O eagles nest annual report

2023-2024



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our story: who we are

Life challenges can impact our mental health. But there is hope; with tools and support, change is possible.

For over 20 years Eagles Nest has been working in our community, equipping people with the tools they need in a safe and positive environment. We help people care for their mental health, understand themselves and learn new tools for healthy relationships.

We offer therapy, coaching and support programs to adults, youth and children.

We think everyone should be able to get the care they need, when they need it. All of our programs and services are affordable and available with partial or full subsidies.

Our main offices and community counselling centre is located at our HOPE Centre in Waterdown. We also operate a thrift store, Rescued & Restored, in Freelton.

Eagles Nest is a registered charitable organization.

our mission

to provide a supportive environment where people are equipped to achieve positive change and build healthy communities

our vision

hope restored lives changed

our values

compassion love integrity inclusion



our story: who we are Page 3 of 19

framing our goals



Imagine for a moment that you are a single parent struggling to keep afloat after a series of emotional and financial setbacks. Or a teen battling anxiety while keeping a brave face on at school. Or someone overwhelmed with grief and stress following a loss. Where can you turn for help and support? With whom can you share your burden?

Eagles Nest steps into situations like these and many others. Our Vision: Hope Restored, Lives Changed, reflects the reality of the work accomplished through our services.

This year, significant work was undertaken to address key priorities within our strategic goals. Our strategic goals are:

- **Increase Program Impact:** ensuring our programs and services meet the needs of our community and reflect our mission.
- Communicate with Stakeholders: developing common messages and tools to use when sharing Eagles Nest with our community.
- **Strengthen our Finances:** diversifying sources of funding to facilitate organizational growth and long-term stability.
- Build Awareness and Engagement: partnering with organizations, businesses, schools and churches to raise awareness of Eagles Nest's services and create opportunities for engagement.
- Manage Growth for Sustainability: support organizational sustainability by strengthening our internal systems such as providing professional development for staff and ongoing reviews of our policies and procedures to mitigate operational risks.

As I reflect on the stories and achievements of the past year, I am humbled and deeply thankful for your prayers, generosity, and support. Each gift of time and/or money helps lead to transformation in the lives of those impacted by mental health challenges. You are providing timely access to valuable and life-changing support that individuals and families would not otherwise have.

With your help, Eagles Nest will continue to restore hope and change lives for the better.

Janet Siverns
Chair of the Board

executive director 2023-2024 year in review



As I reflect on the past year, I am incredibly grateful for the strong support that Eagles Nest continues to receive from our community. We are surrounded by people who not only believe in our mission but also want to be part of the story. The collective efforts of our donors, partners, and volunteers have positioned Eagles Nest to better meet the needs of those we serve.

The statistics surrounding mental health in Canada are discouraging and reveal concerning trends for all ages, but the generosity of our supporters enables Eagles Nest to provide affordable mental health services and ensures that support is accessible to everyone.

Our team knows that finances are not the only barrier preventing people from reaching out for support. A recent conversation with a young teen reminded me that stigma is a powerful barrier preventing individuals from seeking professional care. With the help of our community, Eagles Nest is actively working to change attitudes, behaviours and culture surrounding mental health.

Thank you to each one of you who has helped us reach where we are today. Along with our entire board and staff, I am grateful for what we have done in 2023-2024, excited about what lies ahead and encouraged by the strong foundation of support leading us into our next chapter.

With gratitude,

Amanda DeVries
Executive Director



staff & board day, september 2024

increase program impact

A key goal for Eagles Nest is to ensure the programs and services we offer meet the needs of our community and that we use our resources stategically to maximize impact.

service highlights

Eagles Nest provides 3 key services. All services are offered in-person and online.

Therapy - registered psychotherapists and social workers work with adults, youth and children to address a variety of concerns. Partial and full subsidies are available.

Coaching - certified coaches support adults in

setting goals and offer accountability. Partial and full subsidies are available.

The Care Network - our program team helps families and individuals in difficult situations identify their needs and then facilitates connections to resources at Eagles Nest and in the community. This service is fully subsidized.

80%

of clients reported an improvement in their mental health after therapy

- Therapy is our most requested service
- Average wait time for therapy is 3 6 months, depending on client's age and needs
- Anxiety, trauma and depression are the most common reasons people reach out for support

city of hamilton: community enrichment fund grant

The City of Hamilton supported Eagles Nest with funds for youth therapy through the *Community Enrichment Fund (CEF)* under the Community Programs Stream: No Youth is Left Behind. This one-year grant helped to cover costs for fully subsided therapy for an age group recognized in Canada to have both the most mental health needs and the most unmet needs.





united way halton & hamilton: community investment fund feed grant

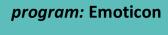
This substantial grant, secured over a three-year period, will significantly enhance our therapy program, our most indemand service. It will also empower us to strategically meet the evolving needs of our community. In 2023-2024 our focus was on collaborating with local organizations, launching a community awareness campaign on mental health service access, expanding therapy hours to reduce wait times, and ensuring continuous professional development for our team.



program highlights

Eagles Nest provides affordable programs that help develop key areas of mental health, such as emotional intelligence and regulation, self worth and healthy relationships. Programs are offered inperson at different times through the year. Programs include:

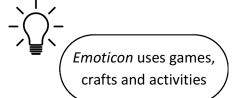
- Emoticon (children ages 6-11) help children identify and manage their emotions
- I Am Worthy (teen girls ages 12-16) explore identity, build mutual support and celebrate value
- Boundaries (adult women) explore, establish and maintain healthy relationship boundaries.





100%

of the participants of the Emoticon program felt comfortable at the HOPE Centre



(I learned to) do deep breaths to calm down and stop thinking about what makes me anxious. I do a few deep breaths and then I stop thinking about it. I use it for everything.

child participant, Emoticon

program: I Am Worthy





Prior to participating in *I Am*Worthy, 66% of participants agreed with the statement, "I feel I do not have much to be proud of." After the program, 100% disagreed with the same statement.



The average age of I am Worthy participants is 14 When you are in a program meant for sharing.... it helps to uncover that the Instagram people with a "perfect life" may even go to these programs themselves. Low self-esteem is so common, everyone feels bad about themselves. I will always remember this program. In that part of my life, I wasn't in the best place, I'll always know that so many people feel the way I do.

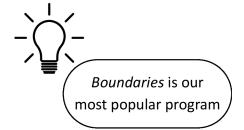
youth participant, I Am Worthy

program: Boundaries



100%

After taking our Boundaries course, **100% of the**participants said they felt safe to share during the group
and would recommend the program to friends



Implementing boundaries gives you freedom.

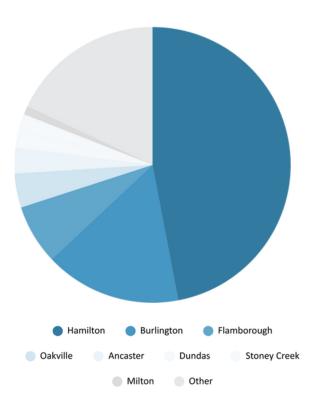
Boundaries, it sounds crazy, but it gives you freedom.

participant, Boundaries

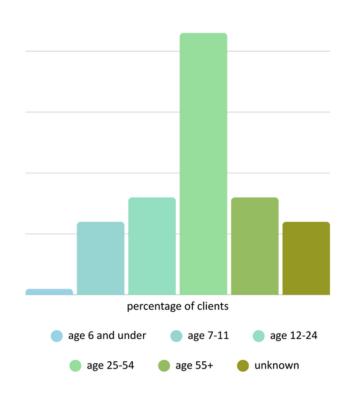
key client demographics

With Eagles Nest's client base predominately in the Hamilton-Halton area, we serve the community in which we are located. Client demographics indicate that all age ranges are reaching out to find mental health support.

client locations



client ages





communicate with stakeholders

Ensuring we are communicating clearly and consistently with our community is an essential goal. Our community includes clients, donors and customers at Rescued & Restored.

thrifting for good: rescued & restored branding



Rescued & Restored Thrift Store



With thrifting becoming a regular part of life for many, our 6,000 sq ft. thrift store, Rescued & Restored, had an exciting opportunity to create a unique brand and strengthen its connection with customers. In 2023-2024 we undertook a branding exercise to identify what differentiates Rescued & Restored from other thrift stores begin to reflect that unique identity to our customers.

As a result of this exercise, we defined our target merchandise, created our tag line "thrifting for good", re-branded in-store displays with our colours and fonts and connected our customers more strongly with our mental health charity in emails.

brand message offers

As part of the branding exercise, we also defined four unique value offers that Rescued & Restored gives our customers. Staff and volunteers were then trained on these offers and our external communication was also updated to frequently reference these offers.

make a local impact

- our store is locally owned & operated
- your purchases fund local mental health services

brand message offers

affordable, unique variety

- variety of merchandise and price points
- own a piece of history / create a new story

great relational experience

 staff and volunteers create long lasting relationships with our customers and the community

a sustainable option

- thrifting is a green choice
- your purchase keeps useable items from landfills & reduces waste

rescued & restored highlights

As Rescued & Restored continues to deliver on its mission to provide an additional source of funding for Eagles Nest, it also positively impacts the environment, supports other community organizations and offers customers multiple ways of shopping with us.



google 5 star reviews $\bigstar \bigstar \bigstar \bigstar \bigstar$

Rescued and Restored is an amazing place to visit and shop for treasures. The people who work there are so friendly and helpful. They are the real treasures! Prices are very reasonable, and all the funds go to a great cause.. in support of Eagles Nest...so shopping here is a win - win!! I can't recommend this place highly enough. It's a must visit!!!

Super friendly staff and excellent pricing...far better than vendor run shops. And for charity...win win win.



strengthen our finances

To ensure financial stability and long term growth, Eagles Nest is committed to diversifying and expanding our sources of funding.

additional grants and partnerships



In 2023-2024, Eagles Nest was encouraged to receive an 88% overall increase in funding from grants and partnerships. This included a total of \$79,545 in grants and a total of \$72,962 in funding from foundations, community groups and churches.

ontario trillium foundation: resilient communities fund grant

Ontario Trillium Foundation



An agency of the Government of Ontario Un organisme du gouvernement de l'Ontario In the spring of 2024, Eagles Nest received a grant from the Ontario Trillium Foundation's Community Resilient Fund. This fund supports community-based organizations with financial assistance to recover, rebuild capacity, enhance resilience and promote sustainability.

In recent years, Eagles Nest has seen a significant increase in its budget. The funds from this project are being invested in an external fundraising assessment aimed at reviewing our current revenue streams and developing a new fundraising plan. This initiative comes at a crucial time, allowing us to adapt to the changing fundraising landscape and help us achieve financial sustainability for the future.

eagles nest is grateful for support from:

The Allen and Milli Gould Family Foundation

Martin Family Fund - Hamilton Community Foundation

The Karen and Peter Turkstra Family Foundation Fund - Hamilton Community Foundation

Carlisle Optimist Club Rotary Club of Flamborough

Rockton Lions Freelton Lions

100 Women Who Care Flamborough Youth and Philanthropy Initiative Canada

Rotary Club of Waterdown Project Concern – Hamilton Police

other funders who asked to remain anonymous

fundraising highlight: coldest night of the year

Our biggest fundraiser is *Coldest Night of the Year* (CNOY), a Canada-wide, family-friendly fundraising walk in support of charities that serve people experiencing hurt, hunger and homelessness. Eagles Nest has been a proud partner of CNOY since 2018.

2024 was our most successful walk to date, with not only the most funds raised but also the most walkers, sponsorships and a high level of support from the community.

We look forward to continuing our partnership with CNOY and creating a fun and community-focused event to support the affordable mental health services Eagles Nest provides.



2024 cnoy

\$80,678 raised

an increase of over \$10,000 from 2023 247 walkers

690 donors

28 teams





eagles nest volunteers

Eagles Nest is grateful for the efforts of all of our volunteers, from those who regularly volunteer with us, to those who come as part of a group experience or to help us run an event.

volunteer statistics

number of regular volunteers

36

total volunteer hours

2780

group volunteering hours

58









financial impact of volunteers



Volunteers are an important part of the Eagles Nest team. They contribute to our mission in countless ways and the financial impact of their work is immense.

In 2023-2024:

- Rescued & Restored volunteer hours equaled more hours than 1 full time employee
- Event volunteer hours equaled almost 2 months of full-time work

build awareness and engagement

A key goal for Eagles Nest is to partner with other community organizations, businesses, schools and churches to raise awareness of Eagles Nest's services and create opportunities for engagement.

community connection highlights



BIA Chairing is Caring

Eagles Nest was selected to receive funds from Waterdown BIA's "Chairing is Caring" project.



Farmer's Market

Eagles Nest participated in the Waterdown BIA Farmer's Market and talked to community members about our programs and services.



Turkstra BBQ

Eagles Nest was invited to participate in the Turkstra Stoney Creek Charity BBQs.



CMHA Mental Health Week

Eagles Nest participated in the CMHA Community Kick Off for Mental Health Week at Hamilton City Hall.

eagles nest is also grateful for opportunities with:

Connon's Markets · Hamilton District School Board · Halton District School Board · Redeemer University Capstone Project · Annual UPS Plane Pull and United Way Kick Off · Rotary Club Ribfest

manage growth for sustainability

A key goal for Eagles Nest is to support organizational sustainability by carefully managing growth, ensuring that internal systems are strong and staff are well equipped for their roles.

intentional strategy for growth

As Eagles Nest carefully plans our next steps, we aim to grow at a sustainable rate. While our mental health programs don't require extensive supplies or tools, we do need people - specifically therapists, coaches, facilitators, and program staff who are professionally trained to care for our clients.

Recognizing that our clients have diverse needs, it is essential for our team to possess a variety of skills and experience. To achieve this diversity, we have strategically opted to hire our therapists on a part-time basis. This structure allows us to assemble a professional team of psychotherapists and social workers with varying therapeutic modalities, experience, and areas of expertise. A diverse team also offers clients choices to find the best fit in their therapist, whether it be in terms of specialty, personality, age, or gender. Finding the right fit in therapy is critical, as it is a deeply personal process.

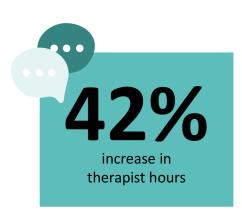
In the future, we hope to reach a point where we can begin hiring some of our therapists full-time, which will help increase retention rates. In the meantime, we are focused on fostering a healthy work culture and providing professional development opportunities to boost retention levels within our team.

growth in therapist hours

In 2023-2024, therapist hours increased by 42%.

With this increase, we are able to keep wait times to a minimum and meet more needs in our community.

We also added additional supervision hours to our therapy team to support our therapists and ensure the best care possible is provided to our clients.



professional development project

government of canada: community services recovery fund grant

Eagles Nest is committed to providing ongoing training and support for our staff, volunteers and Board of Directors. In the spring of 2023, our *Professional Development Project* was funded by the Government of Canada under the Community Services Recovery Fund.

Through this funding, Eagles Nest was able to provide a number of specialized trainings to enhance the knowledge and toolbox of our team around mental health. These trainings helped us understand the increasing mental health needs of our community, improved our ability to offer effective care as well as strengthened our organization internally.

Funded by the Government of Canada's Community Services Recovery Fund



staff quotes on impact of training

"These trainings gave those of us who are not on the front lines the knowledge to help us better understand some aspects of mental health that we may not have known about as well some practical tools to help us care for the mental health of ourselves, our team members and those around us."



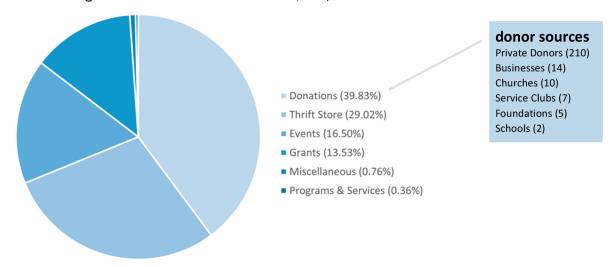
"Through this project, we have built resilience as an organization, which looks like a more cohesive understanding of our organizational goals, values, and practices. This makes us able to offer more effective services. They also helped us build our core competencies as staff that reflect our organizational goals."

"With the courses that I have taken, I believe it helps Eagles Nest be successful in the future by creating more knowledgeable staff that will bring in new policies & procedures. With new policies that are built around compassion and knowledge of the communities needs we will be able to broaden our scope of mental health supports."

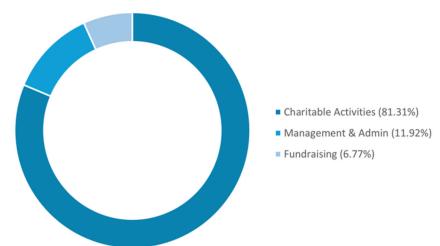
"By taking the Mental Health First Aid and ASIST our team has been able to get up to date information on how mental health is affecting our community and how we can come along side people in a more effective way. We were able to learn about updated terminology, new diagnoses and ways to listen well. With these tools our team is able to create an inclusive environment for our clients to ensure they feel safe & heard while accessing mental health supports."

financial report 2023-2024

revenue Eagles Nest had a total revenue of \$587,942.



expenses Eagles Nest had total expenses of \$598,370.



Note: Although Eagles Nest experienced an increase in some areas of income this fiscal year, inflation lead to increased operational costs as well as a decline in some private donations as well as a reduction in sales at Rescued & Restored. Throughout the year, we adjusted our operations to reduce spending, as our income fell short of projections. Audited financial statements are available on request.

Next year, we are strategically investing in a new fundraising strategy that includes a comprehensive business plan for Rescued & Restored that will not only sustain our current services but also meet the growing demand for mental health services in the community.

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looking ahead

Eagles Nest is excited about the opportunities ahead, particularly in evaluating the services we provide to youth. We recognize that mental health care is vital for individuals of all ages yet in Canada, those aged 15 to 24 experience the highest rates of mental health concerns and have the most unmet needs across all age groups. Several barriers prevent youth from accessing the care they require, including financial constraints, limited availability, transportation issues, and social stigma.

Given that youth are particularly vulnerable to mental health issues, Eagles Nest is committed to doing everything possible to serve this age group effectively. In the summer of 2024, we surveyed approximately 50 youth to gain insight into their perspectives on mental health. This survey marks our initial step toward reevaluating our services and ultimately making it easier for youth to access the mental health support they need.

Thanks to funding from a recent Ontario Trillium Seed Grant, in January 2025 we began to collaborate with a team of consultants to conduct in-depth research and facilitate a series of youth focus groups. Our current project is designed to help us identify gaps in our current services for youth and explore ways to enhance our support. Evaluating our services ensures we are optimizing our resources to meet the needs in this area.

connect with us



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