



PACIFICA
treatment centre

Annual Report 2017/18

Saving lives and healing families
for over 40 years



MESSAGE FROM THE PRESIDENT AND CEO

Just over 40 years ago a group of dedicated community volunteers set out to make a difference. The organization they established soon became Pacifica Treatment Centre Society. Then—as now—the challenges in treating people with addictions were enormous. But our founders were determined to set their standards high and they created a solid base on which we have been able to grow and flourish.

We enjoyed many successes in our 40th anniversary year and made significant progress in fulfilling our strategic plan's three specific objectives: increasing operational excellence; increasing financial independence; and expanding our continuum of care.

Pacifica's staff, volunteers, practicum students and board members work tirelessly to support our clients. All are critical parts of Pacifica and are a great team of talented and passionate people. Pacifica is a community-based and supported organization. We take pride in our relationships with our partners, funders, donors, and alumni and thank them for their generosity. A special thanks this year to board member Suzanne O'Donoghue for her contributions over the past six years; Suzanne is stepping down in 2018.

Most of all we thank our clients and their families for continuing to put their trust in us to deliver the best treatment possible and to set them on the road to recovery.

Sincerely,

Mark Zuberbuhler, President

Alison Silgado, CEO

BOARD OF DIRECTORS

Mark Zuberbuhler, President

James Myers, Vice-President

Elida Kong, Treasurer

Patricia Stevens, Secretary

Laurie Beverley

Miljenko Horvat

Paul Kyle

Suzanne O'Donoghue

STRATEGIC PRIORITIES UPDATE

In 2016 Pacifica's Board of Directors developed a three-year strategic plan that acts as a roadmap for the organization. The plan includes three specific objectives: increase operational excellence; increase financial independence; and expand our continuum of care. Significant progress was made in all three areas in 2017/18.

INCREASING OPERATIONAL EXCELLENCE

Pacifica has exceeded its contract and licensing standards two years in a row. In 2017/18, we also updated our core program, expanded our structured exercise program to 52 weeks a year, added an alumni cooking program, and integrated ongoing staff training and development. We are grateful for provincial support and donations that allowed us to upgrade our group rooms, replace our roof and heating and ventilation, and plan a few projects for the coming year. In addition to art therapy, yoga, and integrated healing, we are now able to offer music therapy and creative writing. A priority for 2017/18 was to update the programs we use for documentation including client surveys and data. To that end, staff worked with program evaluators to develop outcome measures and adjusted our database to ensure we collect the information vital for more thorough reporting.

INCREASING FINANCIAL INDEPENDENCE

Financial stability is of paramount importance. We are fortunate to enjoy funding support from Vancouver Coastal Health for the majority of our clients. Strengthening our base of privately funded clients is important as is growing our fundraising.

In 2017/18 we continued to review our contracts and were able to recognize savings by renewing some of these with better terms and changing others. We were also able to leverage our partnerships for additional grants to support our program delivery.

EXPANDING OUR CONTINUUM OF CARE

Pacifica's clients need more than treatment to be successful. They need safe, affordable homes when they leave the centre; they need a support network, additional counselling, life skills, and employment opportunities. Expanding our continuum of care is a priority and we took important steps towards this in 2017/18 by expanding our exercise program and launching a culinary program.



OUR TREATMENT PROGRAMS

Pacifica has been providing abstinence-based drug and alcohol addiction treatment programs to British Columbians since 1977. We are the only non-profit, licensed, co-ed, low-income treatment centre in Vancouver and one of only three in the province. We work directly with people who have lived experience with complex issues related to homelessness, addiction, discrimination and marginalization.

Our 12-week residential program for publicly funded clients includes one-on-one and group counselling as well as a wide range of programs to help clients with their recovery including poetry and writing workshops, art therapy, music therapy, daily exercise and outings, yoga, meditation and mindfulness practice.

We also offer a condensed program for privately funded clients who are required to stay a minimum of four weeks.

Our treatment programs benefited this year from a major investment in new tools such as up-to-date digital programs on addiction treatment and recovery.

2017/18 STATISTICS

267
clients



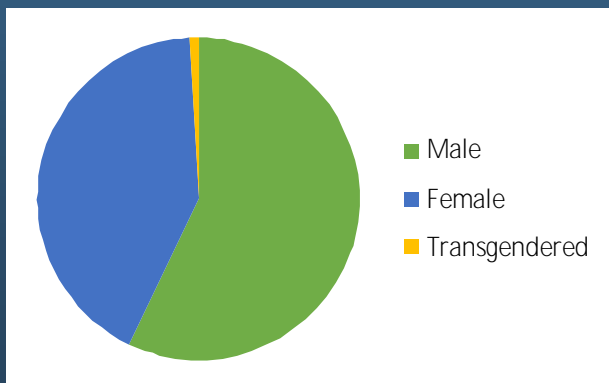
>30,000
meals served



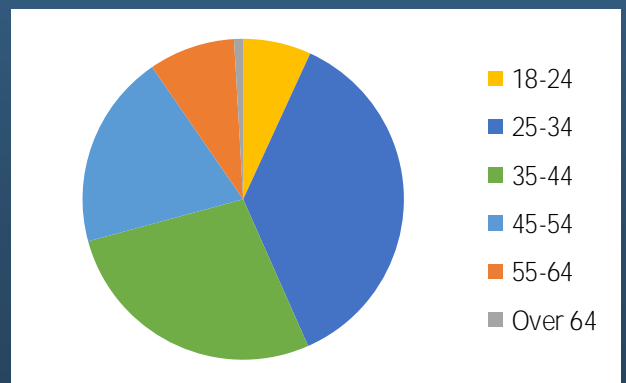
55
volunteers



CLIENT GENDER



CLIENT AGE





EXPANDED EXERCISE PROGRAM

Recognizing the connection between exercise and recovery, Pacifica ran a pilot program in 2016 in co-operation with UBC's Kinesiology Department. All participants successfully completed their treatment and went on to enjoy robust recoveries; all have integrated exercise into their lives in meaningful ways.

The success of this pilot program inspired us to start a structured exercise program for both clients and alumni. Participation in walking and running groups became a key part of our treatment in 2017/18. Thanks to the generous support of the Vancouver Parks Board, as of fall 2017 all Pacifica clients receive a pass to Vancouver community centres and all their recreation programs. These passes are valid during a client's three-month stay at Pacifica and for a full nine months following treatment.

Many other organizations also recognized the value of this innovative program. Central City Foundation, Vancity Community Foundation, G&F Financial Group Foundation, and The McLean Foundation provided funding in 2017/18 and Kintec and Rackets & Runners continued to support the program generously with in-kind donations. This support allowed us to expand the program to include other recreational activities including participation in sanctioned runs and walks and monthly hikes. Plans are also well underway to add a cycling club to the program. These programs are available to our alumni as well as our clients and provide a meaningful way for participants to remain connected with our community.

COOKING FOR LIFE CULINARY PROGRAM

For people with addictions, a healthy lifestyle is vital for a strong recovery. Nutritious food is one of the most important things Pacifica's clients receive during their 12-week stay. But what happens when they leave the centre and return to their homes? It is easy to revert to old habits if you have not learned the life skills necessary to change these. Many of our clients have never learned how to cook. They often rely on food banks, where the majority of food comes from cans and boxes. Without food security and an understanding of how to prepare healthy meals, vulnerable people often have nutritional deficiencies that contribute to higher rates of illness, disease, and mortality.

To address this, Pacifica developed a culinary training program that is offered to alumni. Cooking for Life debuted in March 2018. These classes give participants greater food security and empower and educate them about sustainable food practices. This will not only improve their nutrition outcomes but also assist them with their recovery. Students also learn life skills such as budgeting and how to shop wisely.

This program has been generously supported by TELUS and we are also indebted to Pacific Restaurant Supply for its donation of in-kind products.



PUTTING TREATMENT INTO PERSPECTIVE



One day of treatment at Pacifica: \$225



Overnight stay at VGH for an uninsured resident¹: \$1,456



Average cost per hospitalization entirely related to alcohol²: \$8,100



Cost of substance misuse to British Columbia³: >\$6 billion



Annual cost of loss of productivity in Canada due to alcohol and drugs:⁴ >\$11 billion



British Columbians with indications for alcohol addiction³: 344,000



British Columbians with severe addictions to illicit drugs³: 33,000



Number of British Columbians who died from illicit drug overdoses⁵: 1,446



Law enforcement costs for substance abuse in B.C.³: \$810 million



Violent crimes associated with alcohol or illicit drugs³: 49%



One day of incarceration in a federal prison⁶: \$283

Sources

¹ www.david-cummings.com/documents/canadian_hospital_rates.htm

² Alcohol Harm in Canada, Examining Hospitalizations Entirely Caused by Alcohol and Strategies to Reduce Alcohol Harm; Canadian Institute for Health Information; 2017

³ Stepping Forward: Improving Addiction Care in British Columbia; A Policy Paper by BC's Physicians, March 2009

⁴ The Costs of Substance Abuse in Canada 2002

⁵ BC Coroners Service; Illicit Drug Overdose Deaths in BC in 2017

⁶ www.statcan.gc.ca/pub/85-002-x/2017001/article/14700-eng.htm

CARING FOR OUR BUILDING

We have operated out of our current location since 1992; our purpose-built centre is a very important asset that we truly value. Like any building of its age, it requires ongoing maintenance and renovations to keep it operating optimally. We have identified a number of capital repairs that must be addressed in the coming years and have been fortunate to secure funding for many of these.

In the first quarter of 2017/18, we completely renovated our kitchen, updating and upgrading all our equipment. These renovations were generously funded by Vancouver Coastal Health, Pacific Blue Cross's Community Connections Health Foundation, and Pacific Restaurant Supply. The new equipment was selected for its suitability for cooking courses. Our Cooking For Life culinary program kicked off later in the year.

Donations from BMO, Home Depot Canada Foundation, Rajiv and Zarine Silgado Foundation, and the Schein Foundation were put towards updating our four group counselling rooms over the summer months and we also appreciated the volunteers from BMO and our local Home Depot who assisted with painting. New carpet was laid and new chairs, storage units and white boards purchased. These rooms are now more conducive to the healing that takes place in them.

Volunteers from Home Depot returned to Pacifica to assist with upgrading the centre's courtyard. This space also received funding from the Home Depot Canada Foundation, with BC Housing contributing the new furniture. Clients and staff are enjoying the new space and its peaceful atmosphere.

Work on a new roof and HVAC system began in March 2018 with working continuing into our new fiscal year. These welcome renovations were conducted to be as unobtrusive as possible.





TESTIMONIALS

Our clients and alumni are our best inspiration. We are humbled every day by the lessons we learn from them. Here is a sampling of what we heard from them in 2017/18.



I'd always thought I was smart enough to fix myself but I realize now I never would've stopped drinking on my own. I owe my sobriety 100 per cent to the treatment I received at Pacifica. I had deep-rooted issues that, through treatment, I now understand. During my time at Pacifica, I was able to figure out why I was drinking; I learned things about myself I didn't know I needed to learn. I was lying to myself about my addiction in order to protect myself but I've now been able to accept my past. – Karlene

Pacifica Treatment Centre saved my life. My time spent there was a huge wake-up call. I underwent a total turnaround during my 12 weeks of treatment. I went from being an out of control drunk to a person in recovery. - Phill



Pacifica's cognitive-behavioural approach was a great fit for me. I was pregnant during my three-month stay and extremely emotional. The social aspect of the program was also good for me and there was always a staff member to talk to. Everyone was warm and friendly. – Emily

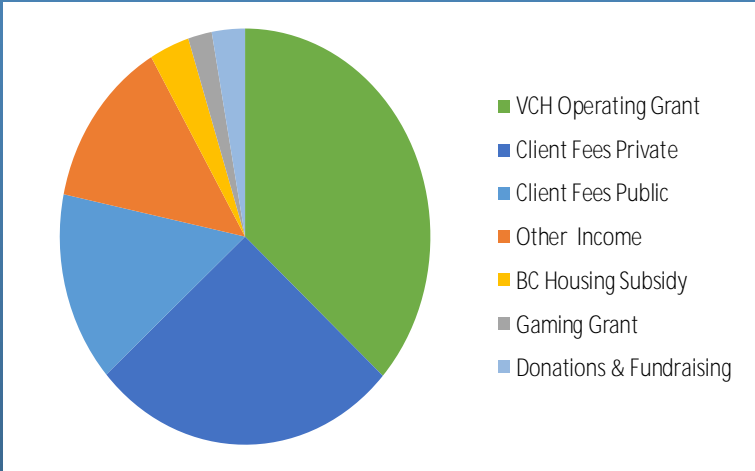


I started listening with interest and intent when I realized the counsellors really knew what they were talking about. They gave me information that provided me with insights about who I was and they gave me the tools and techniques I needed to be safe. I will always be grateful to Pacifica for the role it played in my recovery. – Katheren

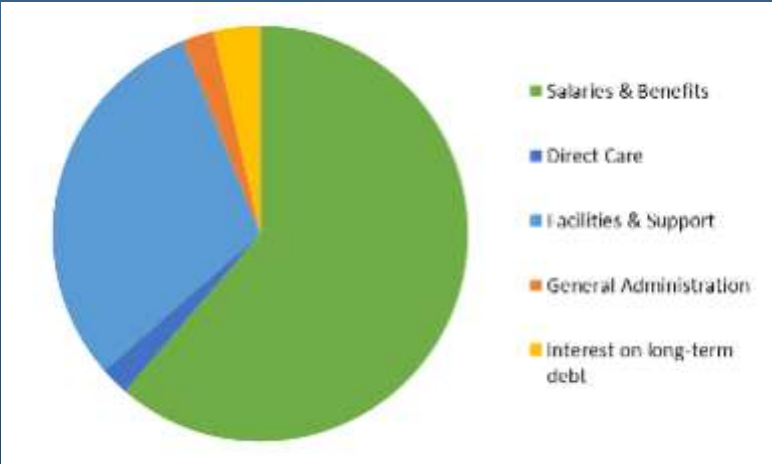
FINANCIAL HIGHLIGHTS

Pacifica is committed to effective and responsible stewardship of its financial resources. Significant funding from government sources allows us to deliver our award-winning treatment programs. Private philanthropy assists us in developing outstanding ancillary programs for both our clients and alumni.

REVENUES



EXPENDITURES



DONORS AND SPONSORS

Donations allow us to deliver additional supports and services above and beyond our base care. In 2017/18, these gifts allowed us to expand our exercise program and offer additional recreational opportunities and get our culinary training program off the ground. Thank you.

MAJOR DONORS

The following organizations and individuals provided funding and/or in-kind donations in 2017/18. Our heartfelt thanks.

Adler University
Anonymous clients, alumni, and family members
BC Housing
Beatty Floors
BMO
Central City Foundation
CRS
Elevator Strategy
G&F Financial Group Foundation
Grandview Printing
Home Depot Canada Foundation
James B. Wallace Foundation
Jim Myers
Kintec
Lush
Pacific Restaurant Supply
Philip Family
Province of British Columbia Gaming Grant
Rackets & Runners
Rajiv and Zarine Silgado Foundation
Schein Foundation
TELUS
The McLean Foundation
Urban Racks
Vancity Community Foundation
Vancouver Parks Board



RACE FOR RECOVERY

This year Pacifica's annual fundraiser celebrated our 40th anniversary and the funds raised were directed towards our programs. The evening's theme was "What's working in addictions in Vancouver?" with guest speakers talking eloquently and from the heart about their work or personal experience in this regard.

The evening had many highlights including the screening of a brand new video about the impact of our work. Featuring testimonials from staff and alumni, the video set the stage for not just what's working in addictions in Vancouver but, more specifically, what's working right here at Pacifica.

Many guests received raffle prizes and we were also grateful to Jeremy and Jace, who created original works of art for a live auction. The grand finale was a wonderful performance by members of Pacifica Connections. Kelly and Steve took to the stage for two songs and were joined by Mikela, Lisa and Serena to lead the house in a heartfelt rendition of Bill Withers' *Lean on Me*.





2017 RACE FOR RECOVERY SPONSORS

Sobeys Pharmacy/Pharmacy at Safeway
 WorkSafeBC
 BC Housing
 Beatty Floors
 Canadian Gaming/Hastings Racetrack

2017 RACE FOR RECOVERY RAFFLE DONORS

Bandidas Taqueria
 Capilano Suspension Bridge
 Claudia White
 Concepcion Mabanta
 JQ Clothing Ltd.
 Rackets & Runners
 Rio Theatre
 Trish Caldwell
 Vancity



Pacifica Treatment Centre Society is a non-profit organization. Our mission is to promote health and recovery from addiction through treatment, education and support that strengthens individuals, families and communities.



PACIFICA

treatment centre

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