontario Health East \$9,579,155
- Ministry of Health \$798,325
- Ministry of Labor, Immigration, Training & Skills Development \$656,563
- Ministry of Children, Community & Social Services \$6,384,818
- City of Ottawa \$5,589,501
- Pathways to Education Canada \$1,353,800
- West Coast Group \$1,820,641
- Ministry of Immigration, Refugees & Citizenship Canada \$740,897
- Others \$1,463,439

## Expenses



- Admin Operating \$717,252
- Admin Salaries & Benefits \$1,954,615
- Direct Operating \$5,459,032
- Direct Salaries & Benefits \$17,449,461
- Occupancy Costs \$2,222,544
- Other \$245,326



# thank you to our volunteers!

In 2023, our volunteers and students:

Gave almost **17,000 hours**

Offered service in over **25 languages**

Supported **over 30** of our programs

And as always, received our deepest gratitude and recognition



“VOLUNTEERING WITH PQCHC IS A HUGE EXPERIENCE OF HUMAN COMMUNICATION, UNDERSTANDING OF REAL LIFE OF PEOPLE WHO LIVE IN CANADA (...) . IN PQCHC, I IMPROVED MY ENGLISH LANGUAGE SKILLS... I FELT MYSELF IN MY HOME (...). WORKERS, VOLUNTEERS AND I WERE A FAMILY, WE HAVE SHARED OUR EXPERIENCE OF LIFE, WE TALKED A LOT ABOUT OUR FUTURE PERSPECTIVES.” — PQCHC Volunteer





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[pqchc.com](http://pqchc.com)