

# 2018/19 ANNUAL REPORT

*Saving lives and healing families*



PACIFICA TREATMENT CENTRE

# MESSAGE FROM THE PRESIDENT

As I reflect back, not just over the past year, but the past three years that I have been involved with Pacifica Treatment Centre Society, I am filled with appreciation for this organization and regard for how it has grown and matured into the respected establishment we see today.

The people—our staff, volunteers and alumni—continue to dream, vision and innovate. The passion for Pacifica and for our organization's role as treatment centre, educator, and community support continues to grow. It's evident in the programming and activities that are carried out with commitment and enthusiasm, in the work done by clients with energy and dedication, in the support from client's family and friends, and the community, and in the support received from our generous donors and funders.

I would particularly like to acknowledge Mark Zuberbuhler for his past contributions as both interim CEO and Board president. Mark is stepping down this year and I thank him for his leadership.

Together, we have built a great community. As you read the annual report, you will get an idea of the energy, passion and commitment that makes Pacifica.



James Myers, President



*Saving lives and healing families*

# STRATEGIC PRIORITIES UPDATE

A strategic plan developed by the Board of Directors has guided Pacifica's priorities since 2016. This plan, which included three specific objectives, has served us well and significant progress was realized in this its final year.

## Increasing operational excellence

For the third year in a row, Pacifica was 100 per cent compliant on its licensing review, a significant achievement that has been made possible by creating more stringent policies and procedures. With focused effort and minor changes to our reporting system, we also began consistently achieving a 98 per cent completion rate for discharge summaries during the year, a substantial improvement. We are updating our procedures manual to allow for greater clarity and consistency of practice. We have begun using a follow-up survey tool that will provide us with data on our graduates and their thoughts on Pacifica's strengths and weaknesses.

Training and staying apprised of best practices are key to operational excellence. Many staff had opportunities for professional development in 2018/19 and we also hosted three all-staff training sessions: non-violent communication; setting boundaries; and cyber security. In addition, Pacifica board members had the opportunity to participate in a range of training sessions including cyber security, quality assurance, finance, and risk management.

In 2018/19, we restructured the delivery of our complementary programs (art therapy, music therapy, and creative writing) to provide better feedback to our counsellors after each session. Group sizes have been reduced from 35 clients to eight or nine, allowing for more attention to each client and better outcomes.

We installed two digital displays the building and are now using these to broadcast our weekly schedules as well as to convey other information that supports our program. We began work to reorganize Norm Duncan Hall to optimize use of the space.

## Increasing financial independence

Pacifica's Finance Committee developed a risk register in 2018/19 that assists the board in understanding our financial status and to oversee Pacifica's performance.

We are grateful to Vancouver Coastal Health for its continued confidence in Pacifica to deliver the best treatment possible. Private-pay clients are also an important source of revenue for Pacifica. We are fortunate to have the ongoing support of organizations that reserve beds specifically for their employees. Their trust in the quality of our service and the outcomes for their workers is a testament to the power of our program.

For the first year, our Race for Recovery annual fundraiser was a fun run/walk at Trout Lake Park. Event sponsors meant we could keep our costs to a minimum and use the event to raise money for our exercise

program. We received grants from several other sources including government, the private sector, and foundations in 2018/19.

In-kind donations from Belkin House in 2018/19 allowed us to realize important savings on our food costs. We also received donations of office furniture from Heritage Office Furnishings.

## Expanding our continuum of care

Our alumni group continues to be strong with the Thursday evening meeting consistently attracting approximately 30 former clients each week. These alumni also form the largest group of Pacifica volunteers. We have been successful in raising funds for formal after-care programs and expect these to begin in 2019/20.

Our exercise program has expanded to 52 weeks with a variety of activities available every day, including the addition of martial arts on weekends. Our cooking program began its second series of classes in late 2019.

We are grateful for the support of Vancouver Coastal Health's housing manager, The Salvation Army, Central City, and Turning Point for their ongoing support of our clients who need transitional housing when they leave treatment.



# 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 the Vancouver Region under Vancouver Coastal Health 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.



## Brendan's story

Brendan started drinking at a young age; it was a way to escape the bullying he experienced in high school. He was able to control his use until his younger brother passed away in 2012.

“We were very close and losing him took my drinking to a different level,” said Brendan. “I went to a very dark place filled with depression and anxiety and I refused to address the direct issues causing this. I was in hospital a couple of times and my family was very concerned. I was off work for four months and a condition of returning was that I first have residential treatment. That was what led me to Pacifica.”

Brendan remembers the challenges he experienced moving into a home with people he didn't know. But once he settled in, he focused on getting help.

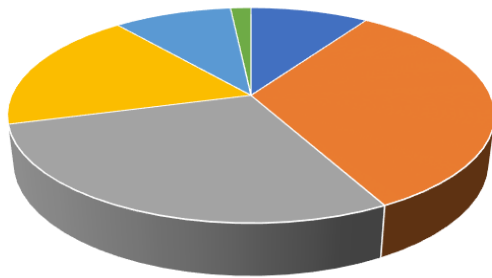
“I'd never talked about what I was feeling. I'd internalized everything. Pacifica offered an opportunity to share and I took full advantage of that. I learned a lot about myself and that's what's helping me now.”

Brendan has returned to work full time, a challenge when recovery is also a full-time job.

“The greatest gift Pacifica gave me was being honest with myself,” said Brendan. “I've gained a voice; I share something at every meeting I've been to and I must have been to about 70 or 80 since graduating last December. Pacifica is a special place; it keeps us coming back and staying grounded.”

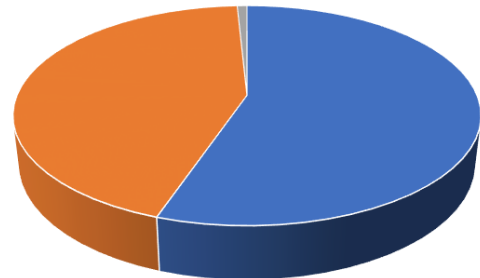
# WHO WE SERVE

Client Age



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ Over 64

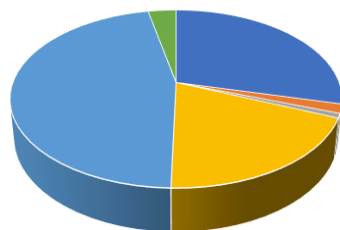
Gender



■ Male ■ Female ■ Transgender

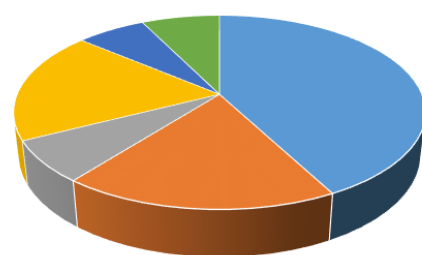


Employment Status



■ Employed ■ Retired ■ Student  
■ Unemployed ■ Social Assistance ■ Disability Pension

Primary Drug



■ Alcohol ■ Cocaine ■ Crystal Meth ■ Heroin ■ Opiate ■ Other

# STRUCTURED EXERCISE PROGRAM

Pacifica is on the leading edge when it comes to incorporating exercise into addiction treatment. We ran a pilot project in 2016 and started a structured exercise program in 2017 for both clients and alumni. Participation in walking and running groups is now a key part of our program, as are hiking and cycling clubs. In addition to a pair of running shoes, all clients also now receive a 12-month pass valid for complimentary access to the City of Vancouver's community centre programs, including swimming, skating, aerobics classes and weight rooms.

This year we partnered with Mobi by Shaw Go to deliver the cycling component of the exercise program. Monthly outings are planned and we take full advantage of the Mobi station that opened close to our building. In 2018/19, we also added self-defence classes once a week. These sessions are run by a volunteer and are proving to be very popular.

Anecdotal feedback indicates that these opportunities are having a very positive influence on our clients and alumni and their resolve to remain clean and sober. In 2018/19, we began working with UBC's Kinesiology Department to test our theory. Researchers are gathering data to more accurately determine the effect of structured exercise on recovery.

*We're thrilled to partner with Pacifica. This is an amazing opportunity for us to help create a positive impact on more people's lives by integrating healthy and joyful experiences in a meaningful way.*

Laura Beattie, Service Manager,  
Mobi by Shaw Go



# CULINARY PROGRAM

Our Cooking for Life culinary program ran two sessions in 2018/19. The 12-week course includes 50 hours of instruction and 50 hours of practical hands-on experience and was developed to offer Pacifica alumni the opportunity to develop basic cooking skills. Before starting the program, participants receive FOODSAFE Level 1 certification. Under the guidance of Pacifica's kitchen supervisor, they then learn basic skills such as working with knives, chopping, sauces, soups, how to handle different cuts of meat, and different cooking methods and when to use which one. Cooking for Life includes other practical skills including budgeting, how to shop wisely, and how to boost the nutritional value of meals.



*We ensure our clients have nutritious meals while they stay with us. But many rely on food banks when they are on their own. Our culinary program teaches the life skills we all need in order to make healthier choices. Part of recovery is moving towards a healthier lifestyle and that's what this course offers.*

Ianna Yelchinko, Kitchen Supervisor, Pacifica

# ALUMNI PROGRAMS

Addiction is a chronic disease. It is persistent and long lasting. Even after someone has undergone treatment, they are not “cured.” They will always be in recovery and at risk of relapse. That is why Pacifica provides opportunities for program graduates to remain connected either by attending our informal check-in alumni sessions on Thursday evenings or by participating in our exercise programs.

One of our goals is to offer counsellor-facilitated after-care programs for alumni as well as family members. These programs will offer immediate support to our graduates, strengthen their recovery, and result in better outcomes.

We took important steps towards the development of these programs in 2018/19. Funding has been confirmed from several foundations. We look forward to seeing these programs come to life over the coming months.

## Susan's story

Susan was able to hide her alcoholism well. She was also adept at concealing her true feelings as well as how she coped with those by drinking excessively.

“Before I came to Pacifica, I had a 30-year history of alcoholism and I’d been highly functional for 20 of those,” she said. “During those last five years, as my marriage hit a crisis, I became a complete recluse and I found it hard to even get up off the couch.”

Susan did seek help, and eventually landed at Pacifica.

“I was excited and felt in control because I was doing treatment for me,” she recalled. “But some bullying brought up some of the original issues that had led me to drinking in the first place. I regressed and it was only through counselling that I was able to become ready to be the person I wanted to be.”

Upon leaving Pacifica, Susan took charge of her life. She’d been told that addicts don’t need to change everything—just almost everything. She left her husband and started from scratch.

“It was scary but empowering,” said Susan. “I’d heard that connection is the opposite of addiction. At first I didn’t understand this, but through Pacifica, I have created a new family for myself and these connections—along with Pacifica’s alumni meetings and volunteering—are what help me most on my recovery journey.”



# BUILDING UPDATES

Our building is much more than four walls and a roof. Nevertheless, ensuring that those structural components are in good shape is vital to our success. In 2018/19, we made significant capital investments in our building including a new roof and HVAC systems. We renovated and updated all our washrooms. We also installed a new digital display system as well as new blinds and upgraded to LED lighting throughout the building.

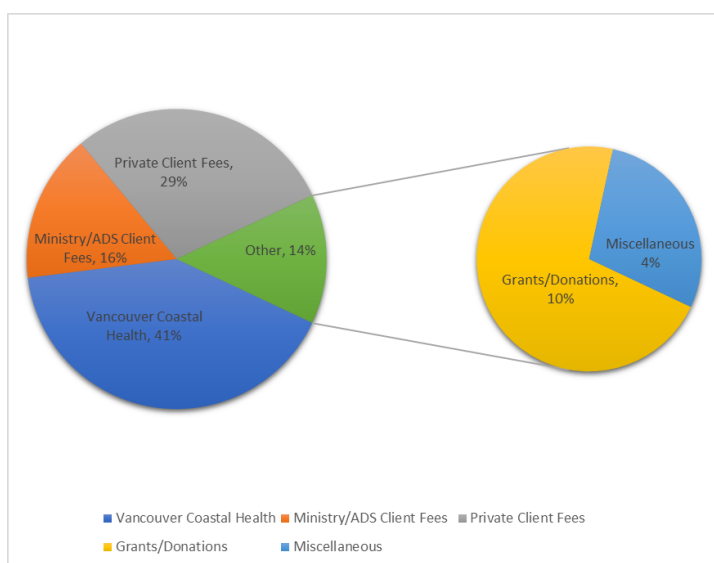
Renovations will continue in the coming year. Plans for 2019/20 include elevator upgrades, new flooring throughout, painting all interior walls, and space planning to allow for new programs.



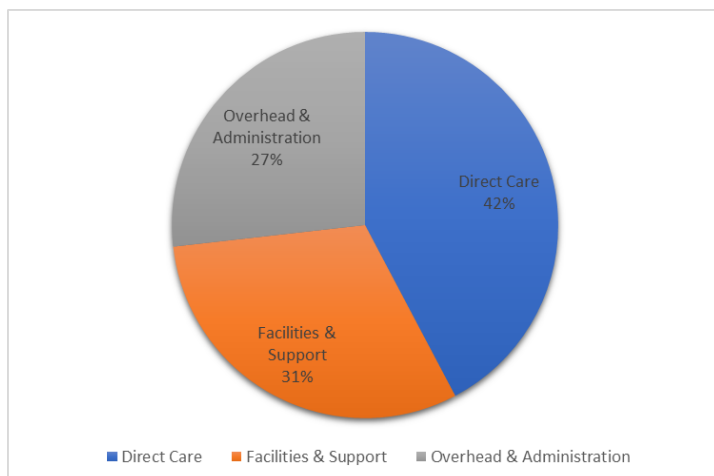
# FINANCIAL HIGHLIGHTS

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

## Revenue



## Expenditures



# DONORS AND SPONSORS

Thank you for saving lives and healing families

Donations allow us to deliver additional supports and services above and beyond our base care. In 2018/19, these gifts allowed us to make capital improvements to our building, add more elements to our exercise program, offer two culinary program sessions, provide staff with training and professional development, and begin developing formal after-care programs.

## Major donors

The following organizations and individuals provided significant funding and/or in-kind donations in 2018/19.

Archway Construction Ltd.  
Blue Mountain Quilting Guild  
BMO  
Canada Summer Job Grant  
Central City Foundation  
City of Vancouver Social Policy Capital Grants  
CRS  
Elevator Strategy  
Face the World Foundation  
Freybe  
Fraser Valley Quilting Guild  
Government of Canada (Department of Justice; Crime Prevention Week)  
Grandview Printing  
Hastings Entertainment  
Heritage Office Furnishings  
Home Depot Canada Foundation  
Kintec

Lush  
Pacific Blue Cross  
Province of British Columbia Gaming Grant  
Rackets & Runners  
Schein Foundation  
Seedlings Foundation  
Skills Training Grant  
The Salvation Army Belkin House  
Vancouver Parks Board

*Our staff want to be part of the community; many of them live here. Pacifica has been tremendously helpful in creating our awareness of the needs in the community and to understand more about addiction.*

Elaine Kennedy, Branch Manager, Vancity

# RACE FOR RECOVERY

For the first time, our annual Race for Recovery fundraiser in 2018/19 was a fun run and walk. An impressive number of alumni, volunteers, staff, and supporters (120 participants and 40 guests) turned out to run and walk five kilometres around Trout Lake on August 12. Cheered on by our enthusiastic emcee, Colleen Christie from Global TV, participants chalked up the miles and then relaxed with live music, working artists, and great food.

We are indebted to all the volunteers who assisted with the run as well as to the event sponsors for making this another successful Pacifica fundraiser.

## Race for Recovery Sponsors

Safeway/Sobey Pharmacy

BMO

James B. Myers Law Corporation

BC Housing

Construction Industry Rehabilitation Plan

UBC Kinesiology

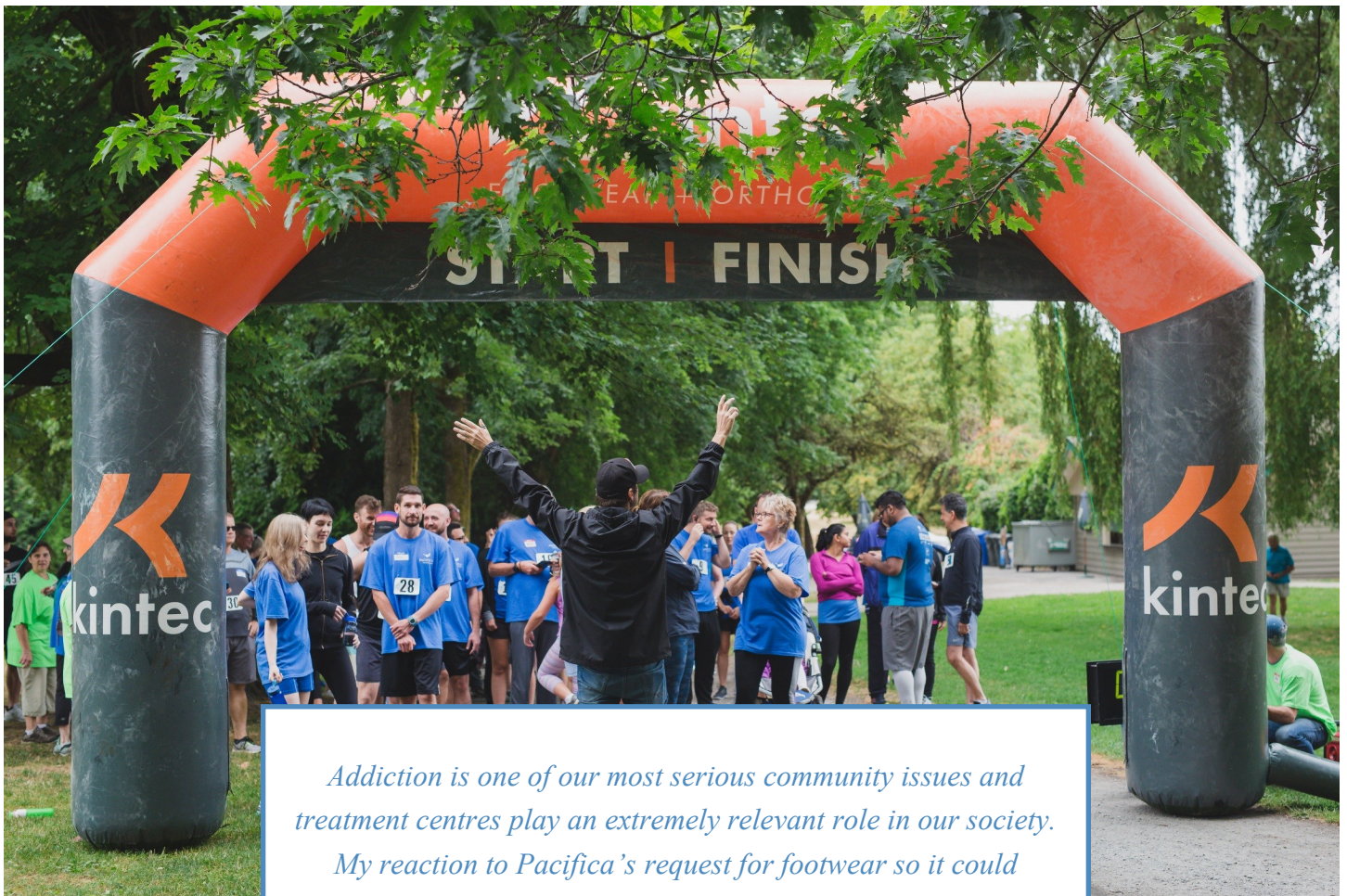
WorkSafeBC

Rackets & Runners

Kintec

Watch for the 2019  
Race for Recovery  
August 11 at  
Trout Lake Park.





*Addiction is one of our most serious community issues and treatment centres play an extremely relevant role in our society. My reaction to Pacifica's request for footwear so it could incorporate fitness into its recovery program was that we would help any way we could.*

Vanda Borean, Owner, Rackets & Runners



# BOARD OF DIRECTORS

James Myers, President

Patricia Stevens, Vice President

Elida Kong, Treasurer

Erin Offer, Secretary

Mark Zuberbuhler, Past President

Dr. Karen Arnold

Laurie Beverley\*

Jerry Cox\*\*

Miljenko Horvat\*\*\*

Paul Kyle

\* Left March 2019

\*\* Joined December 2018

\*\*\* Left October 2018



For more information, contact [info@pacificatreatment.ca](mailto:info@pacificatreatment.ca) or visit our website at [www.pacificatreatment.ca](http://www.pacificatreatment.ca).

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