



SHEENA'S PLACE
Support for eating disorders

Sheena's Place Annual Report 2018





“Sheena’s Place fills a giant void in services and supports. Without Sheena’s Place I don’t know that I would have gone to treatment and entered recovery.”
- Client

Letter from the Executive Director

Eating disorders have the highest death rate of all mental illnesses and are the third most common type of chronic illness among Canadian youth. At Sheena’s Place we know that timely intervention saves lives. Asking for help can be difficult, but accessing the help shouldn’t be. There are too many barriers for people trying to access mental health services – particularly those who have eating disorders. Waitlists for hospital treatment programs are often long. That is why Sheena’s Place is proud to offer free services where you do not need a diagnosis and there are no waitlists.



In 2018, we offered a wide variety of free group therapy programs and services to 1,200 clients directly (in-house). All of our groups and programs are led by mental health professionals in fields such as psychology, social work and art therapy. Many of our clients - approximately 50% - cannot afford private therapy. We want to be able to offer more low-barrier services to a wider group of people. This is only made possible by our donors.

In this annual report you will meet one of our brave service users, Maddie, one of our groundbreaking facilitators, Zac, and one of our generous donors, Michael. They all have a special connection to Sheena’s Place and we are extremely grateful to them for sharing their stories.

I have also decided to share my own story. People often ask me: How did you develop an eating disorder and how did you recover? I believe that honesty is contagious, and I also believe that sharing our stories helps reduce the stigma around eating disorders and mental health issues.

Looking ahead, our board of directors, committee advisors, advocates, and volunteers will be banding together as we begin to operationalize and execute the strategic plan that was developed last year. We will keep our clients and communities informed about developments and changes to come. One of these developments is our newly designed and renovated teaching kitchen accompanied by nutritional programming, which would not have been possible without generous donors and the hard work of our volunteers. Sheena’s Place does not receive government funding and we are not a United Way member agency. We rely solely on the generosity of donors, foundations and corporations to keep our doors open and our programs free of charge. Those gifts allow us to provide much-needed therapy and hope.

My best always,

Deb Berlin, BSW, MSW, RSW
Executive Director

A client's story

Madeleine Cho

"It was the first mental health thing I actually showed up for." Madeleine Cho, Maddie to her friends, says Sheena's Place was there for her when nobody else was. The 18-year-old was all alone in Toronto after making the big move across the country from Vancouver when she found herself in a mental health crisis and didn't know where to turn.

A varsity field hockey player, Maddie moved to Toronto to pursue her athletic goals and study kinesiology. It was when she was sidelined with injuries that things fell apart.

"Normally, I didn't worry about a number on the scale – I mean, weight wasn't my concern – but when I was injured, it became a focus as it gave me something I could control."

Maddie eventually went to Toronto General Hospital's (TGH) day-treatment program for eating disorders, but only because "Sheena's Place supported me through all of the lead up" she says. Two weeks into her TGH treatment she was in a major car crash and was admitted to hospital for 11 days with serious injuries. She returned to TGH and finished the program, but during her first week back at university, post-traumatic stress hit her hard and she had to drop out of school. "The anxiety came right at me like I came at that tree in my car."

Maddie had to withdraw from classes at university, which in turn meant she had to drop sports too, because she no longer had academic eligibility. "That's when I lost everything," she says. "I lost both communities I flew across the country for – university and sports. If I didn't have the friendships I made in group at Sheena's Place I would've had no one, no one to support me. You could say they kept me alive. It's not just support – it's understanding."

Six years later and Maddie credits Sheena's Place with helping bring her back to the better place she is in now: back in class and back in sports. And working as a youth mental health advocate.



Her first impression when she got up the courage to walk through that door was how accessible Sheena's Place was. "First, it's free – that's number one. Second, you don't need a diagnosis. At Sheena's Place they purposefully say 'disordered eating' – there's that missing piece where [for other eating disorder services] you would need that diagnosis – so I'm really grateful for that. And everyone is really friendly, especially at the front desk. That first impression, for me, was great." But she says it's the group work that really makes all the difference when you are in recovery for an eating disorder.

"After my first group, when we weren't even talking about our challenges, just knowing we had shared that space and they knew what was going on meant I didn't have to worry about slipping up," she says. "It's the normalcy of that kind of conversation and those kind of interactions...they make all the difference."

Maddie says another reason why Sheena's Place is so important is because when someone walks out of treatment they aren't cured: "Sheena's Place bridges those gaps and breaks down the barriers. Developing groups that fit the needs of people is something that Sheena's Place continues to achieve."

"Sheena's Place bridges those gaps and breaks down the barriers. Developing groups that fit the needs of people is something that Sheena's Place continues to achieve."

- Maddie

She points to the Binge Eating Disorder (BED) group. "None of the hospitals or programs treat Binge Eating Disorder that I know of, so the BED group is so important." Prevalent statistics show that BED is the most common eating disorder, yet most hospitals don't offer targeted treatment.

"Sheena's Place is expanding programming now with a trans group and the satellite groups and more. If I look at all the different groups and programs here, it would be hard to find a person who wouldn't fit or find a group here." That said, Maddie acknowledges that there are still barriers for some people and she would like to see one specific new group added to the Sheena's Place program roster.

"I want something for in-recovery competitive athletes. There is definitely a lack of resources for people like this, like me." Maddie points to Canadian Olympic diver Francois Imbeau-Dulac who just came out about his experiences with disordered eating, adding that she believes it is possible to maintain recovery and continue playing competitive sports.

She says with all the university varsity teams and national athletes, there are potentially so many people who might benefit from a program like this, "and there's nothing like that out there right now."

Due to requests from service users like Maddie, Sheena's Place is planning on piloting a new group called Examining Exercise.

2018 by the numbers

We are a small charity with a big impact

6 staff

36 group facilitators

38 volunteers

528 new service users

1258 total clients

1590 hours of therapeutic service

1810 volunteer hours

Collaborators in care

Sheena's Place helps connect clients to eating disorder treatment and support centres, and also receives client referrals from these centres. We offer group therapy programs that no one else provides – before, during and after treatment – as well as for those who don't go into treatment.

We are proud to collaborate with:

- Women's College Hospital
- Credit Valley Hospital
- Toronto General Hospital
- UHN
- Southlake Regional Health Centre
- North York General Hospital
- Homewood Health Centre
- SickKids Hospital
- Centre for Addiction and Mental Health (CAMH)
- National Initiative for Eating Disorders (NIED)
- National Eating Disorder Information Centre (NEDIC)

96% of our clients say they learned a new coping strategy, skill or insight

92% felt connection and support from group members

91% said that our groups meet their needs

80% say the group they attended increased their motivation for change toward recovery

What our service users say about us

Every year, we conduct surveys to find out whether our programs are meeting the needs of our clients. Here's what some of our clients said in 2018:

"It feels like 'home' while I am here."

"I've gained a lot of strength from Sheena's Place and am finding that my eating disorder is in remission! I am so grateful for their unconditional support."

"I don't know where I would be without Sheena's Place – it's been a lifesaver."

"Sheena's Place provides support and community that isn't available elsewhere. I'm on disability and can't afford regular private therapy – Sheena's Place fills that void."

"The most valuable time I spend in the company of others is the time I spend at Sheena's Place. Everyone is respectful and we share so many commonalities. What amazing staff and participants."

Our Executive Director's story

Deb Berlin

To be believed, to be heard, to be understood. This is what Deb Berlin needed as a teenager.

And so, in 1989, the 18-year-old made a deal. Her parents would let her stay on as a camp counsellor if she agreed to put herself on the waitlist for a program at Toronto General Hospital. That program was for people with eating disorders.

At the time, TGH offered the only day-treatment program in Canada for people with eating disorders. Deb knew the waitlist was long, and she couldn't stand the thought of sitting at home just waiting for the call. "I didn't want to just disappear without a trace."

When camp ended, she got the call from the hospital. It was the beginning of a long, rewarding and ongoing journey of recovery, but at the time it seemed like the end for young Deb. "I lost everything. I dropped out of university. I had been a straight-A student. I lost my friends, my sense of purpose. My hopes, my dreams - all disappeared," she says.

Ann Kerr was Deb's occupational therapist in treatment. "When I was discharged, I wasn't totally better. Ann motivated me to really think about getting back into school. The risk of relapse and occurrence of symptoms can be high if you don't have proper support and follow-up, but Ann said to me; "I think you are going to be okay." I didn't feel like I would be okay. All my friends had moved on. I felt completely ashamed, isolated. What was I going to do?"

As Deb struggled to find a sense of purpose post-day-treatment, her mom brought home a brochure from George Brown College that featured the Assaulted Women and Children's Counsellor/ Advocate Program. She jumped into her work with both feet and became a therapist, helping some of the most marginalized women in the country. With her confidence on the rise, she entered into the Bachelor of Social Work Program at Ryerson, later completing her Master of Social Work degree at the University of Toronto.

Years later she saw an opening to become a support group facilitator at Sheena's Place. "I was scared. Every person who has a mental illness or an eating disorder knows this feeling. You think, 'They know me from that life and they are going to put me in "that box" forever.'" Still, she applied. She was hired immediately and has been a part of Sheena's Place ever since.



Leadership includes lived experience according to Deb. "It's important to me that the people sitting across from me in group can look at me and know that I also went through hell, and see that I'm now a social worker. I want them to know: I'm your peer and I'm also leading this group," she says.

Deb has been the executive director of Sheena's Place since 2014 and her lived experience has brought a wealth of knowledge to the organization. Since opening in 1996 Sheena's Place has provided services for tens of thousands of people living with eating disorders. Despite the desperate need for services, in the early 90s there was only one program in the entire country.

"To be believed, to be heard, to be understood. We know that the people who come to Sheena's Place need that." - Deb

"The times I have met with Sheena's mom, Lynn Carpenter, I have made it abundantly clear that the only difference between me and Sheena is timing and luck. In 1993, Sheena was waiting for treatment - and she died."

Of all mental illnesses, eating disorders have the highest rate of death. That's why the work being done at Sheena's Place is critical, and why Deb is sharing her story. This kind of thought leadership is incredibly important to mission-driven non-profits, and Deb would like to see more of it in the world. "I read about leaders struggling with their mental health, addictions, PTSD, when I read their obituaries... Why aren't we hearing about them when they are still alive?"

"Many people ask me; Why did you develop an ED? And; how did you get better?" For many people, developing an eating disorder is a combination of biology and environment. And for Deb, as for many with eating disorders, it was both.

"Biology and genetics can load the gun, but the trauma I experienced, that pulled the trigger."

"To be believed, to be heard, to be understood," she pauses. "We know that the people who come to Sheena's Place need that."

"Imagine coming into a group of complete strangers. You look to your right you look to your left and you realize that at some level, these people totally get you. And after 9 to 10 weeks these people become your peers. These are the people who help you get to the next level of recovery."

Deb feels a deep sense of urgency and responsibility to help Sheena's Place grow to ensure it meets the needs of all of the clients that walk through its door, explore the website, or call to speak to one of the staff. She is so thankful for all the support that this small but mighty organization receives every year.

A facilitator's story

Zac Grant

Making change, meeting needs.

Zac Grant decided to become a social worker to create change.

"When I see things that I don't agree with, or that could be done better, I think: If I don't take this on, things may never change."

Zac took on something that no one has done yet in the GTA. Zac started the first eating disorder support group specifically for trans, non-binary, and gender questioning people. "There are no trans-focused eating disorder groups in Canada that I know of," Zac says, adding there are some independent groups in the United States, but "within the eating disorder treatment centres and programs there are no trans-specific groups."

Zac approached Sheena's Place last year to pilot the idea, borne from a Facebook group they started called Toronto Trans Folx Eating Disorders Support Network, which was created for a social work class that challenged students to come up with a project that affected social change. It has now become a regular weekly group at Sheena's Place.

"We know there are really high rates of eating disorders within LGBTQ communities, particularly trans populations. There is probably a link between gender dysphoria and body dysmorphia --- that is, people using eating disorder symptoms as a way to convey their gender to themselves and the world," Zac says. "I also know that eating disorders can be a coping mechanism to deal with the transphobia and discrimination that trans folx experience."

Zac came out 15 years ago as a trans person at 18, and says it is important that people who are thinking of coming to Sheena's Place for the trans group know that it is facilitated by a trans person. "They need to know it's a safe space and that they aren't going to have outsiders telling them what their experience is."

"Everyone is coming from a different place and has had different experiences in the world, and we have to be respectful of that. We don't know what we don't know." Zac notes there is a lot of overlap with the stigma and shame around eating disorders and the discrimination that comes with being trans.

"That's what I love about Sheena's Place, it doesn't matter where you are in your journey, this is going to be a safe space for you."
- Zac

"There's a lot of internalized stigma, particularly with eating disorders. We have a lot of shame we have to unpack. To really deal with the stigma we have to address this issue more largely as a society."

Zac facilitated the LGBTQ group last year at Sheena's Place and now also facilitates the young adult group, and says the key to making successful programming is listening to and learning from the people who come to Sheena's Place. So when Zac hears clients say things like, "Thank you, this is the only safe space I have to talk about these things," they know what they are doing is meeting a real need.



A recent survey supported by the National Eating Disorders Association found that the majority of LGBTQ youth surveyed (54%) had been diagnosed with an eating disorder. In addition to those diagnosed, another 21% (that's 75% of all respondents) suspected they had an eating disorder, and trans youth are at an even higher risk.

"One of the things I love most about Sheena's Place is that it doesn't matter where you are on your journey. A lot of treatment programs have very specific criteria to access help in a very particular and formulated way but Sheena's Place is about being here for folks in a way that works for them. If that means coming once a month that's okay; if you want to go to multiple groups that's okay; if you are not doing well that's okay; and, if you have been in recovery and you just want to check in, that's okay too. That's what I love about Sheena's Place, it doesn't matter where you are in your journey, this is going to be a safe space for you if you want it to be."

This fall Zac begins work on a graduate degree that focuses on the intersectionality of transgender identity and eating disorders.

A donor's story

Michael Fitzhenry

Sustained giving means sustained care.

Michael Fitzhenry says that his multi-year gift to Sheena's Place speaks directly to his confidence in the leadership and team. When he first met Executive Director Deb Berlin, he says it was her honesty that drew him in and gave him an immediate sense of accountability.

"It's Deb's honesty – when she looks at you and talks to you, there's such a sense of trust, of comfort and warmth. She just exudes that, and it makes you want to be part of the solution."

For Michael, being part of the solution meant a multi-year sustaining gift to Sheena's Place to support programming. He believes the work being done at Sheena's Place is crucial.

"A multi-year gift to Sheena's Place speaks directly to my confidence in the leadership and team."

- Michael

"Hearing Deb's story, and Sheena's story, was a powerful reminder of how critical this work is."

Through the Fitzhenry Family Foundation, Michael has pledged \$100,000 over three years. "We want to allow Sheena's Place the ability to budget and forecast for specific programming. A three- to five-year pledge allows Sheena's Place budgeting and staffing for specific programming ...and continuity for the donor. Deb, management, staff, and the board, provide accountability."

Michael strongly believes mental health issues need more awareness, funding, and understanding and so he focuses his philanthropic efforts towards mental health issues – especially those



that help youth. Sheena's Place provides direct support for over 400 young adults each year and hundreds more through outreach programs to primary, secondary and post-secondary schools.

"Please keep Sheena's Place running! I love Sheena's Place like my second home. This is the best place to come for support with eating disorders." - Client

"The prevalence of young adult mental illness holds great significance in my life. Friends we know have suffered, either themselves or their children, and struggled to find the appropriate help. When researching where best to send charitable dollars to support young adult mental illness, Sheena's Place was highly recommended."

"Mental health services like those provided at Sheena's Place were not available to me as a youth. We can change that now. So many families would benefit from greater access to support."

Annually, Sheena's Place provides support for over 200 family members and partners of people living with eating disorders. "It can be so difficult to ask for help. Then so often when one does seek help, it is so hard to find and get access to."

This brings Michael back to the warmth and trust he felt coming into Sheena's Place.

"I think that a big part of the accessibility of Sheena's Place is the physical location - the warmth of the house. It's not clinical, it's not in an office tower or in the corner of a hospital, it's a home in the city. I don't think you can duplicate that. That's what is really impressive," he says.

"Getting the honesty out of people is easier when you have a setting like this."



Our mission

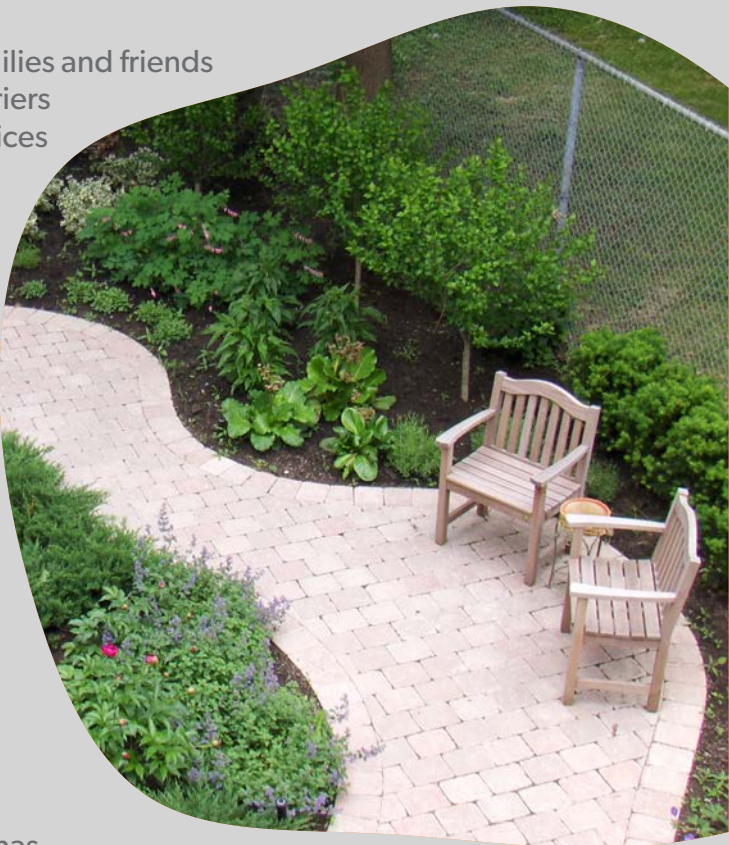
At Sheena's Place we support individuals, families and friends affected by eating disorders to overcome barriers and provide effective, community-based services at all stages of recovery.

We provide evidence-based effective practices and services delivered by highly qualified professionals.

Our goal is to transform lives, build community, and eliminate stigma. We do this by demonstrating compassion and creating caring relationships that are built on acceptance, trust, and honesty.

We believe in the inherent dignity of all people and recognize that eating disorders do not discriminate based on income, age, gender, sexual orientation, race, ethnicity, or ability.

We are committed to ensuring that everyone has equitable access to support. We believe that we can accomplish more when we work together to achieve shared goals.



Did you know?

- Up to 50% of people with eating disorders experience substance abuse – a rate five times higher than the general population
- Approximately 25% of those with anorexia nervosa or bulimia nervosa are men
- Approximately 40% of those with binge eating disorder are men
- Up to 95% of people with eating disorders meet the criteria for one or more co-occurring disorders (most commonly, depressive disorders, anxiety disorders, substance use disorder, and PTSD)
- A study of more than 2,400 individuals hospitalized for an eating disorder found that 94% had co-occurring mood disorders (mostly major depressive disorder)
- Between 48 and 81% of people with eating disorders live with an anxiety disorder
- Transgender individuals experience eating disorders at rates significantly higher than cisgender individuals

Looking forward

A NEW strategic plan

Four strategic directions have been identified through the strategic plan development process. These directions are inter-related and inter-dependent, and they ensure that Sheena's Place will continue to build on current strengths and be responsive to changing community needs and opportunities.

Over the next three years we will be:

Optimizing the Model of Care:

- Developing programs and services that respond to unmet/emerging needs and system gaps
- Building systems that evaluate programs and services based on impact

Building Awareness of Eating Disorders and Sheena's Place:

- Developing clear, consistent messaging and amplifying our story
- Collaborating with strategic mental health partners

Generating Sustainable Revenue:

- Creating and implementing a long-term plan for financial stability and growth

Strengthening Organizational Capacity and Competencies:

- Developing high performing and engaged teams
- Creating system efficiencies (IT/HR)

Next steps

Sheena's Place will monitor its progress towards achieving the strategic directions by tracking, measuring and reporting on the achievement of outcomes across the organization.

Indicators and measures of success will be identified within an operational planning framework currently in progress.

A dedicated sub-committee of the Board of Directors will oversee and monitor progress and results over the next 3 years as the Strategic Plan is implemented.

"Sheena's Place is my only safe space."
- Client

What's happening at Sheena's Place in 2018-2019

Sheena's Place provides professionally facilitated peer-support group programs free of charge to the community all throughout the year. Most programs run for 10 to 12 weeks with up to 15 to 20 participants in each session. All of our evidence-based group programs are designed and delivered by trained health and allied health professionals and are based upon existing research literature and best practices for mental health.

We offer 4 types of groups: Support groups, Expressive arts groups, Body image groups, and Skill building groups.

We offered many new programs in 2018 and there are more to come in 2019. Here are a few of the new groups and workshops we want to highlight:

Trans, Non-Binary, & Gender-Questioning Support Group (new in Fall 2018)

This group offers a safe space to discuss the complexities and interconnectedness of gender identity and body image, and provides a supportive environment to explore topics and share insights/strategies related to navigating the world as a trans individual with an eating disorder.

Improv for Anxiety (workshop new in Spring 2018, group new in Winter 2019)

In this group, participants played improv exercises and games designed to help with anxiety, encourage laughing and having fun, and to experience the power of play to transform daily life.

Satellite Group at Women's College Hospital (new in Spring 2019)

This Adult Support group was offered off-site, in a physically accessible location. We hope to continue our collaboration with Women's College Hospital in the future.

"The Music Sounds Like I Feel" Exploring Emotions Through Music (new in Spring 2019)

Music is explored as an artistic medium to express emotions, develop creativity, build social connections, and gain new insights along the recovery journey. Instruments provided.

Nature and Nurture (new in Summer 2019)

Through gardening, planting, and appreciating the natural world in Sheena's beautiful outdoor space, participants will learn to care for nature while nurturing themselves.

We are launching new programs in exercise and nutrition to meet the demands of our clients.

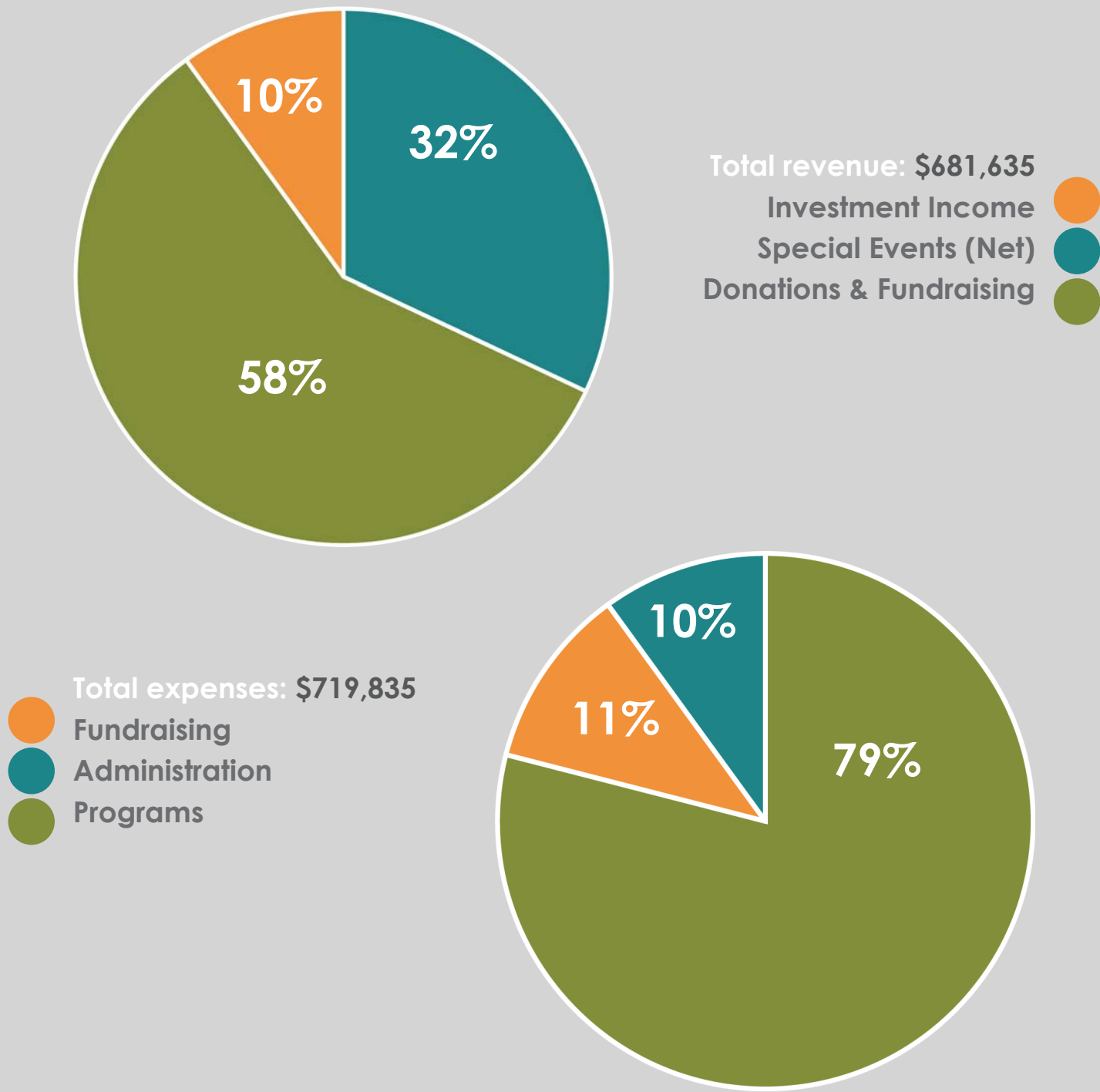
Find out more on our website at sheenasplace.org/register

"Sheena's Place is the reason I'm still alive. I will forever be grateful for these services."
- Client

Financials 2018

Revenues and expenses 2018

We are committed to accountability and transparency. Here is a snapshot of where our money came from in 2018 and how we used it. For more details, please see our audited financial statements at sheenasplace.org.



Our Donors

\$500,000+

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\$200,000 to \$499,999

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"I love Sheena's Place. Thank you for existing. You make recovery seem possible and tangible."
- Client


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