



Annual Report 2024/2025

A Community of Healing and Hope

Executive Director Report: Susan Schwartztruber, MSW, RSW

2024/2025 in Numbers

974

Number of unique individuals provided counselling sessions by Shalom this year. Last year we provided counselling sessions to 882 individuals.

18.2

Average number of total sessions a client attends. Short term therapy is often defined as 8 sessions or less. Last year the average was 18.4 sessions.

71%

The percentage of fee based counselling sessions that were subsidized at Shalom in 2024-25. Last year 69% were subsidized.

656

Number of intakes for people reaching out interested in counselling at Shalom. Last year 812 people reached out.

This past year was marked by significant transition at Shalom. We experienced a major staff change as four of our eight therapists moved on—one into retirement (before age 80!), one relocating to another city, one stepping into a different career path, and one pursuing opportunities to do more in-home work. Any one of these changes is meaningful; experiencing all four in one year required flexibility, patience, and steady leadership from our team.

In the midst of that change, we were deeply moved by what we heard in exit interviews. Again and again, staff described Shalom as a safe place—a community built on trust. They spoke about feeling honoured as individuals while also being held to high expectations, and several named Shalom as a place of healing in their own lives. For us, that feedback matters—not simply as affirmation, but as a sign that Shalom’s culture is aligned with our mission and values.

We believe that the way people are treated inside an organization shapes the care that is offered beyond it. When staff experience safety, respect, and accountability, our hope is that clients experience the same: being valued and welcomed, held with compassion, and supported in the courageous work of growth and healing.

Even through the inevitable disruptions of transition, Shalom remained resilient. We are excited and grateful to have welcomed four new therapists who bring incredible skills and a sincere commitment to Shalom’s mission, vision, and values. We enter the coming year humbled by the lessons of change, encouraged by the strength of our team, and grateful for our generous donors who make accessible counselling possible for everyone. Thank you for being part of this community of healing and hope.

We acknowledge that Shalom Counselling Services at 9 Avondale Ave. S., is located on the traditional territory of the Neutral, Anishnaabeg, and Haudenosaunee peoples who continue to have an unresolved interest in the lands within six miles of the Grand River. This area is known as the Haldimand Tract, land promised to the Six Nations. We support efforts toward justice and reconciliation.

In Memory of Ed Nowak: A Legacy of Generosity, Courage, and Integrity

There are some people who shape an organization not only through the roles they hold, but through the spirit they bring. Ed Nowak was one of those people for Shalom Counselling Services.

Ed was always an enthusiastic supporter of Shalom—encouraging, practical, and full of creative ideas that helped move our mission forward. When Shalom was exploring new fundraising possibilities, Ed was often the one to spark the conversation. A friend and fellow Development Advisory Committee member remembers how he suggested a walk or hike, imagined participant “swag” like t-shirts or bags.

One of Ed’s most lasting contributions is the annual **10,000 Steps for Mental Health** event, which he was instrumental in launching. This year marks the 10th anniversary of this fundraising initiative—what began as a simple idea has grown into one of Shalom’s most influential and meaningful community gathering events each year.

Ed showed up whenever he could over the past decade, faithfully participating even in the midst of his cancer journey. His family’s ongoing involvement has been a beautiful reflection of the generous spirit Ed carried.

Ed also helped Shalom launch the Counselling Care Fund as part of our 35th anniversary, strengthening our ability to offer accessible counselling to those who need it most.

Ed was a gifted mentor in donor relationships. He had a warm, grounded way of meeting with supporters—clear about what was needed, confident in the value of the work, and genuinely grateful. He coached others to ask with integrity and optimism, believing people want to help when invited well.

Ed is deeply missed. We honour his legacy with profound gratitude, and we hold his family close in our hearts.



Who We Are

Vision

“A community of peace and wellness where all can thrive”

Mission

“Shalom provides inclusive and accessible counselling services, supporting people to grow towards peace and wholeness.”

Values

Peace - We nurture peace with self, others, and God known by many names

Excellence - We pursue excellence by implementing best practices and building partnerships that promote individual and community wellness.

Accessibility - We promote accessibility by removing barriers to ensure people can access our services.

Diversity & Inclusion - We foster diversity and inclusion, and endeavour to be ethical, anti-oppressive, welcoming, and inclusive in all aspects of our work.

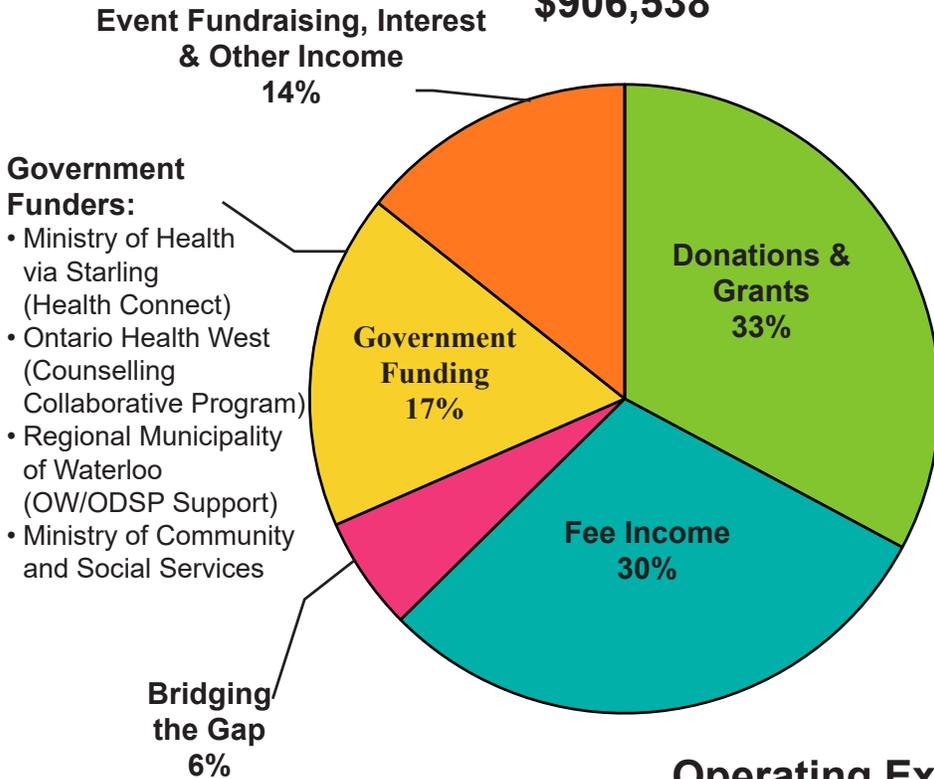


Financial Update

(2024/2025 Fiscal Year Ending September 30, 2025)

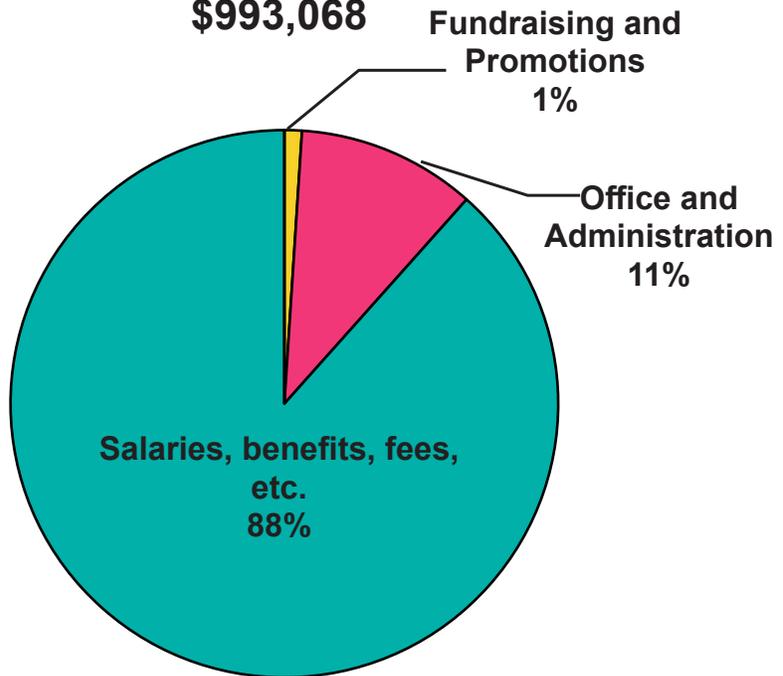
Operating Income

\$906,538



Operating Expenses

\$993,068



2024/2025 Operating Deficit: (\$86,530)

* Complete audited financial statements are available upon request.

Our Staff

| Name and Credentials | Start Date | Name and Credentials | Start Date |
|--|------------|---|------------|
| Susan Schwartzentruher, MSW, RSW | 2010 | Riley Goltz, MA <i>(Registered Psychotherapist)</i> | 2024 |
| Paula Quarrie, MSW, RSW | 2012 | Simon Massicotte, MA <i>(Registered Psychotherapist)</i> | 2025 |
| Melody Martin-Schelling, MA <i>(Registered Psychotherapist)</i> | 2014 | Jenn Hind, MA <i>(Registered Psychotherapist)</i> | 2025 |
| Joëlle Martin-Root, MSW, RSW | 2016 | Kaitlyn Jantzi, MSW, RSW | 2025 |
| Mark Gedcke, MA <i>(Registered Psychotherapist)</i> | 2018 | Liza Snider, MA <i>(Registered Psychotherapist, Qualifying)</i> | 2025 |
| Greg Chandler Burns, BEng <i>Business & Operations Director</i> | 2022 | Micah Brubaker-Zehr, <i>Student Intern</i> | 2025 |
| Andrea Areguy, MSW, RSW | 2023 | Amy Ross, <i>Engagement & Fundraising Director</i> | 2026 |
| Tracey Saulesleja <i>Office Coordinator</i> | 2023 | Coverage Receptionists: Carol Lichti, Dru Morrison, Ingrid Regier, Morgan Regehr | |

Board of Directors (2024/2025)

- Helen Eby (*Chair*)
- Paul Fast (*Vice-Chair*)
- Sara Cressman
(*Treasurer*)
- Margaret Andres
(*Secretary*)
- Allan Sauder
- Katie Steckly
- Carla Santomero
- Karen Martin
- Ben Shantz
- Julie Heimpel

Upcoming Events



Shalom Spring Brunch
May 2, 2026



10,000 STEPS
FOR MENTAL HEALTH

**10,000 Steps for
Mental Health**
September 19, 2026

Thank you to our partners



Thank you to our supporters, congregations and foundations who make the work of Shalom possible.



9 Avondale Ave. S.,
Waterloo, ON N2L 2B5
(519) 886-9690
www.shalomcounselling.org