



2024 Annual Report

Healthy and Thriving Diverse South Asian Communities



Land Acknowledgment

PCHS acknowledges that we inhabit this land as a settler and are aware that the land rightfully belongs to the various First Nations of Canada. We are grateful for the land, air and water that we live on as settlers.

Land is all that we are, where the relationship between the land and the cosmos — inclusive of the sky, sun and stars — is crucial in shaping who we become. Essentially, what we do on the land, and our relationship with it, is who we are. For this reason, we honor and remember this relationship in recognition of the Indigenous people who's land we live on.

PCHS Calgary acknowledges the traditional and ancestral territory of the Blackfoot Confederacy: Kainai, Piikani and Siksika as well as the Tsuu T'ina Nation and Stoney Nakoda First Nation. We acknowledge that this territory is home to the Métis Nation of Alberta, Region 3 within the historical Northwest Métis Homeland. We acknowledge the many First Nations, Métis and Inuit who have lived in and cared for these lands for generations. We are grateful for the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us.

Vision

Healthy and thriving diverse South Asian Communities

Mission

Guided by the voices of our South Asian communities, we provide professional, culturally-responsive, family-centered, accessible and confidential support

Strategic 10-Year Strategy

We envision a PCHS Calgary that is a household name and has eliminated stigma around mental health & addiction issues

Executive Director 2024 Message

As we reflect on 2024, one powerful message has carried us forward: **the voices of our community matter**. At PCHS Calgary, every decision, every service, and every step we take is guided by the real stories, needs, and hopes of the South Asian individuals and families we serve.

We are proud to share that in 2024, PCHS Calgary delivered **4,918 services** and interventions—a remarkable **59% increase** from the previous year. We supported **713 unique clients**, nearly doubling our reach from 2023 to 2024. These numbers reflect more than growth; they represent the trust our community places in us, and the tireless dedication of our team to meet that trust with care, professionalism, and cultural understanding.

Our staff—**diverse, skilled, and deeply compassionate**—have been the backbone of this impact. They have gone above and beyond to meet clients where they are, to offer culturally responsive care, and to adapt programs to truly reflect the lived realities of South Asians in Calgary. Whether through crisis response, therapy sessions, community workshops, or legal clinics, their work continues to center around dignity, healing, and empowerment. PCHS Calgary staff are among the voices of our community and I am so deeply honored to learn from each and every one of them.

We are also deeply grateful for the **contributions of our volunteers**, who are always willing and ready to step in and support. Their generosity and spirit are essential to our daily operations and special initiatives. To our sub-committee members, thank you for your thoughtful guidance and dedication to strengthening our internal systems. To our Board of Directors, your strategic leadership and steadfast belief in our mission have been critical to our progress and stability; your commitment to PCHS Calgary and the voices of our community is evident in all your efforts.

Executive Director Message

We extend our heartfelt thanks to our community partners, referral agencies, and collaborators, funders and donors—those who continue to **walk alongside us in service of the community**. Your partnership allows us to build a stronger, more connected network of care and ensures that our clients receive timely, comprehensive support that reflects their full journey.

To our clients: thank you for allowing us to be part of your journey. Your willingness to open your hearts, share your struggles, and let us walk beside you in moments of pain, healing, and hope is something we never take for granted. You are the reason we do this work. Your strength, vulnerability, and resilience inspire us every single day. Thank you for trusting us with your voices, your families, and your futures — it is the greatest honour we could ever receive.

2024 was a year of remarkable progress, but more importantly, it was a year of meaningful connection, of listening to one another's voices. As we move into a new year, we remain grounded in our mission and energized by the **collective voices of our community**. Your strength, your voices, and your feedback continue to shape the future of PCHS Calgary. We thank you for your continued trust and support as we work together towards healthier, more connected South Asian communities.

In solidarity and gratitude,



Sherri Shergill
Executive Director



Board Chairs' Message

This year, **Voices of Our Community** has been more than a theme, it has been a call to action. We heard from youth seeking a safe place to get support; from families navigating mental health and addiction challenges; and from community leaders, donors, volunteers, and partners ready to be part of the solution. These voices informed and shaped our work.

2024/2025 was a transformational year for PCHS Calgary. We grew in numbers, reach, visibility and impact. This year, we delivered 4,918 services and interventions- a 59% increase from 2023. We served 713 unique clients, nearly doubling our reach from last year, and more than twice as many as we served in 2022. Each of these numbers represents a **life touched, a stigma broken and a barrier removed**. These increases reflect the rising need we are committed to meeting.

This impact is possible because of people. To our dedicated staff and our Executive Director, **thank you** for the professionalism, heart and dedication. You offer a space for people to work through their issues, heal and transform their lives. To our volunteers, Arvind Pandher, Jasbir Jabbal, Ira Jairath, Harman Gill, Simran Jabbal, Arun Sahota, Marley Cheema and Melissa Novais, your time, heart and dedication **reflect the spirit of community** we strive to embody.

To outgoing board members, Karen Toor and Ira Jairath, thank you for your service and contributions. Thank you to Kiran Dhaliwal, our past co-chair, whose leadership and ongoing guidance have been instrumental to our success in 2024/2025.

To our board of directors for 2025/2026, Harman Sidhu, Prab Grewal, Amitoj Bhogal, Akash Bir, Harmeet Badoo, and Kirsten Seagrave Millung and Rekha Jabbal as board co-chairs. Thank you for your commitment, leadership and thoughtful governance. **Your time, insight and passion guide PCHS as we grow, adapt and serve our community.**

Guided by our strategic pillars - Community Engagement, Service Quality, Collaboration and Sustainability, we achieved significant milestones this year.

Community Engagement: Our goal was to enhance access and visibility- and we delivered. We collaborated with community and religious leaders; promoted multilingual and culturally tailored messaging; and increased self-referrals and community awareness.

Board Chairs' Message

We developed new ways to stay connected with clients on waitlists, including a weekly engagement group that provides interim support, program information and real-time triage reassessments. We launched two new programs- the Youth Program and the Community Connections Program. Each is designed to foster inclusion and responds to South Asian community's emerging needs.

Service Quality: At the core of our mission, is our belief that no one should be turned away. With this, we prioritized alternative program delivery options for those on our waitlist and expanded our Peer Support program. We documented core operational processes to ensure our services are delivered consistently and clearly. We enhanced our human resource systems, how staff are onboarded and human resource policies and procedures to better support our growing team.

Collaboration: We continued to lead by example with our Integrated Holistic Service Delivery Model (IHSDM), which reflects the cultural, linguistic and systemic realities our clients face. This year, we shared the IHSDM through presentations, agency partnerships and collaborative research initiatives.

This year, we started the process of transitioning to a governing board by updating policies, refining roles and reshaping the long-term strategic plan to support this transition.

Sustainability: This year we raised nearly 10% of our annual operating budget through community fundraising- one of our most successful years to date. Our annual gala was a standout success and our first annual golf tournament surpassed its fundraising goal and forged new relationships with local businesses and supporters committed to our mission. Thank you each of you that donated to PCHS Calgary this year. Your donations helped us achieve these milestones. We look forward to fostering our connection with each of you next year and in the years to come.

Using existing software, we improved how we track outcomes and communicate our impact. We have started redesigning our website to ensure our online presence is accessible, multilingual and aligns with our community needs.

Board Chairs' Message

We recently moved into a larger office space that is fully accessible and better equipped to serve each of our clients. We warmly welcome you all here today.

These investments reflect our broader vision: building not just for today, but for long-term sustainability, resilience and impact. As we reflect on this year, we are reminded that the work of equity, healing, and inclusion does not happen in isolation. It happens when we listen; show up; and create space for people's stories to be heard and honoured.

Our goals for 2025 – 2026 continue to be grounded in our four strategic pillars and seek to build on our accomplishments from last year including to: (i) continue expanding our sources of funding and revenue; (ii) consolidating our data management; (iii) strengthening our operational processes; (iv) further strengthening our community connections; (v) enhancing our brand strategy; and (vi) developing a clear path to further transition the board from an operating board to a governing board.

As we look to the year ahead, we carry with us not only the voices of our community — but their courage, their resilience, and their dreams. Together, we will continue to build a future where South Asian people feel seen, supported and empowered to thrive.

We are excited about the future of PCHS Calgary! Thank you for your continued support and dedication.

Kirsten Seagrave-Millung and Rekha Jabbal
Board Co-Chairs



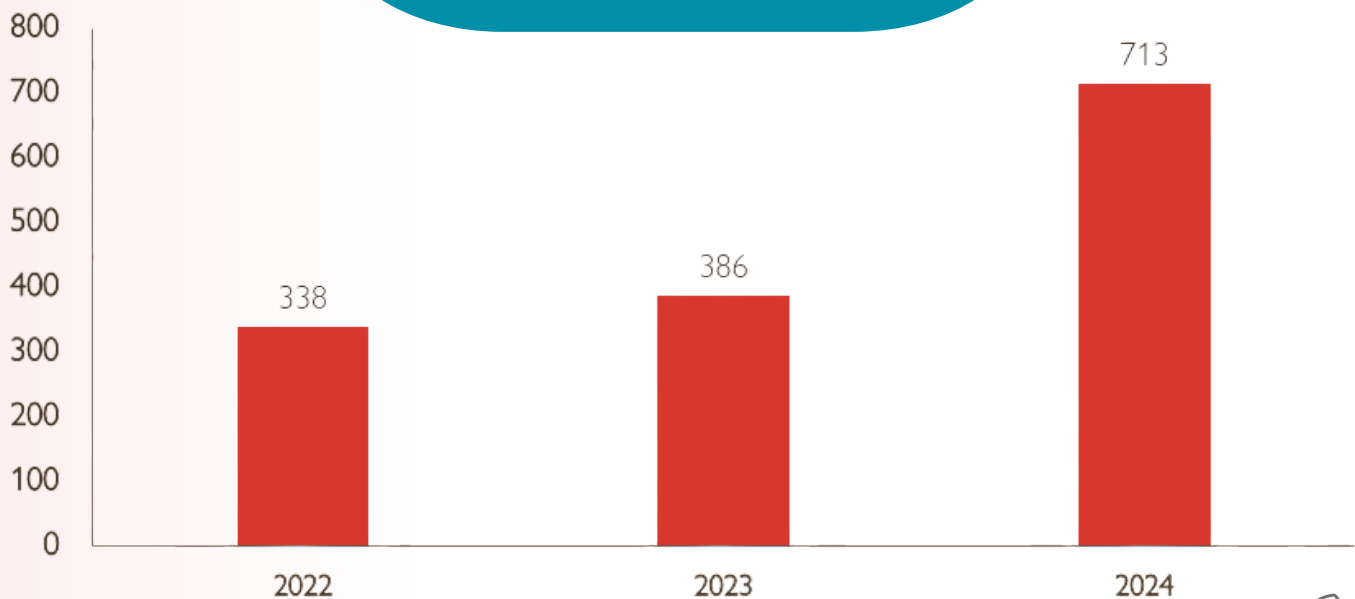
Our Work

PCHS Calgary, is a nonprofit organization offering culturally applicable mental health services to Calgary's South Asian community at no charge. With over 14 years of impactful work, PCHS Calgary bridges gaps in mainstream counselling, addressing the unique needs of South Asians, who comprise over 12% of the city's population. PCHS Calgary emphasizes first-language support and cultural understanding, fostering accessible and meaningful mental health care for an underserved demographic.

As a vital resource, PCHS Calgary delivers a range of culturally competent supports in mental health, addictions, and family enhancement through group and individual. Our programs are developed through a holistic lens, emphasizing client-centered and strength-based approaches. We provide one-on-one counseling for individuals aged 12 and older, and our group sessions and outreach initiatives extend support to the larger community.

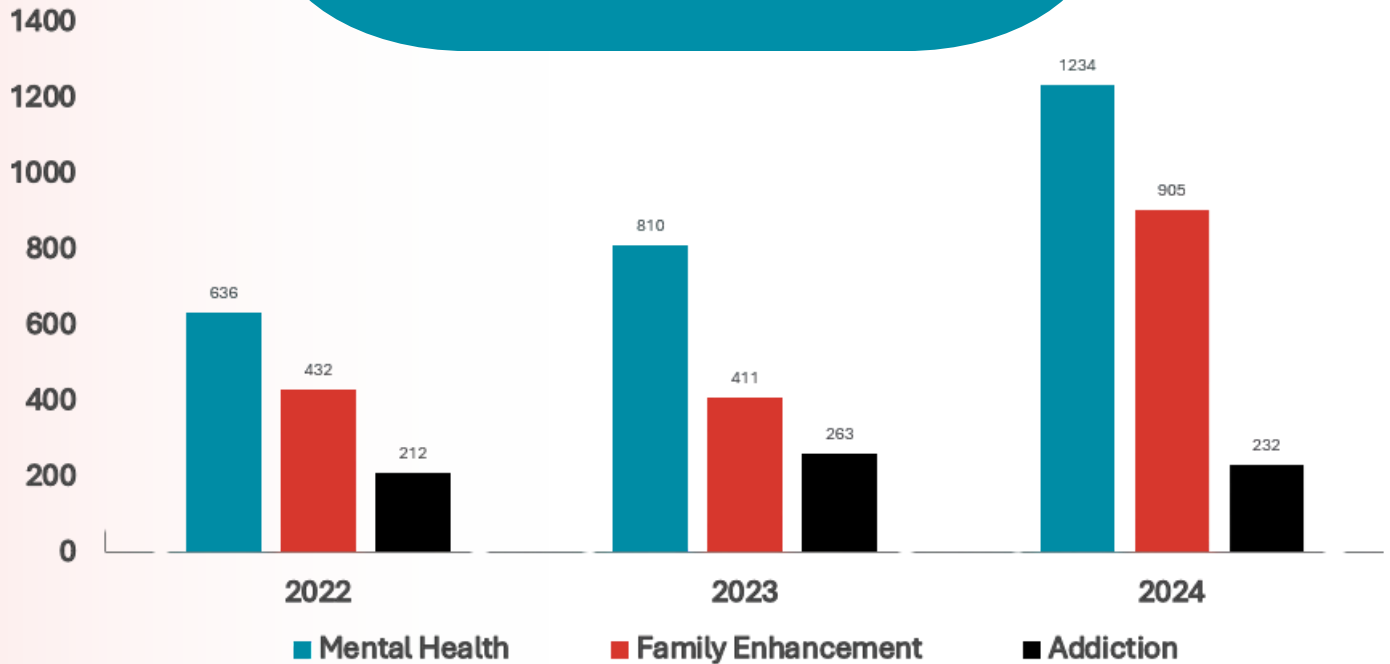
Together, we work to ensure that everyone in the South Asian community can lead healthy, enriched, and fulfilling lives.

Unique Clients Served

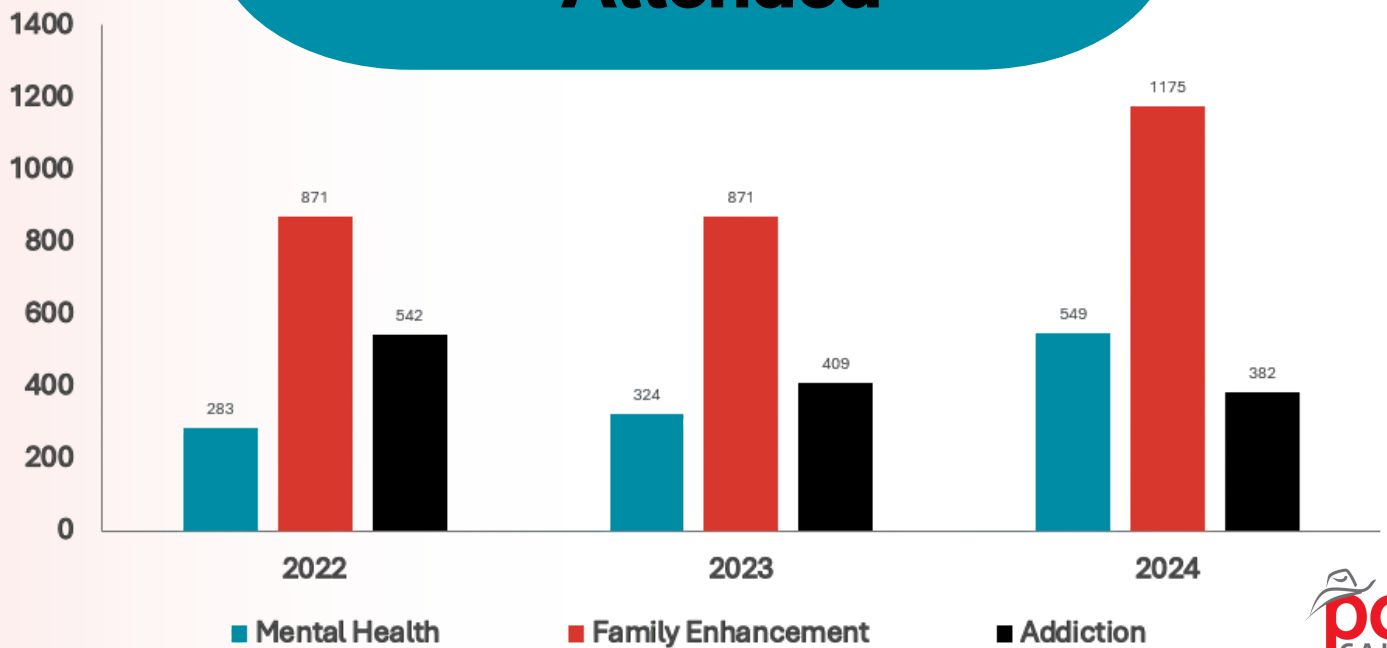


Our Work

Counselling Hours Provided

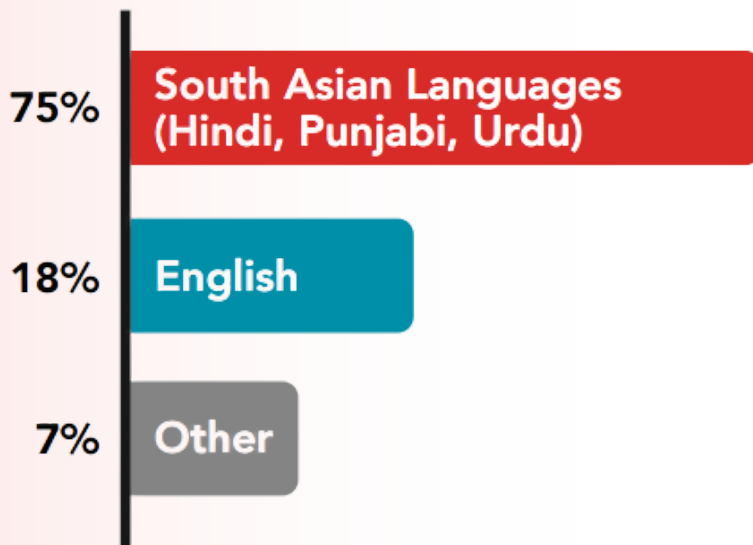


Group Counselling Attended



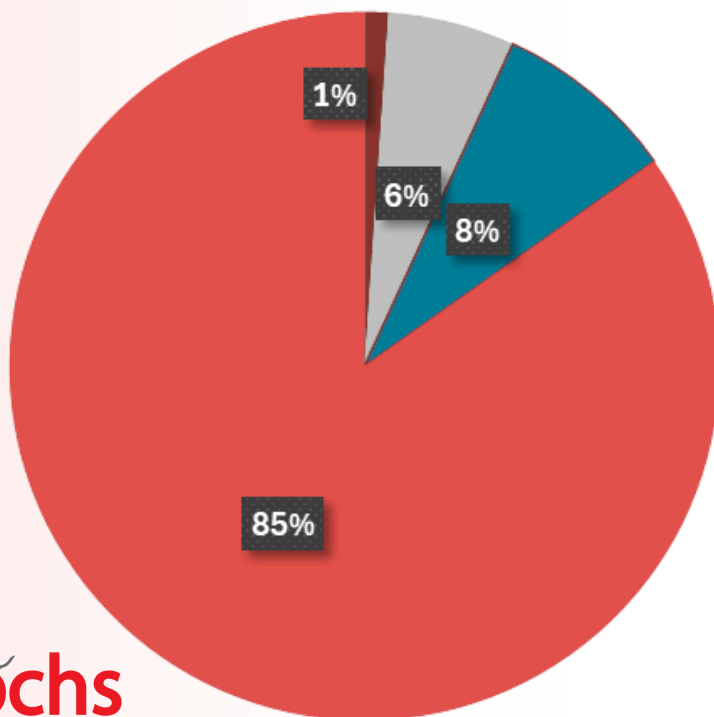
Our Work

Languages Served



“I was scared of what was going on with me because I would feel symptoms that I did not recognize or experience ever before. I thought that my physical health was changing and that something was wrong. After speaking to a counsellor about what I was feeling, I learned that it was anxiety. Once I found out what anxiety was, I was not scared of it like I was before.” - 29F Client

2024 Operating Expenses



- Day to day programming and office materials
- Fund development and fundraising
- Operating Expenses: rent, data systems, internet, phone, audit, bank and bookkeeping fees
- Service Delivery: Community Spaces, Workshop and Presentation, translation, trainings, volunteer management, staffing

Therapy Programs

**Individual
Counselling**

**Community
Counselling**

**Couples
Counselling**

**Youth
Counselling**

**Family
Counselling**

**Group
Counselling**

Family Enhancement

Focus:
Family conflict/violence,
parenting support

Circle of Care (COC) includes family members and community support

Individual, couples and family counselling

Family violent group for men (weekly)

Family violence group for women (weekly)

Parenting counselling and workshops

Addictions Program

Addictions:
Alcohol, opiod and other drugs

Alcohol Addiction Group (weekly)

Relapse Prevention Group (weekly)

Naloxone Distribution

Drug Addiction Support

Mental Health Support

Individual, couples, family and youth counselling focused on life stressors and persistent mental health challenges

Individual Counselling

Mental Health & Wellness Group (weekly)

Emotion Management

Men's Wellness Group

Youth group (weekly)

Youth parenting group (monthly)

Programs

Community Counselling Program



To ensure that our services are accessible, and to foster trust within the South Asian community, our Community Counsellor actively offers sessions at centers like the Genesis Centre, NAM Recovery Centre, Sikh Temples, universities, and colleges. Their engagement in the community effectively reduces the stigma surrounding mental health, by opening a constant conversation and providing services where our community frequents.

“From our very first session, I felt a sense of hope. Your ability to make me feel heard and understood made a huge difference. You always knew the right words to say and the best strategies to suggest, helping me cope with my challenges. Your positive and caring approach has been truly uplifting. You encouraged me to embrace my strengths and work through my issues with patience and courage. This has not only helped me feel better but also made me more confident in facing life's obstacles. Your kindness and expertise have been a blessing in my life, and I'm so grateful for all the comfort and guidance you have given me during this journey.”

-40M Client

I want to express my heartfelt appreciation for all the hard work you've done to help my daughter, in her journey to recovery and in quitting alcohol. Referring to her to the Renfrew Detox Centre was such a thoughtful and impactful step, and I truly appreciate the initiative you took. You are incredibly hardworking and kind. I will always remember the help you provided, and I am deeply grateful.

-38F Client

Programs

Community Connections and Resources

Our **Community Connections** program is vital in ensuring that clients receive the comprehensive assistance they need. In 2024 at PCHS Calgary, we proudly launched the Resource Navigation program, specifically designed to empower our South Asian clients. The purpose of this program is to better connect the South Asian community to mainstream resources and to not duplicate services.

- Dedicated resource navigator to support clients and community members
- A counsellor based in various community settings throughout the week to meet clients where they frequent most
- Community Engagement and Advocate that strengthen outreach, education and connection throughout the community
- Workshops to increase awareness of addiction, mental health, and healthy families in the South Asian communities
- Outreach and community events/ activities to raise awareness of PCHS services

“The way bhen ji [Domestic Violence group facilitator] presents the information is awesome. I don’t feel attacked (which I usually do when any female tells me what to do), but at the same time I am learning so much about myself and things I could have done differently in my marriage. I think everyone South Asian man should attend [the PCHS Domestic Violence] group”. - 50M Client

Volunteer Programs

There are plenty of ways to volunteer with PCHS Calgary! Whether it be supporting at events, fundraisers or day to day support at the office, PCHS Calgary relies on its amazing volunteers to operate.

Peer Support Volunteers (PSVs) are trained volunteers that provide ongoing support to clients when formal counselling goals have been addressed.

They often have similar lived experiences to their clients to further provide social, emotional and resourcing support. This non-therapeutic extension of counselling reflects PCHS Calgary's continuing care model and is a person-centered practice to help empower individuals and families.



PCHS Calgary extends our deepest gratitude for our volunteers incredible dedication and hard work. Your contributions have made a significant impact on our community, helping us to provide vital services and support to those in need.

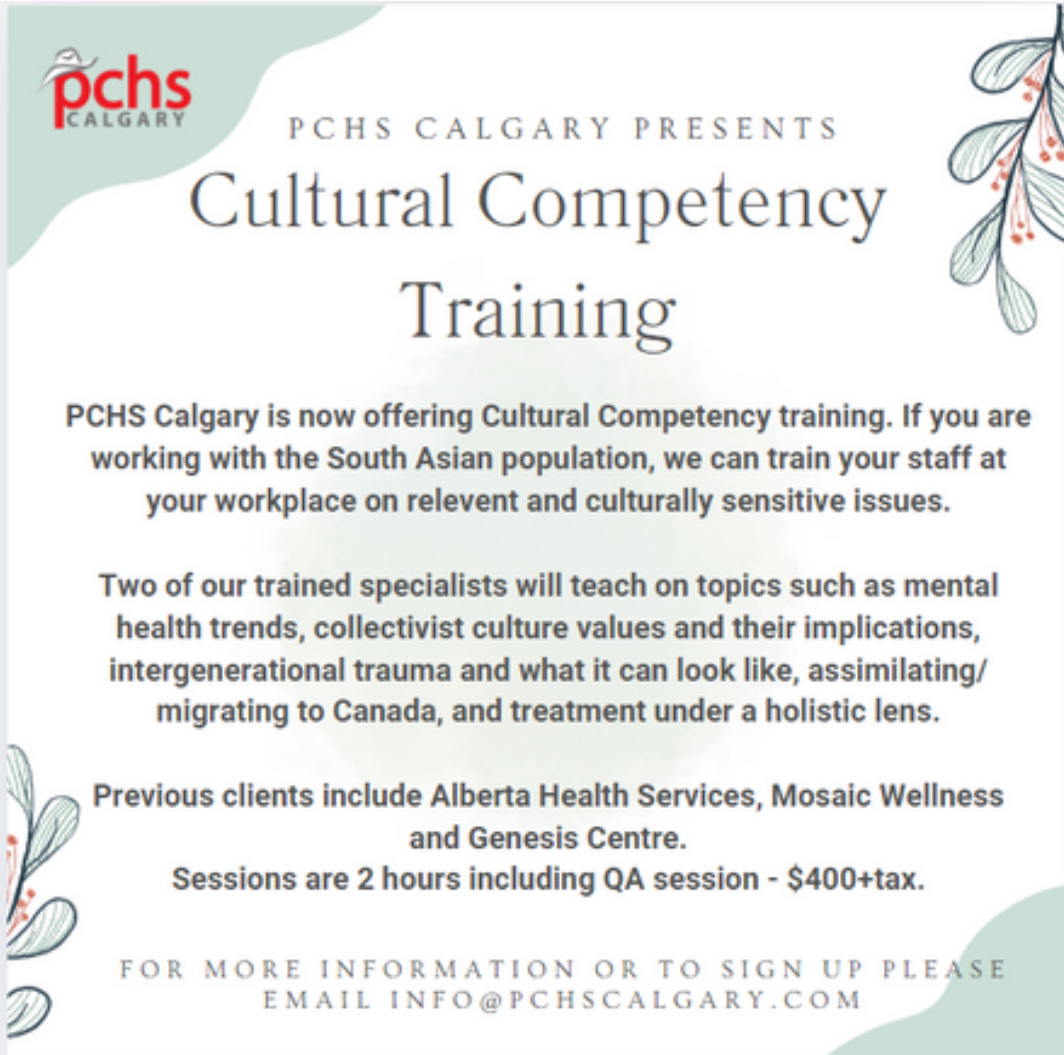
Thank you for being a part of PCHS Calgary. Your efforts are making a real difference!


“Serving as a peer support volunteer at PCHS has been an incredibly enriching experience. During my time there, I had the opportunity to co-lead the Emotional Management group, where I contributed to creating a supportive environment for individuals seeking emotional well-being. I owe much of my growth and success in this role to the staff. Their exceptional support and guidance have been invaluable throughout my journey. From providing insightful advice to assisting me during the interview process, they have consistently been a great motivator and mentor. Their dedication and encouragement have significantly enhanced my volunteer experience, and I am deeply grateful for their unwavering support.”

- Somya Bhardwaj
Volunteer

PCHS Calgary Now Offers Cultural Competency for South Asians

The **Cultural Competency for South Asians** training is delivered in an interactive workshop format, designed to foster group discussions and collaborative learning. The workshop covers a range of important topics, including mental health trends, the impact of collectivist cultural values, the effects of intergenerational trauma, the experience of assimilating and migrating to Canada, and the importance of a holistic approach to treatment.



 PCHS CALGARY PRESENTS
**Cultural Competency
Training**

PCHS Calgary is now offering Cultural Competency training. If you are working with the South Asian population, we can train your staff at your workplace on relevant and culturally sensitive issues.

Two of our trained specialists will teach on topics such as mental health trends, collectivist culture values and their implications, intergenerational trauma and what it can look like, assimilating/migrating to Canada, and treatment under a holistic lens.

Previous clients include Alberta Health Services, Mosaic Wellness and Genesis Centre.

Sessions are 2 hours including QA session - \$400+tax.

FOR MORE INFORMATION OR TO SIGN UP PLEASE
EMAIL [INFO@PCHSCALGARY.COM](mailto:info@pchsocalgary.com)

2024 Community Events

Supporting Seniors with Dementia with Group Programming
Presented a Healthy Families Workshop Series
Offered a Youth Summer Days Program
Partnership with World Sikh Organization for the distribution of Women's Hampers
Hosted the First South Asian Legal Clinic
13 Appearances on South Asian Radio and TV Shows
Presented a Mental Wellness Program Series with Parole Officers

PCHS Calgary introduced at Alberta's Legislative Assembly of Alberta, by MLA Parmeet Singh Bopari

PCHS Calgary received the Medical Doctor International Award for Partnership and Collaboration



Staff Members

Sherri Shergill	Executive Director
Harman Batth	Clinical Program Manager
Tania Bhullar	Manager of Program Development and Analytics
Nico Scholten	Clinical Supervisor
Sajjad Mahmood	Mental Health Therapist / Group Program Lead
Sarbjit Sodhi	Community Advocate Coordinator
Amber Qureshi	Community Engagement Coordinator
Savita Bhatia	Communications and Donor Relations Coordinator
Dildar Johal	Community Connections Facilitator
Sandeep Warring	Community Counsellor
Amarpreet Chhina	Youth Mental Health & Prof. Art Therapist
Hina Bhagchandani	Office Administrator
Harmeet Sandhu	Mental Health Therapist
Arunie Saldhi	Mental Health Therapist
Bhavleen Kaur	Mental Health Therapist
Hafsa Yasin	Mental Health Therapist
Harpreet Hans	Group Facilitator

Board of Directors

Rekha Jabbal	Board Co-Chair
Kirsten Seagrave Millung	Board Co-Chair
Harmeet Batoo	Secretary
Harman Sidhu	Treasurer
Ira Jairath	Director
Karen Toor	Director
Amitoj Bhogal	Director
Akash Bir	Director
Prab Grewal	Director



Board Subcommittee

Kiran Dhaliwal	IT Committee and Past Board Co-Chair
Arvind Pandher	Fund Development Committee
Jasbir Jabbal	IT Committee
Marlee Cheema	IT Committee
Simran Jabbal	Governance Committee
Arun Sahota	Governance Committee
Melissa Novaisa	HR Committee

New or Continuing Partnerships

PCHS Calgary thanks our partners for their unwavering support and collaboration. These partnerships are instrumental in helping PCHS deliver services and resources to the South Asian community; making a significant impact and fostering a stronger, healthier, and more inclusive community.

Thank you for your continued dedication and support.



Women and Gender Equality Canada

Femmes et Égalité des genres Canada



CALGARY SINGLE MOTHER'S SOCIETY



A special thank you to our 2025 Gala Sponsors:

