



SCAN TO READ THIS REPORT ONLINE AND VIEW THE SLIDE DECK WITH **ADDITIONAL** PHOTOS AND CONTENT.

#### PROGRAMS AT-A-GLANCE

**ONE-TO-ONE GRIEF SUPPORT** ADVANCE CARE PLANNING **BASIC HOSPICE TRAINING** BEREAVEMENT VISITATION CAREGIVER SUPPORT CIRCLE CHILD & YOUTH PROGRAM
CHILDREN'S GRIEF SUPPORT GROUP **EDUCATIONAL WORKSHOPS** FIRST STEP GRIEF SUPPORT GROUP IN-SCHOOL OUTREACH MAID GRIEF SUPPORT GROUP
PALLIATIVE PATIENT VISITATION
PET DEATH GRIEF SUPPORT GROUP
PRE-TEEN GRIEF SUPPORT GROUP PREGNANCY & INFANT LOSS GRIEF SUPPORT GROUP RELAXATION PROGRAM SECOND STEP GRIEF SUPPORT GROUP SUPPORTIVE WALKING GROUP TEEN GRIEF SUPPORT GROUP TEEN GRIEF PEER SUPPORT TRAINING TRAUMATIC LOSS GRIEF SUPPORT GROUP VIGIL SERVICES

#### Chilliwack Hospice Society

7112 VEDDER ROAD CHILLIWACK, BC V2R 3T6

**PHONE:** 604.795.4660 WEB: chilliwackhospice.org EMAIL: info@chilliwackhospice.org (f) (in @chilliwackhospice

Registered Charity #867303232RR0001

#### Thrifty Boutique

#101-7955 EVANS ROAD CHILLIWACK, BC V2R 5R7

PHONE: 604.846.2226 WEB: thriftyboutique.ca

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#### **Our Vision**

A Culture of Care in Dying, Death, and Grieving

#### **Our Mission**

Chilliwack Hospice Society is a community-based organization that helps individuals and families dealing with dying and death through support, education, and programs that promote wellness and healthy grieving.

#### **Our Core Values**

- We believe that every person has worth and a right to be treated with gentleness and respect.
- We believe that every person has the potential to experience hope, wonder and joy.
- We believe that diversity and inclusiveness are vital to the strength of our organization.
- We believe that the strength of relationships in our organization is based on trust and open communication.

### Land Acknowledgement

We are privileged to live and work on the Stó:lō unceded traditional territory of the Pilalt and Ts'elxwéyegw tribes.



We acknowledge the financial support of the Province of British Columbia

How we help

4954

palliative support visits

3257

bereavement support visits

724

relaxation treatment sessions

184

received
resource
materials and
information after
the death of
their loved one



## President's Report

As we come to the end of our fiscal 2025 year, it is a time to reflect on the past year, and for myself the past two years as board president. Our area focus for the Society is to provide services to our community which support our mission of helping "... individuals and families dealing with dying and death through support, education, and programs that promote wellness and healthy grieving." I am happy to say that as a Society we continue to strive to achieve our mission.

For the two years that I have been President of the Board, we have seen the following additions to our programs:

- Men's Cooking Group,
- Bereavement Drop-In, Caregiver Connection,
- Traumatic Loss Drop-In,
- MAiD Grief Support Group, and Pregnancy & Infant Loss Drop-In



#### All of this support has enabled us to serve 1,172 clients over the past two years.

Our governance team has made the entire experience of being on the board so rewarding. In the past year, we have been able to refocus as a Society by completing a new strategic plan and because of this, the Society completed a rebranding of the society that distinguishes the branding for the Society and Thrifty Boutique. The board consists of Melanie Green, Vice-President; Jacqueline Penner, Treasurer; Matthew Peacock, Secretary; and directors Bob Besner. Chris Emery, Gordon Penner and Jeanette Genge. As this term ends, we have to say goodbye to Bob Besner. We appreciate all the contributions that Bob has provided the board over the years.

I want to take the opportunity to thank our Executive Director Sue Knott and all the staff for the tremendous effort that they have put forth for the year. Without your efforts none of what happens with the Society is possible.

And, finally, I would like to thank all the volunteers for their support, dedication, and work that you have provided to the Society. As I have met volunteers through the years, I am amazed by the passion and dedication that everyone has for the Chilliwack Hospice Society. Without your efforts we would not be as successful has we have been over the past year. Thank you.

Sincerely,

Mike Olson President









# Executive Director's Report

This past year at Chilliwack Hospice Society has been one of meaningful progress, guided by the priorities in our strategic plan: cultivating a strong and diverse volunteer base; ensuring a well-managed, profitable Thrifty Boutique; expanding our programs to meet changing needs; prioritizing inclusion and outreach to underserved communities; and growing awareness of our services throughout the region.

We're proud to have introduced several new programs, including an online Pet Death Grief Support Group, Caregiver Connection Support Circle, a MAiD Grief Support Group, Men's Cooking Group, and a Pregnancy and Infant Loss Drop-in Grief Support Group. These additions reflect our commitment to accessible, inclusive care. This year, Jennifer Dacre also introduced a new drop-in grief support group — an adaptable option that offers greater flexibility to meet the varying needs of our clients.

Candice Quesnel continues to cultivate a strong, working relationship between the staff at Cascade Hospice with our volunteers and is building new connections with the hospital, Bradley Centre, and care facilities in our community.

Our volunteer base continues to grow thanks to targeted recruitment and training, including for our Relaxation Program. We honoured all of our incredible volunteers — including those supporting bereavement and palliative care, events, Thrifty Boutique, and our Board of Directors — at appreciation events like our lively karaoke barbecue and a warm, festive Christmas open house.

In our ongoing work to build professional excellence, we proudly celebrated Jennifer Dacre's graduation with a Master of Arts in Counselling Psychology, while Franceska Hills is set to begin her practicum as she works toward the same degree. Franceska also led the enhancement of our Teen Grief Peer Support Training curriculum, empowering youth to support their peers with compassion and confidence.

This year also marked important transitions. We celebrated Lucy Fraser's 20th work anniversary, recognizing her continued leadership and heart in our programming. We also honoured the retirement of Community Outreach and Education Manager Laurie McNaught, who played a vital role in strengthening our connection to the broader community. Deanna Fedorkew is now bringing new energy and creativity to our workshops and community presentations as she seeks to diversify our educational programs.

Thrifty Boutique celebrated its 15th anniversary with another record-breaking year for sales and donation drop-offs. Its success continues to be a vital source of funding and community engagement. Alongside this, our full rebranding of both the Society and the Boutique has allowed us to present a clearer, stronger identity in both digital and traditional media, boosting visibility across the region.

We also celebrated the return and success of major fundraising events, including the Hometown Hoedown for Hospice, the Fashionista Fashion Show, and the inaugural Russ Walsh Memorial Golf Tournament. And in a proud moment for us all, Chilliwack Hospice Society was named Non-Profit of the Year at the Chilliwack Chamber of Commerce Business Excellence Awards.

As we look to the future, we remain deeply committed to building on this momentum — continuing to grow, serve, and adapt with integrity and care.

With gratitude,

Sue Knott Executive Director







# **Programs & Services**

#### **Grief & Bereavement Support**

Bereavement 1:1 (Adults)

Attending program: 237 No. of sessions: 443

Bereavement 1:1 (Child & Youth) Attending program: 81 No. of sessions: 308

Bereavement Drop-In Attending program: 18 Volunteer hours: 6

Children's Grief Support Group Attending program: 6 Family Art Nights Attending program: 11

First Step Grief Support Group Attending program: 58 Volunteer hours: 73

Horse Camp / Equine Connections Attending program: 31 Volunteer hours: 49

MAiD Grief Support Group Attending program: 2 Men's Cooking Group Attending program: 9

Parent & Child Grief Support Group Attending program: 6

Pet Death Grief Support Group Attending program: 21 Volunteer hours: 10

Pregnancy & Infant Loss Grief Support Group Attending program: 6 Volunteer hours: 15 Second Step Grief Support Group Attending program: 21 Volunteer hours: 50

Supportive Walking Group Attending program: 24 Volunteer hours: 271

Traumatic Loss Drop-In Attending program: 25 Volunteer hours: 2

Traumatic Loss Grief Support Group Attending program: 13 Volunteer hours: 12



### **Palliative Care Support**

Cascade Visitation Volunteer hours: 3862

Caregiver Connection Support Circle Attending program: 12 Volunteer hours: 12 Caregiver Walking Group Attending program: 4

Palliative Support Group Attending program: 3 Volunteer hours: 4



### **Education & Training**

Basic Hospice Training Attending program: 19 No. of training hours: 57

Meal Companioning Training Attending program: 10 No. of training hours: 20

Restorative Yoga Attending program: 9 Volunteer hours: 16

**Vigil Training**Attending program: **10**No.of training hours: **70** 

Chair Yoga Attending program: 31 Volunteer hours: 17

Teen Grief Peer Support Training Attending program: 27 Volunteer hours: 26 No. of training hours: 36

#### Free Workshops & Presentations

Estate Planning Toolkit Theft & Fraud Prevention Five Steps to an Effective Financial Estate Plan Art of Self-care Pour Painting April 25, 2024 June 25 September 19

October 24 January 14, 2025

Health & Wellness Day Attended by 46 clients, nine volunteers and guest speakers June 11, 2024

continued below...







#### **Memorial Events**

Mother's Day Memorial Father's Day Memorial Valentine's Day Memorial

May 9, 2024 June 13 February 10, 2025

**Musical Connections** 

Seven sessions

**Annual Memorial** Celebration

November 18, 2024

Attending program: 45 Volunteer hours: 16

Celebrate A Life No. of volunteers: 31 Volunteer hours: 115





# Community Outreach



#### **Volunteer Events**

Food Trucks @ Thrifty

**Volunteer Appreciation** Karaoke BBQ

December 3





### **Community Events**

**Chilliwack Pride Festival** 

National Truth & Reconciliation Day

Fraser Health Palliative Care Network Education Event

**Aging Well Expo** 

Remembrance Day

# Marketing & Communications

#### **Building Bridges of Compassion and Support**

On January 1, 2025, Chilliwack Hospice Society proudly unveiled its refreshed brand identity — marking a significant milestone in the organization's journey of growth, accessibility, and connection. The rollout continued over the following months with new signage, promotional materials, and an integrated public relations campaign that reached the community through both traditional and digital media.

This rebranding effort was a collaborative project between Desmond Devnich, director of marketing and communications, and local designer Camilla Coates of Ergo Design Group, and was made possible through the full support of Executive Director Sue Knott and the Society's Board of Directors.

The updated visual identity reflects Chilliwack Hospice Society's ongoing commitment to building bridges of compassion and support. The new logo features overlapping arcs symbolizing the supported grief journey, with a calm, inclusive colour palette and modern, accessible typography.

At the same time, Thrifty Boutique received a complementary redesign, introducing a sleek new logo and elevated look that reinforces its important role in funding the Society's programming. The branding now clearly communicates the Boutique's connection to Chilliwack Hospice Society, aligning the shop's identity with its purpose.

This project directly supports a key priority identified in the Board of Directors' strategic plan: to increase public awareness of the Society and its programs throughout Chilliwack and the surrounding region. By refreshing its image and deepening community outreach, Chilliwack Hospice Society is better positioned to welcome individuals and families in need of support, while strengthening its presence as a trusted, compassionate resource in the community.





#### Where Style Meets Purpose



In fiscal year 2025, Thrifty Boutique continued to thrive as a vital community hub and key source of revenue for Chilliwack Hospice Society, thanks to the extraordinary generosity of our volunteers, the dedication of our staff, and the loyalty of our customers and donors.

Over the past year, 102,752 paying customers visited our store, purchasing a remarkable 368,483 items. We welcomed 1,356 new and returning VIP Elite members, and collected donations through 13,942 drop-off interactions. Our top-performing departments — women's clothing, kitchenware, and home décor — continued to reflect the quality and variety our shoppers have come to expect. Our ongoing sustainability efforts saw 125,318 pounds of textiles diverted from landfill, generating \$22,557 for the Society — proving that second-hand can be both stylish and socially responsible.



Among this year's highlights was our 15th Anniversary Celebration Sale on June 15, 2024, which brought in over 600 enthusiastic shoppers. Our 6th annual Fashionista Fashion Show, held on May 10, 2024, charmed attendees with its "Classy and a Little Bit Sassy" theme, raising \$12,931.25 in support of Chilliwack Hospice Society. On September 17, 2024, we welcomed thrift store managers from other Fraser Valley hospice societies for a special tour and collaborative meeting at our store.

We were proud to once again be named Chilliwack's Favourite Thrift Store in *The Chilliwack Progress* 2025 A-List Readers' Choice Awards, along with accolades in several other categories. We also introduced a new 20% student discount program, offered every Thursday, to help make upscale thrifting even more accessible to local youth.



As part of the rebranding process outlined on page 9 of this report, Thrifty Boutique was given a refreshed identity — one that reflects the stylish, community-minded experience it offers while honouring its mission to support compassionate end-of-life and bereavement services.

We also forged new marketing and advertising collaborations with community partners, including the Chilliwack Chamber of Commerce, Tourism Chilliwack, Around Chilliwack, The Chilliwack Progress, Star 98.3, and Chilliwack Neighbourhood Welcome, further strengthening our visibility and community connections.



The success of Thrifty Boutique would not be possible without the outstanding leadership of manager Sandy Parker, whose vision, creativity, and commitment continue to elevate the store's profile and operations. She is supported by assistant managers Stephanie Heinrich and Susan Greenway, whose contributions are equally valued. Full-time sales assistant Lily Poje has expanded her role by creating engaging social content that supports the Society's broader marketing efforts, while longtime team member Lois Makela has returned as a valued volunteer after serving in a paid part-time role. We're also grateful to Andrea Campbell who has stepped in to provide support in that part-time staff position.

But most of all, we owe our deepest gratitude to our incredible 153 volunteers, who contributed a staggering 35,367 hours of their time this year. Their compassion, care, and hard work make Thrifty Boutique more than just a store — they make it a community.

# **Events & Fundraising**

Photo courtesy of Vickie Legere.

Hometown Hoedown for Hospice

April 6, 2024

The 11<sup>th</sup> annual Hometown Hoedown for Hospice, held at Evergreen Hall, raised \$66,900. Smoke n' Bones delivered a delicious barbecue dinner, after which local band Cold Chain with guest Trevor McDonald kept event attendees dancing.



**Fashionista Fashion Show** 

May 10, 2024

Thrifty Boutique's 6<sup>th</sup> annual fashion show, held at Evergreen Hall, raised \$12,931. The event attended by more than 220 people, featured more than 50 volunteer models on the runway in thrifted outfits, and a special musical performance by Tillie Waal.



Pub Night at Duke's Country Pub

May 11, 2024

The Board of Directors fundraising committee hosted a successful pub night at Duke's which raised \$2,681 through donations and 50/50 sales.



Thrifty Boutique Anniversary Sale June 15, 2024

Hot dog sales during Thrifty Boutique's 15<sup>th</sup> anniversary celebration sale brought in \$557 in donations.



Russ Walsh Memorial Golf Tournament September 12, 2024

Chaired by Gerry Enns and Kim Percy, the first annual Russ Walsh Memorial Golf Tournament, presented by Prospera Credit Union, raised \$39,848 at Meadowlands Golf & Country Club. After a purposeful round of golf, everyone gathered together to share a delicious lunch by Guerilla Q.



Celebrate A Life

December 7-23, 2024

Our annual Celebrate A Life campaign at Minter Country Garden and Thrifty Boutique raised \$2,700.

### Milestones & Memories

### Lucy Fraser celebrates 20 years of service

On May 1, 2024, Chilliwack Hospice Society proudly celebrated Lucy Fraser's 20-year anniversary as a valued member of the staff team. The special occasion was marked with heartfelt speeches, thoughtful gifts, and a shared cake enjoyed by staff, board members, and volunteers.

Lucy Fraser currently serves as the Director of Programs at Chilliwack Hospice Society. In her role, she provides compassionate leadership and oversight to several key areas, including grief support groups for traumatic loss and pregnancy and infant loss. She also offers one-to-one grief support and coordinates the Society's Relaxation Program.

Over the past two decades, Lucy's dedication, warmth, and expertise have had a lasting impact on countless individuals and families navigating the difficult realities of dying, death, and grief. Her commitment to the mission and values of Chilliwack Hospice Society is deeply appreciated and widely admired.

The celebration served not only to honour Lucy's incredible milestone but also to acknowledge the meaningful difference she continues to make in the lives of those we serve.



### Jennifer Dacre graduates with her MACP

On June 5, 2025, Jennifer Dacre, Bereavement Services Manager at Chilliwack Hospice Society, officially graduated from Yorkville University with her Master of Arts in Counselling Psychology degree. This remarkable achievement reflects years of dedication, resilience, and a deep commitment to the field of grief and bereavement care.

Jennifer successfully completed one of Canada's leading graduate programs for counsellor education — all while working full-time in her role at the Society. Balancing academic demands with professional responsibilities was no small feat. Her journey included long hours of coursework, supervised clinical counselling, group presentations, and countless research papers and discussion posts.

Throughout her studies, Jennifer explored a wide range of topics including counselling methodologies, cultural diversity, group therapy, addiction, psychological assessment, and biopsychosocial approaches to care. She developed a strong foundation in key theoretical perspectives such as Person-Centred Therapy, Cognitive-Behavioural Therapy, Structural Family Therapy, and Solution-Focused Therapy.

Jennifer's education brings tremendous value to Chilliwack Hospice Society and the individuals and families we support. Her expertise and insight continue to shape our grief and bereavement programming, which includes one-to-one support, the First Step Grief Support Group, MAiD and Pet Death Grief Support Groups, our monthly drop-in grief support group, and contributions to Memorial Celebration and educational workshops throughout the year.

Though her graduation took place early in the current fiscal year, her academic journey spanned multiple reporting periods, and we are proud to recognize and celebrate this milestone. Jennifer's passion for supporting others through grief is evident in all she does, and her continued leadership is a tremendous asset to our organization.



#### Laurie McNaught retires

After nearly eight years of dedicated service, Laurie McNaught retired from Chilliwack Hospice Society on November 21, 2024. She joined the team on January 3, 2017, initially serving as Fundraising and Promotions Manager before becoming Community Outreach and Education Manager.

During her tenure, Laurie significantly strengthened community engagement and education initiatives. She was responsible for the return of a supportive walking group in 2020, providing a vital space for grief-sharing amidst the pandemic.

Laurie's leadership earned praise for fostering safe spaces for those experiencing grief. Her workshops — ranging from advance care planning to wellness through loss — were celebrated for helping individuals connect and feel supported within the community.

Chilliwack Hospice Society extends its heartfelt gratitude to Laurie McNaught for her unwavering dedication and compassion. Her legacy will continue to inspire and shape the organization's mission.





#### Remembering Linda Hartley (Leduc)



With full hearts and deep gratitude, we remember and celebrate the life of Linda Hartley (Leduc), a cherished member of the Chilliwack Hospice Society circle, who died on Saturday, March 22, 2025, at Cascade Hospice.

Linda's journey with us began in grief, after the sudden, traumatic death of her best friend Les. Through that heartbreak, she found healing, strength, and a powerful desire to help others walking similar paths. She completed our Basic Hospice Training and Vigil Training and quickly became one of our most dedicated volunteers.

From the Thrifty Boutique and our Supportive Walking Group, to many of our community events and support circles, Linda brought warmth, humour, and compassion to everyone she met.

She also gave her time and heart to Cascade Hospice, offering quiet strength and presence to people in their final days—just as she was lovingly supported in her own.

Linda's legacy is one of kindness, courage, and wholehearted service. She lived life fully, never sweating the small stuff, and always making time for dancing, laughter, nature, and the people she loved most.

Her presence will be deeply missed — and never forgotten.

#### Students strengthen grief support programs

This year, Chilliwack Hospice Society welcomed two practicum students from the University of the Fraser Valley who contributed a combined 669 hours of volunteer service. Kaylee Lovesy, a fourth-year Bachelor of Social Work student, and April Girgis, a third-year Bachelor of Arts in Child and Youth Care student, brought fresh perspectives and valuable knowledge to our grief support programs.

Both participated in Teen Grief Peer Support Training, First Step Grief Support Group, and one-to-one grief support for children, youth, and adults. Kaylee also facilitated two pet death grief groups, one online and one in-person.

Following their practicum placements, both were hired as interim managers for our child and youth bereavement program. Kaylee has since joined our staff permanently.

Their ability to connect with grieving children and youth reflects both their compassionate skill sets and the strong mentorship provided by Jennifer Dacre and Franceska Hills. We are deeply grateful for their meaningful contributions.

Pictured right: Kaylee Lovesy (above), April Girgis (below)





# Awards & Recognition



#### Non-Profit of the Year

Chilliwack Hospice Society was recognized as Non-Profit of the Year at the 2025 Chilliwack Chamber of Commerce Business Excellence Awards, held February 8 at the Chilliwack Cultural Centre. Executive Director Sue Knott, board member Matthew Peacock, and Desmond Devnich received the award on behalf of the Society.



#### King Charles III Coronation Medal

Chilliwack Hospice Society and Thrifty Boutique volunteer Marilyn Vik was selected as a recipient of the King Charles III Coronation Medal for community service at a ceremony held at Chilliwack—Hope MP Mark Strahl's office, March 19, 2025.



### THE CHILLIWACK PROGRESS 2025 A-LIST

BOUTIQUE STORE
FUNDRAISING EVENT
HOME DÉCOR STORE
PLACE TO WORK
WOMEN'S CLOTHING STORE
(WINNER)

ECO-FRIENDLY BUSINESS LOCAL CAUSE (FINALIST)

### COMMUNITYVOTES CHILLIWACK

THRIFT STORE HOME DÉCOR SECOND-HAND CLOTHING (PLATINUM)

> BOUTIQUE NON-PROFIT WOMEN'S CLOTHING (GOLD)

> > COMMUNITY ORGANIZATION (SILVER)

THERAPY & COUNSELLING (BRONZE)



# Financial Report

Revenue FY25

Grants
3%

Community
Gaming
Grant
6%

Fundraising
7%

Donations
&
Community
Appeal

Thrifty Boutique 70%

# Our Team

### **Our Board of Directors**

Mike Olson

President

**Matthew Peacock** 

Secretary

Jeanette Genge

Director

Melanie Green

Vice-President

**Bob Besner** 

Director

**Gordon Penner** 

Director

Jacqueline Penner

Treasurer

**Chris Emery** 

Director

#### **Our Staff**

#### Chilliwack Hospice Society

**Sue Knott** 

**Executive Director** 

Jennifer Dacre, MACP

Bereavement Services Manager

Kaylee Lovesy, BSW

Child & Youth Program Manager

Desmond Devnich, AA

Director of Marketing & Communications

**Tammy Genzale** 

Financial Manager

Franceska Hills, BA

Child & Youth Program Manager

Deanna Fedorkew

Community Outreach & Education Manager

Sharilyn Jackson

**Event Manager** 

Lucy Fraser, MSW

Director of Programs

Candice Quesnel, BSW, RSW

Palliative Services Manager

**April Girgis** 

Acting Child & Youth Program Manager

Volodymyr Ivashyna, MEEP

Receptionist

#### **Thrifty Boutique**

Sandy Parker

Manager

Stephanie Heinrich

Assistant Manager

Susan Greenway

Assistant Manager

Sales Assistants

Andrea Campbell Wenona Guilderson Danika Heinrich Lily Poje Bonnie Yule



