

SEASONS CENTRE  
FOR GRIEVING CHILDREN

*Healing Hearts with Hope*



2022

# IMPACT REPORT

# A MESSAGE FROM OUR MANAGING DIRECTOR AND BOARD PRESIDENT

Coming out of the pandemic and resulting restrictions forced us all to adapt and pivot in order to survive and thrive. I am proud to say Seasons Centre and our team met the challenges head-on and took on a path of self-discovery, reflection, review and the continual adaption and evolution of our service delivery models.

While grief is not a mental illness, loss and grief can significantly impact mental well-being and the capacity to thrive. As such, Seasons will continue to find ways to build upon our existing footprint and evolve our thinking to that end.

We have begun a fulsome journey into Equity, Diversity, and Inclusivity work. We updated our Mission and Vision statements to reflect who we are and where we are headed more accurately. Seasons Centre has developed values, principles, and policies and has set goals to implement practices to become a better partner in equity. We are actively working with our communities to understand any unintended barriers to access we may have in place with our program delivery. Additionally, we are proactively working with the various communities within our catchment area to understand their grief support mindset and rituals more fully, and as a means to adapt our program delivery or better support their grief support efforts.

Seasons Centre has modernized its strategic plan and objectives with four overarching goals in mind:

Goal 1 - To Provide Services to More Children

Goal 2 - To Strengthen Seasons Centre's Operational Capacity

Goal 3 - Diversify Revenue Sources

Goal 4 - Demonstrate the Impact of Seasons Centre's Services

Our network of front-line staff, volunteers, buddies, board members, committees and our donors are truly our strength and unsung heroes of Seasons Centre success. We are grateful for our community partners and honoured to work alongside you as we support the children, youth and caregivers in their grief needs.



**Rowley Ramey**  
Volunteer  
Managing Director



**Kimberley Smith**  
Board President



# MISSION

To create spaces for bereaved children (and their caregivers) to explore, share and find support in their grief.

# VISION

Seasons Centre for Grieving Children provides support and education for bereaved children, youth, and caregivers within the diverse communities we serve.

# LAND ACKNOWLEDGEMENT

Seasons Centre for Grieving Children and all of us here today recognize that we are on Treaty 16 territory. We humbly and respectfully acknowledge the original caretakers of this Land, the Haudenosaunee, Ojibway/Chippewa, and the Anishinaabeg Peoples, who have been stewards of their traditional territories from the beginning. We also acknowledge that today Barrie is the home of many First Nations, Métis, and Inuit peoples from all across Turtle Island. We recognize and honor their ongoing connections to this Land where we live and work

As Seasons Centre is an organization that provides grief support in our community, we acknowledge the intergenerational grief and trauma that persists for Indigenous communities with the impact of Residential Schools, the 60's Scoop, the current overrepresentation of Indigenous children and youth in care, and the ongoing epidemic of Missing and Murdered Indigenous Women, Girls, and 2 Spirit people. At this time of truth and reconciliation, we understand that colonialism is an ongoing process and that Indigenous peoples' relationships to the Land are not a thing of the past – they too are ongoing. We are therefore committed to reflecting on our Treaty responsibilities and working towards reconciliation and relationship-building with the peoples of this Land and all First Nations, Métis, and Inuit peoples.



# MESSAGES FROM OUR PARTICIPANTS

## MESSAGE FROM PARTICIPANT

*"I have been going to Seasons for about a year and a half. Hearing about other peoples' grief helps me know that I am not going through this alone. I like attending Seasons because I like working out my grief, I get to exercise there, and I really like spending time with people I've made friends with there. I like seeing people there and talking about my loss because I think it helps. Some of the activities we get to do at Seasons take place in different themed rooms. I will always like going to Seasons."*

**-Sabien, Current Participant**



## MESSAGE FROM CAREGIVERS

*"We are grandparents raising our grandson Kayne. The Season's Centre has been an integral part of Kayne and our lives since the loss of his mom and dad. Jim and I have gained much insight about a child's grief and trauma journey."*

*The supportive staff and the type of program have helped Kayne along the path of his journey. He has also learned empathy and caring for others. Being with other children who have lost a loved one in the same manner has been very beneficial. He always looks forward to attending the sessions. We are so thankful for the Season's Centre. I remember the day that I made that call to them. Our lives had been shattered. The support of the Centre has helped all of us navigate forward. Thanks for all that you do"*

**-Jim and Debbie, Current Participants**



*Season's has helped me because it showed me I am not the only one.*



# 2022 BY THE NUMBERS



9 Staff Team



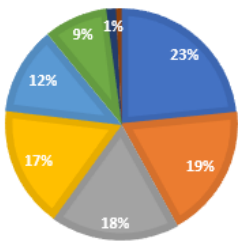
100+ Volunteers  
2812+ hours contributed



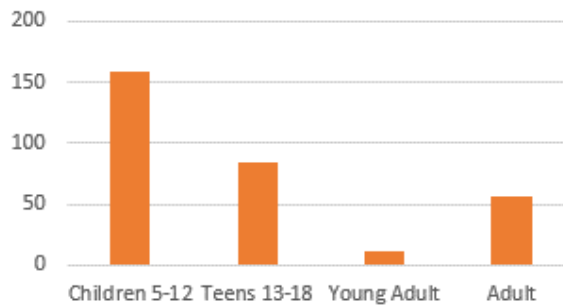
670 People Supported

CAUSE OF DEATH OF  
DECEASED (BY %)

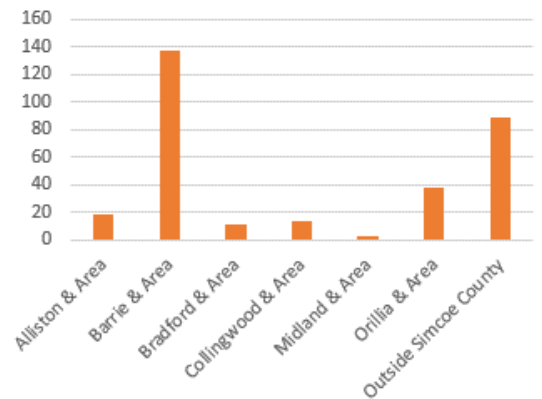
Other Illness (23%) Cancer (19%)  
Accidental Overdose (18%) Suicide (17%)  
Heart (12%) Accident (9%)  
Murder (1%) Unknown (1%)



AGES OF PARTICIPANTS



WHERE OUR PARTICIPANTS LIVE



## FINANCIALS

How Funds Were Spent

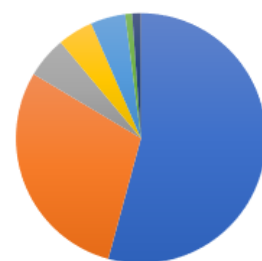


Programs Fundraising Admin

**\$664K**  
Revenue

**\$557K**  
Expenses

Sources of Funding



Donations Fundraising  
Ontario Trillium Foundation Bingo and Nevada  
Workshops Investments  
Other

# YEAR IN REVIEW

## PEER SUPPORT PROGRAMS

In January 2022 we continued to offer virtual support for all our families and participants due to the ongoing pandemic. In September 2022, we resumed in-person groups, while maintaining a few virtual groups. We offered a variety of groups including our growing need for our Child Survivors of Suicide Group, as well as a group for those children whose person died by accidental overdose. Being able to offer a Child Survivor of Suicide or an Accidental Overdose group allows us to begin to destigmatize this type of loss and allow the children to see that they are not alone in their grief. Continuing with the virtual groups allowed us to support those with limited transportation or who were out of the area, and travel to the Centre would not be feasible. In July and August, we offered 4 summer program sessions to new participants who had not had a chance to attend our program. By the end of 2022 we are beginning to see that our numbers of participants are steadily rising.

## CAMP SKEIN

Seasons Centre collaborated with Camp Maple Leaf to bring Camp Skein to 77 grieving children and teens for the first time since 2019. Covid impacted our ability to safely facilitate this program to the families that were looking for this type of support. 77 participants (55 children and 22 teens) attended this 5-night 6-day bereavement camp in the Kawarthas.

## EDUCATION

We hosted our 7th Annual Education Day on April 14, 2022. The title was Shifting the Paradigm: How Science Helps Us Understand Behavior & Relationships with a focus on resiliency of children. We were one of the 3 lead agencies who co-hosted the 2022 Canadian Alliance for Children's Grief Symposium. The Bereavement Ontario Network Conference was held virtually and we provided 2 different workshops to the membership. One workshop on Activities for Grieving Children & Teens and another on Adolescent Grief and how to support them.

## SCHOOL PROGRAM AND CRITICAL STRESS INFORMATION SESSION

The School Program year 2021/2022 was challenging for schools as they continued to deal with restrictions due to the pandemic. The 2022/2023 school year has seen in growth in grief education classes and critical incident information sessions. Some sessions continued via Zoom and emails.

The Critical Incident Stress Information Sessions program responded to the community need for support for children/teens grieving after a critical incident such as car accidents or sudden death of a significant person. This program supported 22 teens after the suicide death of a sports team coach in the early part of the year, and again later in 2022 following the death of another coach. Our Outreach Services collaborated with the Whitefish River First Nation, Cultural Educator, to provide grief training for elementary school educators. The grade 6 class had 7 out of 15 students who have had a parent die. We also provided the Student Wellness Worker with resource material and virtual group information.

## FUNDRAISING AND AWARENESS

In 2022, as we transitioned from a global pandemic, we are grateful to our generous supporters for putting their hands in ours to share their kindness in healing hearts with hope. From gifts made in memory of loved ones, to monthly donations, stocks, shares, bequests, corporate giving and grants from foundations, every gift makes a difference. We wrapped up our Brick by Brick Campaign and paid off the Centre's mortgage. We hosted our 26th "Tender Hearts Gala," in person after 2 years, raising over \$120k. Our Grief Ambassadors shared their stories from grief to purpose, attending events to promote the impact of our work. We are grateful to those who hosted third party fundraisers on behalf of Seasons Centre, and we are working to rebuild this revenue stream back to pre-pandemic levels.

Country Music Star Jason McCoy hosted a special event at Meridian Place for Children's Grief Awareness Day and we rose our flag at Barrie City Hall with Mayor Nuttall. It brought us joy to see our community in person again at our Holiday Hugs event. Our Holiday Hope Campaign was made stronger with a generous \$40K matching gift. We are thankful to our donors and volunteers for their unwavering support and belief in our mission so that we can continue to provide our programs and services at no cost for our participants.

If you are interested in hosting a 3rd party event or volunteering or making a donation please contact Hailey Pride at [Hailey@grievingchildren.com](mailto:Hailey@grievingchildren.com) or 721-KIDS.



# STAFF AND BOARD MEMBERS

## STAFF MEMBERS

Rowley Ramey , Managing Director (Volunteer)  
Lisa Spinks, Development Director  
Hailey Pride, Communications and Events Coordinator  
Paula Coulter, Program Manager  
Kate Cullen, Program Coordinator  
Joan Kennedy, Outreach Manager  
Johanna Stockley, Office Manager  
Lana Stoddart, Hope Around Town Lead

## BOARD OF DIRECTORS

Kimberley Smith, President  
Carey Moran, Vice President  
Samantha Bergeron, Secretary  
Simone Guenette, Treasurer  
Carlayne Gilbertson  
Brittany Thompson  
Joanna Shaw  
Christy Hamill  
Heidi Pitfield  
Ifeanyi Iregbu  
Jessika Kipis  
Mike Cowden  
Jason McCoy, Honorary Board Member  
Rob Thomson, Board Emeritus  
Rowley Ramey, Managing Director (Volunteer)





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