

# pacifica

TREATMENT CENTRE



## Annual Report

2022-2023

## President's Remarks



As the Board President of Pacifica Treatment Centre, I am honoured to share our annual report for the year. This has been a year of growth and renewal for our non-profit organization, and we are excited to share our progress with you.

We are proud to have become leaner, resulting in increased agility and efficiency, allowing us to provide our clients with a more refined and improved service. Our comprehensive strategic planning process has provided valuable insights from key stakeholders, including past clients, governmental agencies, and sector and allied service leaders. These insights have enabled us to better understand the needs of our community and how we can serve them in the most effective way possible.

At Pacifica Treatment Centre, we are committed to ensuring that our organization remains aligned with our mission and values while continuously striving to improve the quality of our services. We are confident that we are well-positioned to meet the challenges that lie ahead and to continue making a positive difference in people's lives.

We are immensely grateful for the ongoing support of our shareholders, whose dedication and commitment have been crucial in helping us achieve our goals. We will continue to work tirelessly to deliver on our promises and provide the highest quality services to those dealing with substance dependencies.

Thank you for your trust and support.

Sincerely,

A handwritten signature in black ink, appearing to be 'Zee Noorani'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Zee Noorani

## A Message from the CEO

I reflect on this past year as one of great change, challenges, and opportunities. As we emerge from the COVID-19 pandemic, we find ourselves in a phase of transition, and I am proud to say that we, at Pacifica Treatment Centre, have made tremendous progress in adapting to the new reality.

First and foremost, I want to express my deepest gratitude to our staff. Despite the difficulties of the pandemic, they have worked tirelessly to serve the needs of our clients, ensuring that they receive high-quality services and ensuring their ongoing safety. Their unwavering commitment to our mission has been inspiring.



Ron with Tonto (2014-2022)

We have also been working hard to ensure the financial stability of our organization. We are fortunate to have received new multi-year funding from Health Canada as well as program-specific funding from a series of new donors. Simultaneously, we have been working to solidify our existing core funding. This will allow us to continue the high-quality services our clients need and deserve.

As part of our efforts to better serve our clients, we have been implementing new programming to meet their evolving needs. We recognize that our community is constantly changing, and we are committed to adapting to those changes.

Finally, we are reaching out to our alumni and the community to become involved as volunteers in our programs and services. We believe that by working together, we can create a better future for everyone.

In closing, I am proud of what we have accomplished this year. We have faced many challenges, but we have emerged stronger, more resilient, and more committed to our mission than ever before. We look forward to a bright future ahead.

Sincerely,

Ron Lirette



## **Strategic Priorities Update**

A strategic plan developed by the Board of Directors has guided Pacifica's priorities since 2016. This plan was revisited and reconfirmed in 2020. The strategic priorities focus on three specific objectives: operational excellence, continuum of care and financial stability.

### **Increasing operational excellence:**

This fiscal year, as we began the return to pre-Pandemic life, Pacifica has focused on strengthening our policies and procedures, providing ongoing training and supports to our staff, and updating our software where necessary. Particular focus has been on ensuring equity within our operations with a lens on BIPOC and 2SLGBTQI+ communities.

### **Increasing Financial Independence:**

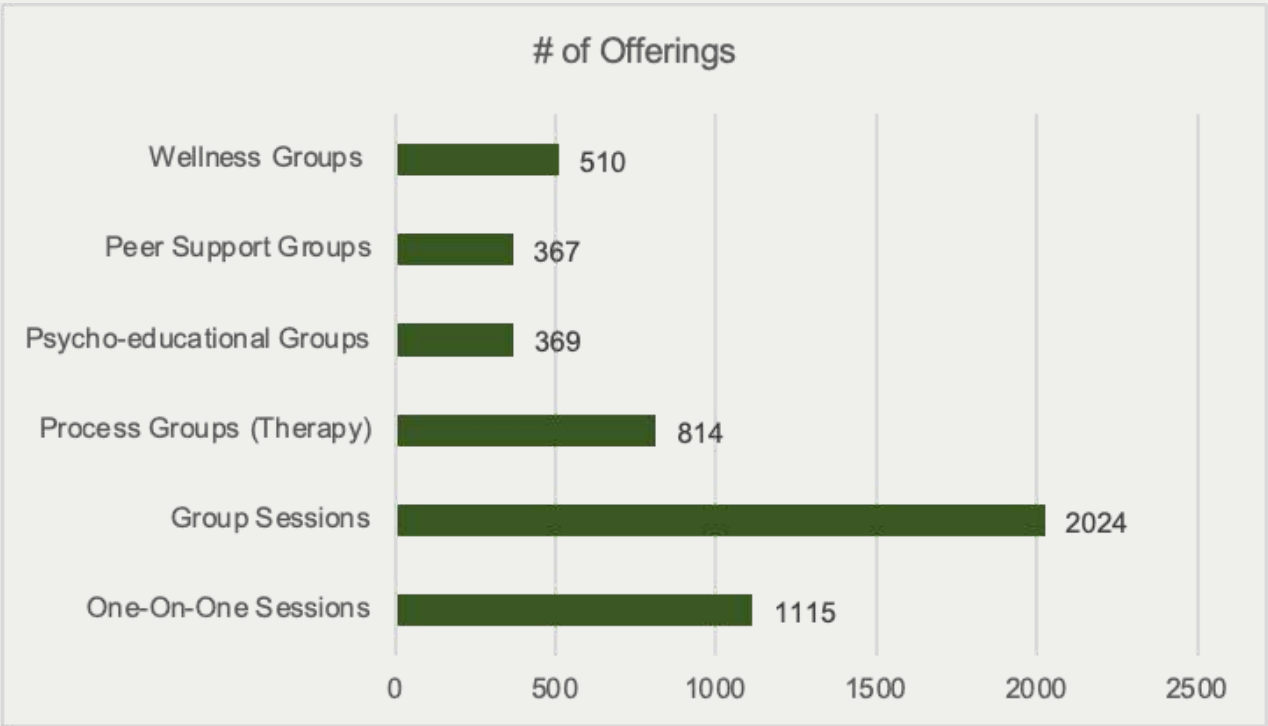
Alongside generous funding from Vancouver Coastal Health, private-pay clients are also an important source of revenue for Pacifica. We are also thankful to our individual donors and sponsors who continue to donate to Pacifica's programming and infrastructure.

This past year has been one of relationship-building. We have successfully developed relationships with several foundations, corporations, and government entities (for more please see the section entitled, "Thank you to our Donors". This support has allowed us to upgrade our facility and begin new, and essential programming for our clients.

**Expanding our Continuum of Care:**

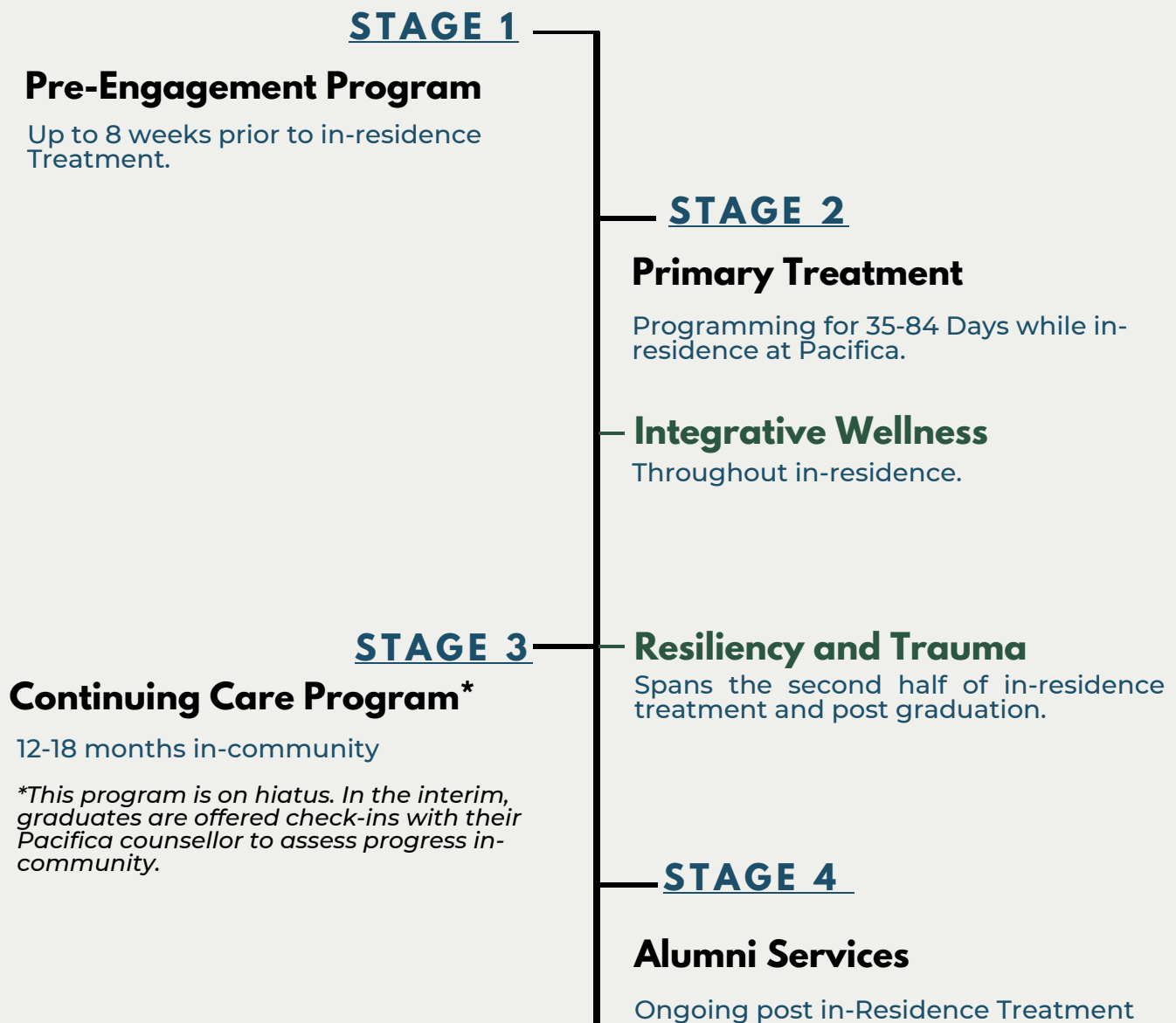
Historically, Pacifica offered a 12-week in-residence primary treatment program. Pacifica now offers up to two-year+ structured touch points, through the design and implementation of a continuum of programs and services comprised of a pre-engagement program, in-residence primary treatment program, integrative wellness program, resiliency & trauma program, and alumni services. This year, with the support of Health Canada, the Pre-Engagement program (which will be outlined in "Program Spotlight"), was designed and readied for pilot in April 2023.

*Pacifica will continue to focus on these three strategic objectives for the 2023-2024 year.*



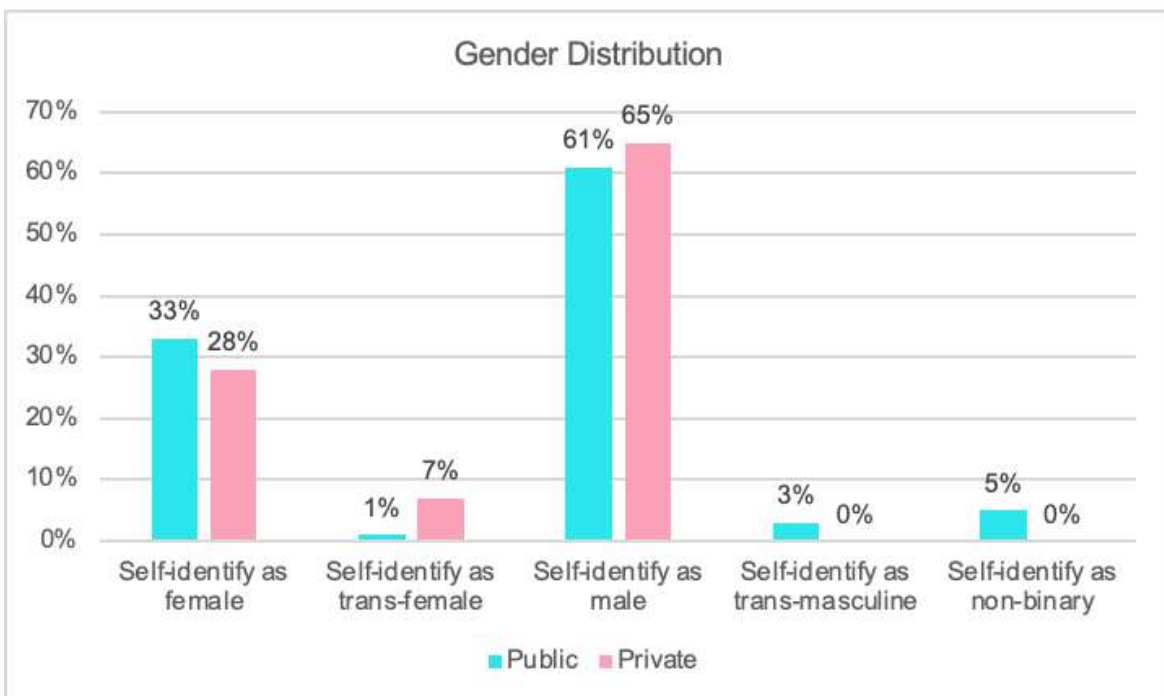
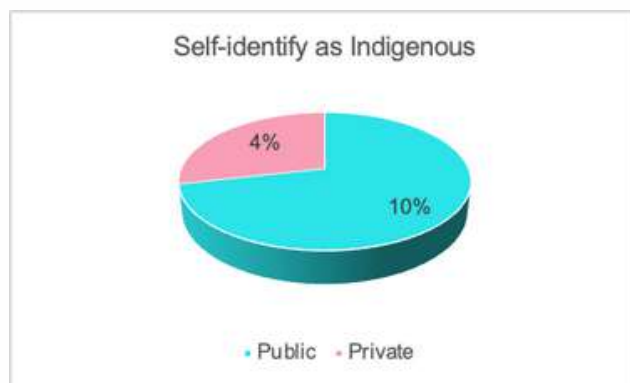
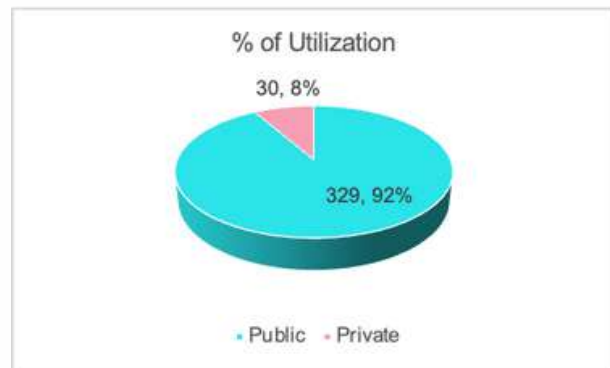
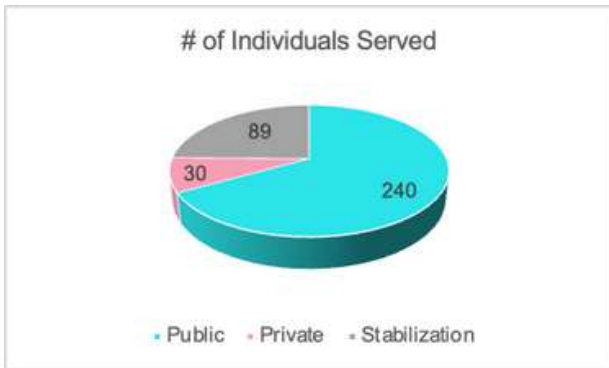
# Program Updates

This year, we have made some two key changes to our programming at Pacifica. Firstly, our Continuing Care Program, formerly offered alongside Cedar's at Cobble Hill has been placed on hiatus. We hope to bring this program back in the coming years and are looking for financial support to strengthen this offering. And secondly, our Pre-Engagement Program - formerly an informal offering at Pacifica - has been established as a core program.



# Who we Serve

Pacifica is a barrier-free environment. We provide treatment for Substance Use Disorder regardless of race, ethnicity, socio-economic bracket, religion, belief, sex, gender, language, sexual orientation, gender identity, age, or other status.



## Program Spotlight: Pre-Engagement Program

Pacifica's Pre-Engagement Program supports individuals while on the waitlist for our in-residence treatment program. Pre-engagement is composed of a group meeting per week, a nutritious communal meal per week, one-to-one sessions with a peer (an individual with lived experience who has graduated from treatment), weekly mindfulness exercises, and access to the Pacifica App. Individuals partake in this preliminary program for as long as they are waitlisted so they remain on the course, and seamlessly transition into in-residence treatment.

This program has been made possible by a very generous multi-year grant provided by Health Canada. The grant has allowed Pacifica to create and pilot this robust program that addresses a gap in the sector. The pilot year of pre-engagement programming (which commenced in March 2023) will conclude with a community-based evaluation. We look forward to sharing these results in next year's Annual report



Santé  
Canada

Health  
Canada





## Department Spotlight: Food Services

Ianna Yelchinko has been the Program Coordinator of Food Services at Pacifica since 2017. When asked what motivates her, Ianna said, "I am passionate about the role that food and nutrition play in peoples' health and well-being. I love educating people on that." She and her team realize that nutritious food can help support physical and mental health, reduce cravings, and provide structure and routine, all of which are beneficial in recovery.

**38,325** Meals Served

**25,550** Snacks Served

Despite soaring food prices resulting in fewer ingredients, the Food Services team continues to provide clients with three healthy and wholesome meals and two snacks a day. Ianna leads a creative team that not only serves delicious food, but also caters to dietary restrictions including, gluten-free, celiac, vegetarian, and kosher.

When asked what she likes most about her role, Ianna said, "I often encounter clients who hold beliefs like "I hate vegetables". Any time I can convince someone to try something they think they dislike, and they realize it's not so bad, is a great day for me. My favourite example is of an older client who I talked into trying my braised cabbage. He came back with an amazed look on his face to say that he had hated cabbage for more than 50 years but that he found it absolutely delicious. I think this experience of challenging long-held beliefs about themselves is exactly what clients come to Pacifica to do. Being able to change their minds about their relationship with food can show them that they may be able to do this with other aspects of their lives. In other words, that something they believed to be impossible may actually be possible."



## DC's Story



"I graduated/completed my three-month rehab program here at Pacifica around seven years ago. With full sincerity, my experience was such a positive one and is the most impressionable education I have had since my younger days. Needless to say, the work I put in and the things I learned were so important in creating a solid foundation from which I built my successful recovery process, and helped me stay sober!

One of the many things I took from my experience at Pacifica is yoga. Yoga has turned into a lifelong practice and I have since transformed myself in so many ways. I hope others can find this path and pursue it like I did, with success."

- *Pacifica Alumni*

## Suzy's Story



"My mother was a 'situational' alcoholic and had been for about 10 years, following an accident. I remember I went to Victoria to pick her up from detox because my dad would no longer take her back.

In Vancouver, she enrolled in the 28-day treatment [at Pacifica] which was standard at the time, and when she came out, she was sober and never took another drink, never even wanted another drink. Fortunately, my children were: a baby, a four-year-old and an eight-year-old and they don't remember anything about all the stress that went on in our family for those 10 years. They only knew the gentle, kind grandma that prepared Sunday dinners and always had her arms and heart open to them. The last 20 years of her life were wonderful and she made an impact on everyone she met. Thank you, Pacifica!"

- *Alumni Family Member*

## Staff Spotlight - Michael Peterson

**When did you start at Pacifica?** I started at Pacifica as a practicum student in August 2021. I became a full-time counsellor at Pacifica in July 2022.

**What is your role at Pacifica?** I am part of the clinical counselling and interdisciplinary team. Generally, I strive to help people work on healing addiction and achieve lasting recovery. I work with clients to develop personalized treatment plans that address their unique needs and goals while providing emotional support and accountability. I firmly believe in meeting people as a human first and a counsellor second.

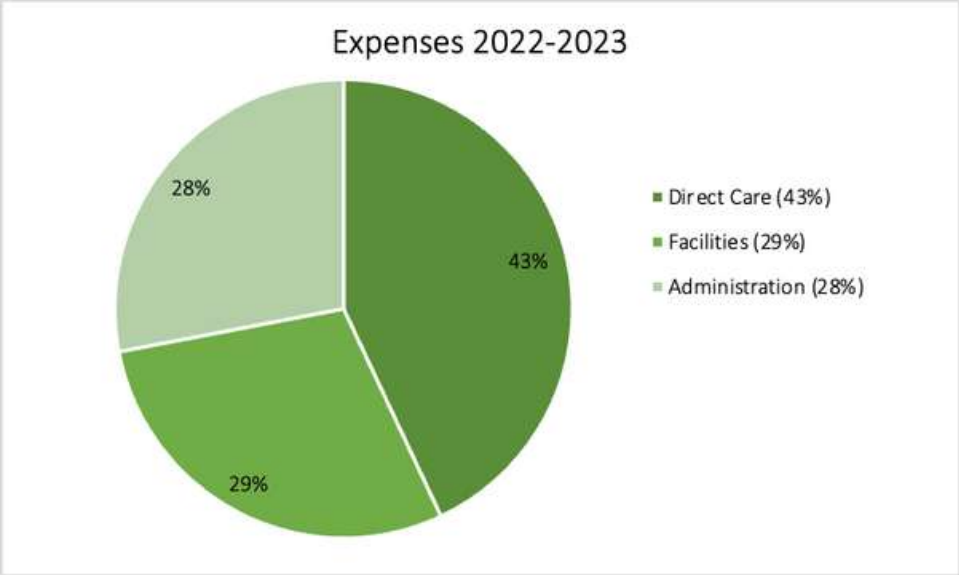
**Tell us a bit about yourself.** I was born and raised in London, Ontario, played in bands and lived in vans on tour for most of my young adult life (I think there was a bachelor's degree in there somewhere). I also played in bands and made music professionally (as my colleagues like to remind me, I was even nominated for a Juno). After years of devotion to music and touring, I noticed a growing spiritual emptiness and dissatisfaction with the path I was on and that my addiction to drugs and alcohol was taking a toll on my mental and physical health, as well as my relationships with loved ones. With the help of my partner, I decided to make a change and commit to my own recovery journey, seeking help through therapy and a 12-step meeting called Spiritual Kindergarten (how fitting). Through this process, I discovered a passion for helping others with addiction and became a counsellor. As a counsellor, I often use my personal experience with recovery to try and connect with clients on a deeper level. When not wearing my counsellor hat, I like spending time with my partner, friends, and family. I also enjoy reading psychology books, "shop stewarding", thrifting, antiquing, hiking, watching prestige tv dramas and baseball, travelling, and searching out the best cheap eats in every city I visit. I still make music too.

**Why Pacifica?** Another counsellor once told me "Any issue you could work with as a counsellor eventually walks through that door." That has since become my reason for working in a treatment setting. Working with addictions is a multifaceted and dynamic area of practice that I find stimulating. I also find it close to my heart. Of course, what keeps me here, in particular, is the supportive and accountable workplace culture and my lovely, inspiring colleagues throughout the organization.

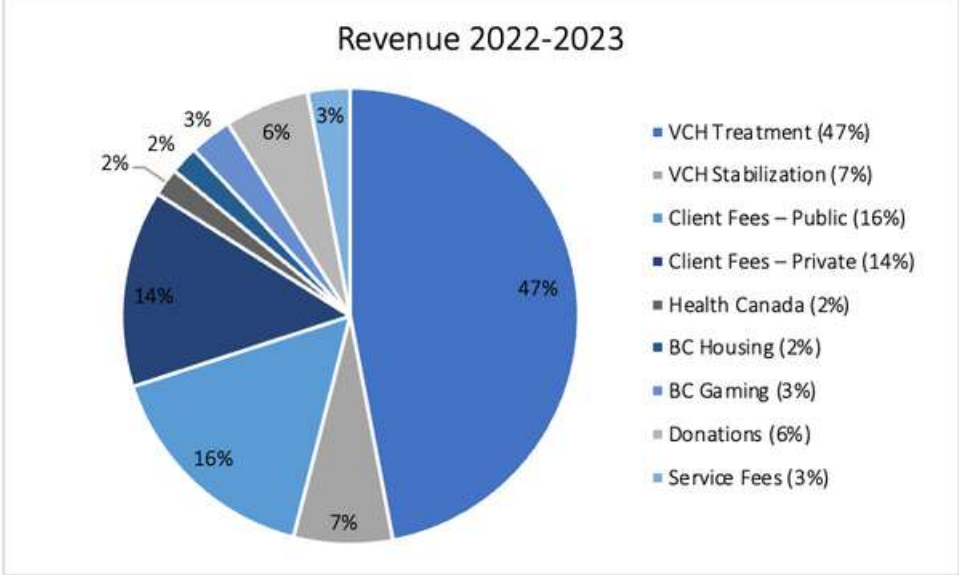
**If you had a superpower, what would it be?** If I had a superpower, it would be the ability to fly. I would use it to help clients get to appointments at far-away doctors' offices and the like.

# Financial Snapshot

Pacifica is proud to be an organization that spends 72% of all revenue on client affairs. The remaining 28%, towards administration, includes a large portion devoted to hiring Master's Level Counsellors for the highest quality treatment.



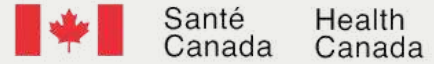
This year, Pacifica successfully secured 11% of all funding from donations. This includes 2% from Health Canada, who have confirmed a multi-year grant towards Pre-Engagement Programming.



# Our Donors and Partners

## Platinum Donors

Vancouver Coastal Health  
Health Canada  
Government of British Columbia  
BC Housing



## Gold Donors

The Beedie Foundation  
Second Harvest  
G&F Financial Foundation



## Silver Donors

Sutherland Foundation  
Pharmasave  
HSBC  
Wheeler Family Foundation  
Bank of Montreal  
Safeway



**Wheeler  
Family  
Foundation**



## Bronze Donors

James B Wallace Foundation  
Hylcan Foundation  
Coast Capital  
Mark MacLachlan  
Electronic Recycling Foundation  
Prime Image

**James B Wallace  
Foundation**



**Hylcan Foundation**



## Friends of Pacifica

Ingrid Kastens, Nancy Barker, Arif Kassam, Matthew Casey, Tomoko Mikuriya, Astoria Pictures, Noeline Le Jeune, Natasha Pittman

## Looking Ahead

As we reflect on the past year's achievements and challenges, we also set our sights on the future and the exciting opportunities that lie ahead for Pacifica. The field of treatment continues to evolve, and we are committed to staying at the forefront of research, innovation, and compassionate care. A few areas of priority will include:

**Expanding Our Services:** In the coming year, we plan to expand our range of services to better meet the diverse needs of individuals struggling with Substance Use Disorder. This includes developing the Pre-Engagement Program and offering Alumni Retreats. It also includes specialized programming that addresses specific populations, including Indigenous clients, and 2SLGBTQI+ clients.

**Quality Improvement:** In 2023-24 we will focus on strengthening our quality assurance processes, implementing feedback mechanisms, and conducting regular program evaluations. By monitoring outcomes, soliciting client feedback, and staying abreast of best practices, we will ensure that Pacifica remains a leader in the field and that our clients receive the best possible care.

**Staff Development:** Our dedicated and compassionate staff are the heart of our organization. To support their ongoing professional growth, we will invest in comprehensive training programs, continuing education opportunities, and staff wellness initiatives.

