



**ANNUAL
REPORT
2024/2025**

About the Crisis Centre

Everyone deserves support through crisis.

Vision: The Crisis Centre of BC believes in a world where the human experience of suicide and crisis is met with compassion, respect, and understanding.

Mission: We provide opportunities for connection where people are valued and supported to address crisis and suicide.

We are proud to care for residents living in the communities of Richmond, Vancouver, North Shore, Sea-to-Sky Corridor, Sunshine Coast, Powell River, Bella Bella and Bella Coola located within the traditional territories of the hł́zaqv wáwís (Heiltsuk), Kitasoo, Xai'xais, Líl'wat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), N'Quatqua, Nuxalk, Samahquam, shíshálh (Sechelt), Skatin, Skwxwú7mesh Úxwumixw (Squamish), ɬaʔəmen (Tla'amin), səliwətaɬ (Tsleil-Waututh), Wuikinuxv, and Xa'xtsa.

We have been in operation since 1969.

Spanning the spectrum of crisis support, suicide prevention, and postvention, we engage staff and volunteers in various services and programs that educate, train, and support the strength and capacity of individuals and communities.

We offer:

- Immediate access to barrier-free, non-judgemental, and confidential support through 24/7 phone lines and text services, including follow-up support
- Education and training programs that promote mental wellness and equip schools, organizations, and communities to assist people at risk of suicide
- Support for those who have been affected by a suicide, including connecting events and support groups for suicide loss survivors

Our programs work to ensure timely access to support, destigmatize suicide and mental health concerns, and increase awareness and skills for mental health. We engage a community of passionate volunteers while fostering and creating compassionate, connected, and suicide-safer communities.

Content Warning

Our Annual Report contains stories and information that might be difficult for some readers. Support is available. If you or someone you know is struggling and needs someone to talk to, we are here for you:

- 9-8-8 (call or text) | National Suicide Crisis Helpline / Ligne d'aide en cas de crise de suicide
- 310-6789 | BC Mental Health & Crisis Response / no area code needed
- 1-800-SUICIDE / 1-800-784-2433 | BC Suicide Prevention and Intervention Line

Annual Report Contributors

Thank you to everyone whose contributions made this report possible: Sam Newbery, Pebbles Willekes, Gabriel Mutch, Jeffrey Preiss, Melissa Van Dyk, Rosie Forth, Rose Rai, Alain Bedard-Gibson, Mark Sheehan, Shannon McCluskie, Tamara Guyon, Stacy Ashton, Susan Angel



Letter from Executive Director and Board President

Dear Friends of the Centre,

It's 2025, and we have been a part of the BC Crisis Line Network and the Canada-wide 9-8-8 network for more than a year. Our integration into these networks has demonstrably improved our service delivery, and we are consistently answering over 75% of calls, a substantial improvement from the 46% we saw previously. This increased stability and capacity has allowed us to turn our focus outward, driven by a powerful sense of purpose.

At the end of this fiscal year, we released our new vision and mission statements. More than just words, these statements embody what keeps the centre running; they guide us through everything we do. With their public launch, it has become even clearer how deeply our commitment to these principles shapes our path forward.

Introducing our new vision and mission statements:

Our Vision: A world where the human experience of suicide and crisis is met with compassion, respect, and understanding.

Our Mission: The Crisis Centre of BC provides opportunities for connection where people are valued and supported to address crisis and suicide.

Our vision is ambitious. To achieve it, we must build a robust crisis care continuum involving many partners. 2024/25 has laid the groundwork for this exciting journey, as we continue to strengthen our existing impact while envisioning a broader reach.

Here are some key areas of progress in 2024/25:

- **Consistent call answer rates:** Across the BC network, we are consistently answering over 75% of calls on our local lines, with a 88% answer rate for national 9-8-8 calls
- **Championing a least costly, least restrictive approach:** Amid heightened public debate around involuntary mental health care, we see clearly the urgent need for comprehensive mental health support in our communities. We believe the path forward must prioritize voluntary, person-centered care delivered through trusted community-led teams and those with lived experience. We are committed to deepening our community partnerships and integrating them with our own work to ensure that everyone in crisis has access to robust, compassionate, wraparound support.
- **Deepening our community impact:** Our community learning and engagement programs continued to flourish, adapting to meet evolving needs and fostering greater understanding and capacity for crisis response within communities.
- **Sustaining our bereavement support:** Our bereavement program has proven to be a vital resource, providing crucial support to those navigating the profound impact of suicide loss.

The progress we have achieved this year is a direct result of the unwavering commitment of our incredible volunteers, dedicated staff, generous donors, supportive funders, and passionate community champions. As we look ahead, we are energized by the possibilities of our next chapter. We recognize that building a crisis care continuum is a significant undertaking, but one we approach with determination and hope.

Thank you for your steadfast support and for walking alongside us as we strive to create a world where compassionate, wraparound crisis care is available to everyone, everywhere.

Sincerely,



A handwritten signature in black ink, reading "Stacy Ashton".

Stacy Ashton
Executive Director



A handwritten signature in black ink, reading "Alexis Martis".

Alexis Martis
Board President

Meeting the moment: A crisis care continuum in action

Crisis can happen to anyone, anywhere, at any time. Crisis happens when the distress of life itself - grief, isolation, financial strain, relationship breakdown - overwhelms a person's ability to cope. When pain outweighs our resources, that's a crisis.

A crisis care continuum is a system that recognizes that crisis is personal and can't be scheduled. It integrates emergency and community-based services to deliver the **right care, at the right time, in the right place, for every person, every time**. By providing timely, compassionate support, we can divert people away from costly hospitalizations or police interventions, and instead connect them with the help they truly need.

Jessica sits on the edge of her bed, overwhelmed by the thoughts that had been growing louder for weeks. "It would be better if I wasn't here," she whispers through her tears. Scared and unsure, she dials 911.

Soon, police arrive and transport Jessica to the emergency room. She feels shame and confusion being escorted in a police car. The ER, bustling and sterile, offers little comfort. After hours of waiting, Jessica is assessed and told she doesn't meet the threshold for admission. She is handed a pamphlet about mental health, and discharged. Unsupported, and still in crisis, Jessica leaves feeling dismissed. The pamphlet crumpled in her pocket, she heads home alone, wondering if she would need to hurt herself to be taken seriously.

But imagine a different path.

In a system guided by a fully integrated crisis care continuum, Jessica's 911 call is met with trained crisis intervention. The dispatcher recognizes the crisis and facilitates a warm transfer to a local crisis line. A calm, empathetic responder listens



closely - not to judge her, but to validate. Together, they explore safety planning, coping strategies, and follow-up care. The crisis line responder connects Jessica with community supports, offers her a follow-up call the next day, and most importantly, she doesn't feel alone in her crisis any more.

From isolation to connection

This is the promise of a crisis care continuum: common-sense, human-centered responses that meet people where they are. It's a system designed not just to react, but to care - to recognize that a crisis doesn't need to escalate into tragedy. Jessica's story reminds us that with the right response, we can turn a moment of despair into a turning point toward recovery.

By investing in integrated, community-based crisis care, we are not only reducing strain on emergency services, we are affirming the value of every life, and building a system where no one has to navigate crisis alone.

Distress Services

Our Distress Services program provides no-barrier crisis support to vulnerable individuals across British Columbia. Highly-trained volunteers and paid responders provide non-judgemental emotional support through risk assessment, collaborative safety planning, and short-term follow-up by phone. We engage with the appropriate emergency services when an in-person intervention is essential.

Services Include

9-8-8 (call or text)

Canada's national suicide crisis line, providing 24/7 phone and text support for adults and youth across Canada. 9-8-8 links callers to a responder within their local community whenever possible, and also includes options for specialised support for First Nations, Inuit and Métis, and youth. The primary focus of the 9-8-8 service is suicide prevention.

310 Mental Health (604-310-6789) and 1-800-SUICIDE (1-800-784-2433)

Available 24/7 to youth, adults and seniors throughout the province of BC who are experiencing a crisis or having thoughts of suicide. BC crisis lines supports callers experiencing crisis for any reason, including emotional distress, natural disaster, acute situations, and psychiatric crisis. The primary focus of the local support lines is crisis intervention.



Call and chat demographics

Provincial Lines

GOAL

Answer 95% of calls in 30 seconds in order to partner with 911/ambulance. We've asked for a funding boost from 5.6M to 18M across the sector. This additional funding would give us the capacity to handle 911/ambulance system integration.

How many calls we as a centre made & answered

25,921
incoming calls

1,546
outgoing calls

Our centre contributed by answering **19.7%** of calls to centres in the BC Crisis Line Network.

We are responsible for **18.2%** of BC's population - so we're answering just over our share of calls.

What are our callers calling about?

63%

Mental Health*

20%

Relationships

10%

Suicide

6%

Personal (e.g. Faith, Gender Identity, Self-Esteem)

6%

Physical Health

6%

Basic Needs

5%

Violence / Abuse

3%

Addiction

2%

Legal Issues

0.5%

Military / Veteran Issues

*Calls classified as mental health may not include a disclosed diagnosis. They may include struggles with anxiety, depressed mood or other emotions.

*These numbers do not add up to 100%, as crisis calls may cover more than one issue.

Calls that have a connection to suicide

10%

gave suicide as a primary concern

16%

of calls included a suicide risk assessment

Call answer rates

75%

Fiscal year average

72%

April 2024



78%

March 2025

- Call answer rates have stabilized, and the overall Crisis Line Network is consistently answering 75% of calls, a huge increase from the 46% average two years ago.
- We are continuing to work with the province of BC to make further improvements to our call answer rate, until we can answer every call.
- Around 10% of our provincial calls are related to suicide. We have seen that the majority of suicide-related calls are reaching 9-8-8. This is what should happen.



9-8-8

GOAL

BC calls answered by BC crisis centres, to better connect folks to local services and advocate for BC residents.

In 2024/2025 9-8-8 received

	Calls	Texts
9-8-8 across Canada	230,252	136,373
9-8-8 from BC	31,145	21,602
Crisis Centre answered	10,292	2,744

9-8-8’s high answer rates shows the importance of a well-resourced network. With 40 centres across Canada we are able to answer 88% of calls and 99% of texts. Of the calls originating in BC, 86%¹ of calls were answered within BC.

Our centre’s contribution was 10,292 calls and 2,744 text conversations. We joined the 9-8-8 text network on September 13, 2024.

Transitioning Chat to 9-8-8 Text

We are very proud of our legacy on chat, having started Youth in BC in 2004 as one of the early pioneers in North America offering crisis services over the chat medium.

Chat services provided by Crisis Centre were not funded, and as such, were vulnerable to fluctuations in donations and costs. In November 2024, we became a 9-8-8 text partner, re-directing Youth in BC and Crisis Chat services to 9-8-8. For the first time, we are able to offer text-based services with sustainable funds, with nationwide backup.

The focus of 9-8-8 is suicide intervention, so this is a partial solution to the lack of funding for text/chat; we look forward to offering these modalities through the provincial lines in the next few years. We leveraged our experience, training and skills on chat over our 20 year history to support our Responders transitioning to 9-8-8 text.

We want to express our sincere gratitude to our dedicated staff and volunteers, past and present, who created, developed and supported chat services over the years. It’s impossible to put a number on how many folks were supported through our chat services, though it’s safe to say that the impact has been immense. We look forward to continuing to support folks seeking crisis support over chat at the regional, provincial and national level through 9-8-8 text.

¹ Data for March 2025 is not available. Percentages are averaged from the period between April 1, 2024 and February 28, 2025

Community Learning and Engagement

GOAL

To create safer, more caring, resilient communities by training community members in suicide awareness and response.

Our evidence-based, trauma-informed programs increase awareness about suicide, strengthen crisis intervention skills, facilitate healing and recovery after a suicide experience, and provide empowering tools to support well-being, stress management, and ongoing resiliency. We work with individuals across the lifespan to support well-being in schools, communities, and organizations.

Supporting Others:

CRISIS AND SUICIDE RESPONSE

- Skillfully Responding to Distress
- Suicide Awareness for Everyone
- safeTALK
- safeTALK Training for Trainers
- Applied Suicide Intervention Skills Training (ASIST)
- ASIST Tune-Up
- LivingWorks Start
- łok^wimas - You are Strong : Indigenous Suicide Prevention
- Customized Suicide Response Training

Supporting Ourselves:

RESILIENCE AND WELLBEING

- Self Care for Mental Health Workshop (youth)
- It's Okay to NOT Be OK (youth)
- MindFlip - Brain Science Tools for Everyday Living (youth)
- Wellness and Resiliency - courses, workshops and webinars
- Tools for Managing Stress and Burnout

SUICIDE GRIEF SUPPORT

- A Cup of Tea for the Soul: Online gathering for suicide griever
- Take a Walk With Us: Walking group for suicide griever
- Suicide Loss 8-Week Support Group

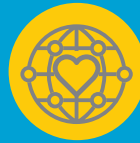
This year we:

- Continued to increase participation in our adult programming, resulting in thousands more community members being trained to respond to suicide and crisis
- Reached over 11,000 youth with our self-care and mental wellness programming
- Successfully developed and launched a new youth workshop, It's Okay to NOT be OK, to high demand, with 54 workshops delivered by March 2025 and many more booked into the new year
- Added one additional member to our Bereavement Advisory Committee, formed of those with lived experience of suicide loss and Crisis Centre board members, to assess and respond to the needs of suicide survivors
- Continued our connecting community events: Cup of Tea for the Soul and Take a Walk with us, for those affected by suicide loss
- Expanded our bereavement programming by reintroducing a low-cost, 8-week suicide grief support group, run by group facilitators who are certified Traumatic Loss Facilitators, grounded in the BC Bereavement Helpline's Suicide Grief Support Group Model

ANNUAL HIGHLIGHTS



11,024 youth reached through our self-care and wellness programs



111 participants in suicide bereavement and suicide loss support programs and events



301 organizations hosted offsite or participated in CLE training programs.



4,086 adults participated in paid training including emotional well-being programs, responding to distress training & suicide awareness and response training



2,004 Service providers and community members trained in suicide response including through ASIST, online suicide response training and safeTALK





“Every time a young person learns it’s okay to not be OK - and how to help someone else feel the same - that’s a ripple effect that can last a lifetime.”

Teaching youth it's Okay to NOT be OK: A lesson that can last a lifetime

When Paul steps into a classroom, he brings not only experience and empathy, but a belief: that young people are capable of becoming mental health educators in their own right, if given the right tools.

A lifetime volunteer and “young-at-heart” 55-year-old, Paul joined our Youth Educator program in September 2023. He delivers workshops at schools across the Lower Mainland. His goal? To change how young people think about mental health, starting with their own.

This past year marked an exciting chapter for the Crisis Centre’s youth program. In 2024/25, we delivered workshops to 11,024 young people - an increase of 41% over the previous year. We also launched our second signature workshop, It’s Okay to NOT be Ok - a step-up from our introductory program, Self-Care for Mental Health. Demand for the new workshop has been high.

Our dedicated Youth Educator volunteers visited dozens of schools across the region, equipping young people with practical tools for navigating mental health challenges. Paul is just one of many dedicated volunteers in this impactful program.

Creating connection in the classroom

Paul’s role as a Youth Educator is to lead the workshop sessions, which are typically delivered to students in grades 9-12. Through storytelling, interactive activities, and candid conversations, he, together with a other It’s Okay facilitators, are there to normalize talking about mental health, self-care, peer support, and help-seeking.

“Young people know genuine.” Paul reflects. “I begin each workshop by sharing a story from our past when I felt emotionally vulnerable. That authenticity builds trust. They know I’m

here because I care.” Feedback reflects this, with participants appreciating the kindness and understanding they feel from our Youth Educators. One commented: “I liked how they used real life stories and didn’t pressure anyone to talk if they weren’t ready. They showed us we’re not alone.”

The power of these sessions is more than momentary. They leave a lasting impact. After attending a workshop, **84% of participants reported learning something useful, and 72% said they felt more prepared to respond to a friend in crisis.** Whether it’s academic stress, social pressure, family struggles, or identity, the workshops help students feel seen and empowered.

Volunteers with lived experience

Paul’s own history with depression and suicidality as a young person gives his work added depth. “I understand that if I had had help during this period, my younger adult life would have been far less difficult,” Paul reflects.

Although he balances his volunteering with night shifts at a transportation company and co-hosting a podcast, Paul says the effort is more than worth it. “It’s one of the most rewarding things you can ever do. Even the smallest thing can help somebody.”

A growing legacy

As our youth program continues to expand, reaching more schools, more classrooms, and more young people, we are motivated by the stories of volunteers like Paul and the thousands of students who leave our workshops with greater resilience, awareness, and compassion.

Because every time a young person learns it’s okay to not be OK - and how to help someone else feel the same - that’s a ripple effect that can last a lifetime.

Volunteer Powered

Greater Vancouver has a rich and diverse community of committed and talented individuals who are passionate about helping others.

The Crisis Centre trains and supports these regular yet extraordinary individuals who share their skills as volunteers in administration, on the phone lines and in chat rooms, in classroom and community events, and in training rooms at the Centre.



Number of hours contributed by our volunteers in 2024/2025:

386



Administration &
Office Support

3,330



Community Learning
& Engagement

80



Development &
Communications

37,242



Distress Services*

Number of volunteers at the end of 2024/2025

11

Administration &
Office Support

73

Community Learning
& Engagement and
Bereavement

7

Development &
Communications

208

Distress Services*

*volunteers answer calls and chats, and provide training and support to new volunteers

Holding space for grief: The evolution of the Crisis Centre's bereavement program

Grief is often treated as something temporary – something we're meant to move on from quickly. But the reality is different, especially for those grieving a suicide.

"People often struggle to hold space for griever, making them feel as though their pain should be hidden or pushed down," explains our bereavement coordinator, Jesse. At the heart of our bereavement program is a commitment to changing that - by creating spaces where those touched by suicide can speak their grief, remember their loved ones, and find community.

Meeting a growing need

Many grief support groups have long waiting lists. This year, we've begun to ease that burden by providing additional suicide bereavement groups.

Our bereavement program has always followed the need. This year, that meant developing an 8-week, in-person support group, using the BC Bereavement Helpline's Suicide Grief Support Group model - alongside our regular "Cup of Tea for the Soul" and "Take a Walk With Us" gatherings.



"Other people in the group were able to articulate things that I was feeling, that I either couldn't bring myself to say or couldn't find a way to say," Mary*, a group participant, reflects. Sharing physical space, even when not speaking, helped Mary feel understood. She built connections, including with someone whose experience mirrored her own, allowing her to open up more than she ever thought possible.

Coming together in grief

Meaningful grief support isn't just comforting, it's actually a protective factor against suicide. With the right support, griever feel less isolated, more connected, and better able to cope with an overwhelming loss.

Each support group is co-created by the participants. They help shape the tone and content. "I learn everything from the participants," Jesse reflects. "Working with them deepens my wisdom and knowledge. With their consent I write down pieces of wisdom they share, so that I and others can benefit from their insights."

Participants don't just talk about their loss. They also talk about who their loved one was – outside of how they died.

Looking ahead, we hope to grow the bereavement program's educational reach. "We want to build a grief-literate community," Jesse says. "One where people feel less pressure to 'get over it' and more permission to feel what they feel for as long as they need."

Jesse and the team are committed to steady growth: expanding training, reaching communities most affected by suicide, and continuing to walk alongside those who are grieving - one step at a time.

**Not Mary's real name*

Thank You!

We rely on the generosity of our community to ensure we can deliver our lifesaving services and programs. We would like to thank all our donors and supporters including those who wish to remain anonymous. Your financial support helps us help others when they need it the most.

www.crisiscentre.bc.ca/donate

Donor Wall

Visionaries of Hope \$75,000+

The Walsh Foundation

Stewards of Hope \$10,000 - \$74,999

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Builders of Hope \$1,000 - \$4,999

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Patrons of Hope \$300 - \$999

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Eric Loong	Matthew York	
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We strive to ensure our donor information is as accurate as possible. If you see an error, or if you were missed, please contact us: development@crisiscentre.bc.ca

Leadership

Board of Directors

Alexis Martis – President

Melisa Foster – Vice President

Alyssa Collins – Secretary

Brandon Ma – Treasurer

Daniel W Cox – Director

Chikwere Samuel Dike – Director

Stephanie Gibbs – Director

Mark Price – Director

Current Leadership Team

Stacy Ashton – Executive Director

Melissa Van Dyk – Director of Program Operations

Jeffrey Preiss – Director, Development & Communications

Shannon McCluskie - Director, Finance, HR & Administration

Mark Sheehan – Program Director, Community Learning & Engagement

Alain Bedard-Gibson – Program Director, Distress Services

Financial Report 2024/25

The Crisis Centre of BC has worked hard to meet the demands for its services and programs. By exploring new streams of funding and fostering relationships with our community, the Centre secured a total revenue of \$3,844,510 to support our frontline work.

The Centre intentionally invested \$488,484 of reserve funds to support our transition onto provincial and national networks of crisis centres. We budgeted a deficit of \$482,875 and came in with an actual deficit of \$488,484.

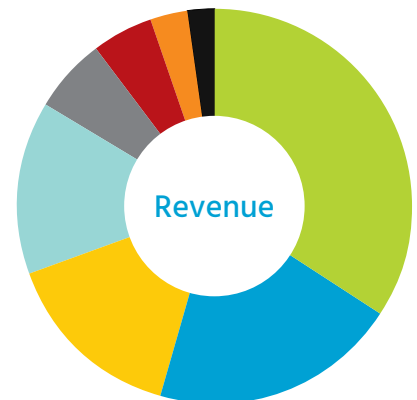
The Centre is grateful for its main sources of revenue provided by various organizations, service contracts and fee-for-service programming, foundations, businesses, and individuals. A list of donors is provided in this report.

The Centre also operates with a generous and dedicated volunteer team and would like to acknowledge this value, which is not necessarily present in the financial statements. The Crisis Centre's incredible volunteers, supporting frontline services, community learning, and administrative support are estimated to be a value of \$824,694 per year.

The Centre is a beacon of hope because of dedicated volunteers.

Revenue

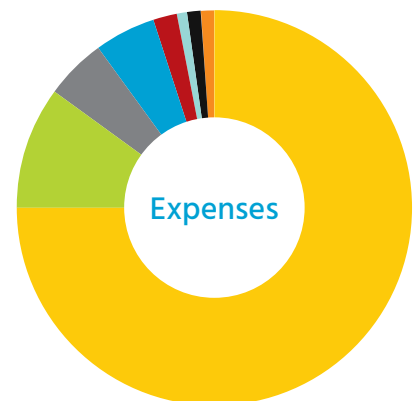
988 Network	\$ 1,314,690	34%
Provincial Health Services Authority	\$ 784,680	20%
Grants & Foundations	\$ 592,280	15%
Fees for Service and Training	\$ 538,240	14%
Individual Donations	\$ 218,990	6%
Province of BC — Community Gaming Grant	\$ 208,200	5%
Corporate Donations	\$ 115,390	3%
Interest & Miscellaneous	\$ 72,040	2%
TOTAL	\$ 3,844,510	100%



In-kind donation of services provided by
Crisis Centre volunteers \$ 824,694

Expenses

Salaries & Benefits	\$ 3,291,880	76%
Community Training	\$ 435,540	10%
Administrative & Fundraising	\$ 214,830	5%
Telecommunications & Technology	\$ 195,970	5%
Building Occupancy	\$ 82,320	2%
Amortization	\$ 46,410	1%
Volunteer Support & Staff Development	\$ 25,240	1%
Publicity & Marketing	\$ 40,820	1%
TOTAL	\$ 4,333,010	100%



**Note: This financial information is draft and unaudited. Audited financial statements will be available upon completion.*

If you or someone you know is struggling and needs someone to talk to, we are here for you:

- Anywhere in Canada: call or text 9-8-8
- Anywhere in BC: 1-800-SUICIDE (1-800-784-2433)
- Mental Health Support Line: 310-6789



Crisis Intervention & Suicide Prevention Centre of BC
763 East Broadway
Vancouver, BC V5T 1X8

www.crisiscentre.bc.ca | www.crisiscentre.bc.ca/donate