



ANNUAL REPORT

2023-2024



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In the spirit of reconciliation, Pleo acknowledges the land on which it was originally established as the traditional and unceded territory of the Anishinaabe Algonquin Nation (Ottawa). We recognize the people and the land in this way as part of our commitment to anti-oppression and decolonization. Beyond recognition this is a reminder of our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities. In particular at Pleo, this means recognizing and valuing the experience and wisdom of Indigenous Peoples as it relates to our specific work with mental health and families, and making sure that delivering on our mission includes supporting Indigenous families and children to flourish.

Our Vision is that families facing mental health challenges can flourish, stigma-free, with the support and services they need.

Our Mission is to foster positive outcomes for families with children to age 25 facing mental health challenges by providing family peer support and by amplifying the family voice for system change.

Our Core Values

- We have a sincere and compassionate interest in the well-being of those we serve, and we value the dignity of all families dealing with mental health challenges.
- We believe in hope, inclusion, recovery, and the capacity of families to provide support and advocacy for their children when supported
- We believe trust, respect, honesty, and fairness are the foundations for all relationships
- We value equity and diversity in our community
- We value excellence and meeting the highest standards of professionalism
- We believe in continuous improvement with a bias to action

Dear Pleo Community,

As the Executive Director and Board Chair who both began our senior leadership roles with Pleo during this transformative year, we are honoured to share our reflections and gratitude in this annual report for 2023-2024.

First and foremost, we extend our heartfelt thanks to the incredible staff at Pleo. Your unwavering dedication and tireless efforts have been the backbone of our success during this revitalizing year. As we strengthened our employment offering for you, you gave back so much and facilitated over 4100 encounters, ensuring that families received the help they needed when they needed it most. We are immensely proud of your resilience and commitment to the parents and caregivers we serve. We know that the demands for your support are extremely high, and we are taking steps to ensure you have the tools and support to meet those needs.

We are deeply grateful to the Board of Directors for your guidance and support. Your engagement, vision and leadership have been instrumental in building strong foundations on which we can keep building Pleo's bright future.

Our sincere thanks also go to our community partners and funders. Your collaboration and generosity have been pivotal in helping us invest in our workforce, strengthen our partnerships, and secure the funding necessary to deliver on our mission. Your trust and support enable us to continue providing essential services and making a meaningful impact in our community. A special thank you to the Stittsville Front Porch Concert Series, which chose Pleo as the recipient of their 2023 summer series.

Lastly, we are profoundly thankful to the parents and caregivers who trust in us. Your belief in Pleo motivates us to strive for excellence and create a nurturing and supportive environment for you every day.

As we look ahead, we are filled with excitement and optimism for Pleo's future. With strong momentum, we are eager to build on our successes and continue expanding our impact. We are particularly excited about our new partnership with Britannia Woods, which will deepen our commitment to diversity, equity, inclusion, and belonging (DEIB), and the launch of our new strategic planning cycle, which will guide us in amplifying our mission.

In the coming year, we look forward to hosting events that will further showcase Pleo's invaluable work in supporting families across Eastern Ontario. These initiatives reflect the dedication and passion of our team, partners, and supporters and reinforce our confidence in Pleo's bright future. Together, we will continue to achieve great things, providing hope, support, and resources to those who need them most.

With gratitude,



Michelle Crogie
Executive Director, Pleo



Angela Fenton
Board Chair, Pleo

Board of Directors 2023-2024

Officers

ANGELA FENTON, BOARD CHAIR

HEDI GORDON, VICE CHAIR

GREG NESBITT, TREASURER

Directors

DAVID MILLEN, PAST CHAIR

PURNIMA SUNDAR

AMELIE MARCH-DERRIGER

KRISTA DAVIAULT

KATE STOUDT

CONNOR SHEA, PAST TREASURER

MADALINA TOCA

NOAH SPECTOR

DHAVAL SHAH

MELISSA JENNINGS

FREDERIC BIRT

I first discovered Pleo during one of the darkest periods of my life. Raising a child with autism and oppositional defiance disorder felt like an insurmountable challenge, and I was drowning in despair. But then I found Pleo, and it was like finding a beacon of hope in the midst of despair. What truly made Pleo invaluable to me was the fact that the support came from fellow parents who had walked similar paths. They didn't just sympathize; they understood. In my darkest days, knowing that I was speaking to someone who had faced similar challenges was literally a lifeline.

Through Pleo, I was quickly connected to vital community resources and joined a parent support group. Hearing others' stories and learning about additional supports provided me with a sense of comfort and empowerment.

Recently, I reached out to Pleo once again, this time seeking a parent support group for a situation involving my older teen's suicidality. Once again, Pleo was there for me, providing guidance and understanding during one of the most challenging times of my life.

To any parent struggling with their child's mental health issues, including suicidality, I urge you to reach out to Pleo. Help is available, and the compassionate individuals genuinely want to support you. Making that call could be one of the most significant steps you take as a parent, and both you and your child will benefit immensely from the support they offer. -Wendy



PARENT TESTIMONIAL

How we Help

OUR PARENTS' HELPLINE IS ANSWERED MONDAY TO FRIDAY FROM 9AM TO 7PM EST. PARENTS OR CAREGIVERS OF CHILDREN UP TO AGE 25 CAN CALL; ANY TIME AND AS OFTEN AS IS HELPFUL. THERE'S NO WAITLIST, NO FEE, NO PAPERWORK. YOU CALL AND GET SUPPORT RIGHT AWAY.

OUR PARENT SUPPORT GROUPS ARE CONFIDENTIAL AND JUDGEMENT FREE SPACES. HOSTED BY TWO FAMILY PEER SUPPORTERS, SMALL GROUPS OF PARENTS MEET TO CONNECT AND SUPPORT EACH OTHER. PARENTS ARE ABLE TO SHARE VALUABLE INFORMATION AND FAMILY PEER SUPPORTERS CAN BRING THEIR OWN EXPERIENCES AND KNOWLEDGE OF SERVICES AND RESOURCES

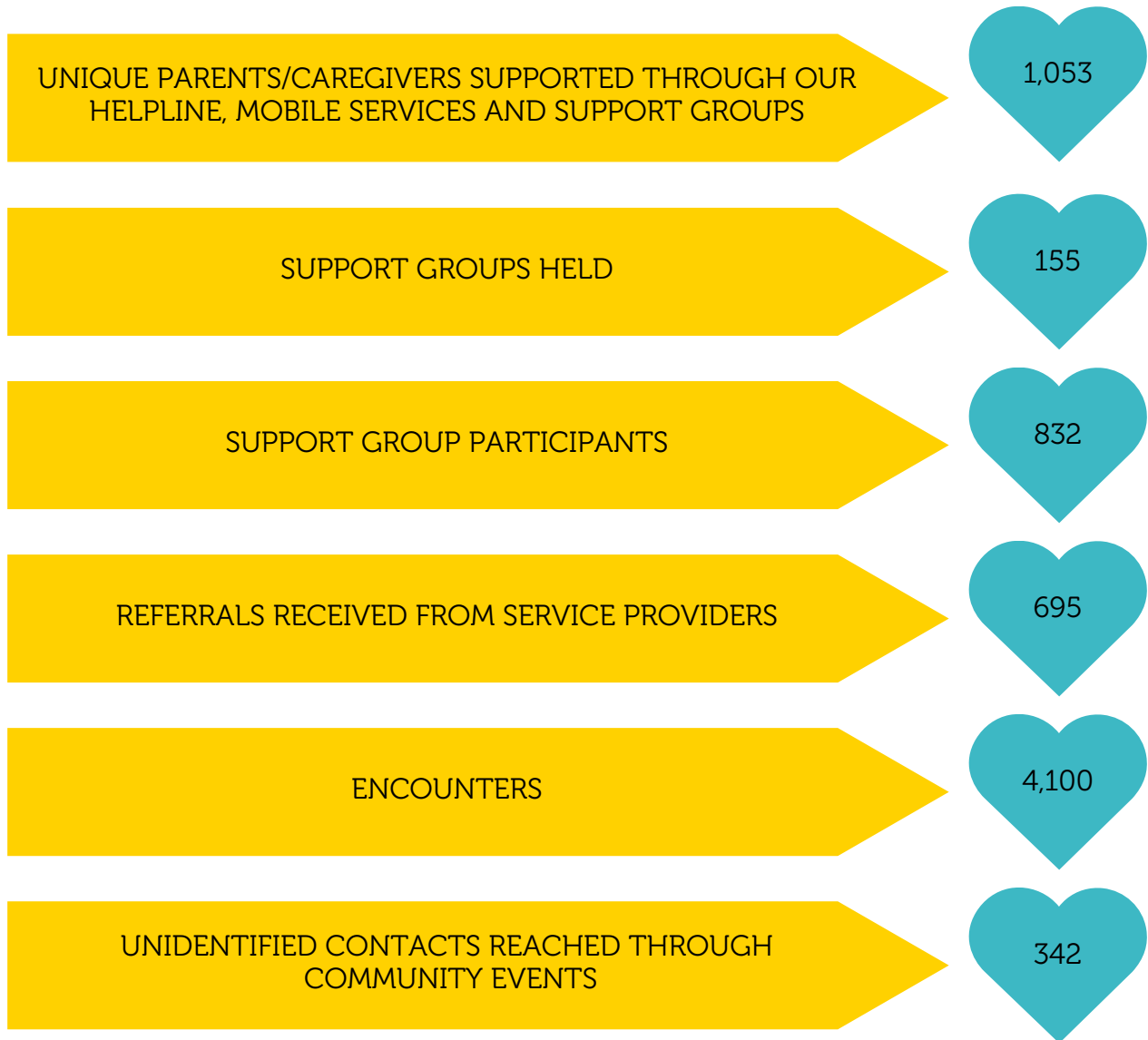
THROUGH OUR ONE-ON-ONE MOBILE SERVICE OUR FAMILY PEER SUPPORTERS MEET WITH PARENTS IN THEIR COMMUNITY. THESE MEETINGS TYPICALLY CONTINUE OVER EIGHT WEEKS

We are also onsite at several locations across the region, working closely with our partners to ensure the whole family is supported.

You can find us onsite at the following partner locations:

- Youth Services Bureau
- Cornwall Community Addiction and Mental Health Centre
- L'Équipe psycho-sociale pour enfants et adolescents francophone Cornwall et SDG
- Valoris for Children and Adults of Prescott-Russell (Rockland and Embrun)
- Pembroke Hospital
- Youth Wellness Hub Cornwall
- Youth Wellness Hub Rockland

Our Impact



In the last fiscal year, 2023-2024, Pleo made a substantial impact on the community through its diverse services and outreach efforts. We supported 1,053 unique parents and caregivers via our helpline, mobile services, and support groups. Throughout the year, we held 155 support groups, which saw the participation of 832 individuals seeking support and connection. Additionally, we received 695 referrals from service providers, reflecting our strong collaboration with other organizations in the community. Our team facilitated over 4,100 encounters, ensuring that families received the help they needed when they needed it most. Moreover, our involvement in various community events reached 342 unidentified contacts, further extending our reach and support to those who may otherwise go unnoticed.

YNST with Support from Ottawa Blues for Youth and The Royal

The Youth Nominated Support Team (YNST) is a program geared towards young people who are vulnerable to suicide. This evidence-based project supports youth to identify four adult supporters in their lives, then equip these helpers with tools to allow them to be even better allies to the youth. Pleo facilitates the identification of the support team, engagement, and training of the supporters.

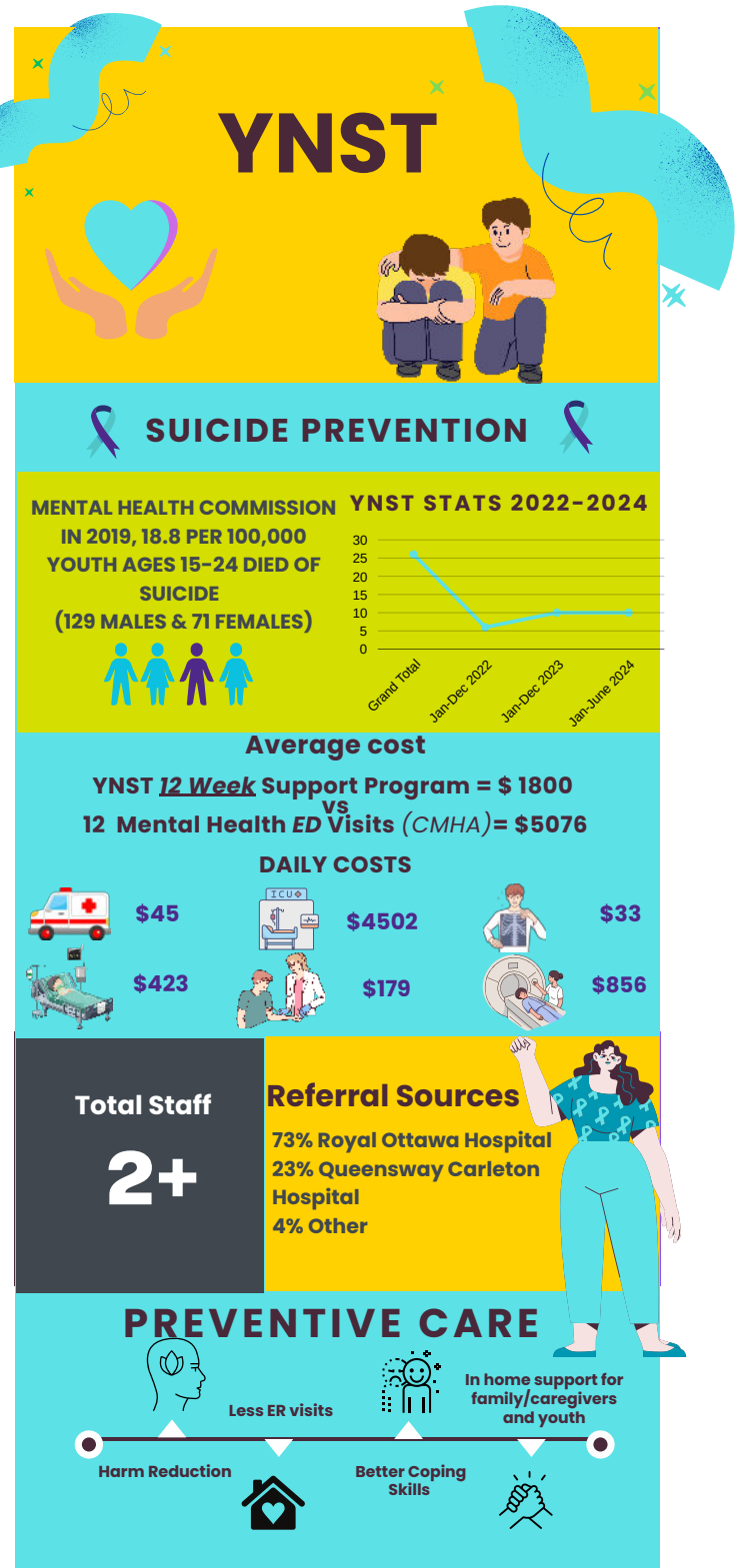
Pleo acts as the ongoing connection to the youth's allies to build their confidence and capacity.

The Family Peer Supporters at Pleo, who are caregivers with lived experience are trained and supervised in their professional role, are experts in navigating community mental health services and through their ongoing contact with the youth's natural helpers they will build their capacity and expertise.

All of this will bolster the youth's natural supports and bridge to the community services that can keep them alive and out of the hospital.

PARENTS' FEEDBACK

"THIS PROGRAM HAS CHANGED OUR LIVES IN SUCH A POSITIVE MANNER".
 "... YOU HAVE DONE SO MUCH FOR US AND FOR THE YOUTH".
 "WE CAN'T POSSIBLY THANK YOU ENOUGH".
 "IT'S AN INVALUABLE PROGRAM".



2023 Leadership in Family and Person-Centered Care Award

In 2023, Pleo was proud to be part of a significant achievement in healthcare, as our collaboration with 1Call1Click (1C1C) was recognized with the prestigious Children's Healthcare Canada Leadership in Family and Person-Centered Care Award. This award honors programs that have made exceptional contributions to enhancing the human experience in healthcare. Our team member, Christie Kopczyk, who co-chaired the 1C1C Steering Committee, was invited to Vancouver to accept the award alongside the 1C1C team. The recognition highlights the collaborative efforts in creating a regional, bilingual, coordinated access and navigation service that has greatly improved how children, youth, families, and primary care providers connect with essential mental health, addiction, and substance use services. By working together and listening to the community's needs, our partnership with 1C1C has demonstrated a deep commitment to simplifying access to care and improving the lives of those we serve. Pleo is honored to share in this well-deserved recognition and proud of our impact through this collaboration.



Christie Kopczyk



Pleo and the 1C1C Team

Bell Let's Talk

In September, Bell Let's Talk generously presented Pleo with a \$20,000 cheque to be used for ASIST (Applied Suicide Intervention Skills) training for all staff and to run three support groups for parents of suicidal youth. We are extremely grateful for this opportunity to conduct these groups and maintain up-to-date training on this critical topic.



Bell Let's Talk Presentation at the September 2023 AGM

Bell Let's Talk invited us to be a part of Bell Let's Talk day at the Sens game. This was a wonderful opportunity to meet and greet other agencies who support mental health and well-being in our area.



Team Pleo



Hockey Talks Team Ottawa

It is vital for Pleo to be present in communities to conduct outreach and share information about our services and support.

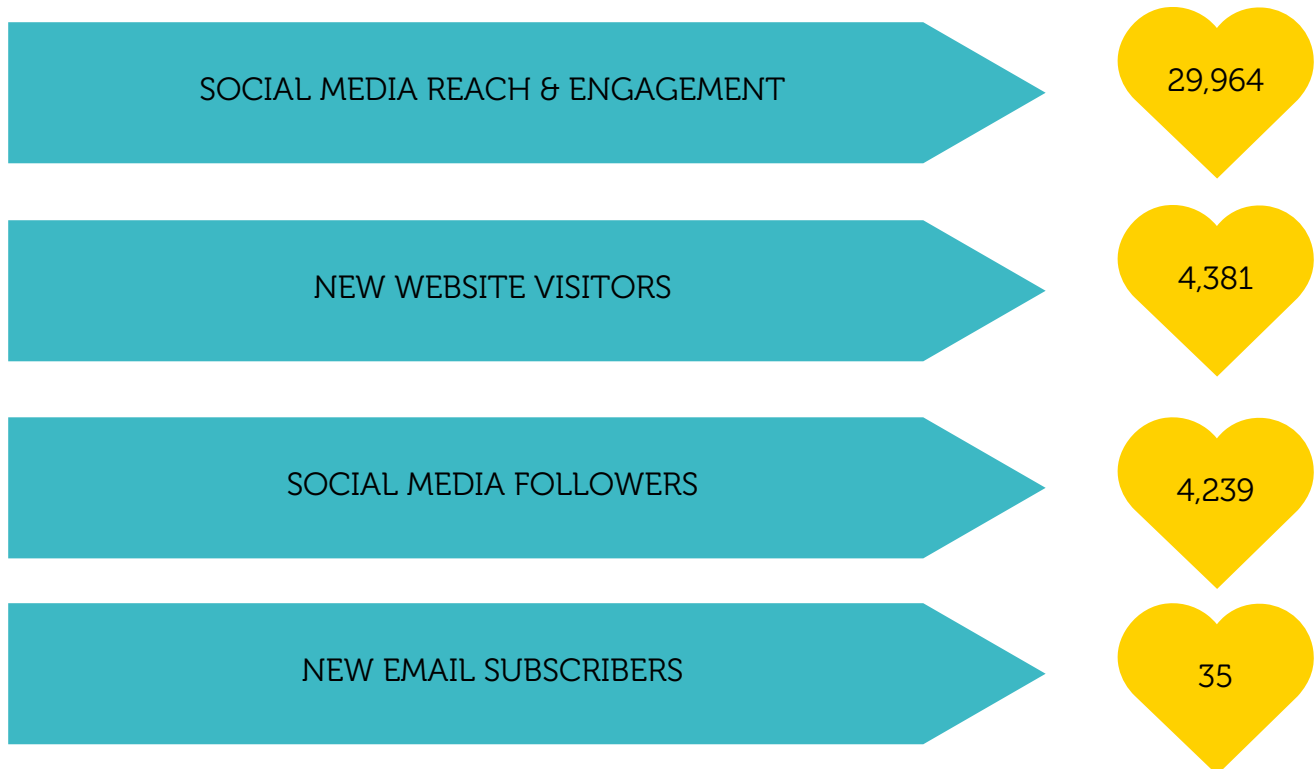
Engaging directly with community members allows us to build trust, raise awareness, and provide essential resources to those in need. In-person events such as the Working on Wellness (WOW) Festival, the Ottawa-Carleton District School Board Community Fair, and the Rural Ottawa Celebration Event,

showcased in the accompanying photos, exemplify our commitment to community engagement. Additionally, our active social media presence has significantly expanded our reach, particularly in the fourth quarter, allowing us to connect with and support a broader audience.

Pleo in the Community



Communications Highlights



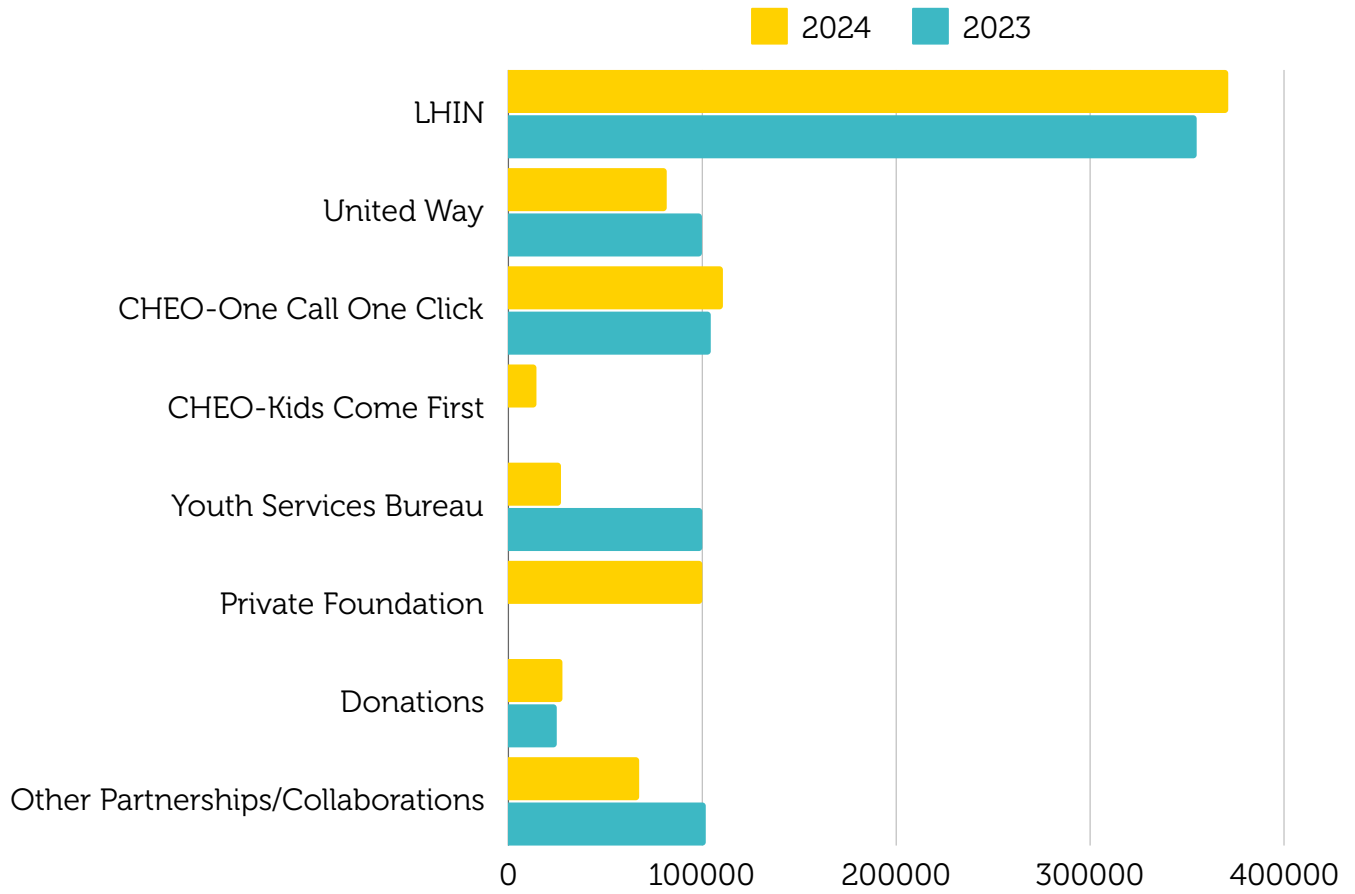
Jan 1, 2024 – Mar 31, 2024, data collected on August 4.
Source: Meta Business Suite, LinkedIn, Google Analytics 4, Mailchimp

As we reflect on the past year, we are deeply grateful for your unwavering support. Whether through donations, time, collaboration or advocacy, your generosity has made an extraordinary difference, helping us reach milestones. Thanks to your dedication, we have served the families of Pleo with the care and resources they need. None of this would have been possible without your belief in our mission and steadfast commitment to our cause. We look forward to continuing this journey with you and are excited about the future we can build together. Thank you once again for your incredible support in all its forms.

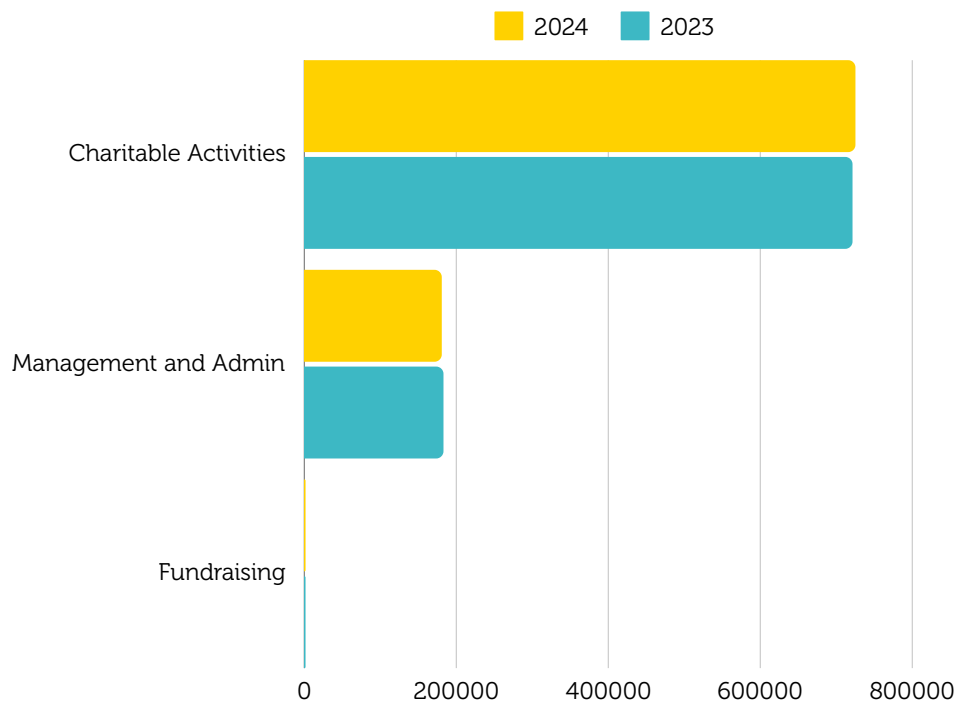




Revenue 2023 and 2024



Expenses 2023 and 2024



Financial Report 2023 and 2024

	2024	2023	INCREASE
REVENUE	\$900,391.00	\$885,852.00	2%

FUNDERS			
LHIN	\$371,239.00	\$354,960.00	5%
UNITED WAY	\$81,651.00	\$99,808.92	-18%
CHEO-1C1C	\$110,624.00	\$104,362.48	6%
CHEO-KIDS COME FIRST	\$14,462.00	-	NEW
CHEO FOUNDATION	\$100,000.00	\$100,000.00	0%
YSB	\$27,115.00	\$100,000.00	-73%
PRIVATE FOUNDATION	\$100,000.00	-	NEW
DONATIONS	\$27,862.00	\$24,936.00	12%
OTHER	\$67,438.00	\$101,784.60	-34%

EXPENSES	\$907,867.00	\$907,086.00
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CHARITABLE ACTIVITIES	\$725,263.00	\$721,415.00	1%
MANAGEMENT AND ADMIN	\$180,934.00	\$183,178.00	-1%
FUNDRAISING	\$1,670.00	\$1,653.00	

NET PROFIT (LOSS)	\$ (7,476.00)	\$ (21,324.00)
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