

Impact Report

December 31, 2021



(647) 243 0727 | Suite 314, 1235 Fairview Street Burlington, ON L7S 2K9

Our Mission

To provide emotional support to the masses, whenever they need it, one text message at a time.

Our Vision

To bridge the gap between early intervention and mental health support.

Who We Are

Certified Listeners Society is a federal not-for-profit organization built by a community of people dedicated to providing early-stage emotional support to anyone who needs it, 7 days a week, 365 days a year.

What We Do

- 1 Help individuals navigate challenges in life by providing early-stage emotional support and real-time intervention
- 2 Encourage individuals to make better mental health choices to live happier and healthier lives



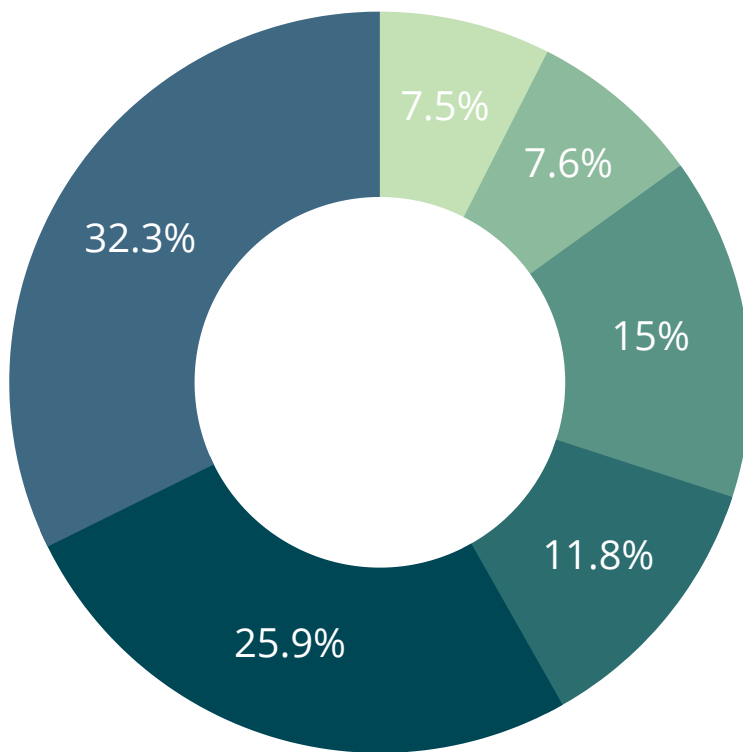
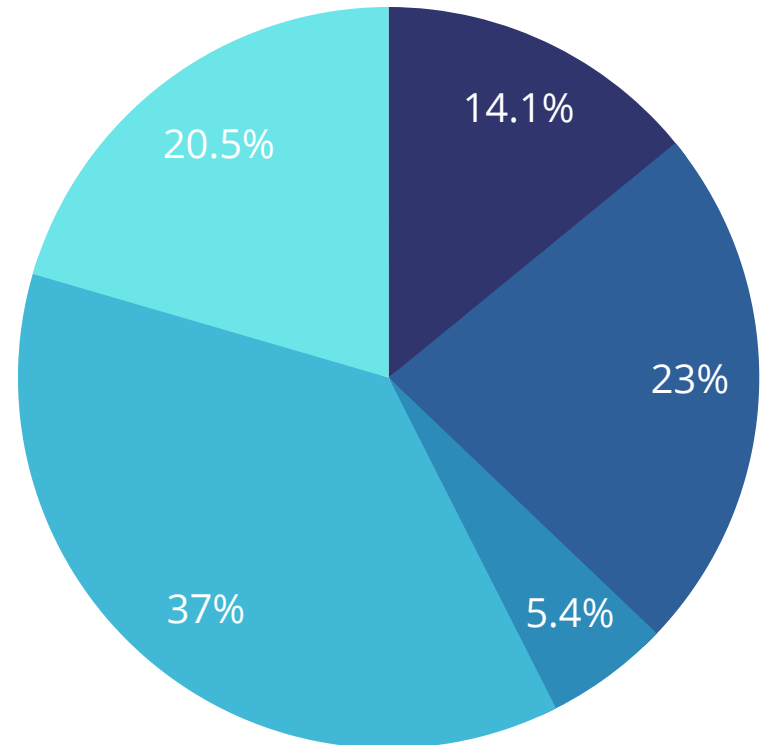
In the last 12 months...

We have provided over
200,000 Free Emotional
Support Calls

with an annual budget
of **\$220,000**

Fund Sources

- Suppliers Donations
- Google Donations
- Volunteers Donations
- Directors Donations
- Grants



Budget Allocation

- Recruiting & Onboarding
- Administration
- Training & Screening
- IT & Servers
- Software Development
- Advertising

In the last 12 months... (cont'd)

Trained over **3,500** Volunteers including:

- **52** Trained Supervisors and
- **37** Trained Coordinators

with **1,563** positive reviews
of our training course!

Established **12** departments





In the last 12 months... (cont'd)

Issued a total of **75,983**
volunteer hours

Collaborated with **17** College and University
placements

Analytics

In the last 12 months... (cont'd)

Facebook

Reach	Impressions	Followers	Link Clicks	Landing Page Views	Page Likes
4,942,319	10,608,989	18,401	129,443	55,950	15,675

Google

Users	New Users	Sessions	# of Sessions per User	Page Views	Page/Session	Avg. Session Duration	Bounce Rate
441,302	446,228	600,005	1.36	2,673,858	4.46	00:03:40	17.70%

A Look Into Our Team



Greg Clarke, RSSW, CCAC, ADS
Executive Director of
Service Delivery

Our Executive Director of Service Delivery has over 35 years of experience in the field of mental health.

Greg started with Dual Diagnosis Youth and then with the Canadian Mental Health Association. He has worked in many areas such as group homes, hospital settings, community agencies, mental health mobile crisis teams, the responsible gambling council and currently works with a family health team. He has also volunteered at various boards, steering committees and as a volunteers trainer at agencies such as Eli's Place, H.appi, and the Bridge Training Program - Mennonite New Life Centre.



Nancy Tavares-Jones, MC, RP, CCC
Supervising Manager

Nancy, is a Masters level trained psychotherapist in the province of Ontario. She has almost 10 years of direct facing client experience counselling clients for grief, depression, trauma, anxiety, and relationship related issues.

She leads group supervision sessions with several training psychotherapists and has facilitated group sessions for anxiety management in a post-secondary institution. She has specialized training in trauma, cognitive-behavioural therapy, emotion-focused training, and couples counselling.

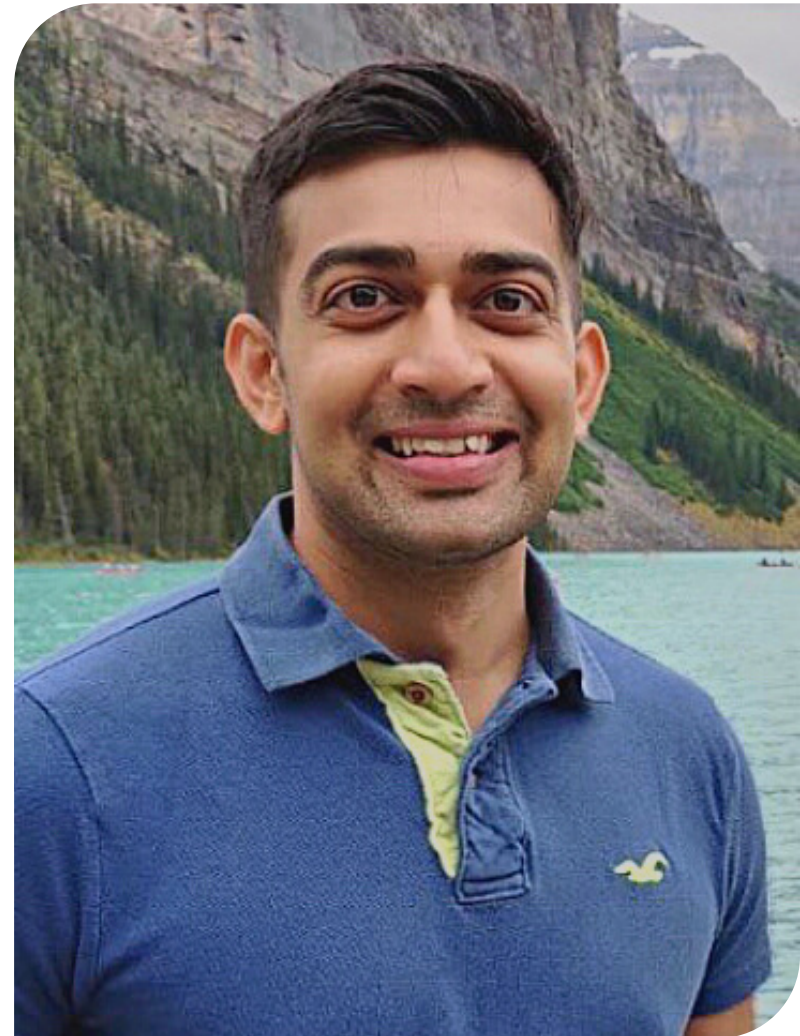
She has a lovely husband named Dave, a silly corgi puppy named Pumpkin, plays flute in a concert band, and is currently working on her doctorate degree in counselling psychology.

Why I Volunteer?

“

I want to give back to the community, meet new people, and work on projects that are often neglected by for-profit enterprises.

”



Hardik Zalawadia
Operations Manager



Dr. Khadija Haris
Shift Supervisor

“

I meet with people from different backgrounds and learn from their experiences while supporting them in their life journeys. I feel humble to be able to share my knowledge and expertise to train our listeners in managing difficult conversations. Climbing up the ladder in the organization, I am proud of the personal and professional growth this platform offers.

”



Alejandro Cuellar
Executive Director

A Message from our Executive Director

“

Difficult conversations are worth having. We are not looking to change the world in one day, we are looking to help thousands of individuals make conscious positive decisions in their lives to help them become a better version of themselves during a lifetime.

”



Thank You

Certified Listeners Society's work is made possible with the support of our astounding community of volunteers, donors, and supporters.

Thank you for supporting our journey in bridging the gap between early intervention and mental health support.

Follow us on socials!



@certified_listeners_society



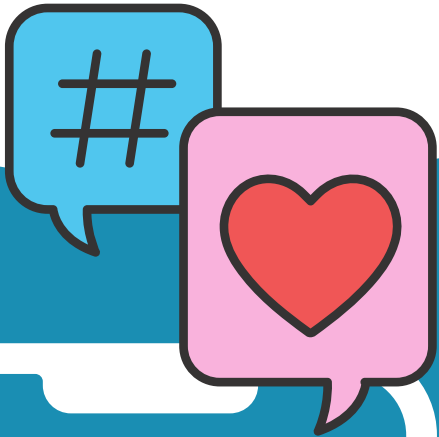
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