



A CENTURY OF COMMUNITY SERVICE



FAMILY SERVICE TORONTO

For People. For Change.

1914 • 2014 • Embracing the future

Executive Message

Family Service Toronto at 100: Our Remarkable Journey

We are proud to be joining an illustrious group of social service organizations which are celebrating 100 years of vital work in Toronto. In a young city and a young country, this is a very special accomplishment. From our founding as the Neighbourhood Workers' Association, we have created a rich history of responding to the needs of the ever-changing population of Toronto with innovative programs and services to build the capacity of individuals, families and communities to navigate life's challenges.

Our work has evolved organically, sometimes opportunistically and with generally good results. Among many things, we have a good record of piloting new ideas and spinning them off, of working with academic institutions to develop the field of social work, of using our direct service experience to inform our policy advocacy work on poverty and doing evaluations and research to learn and improve. We have a number of ongoing core programs, several multi-year projects, national and provincial coalitions to eradicate poverty and a 40-year old multi-million dollar social enterprise called Family Services Employee Assistance Programs (FSEAP).

Our founders knew that they had not only to deliver food and clothing but also to bring about change to the social fabric, the policies, the economy, the systems of our city and our

country. They had a vision of people thriving in just and supportive communities which is still relevant today. We stand on their shoulders. We celebrate 100 years of FST's journey and the journey of Toronto and Canada for much has improved in the last 100 years; yet there is much still to be done.

As we begin our second century, we have the same passion, sense of urgency, sense of justice and commitment as our founders and we look ahead to discern our path in the new world we have helped to shape. We are full of energy, curiosity and ready to embrace change – attributes which are our heritage. Where do we put our efforts now? How do we overcome barriers and create opportunities in this global world?

We see promise in our new world but we also see people with central questions about their prospects. Will our children have jobs, good jobs? Will they have education, health, homes, friends? Will our communities be inclusive, engaging and supportive? Will the world become a more equal place, stable, secure, nurturing the promise in each person?

As FST marks its centennial, we think it is incumbent upon us to be very thoughtful and deliberate about what we can and should accomplish within this rapidly changing environment. We work in increasingly complex systems which can pull organizations off-mission; so we need to have a clear framework to guide our decision-making within those systems. As a sector, we do not engage well in system-level planning; and we would like to improve our capacity to do that. We want to create knowledge from the vast amount of information we have so that we can improve our work and the lives of the people we serve. We want to understand our impact and, in so doing, deepen and broaden it.

We need to become more rigorous and strategic about future program directions. We have several areas of expertise and we want to think hard about what we should grow, replicate, scale or end. We want to find ways to increase our unrestricted dollars so that we can be more proactive about developing new areas of programming and less reactive to the interests of funders.

We want to understand better the impact we intend to have and use that to guide decisions about program directions. We want to develop a framework for decision-making based on impact which will extend beyond our current strategic plan, influence the next one and perhaps beyond. We are deeply concerned to assess and express our community impact. We are also motivated to provide some leadership to our sector in this regard as the identification and expression of impact is vital but also challenging for the social services.

These decisions are challenging because our context is becoming more complex and it is difficult to demonstrate impact. Governments' perspective tends to be one of austerity rather than investment, so there is pressure to do more with less and show results in a shorter time. Funders in general want to be more "hands on" with their contributions and see returns quickly so there is little space for experimentation and learning.

As we look to our second century, we are counting on every person in the FST community to join together to answer these vital questions,

challenge ourselves to be as effective as possible and strive to create the world we envision.

To that community – our staff, board members, volunteers, students, funders, donors and community partners – we say thank you for your part in making a difference in the lives of so many. We will continue our remarkable journey together.



Lan Nguyen
President



Margaret Hancock
Executive Director

June 2014

May 15, 2014

Congratulations on your 100th anniversary!

Dear Family Service Toronto,

It is with great pleasure that I write to congratulate Family Service Toronto on their 100th year of invaluable and passionate service to families and communities across Toronto.

Over their 100 years of work, FST has touched the lives of countless families and individuals. The invaluable counseling, education and support services they provide can be life changing and life saving, helping people come through crisis and upheaval to find their feet again. Through their advocacy and development work they have given communities across our city the tools to make their voices heard and create long-term and sustainable social change and capacity building.

The greatest measure of a city is the health and wellbeing of its residents. Toronto is known for its vibrant network of neighbourhoods and the diversity of the people who live in them. As the City Councillor for one of Toronto's fastest growing and most diverse wards, I know that building a city that meets the distinct aspirations and needs of all of its residents is a task of mammoth proportions. The work of organizations like Family Service Toronto and their dedication to collaborative community-based development, advocacy, and service is integral to the realization of a holistic and sustainable city building approach.

Best wishes for another 100 years of community service.

Sincerely,

A handwritten signature in black ink, appearing to read "Kristyn Wong-Tam".

Kristyn Wong-Tam
Councillor, Ward 27
Toronto Centre – Rosedale





Premier of Ontario - Première ministre de l'Ontario

June 18, 2014

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone celebrating the 100th Anniversary of Family Service Toronto. Congratulations on marking a century of serving the community.

As Premier, I believe in a fair society — one that enables all people to work, contribute to the life of the province and prosper. We all have a part to play in ensuring that everyone has the tools they need to participate in and contribute to the vibrant multicultural society of Ontario.

I applaud the hard-working staff and dedicated volunteers of Family Service Toronto for their vital work. Know that you are making a meaningful difference in the lives of those who have been marginalized.

Our government will continue to work with all our community partners so that all Ontarians have a chance to succeed.

Please accept my best wishes for a memorable celebration and many more significant milestones.

A handwritten signature in black ink that reads 'Kathleen Wynne'.

Kathleen Wynne
Premier





1910s

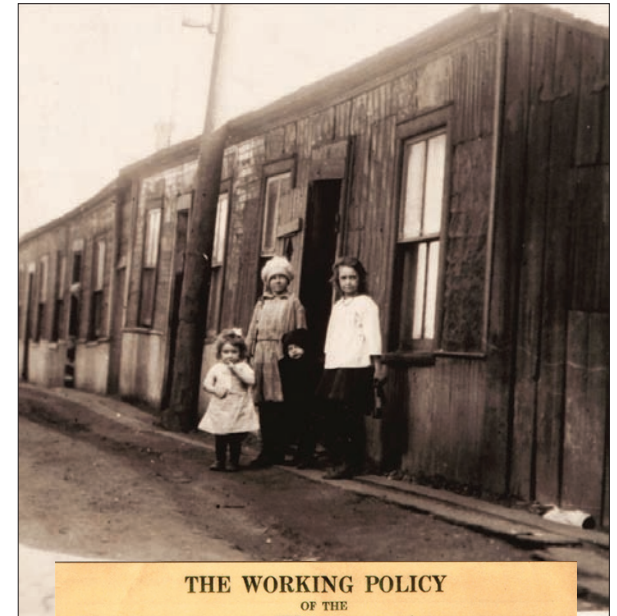
“There were only the faint beginnings of a social work system” in June 1918 when the Neighborhood Workers Association (NWA) officially opened its doors. With one stenographer, a well-worn minute book, and \$5,000 in organizing funds, the NWA’s first Secretary, Frank N. Stapleford, set up to serve the city.

NWA’s greatest challenge of the decade was mere months away. In the fall of 1918, “with terrifying suddenness, the first Flu’ epidemic swept the city. Whole families were stricken. The death toll mounted, and doctors and nurses were worked to the point of

exhaustion.” The NWA became the organizing centre for relief work, distributing 6,098 pneumonia jackets, masks, bedding, clothing, and thousands of quarts of liquid.

Though 1918 was the NWA’s first year of independent front-line work, it had already been uniting the actions of social workers for six years and got its official start in 1914.

The first meeting of the Council of Neighborhood Worker Association was convened at Toronto City Hall in April 1914 and the NWA adopted its constitution the same year. The recommendations, studies, and advocacy of the NWA and its Central Council from 1912 onwards became potent factors in bringing about future legislation for Employment Standards, Workmen’s Compensation, Mother’s Allowance, Old Age Pension, and Unemployment Insurance.



THE WORKING POLICY OF THE NEIGHBORHOOD WORKERS ASSOCIATION

BEGINNINGS OF THE ASSOCIATION.—The Neighborhood Workers Association had its beginning in 1912, in what was known as “The West District Social Conference”. This Conference consisted of a group of workers meeting periodically at the University Settlement. Later a similar organization was formed at Evangelia Settlement, and a few months following the “Central Case Conference” was created, meeting at the Fred Victor Mission. The executives of these Conferences took united action on several occasions provoking criticism on the ground of lack of authority. It was, therefore, considered advisable to call a meeting of the members of the organizations already mentioned with the members of another Conference now in existence in East Toronto. This gathering took place in the City Hall on the 22nd of January, 1914.

This gathering decided to appoint a Committee charged with the following task:

1. To draw up a Constitution which might be acceptable to each of the local associations.
2. To consider the advisability of having some central representative organization, and to prepare a Constitution for such an organization.

Both these Constitutions were presented at the meeting held on the 20th of February, 1914, and adopted with some slight alterations.

The first meeting of the Council was held on April 18th, 1914, consisting of representatives from the local organizations.

At the fourth meeting held on the 2nd of June, representatives from the various city wide activities were present and have remained members of the Council since that date. On June 23rd, the officers of the Council for the current year were elected. At a meeting between representatives of the Board of Control, the House of Industry, the Social Service Commission, and the United Conferences, now known as the Neighborhood Workers Association, an agreement was reached in regard to the distribution of out-door relief. The recommendation with some amendments was adopted by the City Council on October 16th, 1914.

Other associations, such as St. Clair, Lansdowne, etc., were formed until the City was fully covered by nine organizations, each meeting regularly and dealing with its own local relief and social problems. United city action was secured by the Central Council composed of representatives from the local associations with the addition of representatives from organizations having City wide activity.

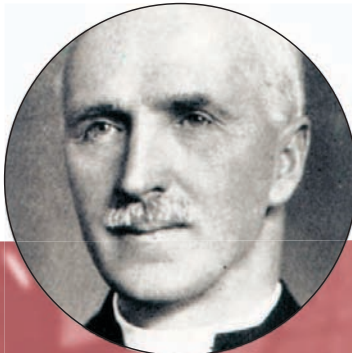
In the period of development the Department of Public Health took a leading part. The close connection and co-operation then built up has been maintained ever since.

Three Secretaries were employed to serve these nine districts and the salaries were paid by the City through the Social Service Commission, (which afterwards became the Welfare Division, Department of Public Health). This arrangement was felt to be unsatisfactory, and on June 1st, 1918, the present General Secretary was appointed to

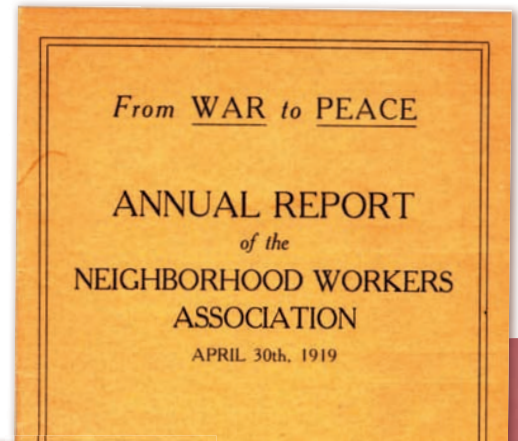
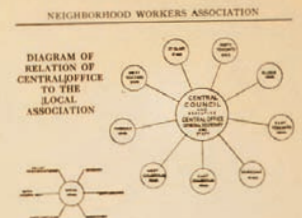
Frank N. Stapleford
Neighborhood Workers Association's
First General Secretary, 1918 - 1952



"To maintain normal family life, to restore it when it has been interfered with, to create conditions more and more favorable to it, is the underlying object of all our social work."



Reverend Peter Bryce
The First Neighborhood Workers
Association President in 1918

[illegible]

The city is mapped out into nine districts. In each of these the social workers are organized as a group and meet regularly. Each of the district organizations elects representatives to the Central Council, which also contains direct representatives from city-wide organizations. The district associations conduct campaigns and carry out projects in their work. The Central Council discusses questions of city-wide interest and under its direction is the Central Office with the General Secretary and Staff. The Central Council is composed entirely of social workers in direct contact with conditions.

There are 187 welfare organizations affiliated with the N.W.A. The Central Council has a total membership of forty-nine. In the larger associations are the Homeless Settlements, Women's Organizations, Relief Societies, Mission, Health Agencies, Churches, etc.

"It ain't the guns nor armament, nor funds that they can buy,
But the close co-operation that makes them win the day.
It ain't the individual, nor armies as a whole, but
The everlasting team-play of every blooming soul."—Kipling.



1920s

Family services flourished in the 1920s as the Neighborhood Workers Association (NWA) grew in ambitious and innovative directions.

Standing strong against community opposition, the NWA hired professional social case workers to preserve healthy family life. This marked a shift away from the NWA as

strictly a relief agency, to a social agency with a specialized staff. The NWA created a new Family Welfare Division, which provided personal service and advice to families, a Clothing Centre, Legal Aid Bureau, and a larger Day Nursery. The Department for Unmarried Mothers “threw light on a very dark place in the community’s life,” offering aid and guidance to unmarried mothers.

The NWA had been organizing the Fresh Air Exchange since 1919, but in 1922, it purchased its own camp. “To make children’s feet dance with gladness, and their cheeks glow with health; to give overtired mothers an opportunity to relax, forget drudgery, and learn to play once more, is the purpose of Bolton Camp.” From 1924 to the end of the decade, Bolton Camp welcomed more than 18,000 people.





With sleeves rolled up, the men got to work on building Bolton Camp in 1923. NWA General Secretary, Frank Stapleford, is pictured on the right.

Neighborhood Workers Association

Officers and Board of Directors 1920-1930

Honorary President
DR. PETER BRYCE

President
DR. R. S. LAIDLAW

First Vice-President
R. F. THOMPSON

Second Vice-President
MRS. JAMES WILSON

Treasurer
W. H. CARBUTHERS

General Secretary
F. N. STAPLEFORD

Chairman, Board of Directors
Q. B. HENDERSON

Vice-Chairman
A. E. HATCH

♦ ♦

Directors

CANON W. J. BRAIN
R. W. THOMPSON
WALTER DAVIDSON
JOHN M. LALOR
GEORGE STROMACH
MRS. CAMERON PARKER
HERMAN STEPHENS
W. WATSON EVANS
WILLIAM MANSFIELD
REV. W. HAROLD YOUNG



The new Headquarters Building of the Neighborhood Workers Association at 22 Wellerley Street. The Clothing Centre is situated in the rear at the same address.

Bolton Camp Committee

Chairman
DR. PETER BRYCE

Vice-Chairman
A. E. HATCH

Treasurer
JOHN J. GIBSON

Ex-Officio
DR. R. S. LAIDLAW
Q. B. HENDERSON
F. N. STAPLEFORD

♦ ♦

Committee

H. J. FAIRHEAD
GEORGE STROMACH
GEORGE CLAFFERTON
HERMAN STEPHENS
WALTER DAVIDSON
HARRY TUBER
CHARLES NELSON
S. B. McMICHAEL
T. B. JAMES
C. P. B. TIPPET
FRANK SHANNON
WILLIAM MANSFIELD
A. V. HALL
W. H. CARBUTHERS
P. R. BRADBURY
JOHN PARKING
JOHN SHAW
C. C. LINDSEY
EARL SHURRY
EDGAR BURTON

Cordial acknowledgment is hereby made for the splendid assistance to the maintenance fund of Bolton Camp rendered by the Star Fresh Air Fund and the Federation for Community Service.



200 Heart and Chest Clinic children spent a month at Camp. The Heather Club took a special interest in, and assisted with the extra expenses of this group.



Christmas Exchange

Under the Auspices of
NEIGHBORHOOD WORKERS ASSOCIATION
F. N. STAPLEFORD, General Secretary
77 Grosvenor Street, TORONTO
Telephone Elgisdale 3446

December 12th, 1928.



A Christmas that will include everybody is our aim this season. No one shut out because of poverty. No child gazing wistfully at the happiness he cannot share. No home dreary with the sense of being forgotten.

The joyous celebration of the Birthday of the Babe of Bethlehem should include in its sense of kinship every last needy one of our community.

Will you help us make this aim come true? A shared Christmas is a happy Christmas.

Sincerely yours,

FNS/EC, General Secretary.

The 92-acre Bolton Camp property was purchased in 1922 by the Neighborhood Workers Association.





1930s

The storm of the Depression broke in 1929 and “the numbers on relief mounted, with startling rapidity.” By 1935, 133, 000 people – about one-fifth of the total population of Toronto – were on public relief.

The numbers coming to NWA for help rose dramatically. By 1931, the NWA was serving 87,752 families annually, with each of the nine district offices averaging 50 - 75 clients per day. The figures in 1932 were even more alarming – 148,348 office interviews, an increase of more than 40% in one year.

Group work became a new feature of the NWA, because “loss of morale, family disruption leading to smouldering antagonism, desertion, etc., made the development of new interests in these families imperative.” Local associations initiated Parent Education groups, Men’s Clubs, Layette Clubs, dramatics, cooking and knitting to relieve the bitterness and boredom in clients’ lives.

The NWA Clothing and Sewing Centre served about 75-85 families per day during the Depression. A Cobbler Department was also set up to repair and give away shoes. In 1937, when society began celebrating better economic times, Frank Stapleford noted that 73,171 people in Toronto were still unemployed. “The depression is not over until work is available to all.”



The Neighborhood Workers Association Clothing and Sewing Centre at 22 Wellesley Street, 1933.



Children getting a nourishing holiday at Bolton Camp.



In 1933-34, the NWA's Cobbling Department repaired and distributed 2,748 pairs of shoes to Depression-stricken families.



**When Adversity Assails
Family Life**

TO PREVENT
DISSOLUTION
OF THE FAMILY
IS TO AVERT
DISASTER

Annual Report 1931, Neighborhood Workers Association
A FAMILY WELFARE ORGANIZATION 21 WELLESLEY STREET, TORONTO

A Year's Work—In The Shadow of Adversity

ADVERSITY, of a serious character, has come to thousands of families in Toronto. There are greater numbers of people whose income is cut off and who have had to apply for outside assistance, than in any previous period in the history of Toronto. Considering the children in the families involved, there must have been, and are being, people in Toronto who had to receive help from others during some part of the year. The number involved is staggering and not a tremendous pressure on the Family Welfare agencies, the City Relief through the House of Industry, the Churches and the Volunteer organizations. What has happened is in the nature of a Community disaster.

The problem was not only one of food and shelter. It was a problem of dealing with human beings harassed and exasperated, with their morale shattered by an ever present fear. This meant health being undermined, family relationships estranged and life generally dimmed.

Modern social work consists in teaching these so unfortunate with the full recognition that they are human beings like ourselves, in taking a direct and personal interest in the individual problems of each family, in thinking through these problems with their own and watching the effects of finality so that confidence may be given to troubled minds through a consciousness that they have a hand and support, and that the world is not leaving them stranded and alone in their difficulties.

This was the situation into which the Neighborhood Workers Association was plunged during the past year, and for which it had to carry an important measure of responsibility. Others, of course, shared this responsibility. The work done for the Division of Social Welfare, the House of Industry, the Catholic Welfare Bureau, the Jewish Welfare Bureau, and the special help given through Churches and Volunteer organizations were vital to the meeting of the problem as a whole. One fact which helped greatly was the good feeling among those working on behalf of the unemployed.

The public too were extremely responsive and sympathetic. The Association itself was never separated from the home hunger and distress. The volunteer girls from experience of various large concerns was a factor of great importance in meeting the situation. The Federation for Community Welfare did its utmost to put the Association in a position to do its work properly and well. Special recognition is due to the Board of Trade and to its General Manager, Mr. F. D. Tinkland, for the leadership given in this community crisis. The Joint Unemployment Committee and the Civic Unemployment Relief Committee gave outstanding service.

The rapid increase in the responsibility carried by the Neighborhood Workers Association may be seen from the following figures:

COMPARATIVE STATISTICS—1929, 1930 AND 1931 (For the Years Ending April 30th)			
Number of Families Served	1929 6,775	1930 7,200	1931 124,314
Hours for Children and Other Assistance with Clergy	18,720	20,000	62,000
Telephone Calls	42,300	108,400	175,474
Letters to Clergy and Bureau	4,000	6,000	11,400

A tremendous jump in the number of people coming to our District Offices asking for assistance is indicated. In a very large percentage of cases, the unemployment was not the only problem, often complicated by indigence and, in an appalling number of cases, by



Despite the fact that 22,161 people came to the Clothing Centre in one year alone during the Depression, the NWA always tried to make the giving of clothing as personal as possible.

You are cordially invited to attend the
Annual Meeting
of the
Neighborhood Workers Association
to be held in the
Private Dining Room, Eaton's College Street Restaurant
Tuesday, May 31st, 1932
Promptly at 12.15 p.m.
Luncheon 50c

REV. DR. R. S. LAIDLAW
PRESIDENT

QUARTUS B. HENDERSON
CHAIRMAN BOARD OF DIRECTORS

F. N. STAPLEFORD
GENERAL SECRETARY

W. H. CARPENTERS
TREASURER

A. E. HATCH
VICE-CHAIRMAN BOARD OF DIRECTORS

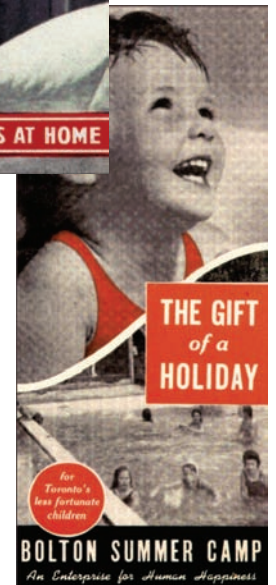


1940s

Canada at war meant war on two fronts for the NWA: indirectly on the European front because morale of enlisted men was strengthened through adequate service to their families left behind, and war on the home front against forces adversely affecting normal family life. In particular, the NWA supported women who were left behind to carry the sole burden of the family.

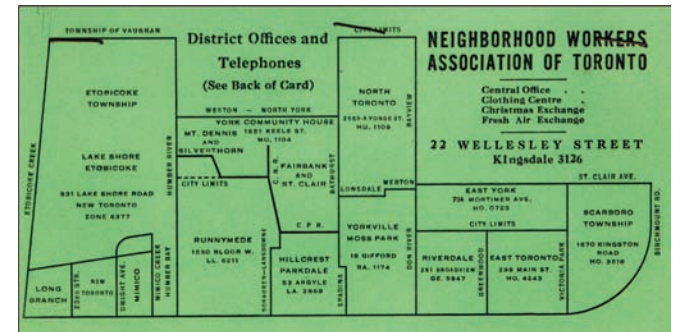
In the post-war years, unemployment was a problem for thousands of veterans. New trends in social work emerged as people came to the NWA with problems of broken homes, illegitimacy, the management and planning of income, and "mental hygiene." "The immense effort to win the war left the world in a state of emotional fatigue. The microcosm of the family reflected the disturbances in society."

Illahee Lodge was donated to the NWA in 1946. It became a camp for diabetic children and later for those with cardiac and chest problems. In 1947, the Lodge also began opening its doors to Canada's first senior citizen's annual holiday program. Said one guest, "We just live for it all year."

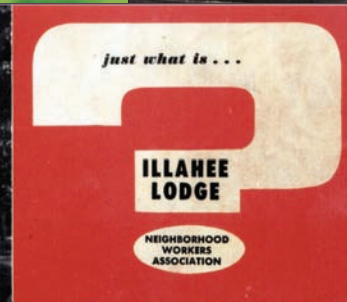




Beginning in 1946, children with special health problems were given a holiday at Illahee Lodge. Here, children receive insulin shots under the care of an Illahee doctor and nurse.



The NWA welcomed seniors to Illahee Lodge. For seniors dependent on old age pension, a two week holiday cost \$10.





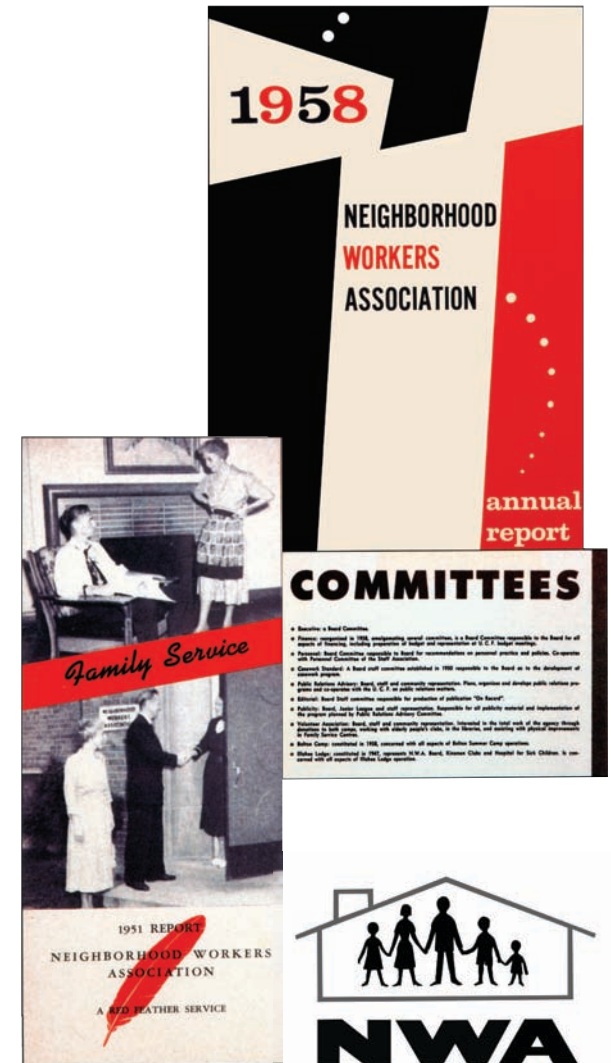
1950s

When Toronto's population hit 1.25 million in the mid-1950s - and 63% of people had arrived since 1945 - the NWA had to respond to a city that was now metropolitan and cosmopolitan.

Family and marital counselling became the NWA's primary focus, and every effort was made to strengthen this mandate. District Offices were renamed Family Service Centres. Recreational groups were abandoned, and the NWA pioneered the development of social group work for youth and children.

A Casework Standards Committee was established by the Board to heighten the quality of counselling. From the beginning of the decade to the end, the number of families counselled by NWA doubled to 4,005.

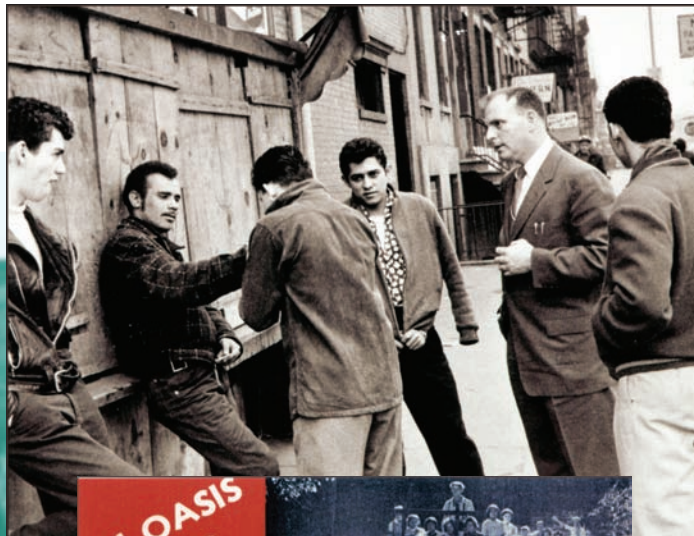
Unemployment continued to plague families, and some were left with absolutely no means of support. Families of men who could not find work, and had no unemployment insurance, were not eligible for any public relief. The NWA advocated strongly on their behalf throughout the 1950s, distributing a widely read publication, "Homes without Work." The NWA secured a major victory when public assistance was extended to the unemployed employable in 1957. "It now seems too good to be true," wrote an elated Executive Director, Lillian Thompson.





"You may say, 'What nonsense! There's always been poverty and always will be.' That's what they said about slavery. That's what they said about child labour, but the Factory Act of 1833 was the first of many victories over evils that now seem so gross."

Lillian Thomson
Executive Director
1953 - 1962



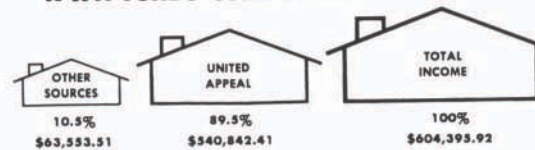
**AN OASIS
OF JOY
IN A WORLD
SEARED BY STRIFE**



BOLTON SUMMER CAMP

OUR MONEY IS YOUR MONEY

NWA FUNDS COME FROM



HERE'S WHERE NWA FUNDS GO



Let's Talk About Housing

Miss Alice Smart, now District Supervisor of the Moss Park - Yorkville Family Service Centre, worked as a caseworker in the district when the first Regent Park project was planned and built. The following is an interview we had with her.

What is poor housing?

Poor housing means insufficient space, plumbing, and heating. It means deterioration: poor foundations rotting wood, rats, bugs, and dirt. It means no proper washing facilities, and antiquated kitchen facilities, often shared by more than one family. It means a crowded locale: depressed areas exist in clusters in most older districts throughout Toronto. It means families with several children who can find no other kind of accommodation. It means prohibitive rents, because large families with limited income are not acceptable in districts with better housing.

What influence has poor housing on families?

It has many influences, really. But its main influence is that it is not conducive to healthy family life.

Money pressures due to high rents and small incomes are intense. For example, in Moss Park many families live on submarginal income, roughly \$50 a week (the average Toronto income is about \$72 a week), while rents for rooms in houses, with very few exceptions, run between \$18 and \$27 a week. If there are any other financial pressures in addition to rent, like hospital bills, furniture purchase, or loss of a job, the family falls behind in their rent, and are forced to move. This situation can be perpetuated ad infinitum unless they get into subsidized housing, like Regent Park, or have a lucky break, like an increase in income or a lower rent.

In substandard housing conditions, the landlord often becomes a real figure in family life. Apart from tremendous pressure put on them to pay their rent, families, and particularly the children, see the landlord as the real authoritative figure. There is frequently a real fear of making noise, causing damage, or doing anything which might cause eviction.

Substandard housing has meant that up until 1958 tenants not in self-contained dwellings had no vote in

municipal elections and consequently no voice in the city government.

Substandard housing means crowded housing. It is hard to find a place to be alone, no room for either children or adults to entertain friends.

Substandard housing is usually in a district low in play areas and parks. A mother has her children constantly underfoot — she can never escape from them.

Real cleanliness is hard to achieve in run-down and dirty surroundings with inadequate facilities. Poor housing means a different in methods of house-keeping. For instance, most families have no refrigerators, and often have not enough space for the entire family to sit down together at meals.

Because of these many pressures to which family life is subjected, many families in poor housing conditions drift apart. The extreme state of living under such conditions can produce physical and emotional disturbances. In addition these families are often the ones least able to withstand such stress. Marriages break up, husbands desert, and children are neglected more often than under better conditions. While housing is only one factor in the family situation, poor housing can often be the straw that breaks the camel's back.

How are children affected by poor housing conditions?

Deplorable crowded housing conditions are as harmful to children as to their parents. They have to live with noise and constant turmoil. They may move to one house after another. Children often have to sleep in the same room with their parents with a resultant lack of privacy for everyone. Because of insufficient parks and playgrounds, children often grow up with no outlets, and consequently find it easier to get into trouble. With no room to invite friends home, they are forced to see their friends on street corners or in back alleys. Delinquency breeds easily in crowded conditions.

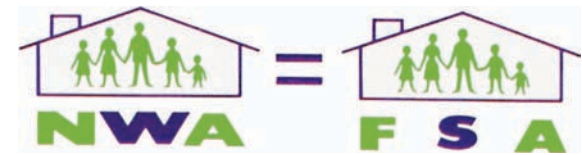


1960s

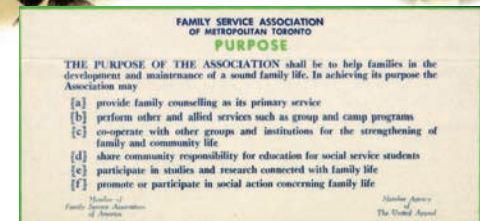
In April of 1962, the NWA changed its name to Family Service Association of Metropolitan Toronto (FSA). "A gradual fundamental change has taken place in the character of the Agency's function," wrote President Eric Johnston. "From an association of workers in schools, churches and health and welfare agencies who banded together for the consideration of problems of mutual interest and concern, the NWA has grown into an Agency organized to meet the needs of families."

FSA continued to improve the quality of its counselling programs, and all social workers in District Offices were qualified with Masters of Social Work by the late 1960s. The agency began to experiment with family life education and group work. Throughout the decade, the feeling grew that voluntary agencies should not provide money to clients in need. Thus, the amount of financial aid FSA gave to families was reduced from \$107,841 in 1960 to \$3,603 in 1968.

On October 1, 1967, FSA amalgamated with the North York and Weston Family Service Centre. These two non-sectarian agencies were now one metro-wide service, making FSA the largest family agency of its kind in Canada.



Family Service Association has helped many families to solve their problems through the years.
Article - March 31/62
New Name for Neighborhood Workers





"Our city is now the terrain for protest and disenchantment... Yet, more than ever before greater freedom for change exists. How will we manage this new freedom in the 70s? How will we link past, present and future to provide momentum for responsible social progress? Survival of this agency as a credible institution depends on how we answer these questions"

Ed Watson
Executive Director
1966 - 1974

Dave Sands, Illahee Lodge Program Director

Little did Dave know when he attended Illahee as a child with a special health need, that the program would become his calling.



FAMILY SERVICE ASSOCIATION OF METROPOLITAN TORONTO



Group Counselling began in 1964. Agency staff were convinced of the value of counselling in many situations.





1970s

The 1970s brought a revolution in social values, and Family Service Association was on the leading edge of change.

FSA's new role included helping families through separation and divorce, and enabling people entering marriages to choose wisely. In 1973, FSA launched a breakthrough research project, which proved the effectiveness of pre-marital and early marriage counselling. Pre-marital classes became a valuable part of FSA's flourishing family life education programming.

To improve outreach to under-served communities, FSA hired West Indian, Portuguese, Greek, Chinese, Italian, and Spanish-speaking workers. In 1977, a multilingual Family Support Program was created for families with developmentally disabled children.

Bringing services closer to clients was an FSA goal in the 1970s. The new Employee Assistance Program introduced on-site counselling to the workplace. Another major innovation, York Community Services, was launched in 1974. It was the first cooperative medical, legal and social service venture in Metro Toronto. "The agencies involved, the three levels of government and the general public are watching with great interest events there which may well point to future community service delivery systems."

Need is urgent for Italian social workers

By JIM BERGE
Star staff writer

Metro Toronto's Family Service Association can't do the job it should unless it hires more Italian counsellors, says the Ontario coordinator of family service associations.

In an interview, Margaret Farina, executive director of the newly formed Ontario Association of Family Service Agencies, said the Metro association has only one Italian social worker among the 35 professionals on staff.

He's Umberto D'Amico, 36, who works out of the association's west region office on Avenue 26, in the borough of York, where nearly 80 per cent of the population is Italian-Canadian.

D'Amico went on staff in April after four months' attachment to the family service office as part of Project 300, an Ontario government scheme which employed 300 young people in a variety of social agencies.

Help families

Metro Toronto's Family Service Association now of 31 in the province, is a voluntary agency founded in 1926 by Mrs. Lillian Rogers.

The Humber-York Centre at Humber College.

Mrs. Farina said the association in York needs at least four more Italian counsellors, at an estimated cost of \$40,000 a year.

It is because 80 per cent of the province's divorce suits are filed in the matrimonial district and parent-child relationships that Italian immigrants must have a counsellor who understands their culture, D'Amico says.

He immigrated to Toronto in 1968 with his parents from Piacenza, 20 km from Milan. He was 13 years old and didn't speak a word of English.

Today, D'Amico is bilingual and has English as a second language.

Last year the association in Metro helped 124 families through its 10 offices.

D'Amico outlined the kinds of parent-child disputes that arise in Italian families. In many families from rural areas in Italy, for example, children are expected to have more all their time to their parents and receive no allowance indeed.

The teenager in Canada doesn't see that. He wants to spend it like any young kid," D'Amico said.

He said the Italian gets worse when the father can't express himself in the mother's language.

Often, teenage girls begin arguing with their mothers about clothes and hair.

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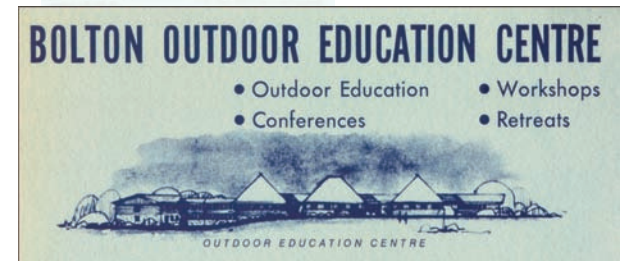
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The dream of a new Bolton Camp became a reality in 1974, when a \$2.1-million fundraising campaign allowed for its redevelopment so that it could be used year-round.



1980s

Excellence was Family Service Association's hallmark in the 1980s. Major research projects, consultation with government, and staff expertise made FSA a North American leader in knowledge and service innovation.

FSA developed sophisticated counselling programs for battered women, abusive men and their children. The Domestic Violence Project introduced Toronto's first group program for male abusers in 1980. The next year, FSA's Domestic Response Team helped

police respond to after-hours domestic violence calls. FSA staff also published two influential papers: "A Comprehensive Model for Intervention into the Issue of Domestic Violence" (1981) and "Both Sides: Therapy for Abusers and Victims of Family Violence" (1986).

The Families in Transition Department (FIT) was launched in 1985, following the publication of another major FSA research paper: "Children in Families Experiencing Separation and Divorce: An Investigation of the Effects of Planned, Brief Intervention." FIT was one of the first specialized programs for changing families in Canada.

Family Service Association of America had high praise for FSA. It found that FSA's excellence in research and service showed "professional competence at a high level".



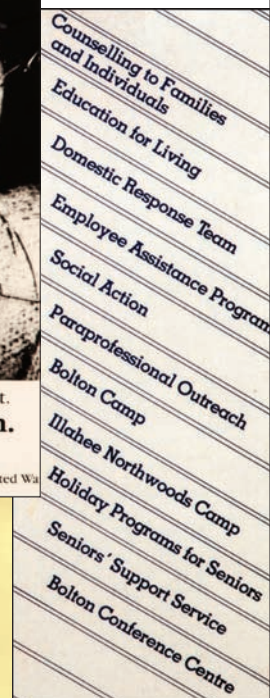
Robert Couchman
FSA Executive Director
1974 - 1989

"To allow people to suffer in poverty and from lack of essential social services is to abandon Canada's historic social contract. We do so at our peril as economic inequities quickly lead to social discord."





The Marjorie E. Cuthbertson Award for outstanding volunteer service to FSA was created in 1980 - and awarded to Mrs. Cuthbertson herself in recognition of her 30 years of leadership to the Illahee Club. From left to right: Jessica Kidd, Bertha Cooke, Carol Nisbet, Arlene Legrwo, Marjorie Cuthbertson, Kathy Drembroski, and Rowena Phillips.



Ruth Atkinson Hindmarsh proudly displays the FSA Community Service Award presented to her by former FSA Board member, Jean Tory. In 1984, the Ruth Atkinson Hindmarsh Family Life Education Centre was opened at Bolton Camp, thanks to a grant from the Atkinson Charitable Foundation.





1990s

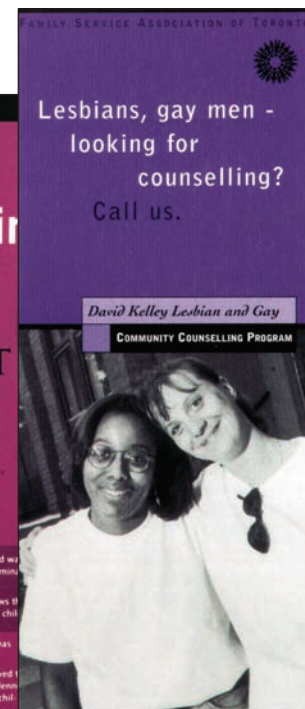
By the early 1990s, Toronto had become one of the most multicultural cities in the world. Family Service Association embraced the challenge of serving the city's many races and cultures.

The Multicultural Access Implementation Task Force completed a strategy in 1991 to make family services more accessible. Within three years, FSA provided service in 22 languages. Community development now made up more than 25% of FSA's front-line work. More than 15 lasting partnerships

were created with the Somali, Tamil, South Asian, Korean, Serbian, Greek, Italian, Chinese, Iranian, and Hispanic communities to develop programs that met their social needs.

The former Toronto Counselling Centre for Lesbians and Gays merged with FSA in 1996 to create the HIV/AIDS Community Counselling Program and the David Kelley LGBTQ Community Counselling Program.

FSA made a very difficult decision in 1999: to say goodbye to Bolton Camp. A rich part of FSA's history, the camp became less feasible due to rising costs and Bolton's growing urbanization. On the cusp of the new millennium, FSA planned to have an even more dramatic impact on family life by working with children within their own communities.



FSA helped place child poverty on the national agenda in the 1990s, providing leadership to Campaign 2000. Guided by Rosemarie Popham, FSA's social action Director from 1991 under after her death in 1998, Campaign 2000 advocated strongly that the Federal Government should keep its promise of ending child poverty by the year 2000. The new Federal Child Benefit and the Federal/Provincial Children's Agenda were results of this important work.



FAMILY SERVICE ASSOCIATION
OF TORONTO

For People. For Change.



Paul Zarnke

FSA Executive Director
1989 - 2002

22/24 Wellesley St. East as portrayed by artist Willem Hart. From 1929 to 1997, 22 Wellesley served as FSA's Administrative Office, while 24 Wellesley became the Central District Office in 1966. FSA was able to join staff under one roof when it sold the two buildings in 1997 and purchased the 355 Church Street site.



FSA volunteers were honoured at a reception with the Lieutenant-Governor in April 1996. From left: Joan Mesley, Ben Harrison, Walter Ross, Gloria Pearl, Ed Pearl, Mark Morrison-Read, and Dorothy Whan.





2000s

With the dawn of a new millennium, Family Service Association embarked on a strategic plan that would lead to a more focused and dynamic approach to strengthening individuals, families and communities.

Services were clustered into strategic program groups which enabled staff to share their expertise and work together on new approaches: Changing Lives, Family Violence Centre, Community Action, Social

Reform, Developmental Services and Employee Assistance Programs. The groups, which would be further refined over the next decade, also enabled FSA to respond better to the emerging needs of a new century and advocate for positive social change.

Operating pressures led to the end of summer programming for low-income senior citizens at Illahee Lodge which was closed and sold in 2005. Programs were reorganized and offered in the city.

Advocacy on behalf of families reached a high point in early 2007 with a groundbreaking Ontario appeal court decision recognizing the changing shape of families. The decision legally recognized three



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Our definition of family:
Two or more people,
whether living together
or apart, related by blood,
marriage, adoption or
commitment to care for
one another.



Yves Savoie
FSA Executive Director
2003 - 2006

parents for one child for the first time in Canada and FSA shared in the victory as an intervenor on behalf of the same-sex couple to allow the non-biological mother to be considered one of the child's legal parents.

Increasing needs in the developmental services sector led to FSA being named in 2007 as designated agency for the Toronto Region to administer the Ontario Government's Passport Initiative for young adults with developmental disabilities. The program would continue to grow over the next several years expanding the organization's developmental services portfolio, which also included its Options program providing person-directed planning.

Under Executive Director Margaret Hancock, the organization changed its name in 2008 to Family Service Toronto. A new tree-shaped logo represented a vision of growth, renewal and hope for people, rooted in just and supportive communities.

FST deepened its expertise in the area

of abuse and violence in relationships and expanded its work with newcomer communities through programs such as Healthy Families Healthy Communities.

Staff developed new approaches to working with families, seniors and youth through FST's growing presence in United Way Toronto's expanding network of hubs serving priority neighbourhoods. One project centred on developing entrepreneurial skills for youth facing difficult employment prospects in the years of slow recovery following the 2008-2009 recession.

Pat's Place, a temporary safe refuge for older people experiencing abuse, opened in 2008 with counselling support through FST's Seniors unit. The organization also expanded its community development work by assisting tenants in supportive housing projects until 2013.

By 2014, FST was in the midst of Centennial celebrations which included plans to mark the 40th anniversary of its



Under Executive Director Margaret Hancock, the organization changed its name in 2008 to Family Service Toronto. A new tree-shaped logo represented a vision of growth, renewal and hope for people rooted in supportive communities.



Margaret Hancock
FST Executive Director
2007 - present



FAMILY SERVICE TORONTO
For People. For Change.



successful social enterprise Family Services Employee Assistance Programs (FSEAP). The year also marked the 25th anniversary of national and provincial report cards on the state of child and family poverty co-ordinated by FST's leadership of the Campaign 2000 coalition.

FST was also poised to embrace the future with a new strategic plan entitled: Deep Roots. New Growth. The plan both recognized a century of work and leadership in the city's social services sector and laid the groundwork to ensure FST was prepared for the challenges of its second century.

And that next century would dawn with two major real estate initiatives: the

redevelopment of its 355 Church Street property and the purchase of an interest and plan to lease space at 128 Sterling Road. Both projects offered financial stability and sustainability as well as the promise of a bright future for decades to come.



fseap Now we're talking.



October 2010: Campaign 2000 at the Federal Housing Strategy rally.



Pat Fleming (1930 - 2012) was a much-loved former staffer and volunteer known for her selfless devotion to supporting Toronto's most vulnerable citizens. In 2008, FST was so inspired by her work that it created Pat's Place – Ontario's only safe haven for seniors experiencing abuse by family members.

2014: A Year of Celebration Highlights

JANUARY 29

Client Voices, Client Journeys

Launch of art workshop sessions offered at three FST locations as opportunity for clients to participate creatively in Centennial

FEBRUARY 10

A Century in the City

Premiere of Centennial video via simultaneous online staff screening across all FST locations

MARCH 12

Seniors Diversity Day

Recognizing our long history of work with Seniors including more than five decades of programming at Illahee Lodge

APRIL 22

Volunteer Reception

Honouring 100 years of volunteering

MAY 9

Mother's Day Breakfast

Social Reform event to recognize mothers as unsung heroes and peer advocates in the fight to achieve justice and equality for women

JUNE 18

Century Night

A special Centennial celebration for the FST community

JUNE 26

What Makes You Proud?

An interactive art installation and BBQ to recognize our work with the LGBTQ community and to celebrate international World Pride Week in Toronto

OCT 25 /14 – APRIL 26 /15

Classroom to Community: A Century of Social Work in Toronto

Exhibition in partnership with U of T's Factor-Inwentash Faculty of Social Work at the Royal Ontario Museum

NOVEMBER 24

Child Poverty: 25 Years Later

An event marking 25 years since the federal government's call to end child poverty and Campaign 2000's release of national and provincial report cards on the state of child poverty

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Fran Odette

Harlan Schonfeld

Anita Lapidus

Peter Kinch

Gordon Floyd



Locations

355 Church Street
2 Carlton Street
700 Lawrence Avenue West
747 Warden Avenue

Co-locations

Bathurst-Finch Hub
LAMP Community Health Centre
Rexdale Community Health Centre
Stonegate Community Health Centre
Victoria Park Hub
Leonard Avenue
Pears Avenue
Sudbury Street
Ossington Avenue (Until July 2013)

Contact Us

Email: info@familyservicetoronto.org

Voice: 416.595.9618 – Intake and Service Access
416.595.9230 – Administration
416.585.9985 – FSEAP
416.751.0635 – TTY for Abused Women

Watch our Centennial Video on YouTube

youtu.be/jZZRywnDv78

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Websites

www.familyservicetoronto.org
www.fseap.com
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