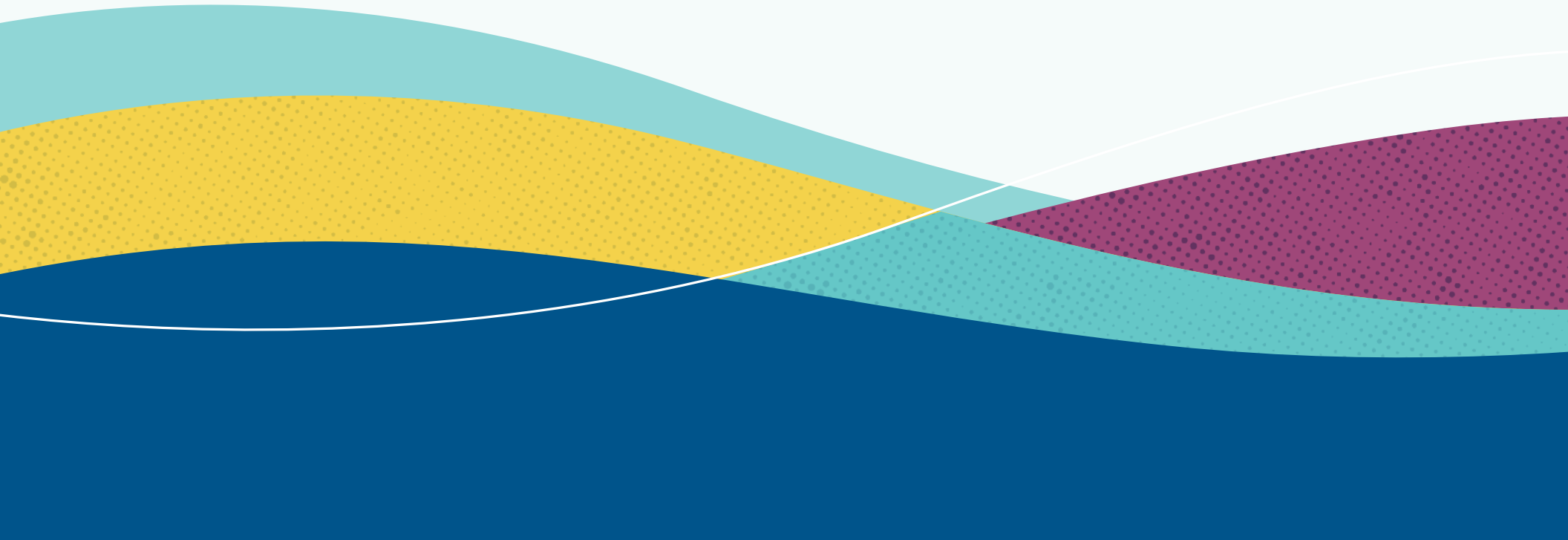




FAMILY SERVICES
of Greater Vancouver

2025 MEDIA KIT



ABOUT **FAMILY SERVICES OF GREATER VANCOUVER**

At Family Services of Greater Vancouver, we've been helping people in crisis since 1928.

As a non-profit we provide crisis stabilization, counselling, and education supports that empower our neighbours to create positive change in their lives. Our staff, including experienced counsellors and support workers, help unhoused youth, families and children impacted by trauma, victims of domestic violence, and other vulnerable people from an evidence-based, trauma-informed lens.

In 1927, a survey of child welfare services in British Columbia was conducted by a team of social workers. Two of its major recommendations were the establishment of a family agency and the re-establishment of a social service exchange. Mary McPhedran was hired as the first Executive Director of the agency, then known as the Central Welfare Bureau, and stayed in the role for 27 years. Over the decades, FSGV has evolved its service offerings but always with a focus on social good and empowerment.



OUR **VISION**

Brighter tomorrows in which all people are resilient, confident, and filled with hope.



OUR **MISSION**

To ensure children are nurtured, youth find optimism, adults feel empowered, and parents make choices that build strong families.



OUR **VALUES**

Justice & Equity: everybody matters

Integrity: we do right by people

Optimism: change is ever possible

Innovation: we dream; we have courage; we respond

Excellence: it's where we start

HOW WE WORK

At Family Services, we treat clients as individuals, taking the time to understand the complex relationships, personal history, and life circumstances that contribute to trauma. With this approach, we help people where other interventions fall short — empowering them to redefine their relationships and chart their own path forward.

Our staff are unbiased and objective; many have relevant lived experience that informs their work. As solutions-oriented people, we advocate for clients to reduce negative societal patterns. This proactive, forward-thinking approach to service means that clients are always front and center, and that personalized, wrap-around care is available to those who need it most.

We believe in the power of partnership. Family Services has long worked in partnership with governments and values-aligned corporate, academic, and community partners. Together, we expand our footprint and provide more ways for British Columbians to discover our supports.

Donor support leads to transformational innovation. At both the individual client and large-scale level, when the donor community steps up to support families everyone benefits. With ongoing investment, FSGV can fill service gaps and launch new programs that help break cycles of trauma, violence, and injustice.

Through ongoing advocacy Family Services is committed to reducing social inequities. In conversation with front-line staff and clients, we track the emerging needs of families across Greater Vancouver. Then, in consultation with academics and using internal and public data, we make funding and policy recommendations to government – all to improve supports for vulnerable British Columbians.

WHERE WE WORK

VANCOUVER – EAST BROADWAY

1638 E Broadway,
Vancouver, BC, V5N 1W1

604 731 4951

fsgv.ca

VANCOUVER – DIRECTIONS YOUTH SERVICES CENTRE

1138 Burrard Street,
Vancouver, BC, V6Z 2E3

604 633 1472

directionsyouthservices.ca

VANCOUVER – FRASER STREET

4103 Fraser Street,
Vancouver, BC, V5V 4E9

604 875 6277

RICHMOND

250 - 7000 Minoru Blvd, Richmond, BC, V6Y 3Z5

604 279 7100

NEW WESTMINSTER

200 - 601 6th Street, New Westminster, BC, V3L 3C1

604 525 9144

SURREY

12 - 15355 102A Avenue, Surrey, BC, V3R 7K1

604 900 6695

OUR PROGRAMS

Directions Youth Services

Through our 24/7 drop-in centre, outreach, and other programs, Directions provides low-barrier support to young people ages 13-25 who are at-risk, precariously housed, or experiencing homelessness. We welcome and serve all youth.

Victim Services

We provide trauma-informed victim support services to survivors of gender-based violence. Our co-located wrap-around services allow us to deliver sensitive and immediate supports that simplify what is an overwhelming time for survivors. Specializing in high-risk cases, our trust-based process responds to the needs of each survivor based on their unique intersectionality, level of risk, and degree of marginalization.





OUR PROGRAMS

Trauma Counselling

Our Trauma Counselling programs serve women (cis and trans), people of all marginalized genders (including Two-Spirit, non-binary, agender, and gender diverse people), children, youth, and families who are survivors of trauma, sexual abuse, and family violence. All our programs are offered from a trauma-informed, feminist, anti-oppressive, intersectional lens.

Specialized Family Supports

From counselling, parent education, and mediation to providing information and referrals to community offerings, FSGV responds to family concerns that arise from poverty, trauma, substance disorders, and more.



OUR PROGRAMS

Financial Empowerment

Through one-on-one coaching and workshops for community organizations and the public, Financial Empowerment teaches financial literacy and helps people navigate government benefits. Our staff also train other organizations working with vulnerable individuals to work with their clients to better achieve financial stability and resilience.

FSEAP

The Family Services Employee Assistance Program (FSEAP) provides workplace wellness and employee and family assistance to organizations across BC and the Yukon. In addition to counselling, internet-based Cognitive Behaviour Therapy (iCBT), and other employee supports, FSEAP provides Critical Incident Support Services in response to traumatic workplace events and delivers a wide range of workshops and webinars addressing the specific mental health and wellness concerns of our clients and their employees.

OUR CAMPAIGNS

Homelessness Action Week – October

Every year, we highlight the work we do with street-entrenched youth, advocating for policies that address the root causes of homelessness and programs that support youth today.

Financial Literacy Month – November

Financial empowerment is about more than literacy. The model is built on making client-centered financial help tools, resources, and education available to vulnerable Canadians – helping people to overcome barriers and build their financial wellbeing.

Caring Neighbours – December

'Tis the holiday season but for many vulnerable British Columbians it's also a season of violence, trauma, and crisis. With Caring Neighbours, you can give a gift that keeps on giving. At FSGV we support youth, families, and survivors all year round.

Family Day – February

You define family. We support it. Whether you share DNA or found each other another way, FSGV provides personalized supports that empower families to build a brighter tomorrow.

Victims and Survivors of Crime Week – May

FSGV is committed to ending gender-based and family violence. Each year, we share information about our areas of expertise in working with the highest-risk survivors.



OUR SENIOR SPOKESPEOPLE



Maria Howard
CEO

Maria joined Family Services of Greater Vancouver as CEO in September, 2020. An experienced leader with a demonstrated history of working in the charity and non-profit industry, Maria has worked in the health-care sector, as well as provincial and national governance. She holds an MBA in Leadership from the University of Athabasca and an M.Ed. in Rehabilitation from the University of Washington.

With extensive business experience combined with previous roles both as a rehabilitation counsellor and in health-care sector leadership, she joins FSGV with directly relevant operational experience, underpinned by a commitment to developing caring and inclusive communities.



Andrew Bryson
Program Director, Social Impact

Andrew first joined Family Services of Greater Vancouver in 2012. Over the years, he has held multiple positions across the agency, including six years with FSEAP. Now, as the Program Director, Social Impact, Andrew uses his experience in strategic and operational development to further the social impact and mission of FSGV through the delivery of financial help programming, world-class mental health supports, and EAP services. His commitment to excellence has been recognized through numerous awards over his 20 years in client-centered service delivery in areas including employment counselling, SME HR practices development, non-profit board recruitment and retention, and new business startup.

OUR LEADERSHIP



Cheryl Melder, M.Ed., B.Sc., RCC

Program Director, Family, Trauma and Victim Supports

Cheryl has over a decade of experience working within the anti-violence sector, 15 years as a clinical counsellor, and nearly 20 years of leadership experience in both academic and community services settings. Her past work as a clinical counsellor focused on working with survivors of gender-based violence and power-based crimes to help them heal from the impacts of trauma and abuse.

Since joining FSGV in 2017, Cheryl has continued her focus on trauma-informed care for survivors and families in need. She is passionate about issues of social justice, nurturing leaders and teams, and creating truly collaborative partnerships with key funders and stakeholders in the community.



Claire Ens

Program Director, Youth Services

Early in their career after graduating with a degree in psychology, sociology and social research, Claire worked with a queer and trans youth drop-in organization. It was through this opportunity that they met youth from across the Lower Mainland and realized what they had missed in their own life growing up queer: community and unconditional support from trusted adults that looked and identified like them.

This foundational experience led Claire to pursue a career in the social services sector with a particular focus on supporting 2SLGBTQIA youth. They've worked and volunteered with organizations small and large, joining FGSV in 2017.

OUR IMPACT

Family Services of Greater Vancouver is more than a family charity. We're a youth charity, a survivor's charity, and a community charity. We believe every family should have access to the tools and resources they need to thrive. Visit fsgv.ca/annual-reports or scan the QR code.



12,000+
people supported



5,000+
hours of
volunteer support

FAMILY IMPACT

\$2,480,000+
of new income accessed
by individuals



Each dollar accessed means more freedom to choose, plan, and pursue what matters to them most.



6,300+
employees and their families
supported through our
employee assistance program

With the right tools, employees and their families can navigate life's challenges on their own terms.

3,300+ people grew their
financial skills

Through workshops and 1-on-1 coaching, people can take control and feel empowered with their money.



91% of clients report they can better deal with the situation that brought them to the EAP

When people feel supported, they gain clarity and strength to face what's next.

OUR IMPACT

There's more to our story at FSGV.

If you want to keep up with the latest news about our programs and advocacy, check out Our Backyard, the FSGV blog. Visit fsgv.ca/stories or scan the QR code.



YOUTH IMPACT

40,000+

free meals and snacks served to vulnerable youth



Food is a necessity. When youth know where their next meal is coming from, they can focus on their future.

10,000+ referrals made for at-risk youth

There's always a next step. We help youth access housing, employment, health, and other services they need to thrive.



4,300+ essential supplies provided to youth

From clothing to blankets, basic supplies restore dignity—and that's the root of growth.

4

YEARS

working with each survivor of violence, on average

Healing is a non-linear journey, and our role is to walk alongside clients as they set the pace.

1,000+

survivors of high-risk violence and trauma served

Every client is different, so we provide personalized support that meets survivors where they're at.

SURVIVOR IMPACT

15,000+

hours walked alongside survivors

Our presence offers stability, while survivors define the direction of their healing.



GET IN TOUCH

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