

ANNUAL REPORT

2023-2024



SHORE CENTRE

SEXUAL HEALTH • OPTIONS • RESOURCES • EDUCATION





A MESSAGE FROM OUR BOARD PRESIDENT, JANE ARNOLD

For over 50 years, SHORE Centre has been Waterloo Region's trusted source to provide inclusive and equitable reproductive health care and sexual health education for folks in our community, throughout Ontario, and across Canada. This is simply astounding given the hateful political climate surrounding reproductive freedom and bodily autonomy here at home, south of the border, and world-wide - not to mention the challenges faced by a local charity focused on reproductive choice who provides abortion health care and gender affirming care. SHORE's incredible staff team works everyday to support our clients on their health care journey by providing compassionate care and accurate and inclusive sexual health education as we strive to achieve our vision of a community that values sexual health and reproductive freedom as essential for people to live their best lives.

The past year has seen changes in leadership as we welcomed Kayla Orr as our new Executive Director after saying good-bye and thank you to TK Pritchard who served as Executive Director since July 2020 and lead the SHORE team through the pandemic in addition to growing the organization's capacity. This annual report highlights the growing demand for programming, services, and health care support. SHORE is able to do this needed work in the community because of you, our donors, funders, and supporters. Thank you so much for your continuing support of our vital role in the community. As a charity, we rely heavily on donations to provide much of our work including our public-school education programming, counselling as well as building organizational capacity to ensure we can support community needs. Please know every donation or grant, small or large, is needed and greatly appreciated.

As we look forward, our focus remains the same as it has for over 50 years - to continue to collaborate and build partnerships with other community, advocacy, and feminist organizations locally, provincially, and nationally because we know we are stronger together in advocating for gender equity, reproductive justice and bodily autonomy. Please continue to stand with SHORE by using your voice to amplify our work for full abortion access, universal birth control, gender affirming care, and accurate and inclusive sexual health education for all. We cannot do it without you! Thank you!

Jane Arnold





**A MESSAGE FROM
EXECUTIVE DIRECTOR
KAYLA ORR**

As we reflect on the past year, I am filled with immense pride and gratitude for the incredible strides our organization has made. This year has been marked not only by progress but also by transition. With the departure of TK Pritchard, our esteemed former Executive Director, we entered a new chapter of leadership. I want to take a moment to acknowledge their immense contributions to our mission and the lasting impact they have had on our work. Under their guidance, we saw remarkable growth within our team and program offerings. Our education team delivered a record number of workshops, our clinic expanded into a larger space to enhance access to reproductive health care in our community, and we launched new perinatal programs to ensure families have the support they need to thrive.

This growth has allowed us to better meet the needs of our community, offering critical services in a safe and welcoming environment. It stands as a testament to the strong foundation that has been built over the years - a foundation I am committed to strengthening and building upon.

Our mission remains unchanged: to provide exceptional and inclusive sexual and reproductive health services in our community that uphold the dignity of everyone. With the dedication of our talented staff, board, and volunteers, along with the continued support of our generous partners and funders, we will carry this mission forward with renewed energy and vision.

I am both honored and excited to step into this role at such a pivotal moment in our organization's history, and I am confident that together, we will continue to create lasting, transformative impact.

Yours in choice,



OUR VISION:

SHORE Centre imagines a community that values sexual health and reproductive freedom as essential for people to live their best lives.

OUR VALUES:

- Accessible
- Inclusive
- Accurate
- Courageous

OUR MISSION:

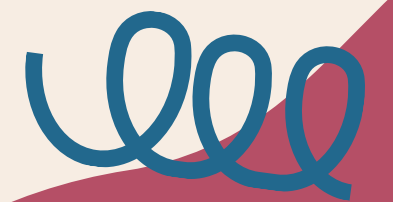
SHORE Centre offers exceptional and inclusive sexual and reproductive health services in our community that uphold the dignity of everyone.

OUR STRATEGIC GOALS:

- Improve Organization Capacity and Operational Systems
- Expand Geographical Reach
- Increase Our Impact
- Promote Choice

LOOKING AHEAD:

We've worked hard over the past 4 years to meet our strategic goals, and we're ready to begin the next phase of goal setting. Keep an eye out in early 2025 for our new strategic plan!



EDUCATION & OUTREACH PROGRAM

Our education and outreach team provided **353** workshops and booths in 2023-2024.



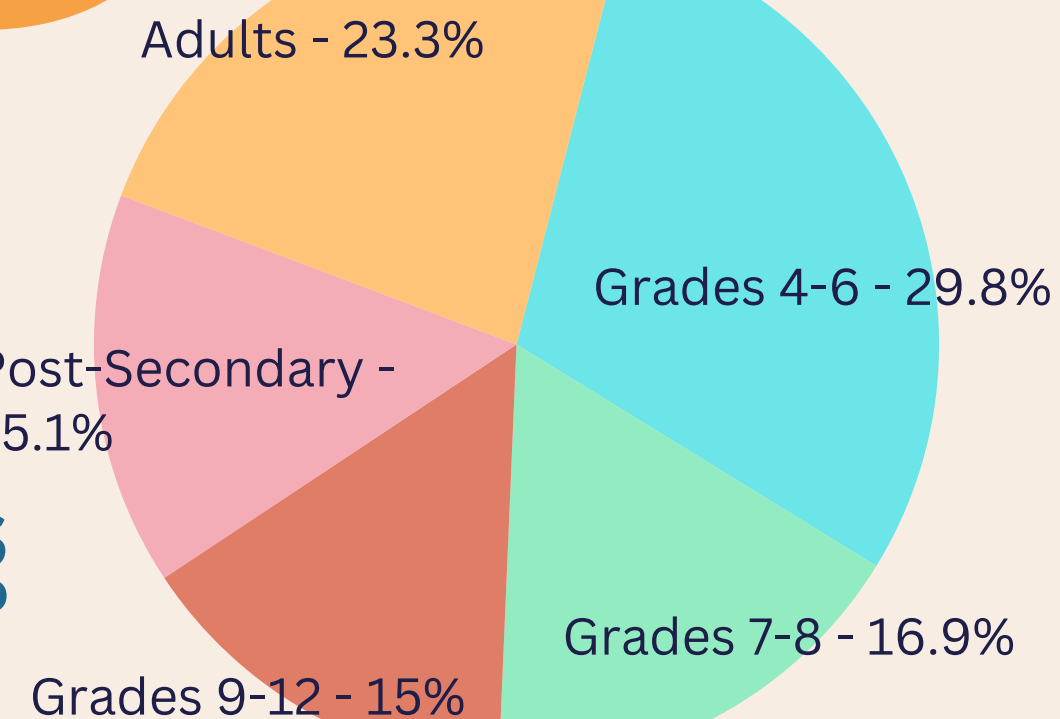
Our most popular topics:

- puberty
- birth control
- safer sex & STIs
- anatomy
- body image & self esteem
- healthy relationships
- consent



We reached **9,394** individual children, youth, and adults. That's 78% more than last year!

PARTICIPANTS BY AGE GROUP

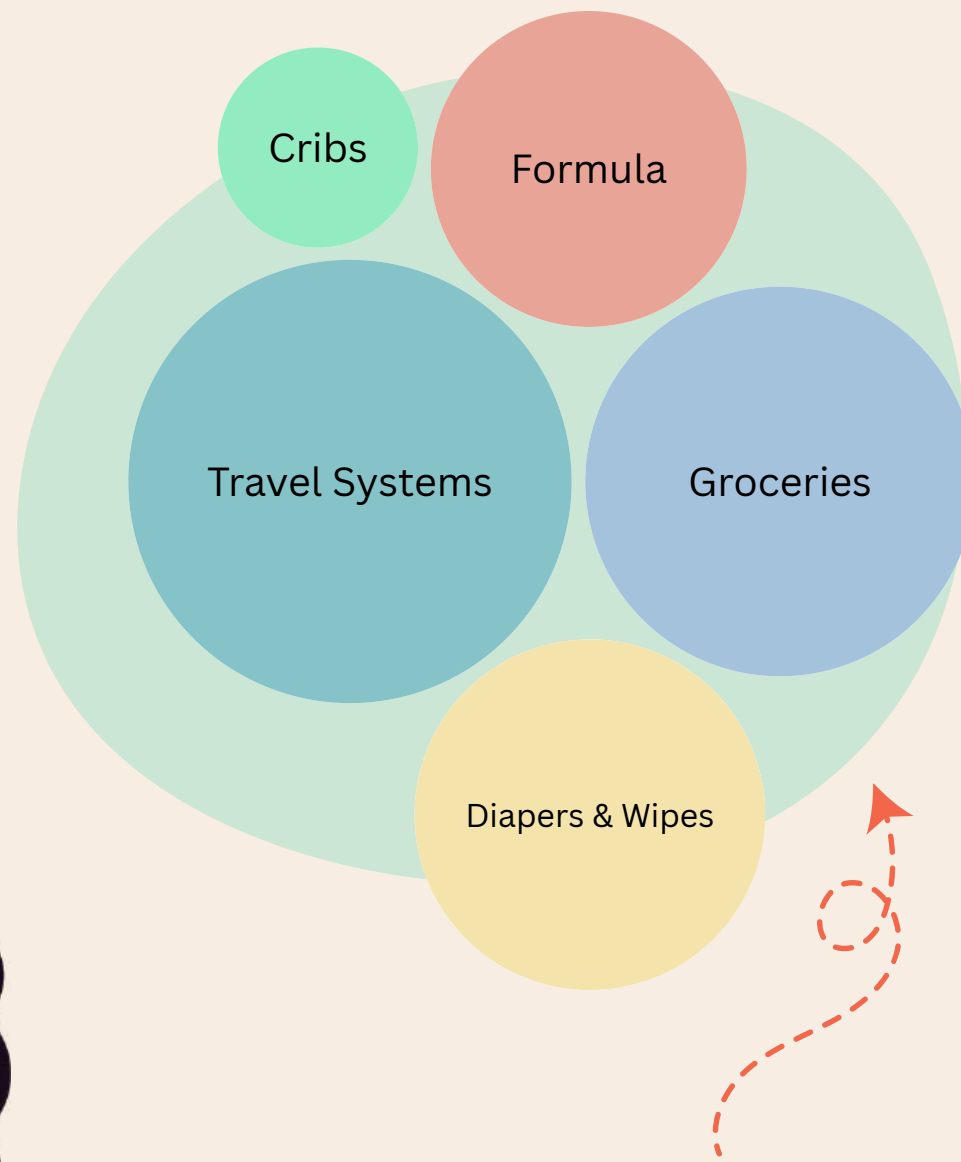


Our newcomer health program reached **591** newcomers at **41** workshops and booths!



Our *Empowering Pregnancy Program* provided social, emotional and material support to **39** families who chose to continue their pregnancies.

We held weekly *Stork Secrets* groups for **69** new parents experiencing perinatal mood and anxiety disorders.



TOP MATERIAL SUPPORTS PROVIDED TO EXPECTANT PARENTS BY COST

246 people received non-judgmental, non-directed counselling regarding pregnancy options, pre- and post-adoption, and pre- and post-abortion.



PERINATAL & COUNSELLING PROGRAMS

CLINICAL SERVICES



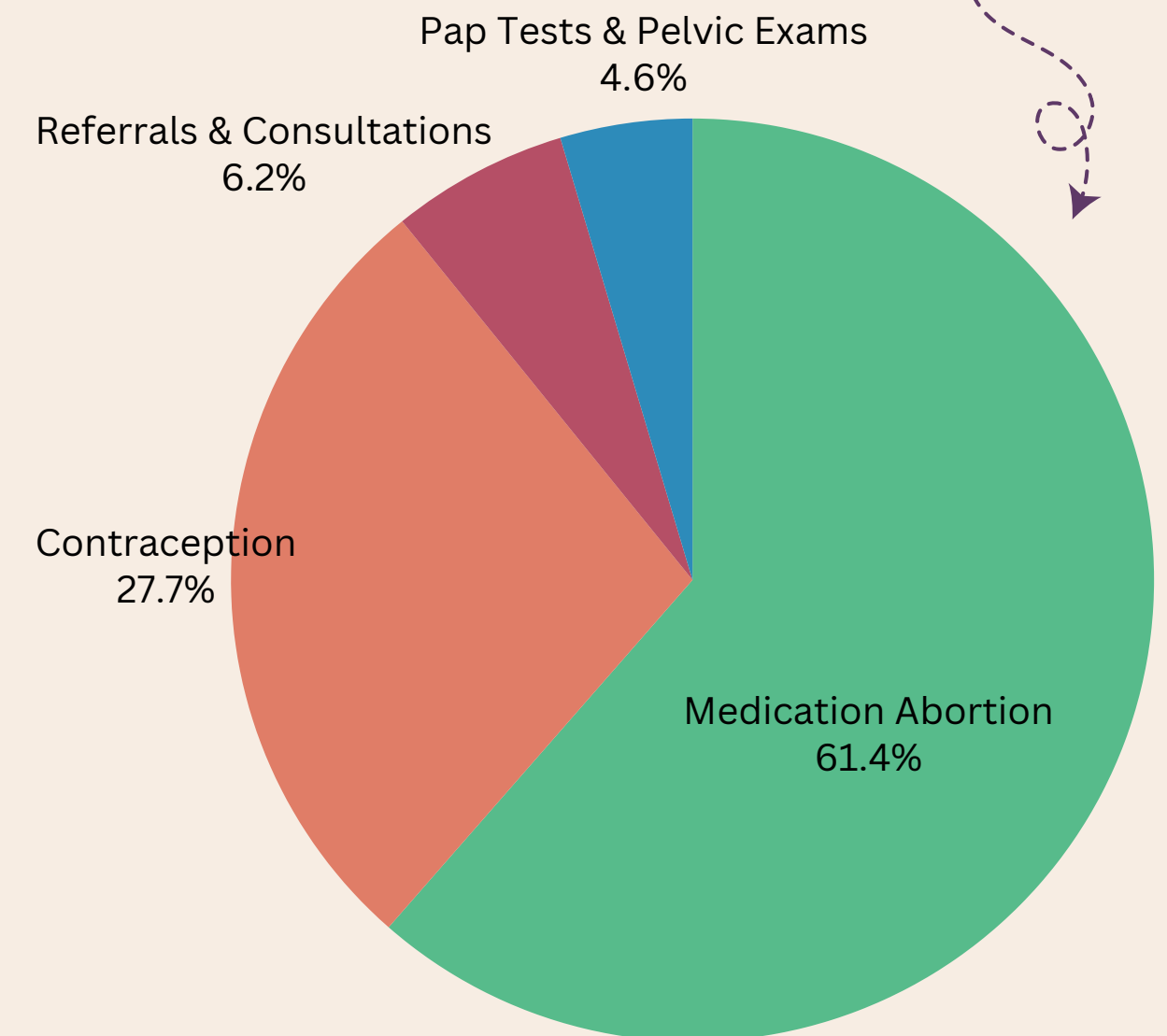
**OUR NEW
CLINIC SPACE
IN WATERLOO!**



Our clinic saw **2,036** individuals in **4,491** appointments!

Patients visited us for in-person or online appointments from **148** different cities in Ontario.

CLINIC APPOINTMENTS BY CATEGORY

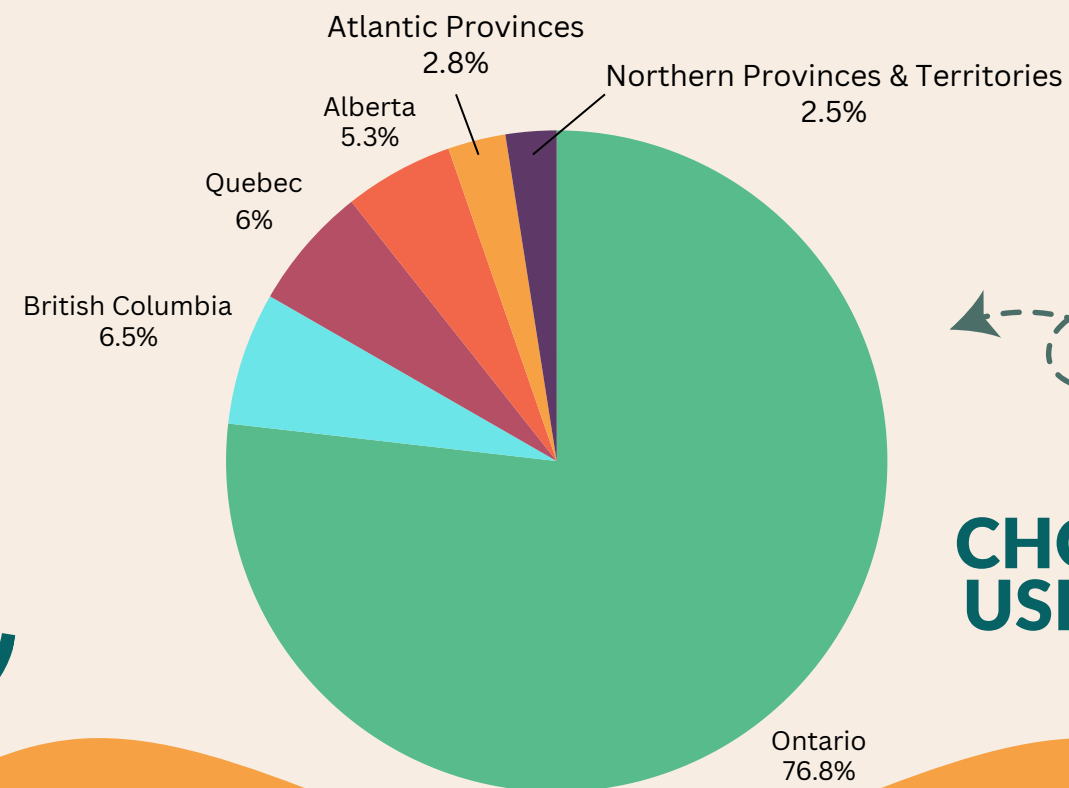


Special thanks to all of our dedicated clinicians, including our Medical Director, Dr. Laura Pellow!



CHOICE CONNECT

Our abortion referral portal, ChoiceConnect.ca connected **5,593** users from every province and territory across Canada with information about the abortion provider that would best fit their needs. That's almost double the number of users in the previous year!



CHOICECONNECT.CA
USERS BY PROVINCE

PAP-UP EVENT

In partnership with Community Healthcaring Kitchener-Waterloo, we participated in our first ever “Pap-Up” event. With a team of 6 clinicians and 6 support staff, we ran a walk-in style clinic to provide Pap tests to underserved community members. In one day, we provided Pap and STI tests, as well as on-demand IUD and Implant insertions and removals for **77** people who would otherwise not have access to this health care.



SPECIAL PROJECTS

OUR TEAM

EDUCATION & OUTREACH TEAM

Vivila Yujuan Liu, Education and Outreach Manager
Mary Ajayi, Sexual Health Educator
Gwendolyn Gentle, Sexual Health Educator
Hoda Ghonim, Newcomer Health Programs
Jeneka Johnson, Sexual Health Educator
Nicole Posluszny, Canada Summer Jobs
Monica Sadri-Gerrior, Canada Summer Jobs

PREGNANCY OPTIONS & CLINIC TEAM

Theresa Himburg, Peer Health Worker
Jess Huston, Trans Care Coordinator
Rachel Jackson, Canada Summer Jobs
Annaleshia Jamieson, Counsellor/Advocate
Taylor Kangas, Canada Summer Jobs
Tamara Menon, Counsellor/Advocate
Ash Metzloff, Pregnancy Programs Coordinator
Brittany O'Hara, Counselling Lead
Angelique Patton, Intake Worker
Maddie Resmer, Administrative Assistant
Emily West, Intake & Administrative Assistant

ADMIN TEAM

TK Pritchard, Executive Director
Kayla Orr, Executive Director
Alicia Langill, Operations Manager
Jen Sibdhannie, Resource & Strategic Communications Developer

BOARD OF DIRECTORS

Jane Arnold
Dan Brown
Leona Bruijns
Alana Cattapan
Julia Cluett-McCullough
Rosemary Killeen
Jane MacDonald
Liana Sanelli
Priya Thasan
Sonya Walton

VOLUNTEERS AND STUDENT INTERNS

Brittany Albrecht	Erin Huston	Summer Noonan
Narmin Al-Maghazachi	Rachel Jackson	Alexsia Persaud
Sophie Archer	Sheba James	Nicole Posluszny
Ashley Buttineau	Vino Jeyakumar	Charleigh Rogers
Elizabeth Bate	Maddie Katz	Sol Shu
Emma Campbell	Molly Klebanoff	Lynne Sosnowksi
Isabella Xinyi Fang	Tiffany Lo	Jacki Yovanoff
Stephanie Gingerich	Colleen McDonald	Ping Zhou
Mecaela Harrison	Margret Nodwell	



FUNDERS & PARTNERS

For more than 50 years SHORE Centre has been sustained thanks to the generosity of our loyal donors. Your support has meant we continue to offer free, non-judgmental counselling, engaging and inclusive sexual health education, pregnancy support, and so much more. Donating is an incredibly supportive way to show your ongoing commitment to reproductive rights. We would not be able to maintain our services without you. We thank you for your continued support and kindness.



LYLE S. HALLMAN
FOUNDATION



STATEMENT OF FINANCIAL POSITION

As at March 31, 2024



	2024	2023
ASSETS		
CURRENT		
Cash	\$ 565,768	\$ 567,623
Restricted cash (note 6)	18,250	19,239
Investments (note 4)	261,819	265,570
Accounts receivable	48,629	42,151
Prepaid expenses	<u>9,189</u>	<u>37,219</u>
	903,655	931,802
TANGIBLE CAPITAL ASSETS (note 5)	<u>793</u>	<u>2,638</u>
	<u>\$ 904,448</u>	<u>\$ 934,440</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 39,347	\$ 24,943
Funds liability (note 6)	18,250	19,239
Deferred revenue (note 7)	<u>377,192</u>	<u>482,914</u>
	434,789	527,096
NET ASSETS		
NET ASSETS (UNRESTRICTED)	<u>469,659</u>	<u>407,344</u>
	<u>\$ 904,448</u>	<u>\$ 934,440</u>





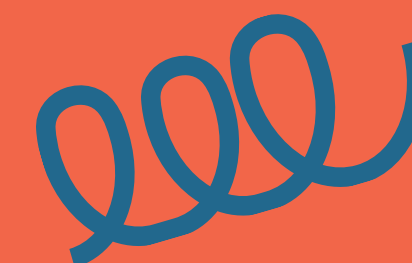
	2024	2023
REVENUES		
Foundation and other grants	\$ 578,318	\$ 480,303
Donations	315,898	267,172
Government funding	264,435	278,131
Fees, events and other	108,051	101,263
	<u>1,266,702</u>	<u>1,126,869</u>
EXPENDITURES		
SALARY	<u>937,540</u>	<u>859,600</u>
PROGRAM		
Program and project expenses	124,933	81,750
Office (note 10)	18,465	15,469
Volunteer and staff support	12,026	9,510
Printing and promotion	10,325	13,251
Travel	2,127	977
	<u>167,876</u>	<u>120,957</u>
OVERHEAD		
Communications	36,682	33,114
Occupancy	32,216	34,986
Insurance	11,106	11,612
Professional fees	9,559	8,728
Bank and credit card charges	5,888	7,051
Amortization	1,846	3,178
Contracted services	1,674	4,021
Repairs and maintenance (note 10)	0	1,647
	<u>98,971</u>	<u>104,337</u>
	<u>1,204,387</u>	<u>1,084,894</u>
EXCESS OF REVENUES OVER EXPENDITURES for the year	62,315	41,975
NET ASSETS (UNRESTRICTED), beginning of year	<u>407,344</u>	<u>365,369</u>
NET ASSETS (UNRESTRICTED), end of year	<u>\$ 469,659</u>	<u>\$ 407,344</u>

STATEMENT OF OPERATIONS

STATEMENT OF CASH FLOWS



	2024	2023
CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES		
Excess of revenues over expenditures for the year	\$ 62,315	\$ 41,975
Items not requiring an outlay of cash		
Amortization	<u>1,846</u>	<u>3,178</u>
	64,161	45,153
Changes in non-cash working capital		
Accounts receivable	(6,478)	(7,068)
Prepaid expenses	28,030	24,421
Funds liability	(989)	19,239
Accounts payable and accrued liabilities	14,404	(4,090)
Deferred revenue	<u>(105,722)</u>	<u>101,546</u>
	<u>(6,594)</u>	<u>179,201</u>
CASH PROVIDED BY (USED IN) FINANCING ACTIVITIES		
Canada Emergency Business Account loan repayment	<u>0</u>	<u>(40,000)</u>
CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES		
Additions to tangible capital assets	0	(68)
Investments	<u>3,750</u>	<u>(5,059)</u>
	<u>3,750</u>	<u>(5,127)</u>
NET (DECREASE) INCREASE IN CASH	(2,844)	134,074
NET CASH, BEGINNING OF YEAR	<u>586,862</u>	<u>452,788</u>
NET CASH, END OF YEAR	<u>\$ 584,018</u>	<u>\$ 586,862</u>
CASH CONSISTS OF:		
Cash	\$ 565,768	\$ 567,623
Restricted cash	<u>18,250</u>	<u>19,239</u>
	<u>\$ 584,018</u>	<u>\$ 586,862</u>





CONTACT US

SHORE CENTRE
235 King St E, Suite 130
Kitchener, ON
N2G 4N5

Phone: 519-743-9360
Fax: 519-743-6710
Email: info@shorecentre.ca
Website: www.shorecentre.ca

