



PACIFICA

treatment centre

Supporting
British Columbians
in drug and alcohol

RECOVERY



**Annual Report
2016/17**

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President's Message



As we approach our 40th anniversary this September, it is timely to reflect on Pacifica's successes. We did not become British Columbia's oldest licensed treatment centre by being satisfied only with our past achievements. It is the role of the Board to constantly review, seek out new opportunities, and build on strengths. Such was our thinking when we met last February to create a three-year strategic plan that strongly influenced our operations in 2016/17. The plan is a roadmap for where we want the organization to go with three specific objectives: increase operational excellence; increase financial independence; and expand Pacifica's continuum of care. I am happy to report that we made good headway in all three areas.

Under the leadership of the CEO, Pacifica's management team was restructured. We have made great improvements in compliance and are now developing new policies and procedures. Our clients are some of society's most vulnerable citizens and, as such, we need to ensure staff are well trained. The Board recognizes the need to invest also in the centre's physical structure—our building is aging and showing signs of wear and tear. Under Alison Silgado's guidance, we have been successful in securing funding to meet these challenges.

Financial stability is always an issue for non-profit organizations. Over the last fiscal year, all supplier contracts were revisited and other ways to reduce expenditures were identified; we are keeping a strong eye on expenses and understanding where we are spending our money. Pacifica is fortunate that Vancouver Coastal Health provides funding support for a majority of our clients, but we recognize the need to strengthen our base of privately funded clients. We are also aware of the benefits of a stronger fundraising component, and saw progress in this regard in 2016/17.

Expanding our continuum of care has been something the Board has long discussed but, now that it is part of our strategic plan, we are taking concrete steps to realize it. Our clients need more than treatment to be successful; they need a safe, affordable home when they leave the centre and they need an income. To that end, we now have a partnership with Lookout Emergency Aid Society whereby program graduates who do not have safe housing to return to can be referred to units in Lookout's two abstinence-based transitional housing buildings. For clients who have to withdraw from our program and have no place to go, Lookout can assist by offering space in one of its shelters.

I would like to express my thanks to my fellow Board members as we continue to implement the strategic plan. Their level of engagement and willingness to get involved is sincerely appreciated. I would also like to commend Alison for her commitment to making Pacifica successful and her community outreach. She has accomplished a great deal in her first full year as CEO.

During this time when addiction is front and centre in the public's eye, we can be especially grateful for organizations like Pacifica. We provide an important service for the community and what we do truly does save lives.

Sincerely,

Mark Zuberbuhler



CEO's Message

It is a pleasure to provide this report for Pacifica Treatment Centre Society. The 2016/17 fiscal year was my first full year with the centre as well as the first year of our three-year strategic plan. It's been an extraordinary year. We have improved our service delivery and ended the year in a sound financial position.

We believe in community and are intentionally seeking partnerships with funders, donors, service providers, government and the corporate sector to find ways to enhance social justice and serve the vulnerable in community. Our services thrive with inspired staff, volunteers and board members.

During this past year we also had some staffing changes. Some long-term employees retired or moved to new roles while other staff moved on to pursue new journeys. As we had a sound succession plan in place, all positions were filled with new talent ready to grow and take on new challenges.

Before I started with Pacifica, I knew of it as a highly regarded treatment centre. We have long had an excellent reputation amongst health professionals. Part of my role has been to broaden Pacifica's profile beyond addiction treatment circles. It has been a pleasure to work with many partners to do this and I would particularly like to thank the provincial government, Vancouver Coastal Health, BC Housing, Lookout Emergency Aid Society, The Salvation Army Belkin House, Safeway Canada, Vancity, Pacific Restaurant Supply, Lush and Home Depot for supporting our mission.

Our achievements are summarized in the Year in Review section of this report. I would like to highlight a couple items from the last year that stood out for me. With our focus on healthy recovery, we conducted a pilot project of structured exercise in recovery with some striking outcomes. Jason went on to run 1,400 kilometres over the past year and has completed two half marathons and is looking at running a marathon. Natasha has taken steps to start a hiking group and has conducted three hikes. Brad connected with his dad after being estranged for a couple of decades now that they have running in common was running. These are powerful emotional connections from simple physical practices. I am excited about seeing this program develop. Secondly, simple changes to our technology have resulted in enhanced service delivery and exciting possibilities for the future.

While strengthening our organization's place in the community has been an important part of realizing the goals of our strategic plan, I am humbled every day by the lessons we also learn from our clients and alumni. They are our best inspiration. Sadly, one of our clients passed away last year while in treatment—a first for Pacifica. That event is a reminder of the fragility of life.

I would like to thank the Board, staff and volunteers for their tremendous engagement and ongoing support as we implement the strategic plan. Our success is truly the result of a team effort.

Sincerely,

Alison Silgado



***Pacifica Treatment Centre:
Co-creating a climate of safety and empowerment.***



Year in Review

In 2016/17, Pacifica Treatment Centre Society made significant progress towards realizing its three-year strategic plan. Specific accomplishments in achieving our three priorities are noted here.

STRATEGIC PRIORITY 1: INCREASE OPERATIONAL EXCELLENCE

Capital Plan

- Identified the work required to update our physical asset
- Secured funds for capital work for the next two years

Staffing

- Identified gaps in service delivery
- Restructured organization to meet needs with existing staff

Training/Education

- Developed calendar for training
- Supported staff in training

*Pacifica Treatment Centre:
From darkness to gratitude and freedom.*

Health and Research

- Collaborated with multiple partners to pilot a structured exercise program with positive outcomes

Technology

- Upgraded all computers
- Enhanced program delivery via SMART board technology and video conferencing

Medication Administration

- Identified a strong partner in Safeway
- Created processes and practices to deliver service better



STRATEGIC PRIORITY 2: INCREASE FINANCIAL INDEPENDENCE

Admissions

- Established protocols to make referral services aware of vacant beds
- Modified rates for privately funded clients

Social Media

- Updated our website to allow more interaction for applications, donations, and information sharing
- Created an alumni Facebook page

Budget and Expense Monitoring

- Renegotiated contracts with service providers

Diversified Revenue Sources

- Created strategic partnerships with several organizations
- Organized a significant fundraising event that also served to create awareness and thank partners

STRATEGIC PRIORITY 3: EXPAND CONTINUUM OF CARE

Lookout Emergency Aid Society

- Signed a memorandum of understanding to the effect that:
 - ◆ Pacifica clients in need of post-treatment housing are referred to Lookout's abstinence-based housing.
 - ◆ Clients who withdraw from Pacifica and have nowhere to go can be referred to a Lookout shelter.
 - ◆ Lookout residents in need of treatment can be referred directly to Pacifica.

The Salvation Army Belkin House

- Continued our long-term relationship with The Salvation Army whereby Pacifica clients in need of housing can apply for supported housing at Belkin House

Alumni Participation

- Significant increase in the number of alumni participating in informal after-care programs including Thursday night drop ins and exercise programs



On the Path to a New Life

Jenn celebrated her six-month clean date by having a tattoo of her mother's wolf crest done on her leg. Jenn had been estranged from her family for many years; the tattoo represents the reconnections she has made with them since her recovery began at Pacifica Treatment Centre.



"It's about the hard work I've done and the rewards I've gotten out of it," said Jenn, who lives in Prince Rupert and travelled to Vancouver for her three-month stay at Pacifica in 2016.

"I found a sense of community at Pacifica. I'd come from a place where I didn't have a lot of friends or family. The people I went through treatment with are my family now. I've kept in close touch with them, even though they're 18 hours away."

Jenn had heard that Pacifica has a high success rate in treating addicts. She had partied hard as a teenager, dropped out of school in grade 10, and by 21 was heavily into drugs. Her addiction took off following the murder of her long-term boyfriend.

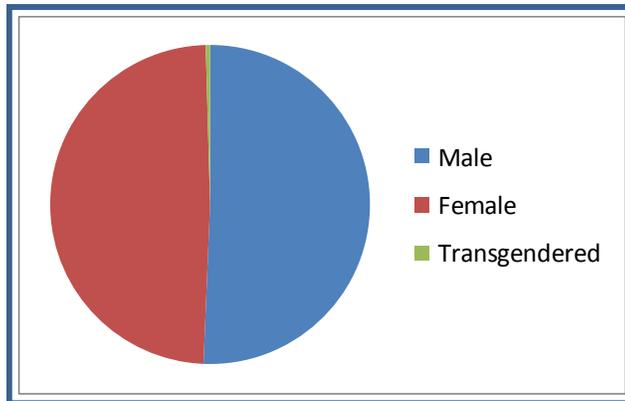
It was an emotional roller coaster and Jenn was feeling almost out of control before finding a place at Pacifica.

"My experience there was beyond my expectations," she said. "There was an understanding and supportive atmosphere. The counsellors were tough; they didn't put up with anything. It worked for me; I got out of it exactly what I needed."

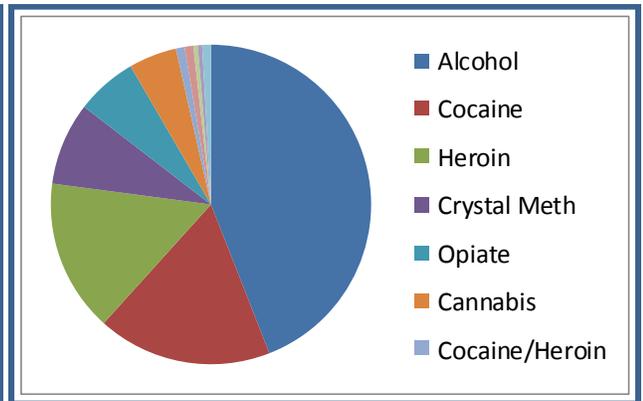
Now 28, Jenn has returned to school in Prince Rupert and is working to upgrade her skills in order to qualify for a psychiatric nursing program. She hopes to begin that training in 2018. She understands how fragile recovery is and is continuing to work with a counsellor and is attending the Tsow-Tun Le Lum trauma recovery program in summer 2017.

2016/17 By the Numbers

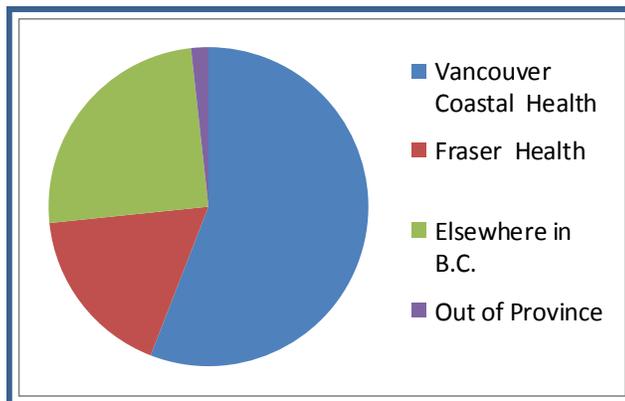
Client Gender



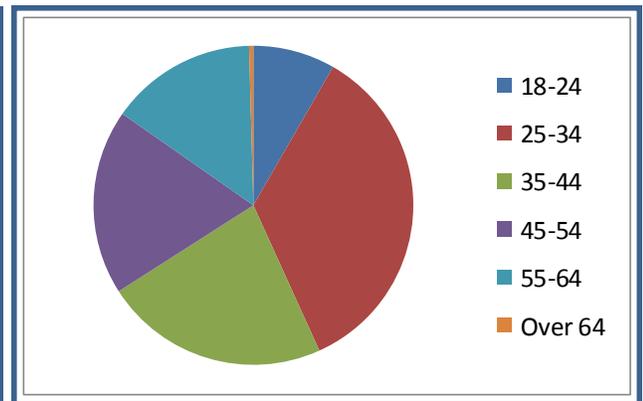
Primary Drugs of Choice



Region of Referral



Client Age



Creating a Foundation for Your True Nature

These days, Bradley's focus is on his yoga practice. He spent a month in Nicaragua certifying as an instructor and now works in a number of centres. Yoga has been part of his life for 19 years, but the difference today is that Bradley comes to his mat free of drugs and alcohol.

Bradley came to Pacifica in fall 2016 with no expectations as he had never been to a treatment centre before. Understanding that he was not alone and that people from all walks of life come to Pacifica were eye-openers for him.

"I knew it wasn't a fancy, five-star place and was grateful for that," he recalled. "The orientation phase was very

structured and gave me the opportunity to become comfortable with being uncomfortable. I had time to come to terms with the fact that I'd been in denial for 15 years, which allowed me to step into the process phase and really deal with my addictions."

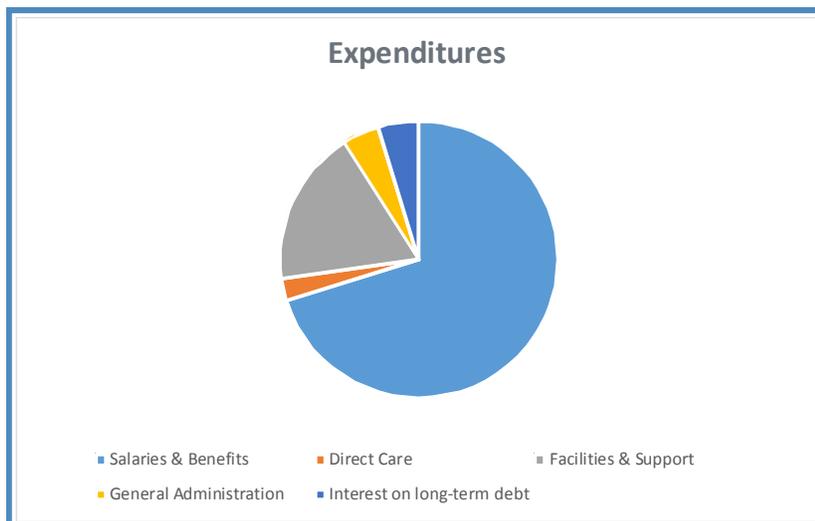
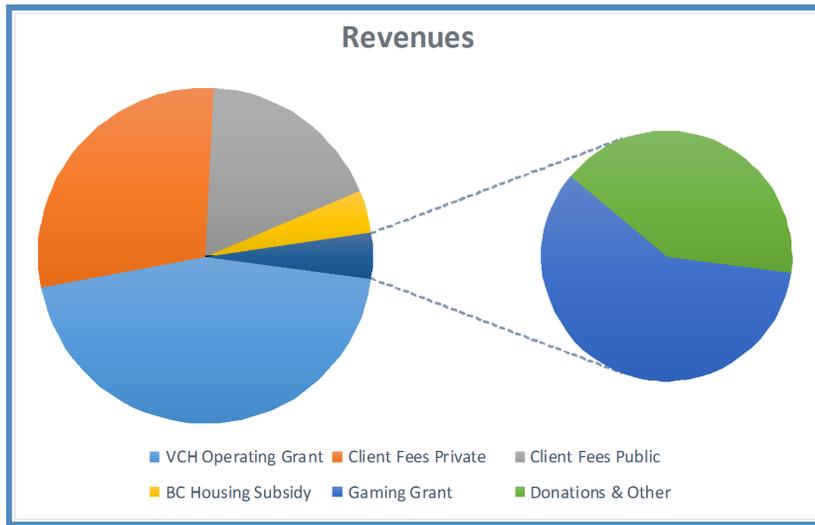
Counselling was not a comfortable process for Bradley. But it helped him come to some important self-truths.

"I understand now that I was playing the role of a victim and self-sabotaging. Accepting how awful this felt was massive. Through Pacifica, I've come to realize that I deserve happiness and I'll be forever grateful to the people I worked with there. Treatment created a foundation for the true nature of Bradley," he said.

(Continued on following page.)



Financial Highlights



(Continued from previous page.)

Bradley jumped at the opportunity to participate in an exercise pilot program being offered at Pacifica. He had long been a fitness fanatic and it was easy for him to transfer his addictive nature to an obsession with working out.

“I learned that, for me, exercise needs to be a non-competitive group activity. I’ve discovered that less can be more rewarding and my participation in Pacifica’s exercise program dissolved the need to prove something to myself. It trained me to calm down. Before treatment, exercise was another form of addiction; now it is a way to balance life and it helps me maintain sobriety.”



Donors

Thank you to all our generous donors. Your contributions help us save lives and heal families.

Anonymous Alumni

BC Housing

Beatty Floors

BMO

CRS

Elevator Strategy

Hastings Entertainment

Home Depot Canada Foundation

Hylcan Foundation

Pacific Blue Cross Community Connection
Health Foundation

Pacific Restaurant Supply

Province of British Columbia

Rajiv & Zarine Silgado Foundation

Safeway

Vancity Community Foundation

Vancouver Coastal Health

Stepping Back from the Abyss

Bart remembers well the numbness that comes from alcohol. Detachment was an important emotion for him for many years. He spent five weeks on a psych ward following a suicide attempt in January 2014, followed by treatment in a men's only recovery centre. Another client there told him if he wanted a genuine shot at sobriety, he needed to go to Pacifica.

He walked through our doors on August 11—the same day one of his heroes, Robin Williams, took his life.

“Honestly, it felt like a prison,” recalled Bart. “But it changed me. Over the 12 weeks of treatment, I was free from distractions and I was able to focus on myself.”

Sober since then, Bart is often reminded of the important connections he made with other people during treatment.

“I had the love and support of people in my process group and they've been a really strong foundation in my recovery. I always attend the Thursday night alumni meetings. It's like seeing your family once a week. The farther I get from my clean date, the more I forget how awful my life was. Seeing the newcomers reminds me of where I was and gives me hope for my future. And, maybe I can contribute to their recovery.”

His father passed away shortly after Bart graduated from Pacifica.

“The old me would have joined him. Thanks to Pacifica, I had the tools to deal with emotional explosions; I'm eternally grateful to the staff.”



2016/17 Board of Directors

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Laurie Beverley



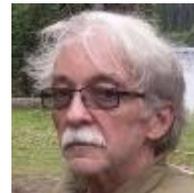
Miljenko Horvat



Paul Kyle



Rory K. McDonald



Suzanne O'Donoghue



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 Society

1755 East 11th Avenue,
Vancouver, B.C. V5N 1Y9

Tel: 604-872-5517

Fax: 604-872-3554

info@pacificatreatment.ca

www.pacificatreatment.ca

Charitable tax number: 10808 2496



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