



— THE —  
GRIEF AND TRAUMA  
HEALING CENTRE



**WELCOME PACKAGE**

# WELCOME TO OUR HEALING CENTRE



Hello,

We are so glad you are here. We acknowledge that the first step in seeking support after a painful or traumatic loss is often the most difficult. With this in mind, we have thoughtfully cultivated a team of heart-centred, compassionate, and highly-skilled therapists who truly understand the pain of loss. Every single one of us has been impacted by loss and it is this lived experience that sets our team apart. Not only can we relate to you and your pain, we value the importance of tending to painful emotions in a gentle and empathetic way, creating a safe space to feel heard and witnessed, and providing tangible tools to support you on your healing journey.

This resource will provide you with the following information:

- Our story
- Our vision, mission, and values
- An introduction to our leadership team
- Our specialty services
- Our Hope Campaign
- Our community
- Our corporate services, and
- Frequently asked questions

We hope that the information in this package will answer any questions you may have about our centre and our approach to supporting people through loss.

We look forward to serving you.

In Love and Service,  
Ashley Mielke and The Grief and Trauma Healing Team

## OUR STORY

When my dad died by suicide in 2010, I felt devastated, alone, and afraid. I didn't know what to do. I was a graduate student studying to be a psychologist and thought I had the tools to help myself. I realized very quickly I was wrong. Everything I had been taught was not emotionally helpful. Like many grieving people, I began to avoid, numb, and bury my emotions.

My journey of healing began when I was introduced to The Grief Recovery Method® in 2013. Upon completion of the program, I felt free of the pain, isolation, shame, and fear that kept me stuck. I learned how to say goodbye to all of the things I wish had been better, different, or more and to the unrealizable hopes, dreams, and expectations in my relationship with my dad. The Grief Recovery Method® was so transformative and life-changing that the day after I completed the program, I founded The Grief and Trauma Healing Centre and set out on a mission to steward grieving people on the pathway to healing; one broken heart at a time.

Our hope for the world is that every single human being will have the tools to deal with loss and no one will ever grieve alone again. We are humbled and honoured to impact the lives of those whom we have the opportunity to serve and work with. Nothing brings us more joy and gratitude than to be a beacon of light, hope, and healing for others in their darkest moments.

- ASHLEY MIELKE, FOUNDER



## OUR VISION

**Everyone will have the tools to heal from loss  
and no one will ever grieve alone.**



A photograph of a man and a woman sitting on a dark couch in a therapy session. The man is on the right, wearing a green sweater and blue jeans, looking towards the woman. The woman is on the left, seen from the back, wearing a white top. A potted plant sits on the floor between them. The background shows a window and a lamp.

## OUR MISSION

*WE ARE STEWARDS WHO GENTLY GUIDE  
AND JOURNEY WITH PEOPLE ON THE  
PATHWAY TO HEALING; ONE BROKEN  
HEART AT A TIME.*

## OUR VALUES

### **CHOOSE LOVE**

We believe that love is demonstrated through compassion, kindness, respect, trust, patience, safety and non-judgment. Above all else, love others.

### **NURTURE GROWTH**

We believe that we are all on the healing journey. Growth is made possible when we see the value of investing in ourselves. Growth is necessary for healing.

### **SERVE HUMBLY**

We believe in Servant Leadership. We are here to support each other with humility, grace, openness and curiosity while being generous with our assumptions of one another. Always consider the fullness of others.

### **GIVE GENEROUSLY**

We believe in giving freely from our hearts and affording others the opportunity to access services that have the potential to transform one's life. Give back with grace and gratitude.

### **INSPIRE BELONGING**

We believe that loss is a universally shared human experience that connects every single one of us. This connection makes us stronger when we come together. We don't heal in isolation; we heal in relationship.

### **HONOUR WHOLENESS**

We believe that loss impacts one's emotional, psychological, physical, social and spiritual well-being and the healing journey must acknowledge and address these connections. Heal the heart; heal the whole human.

# MEET OUR LEADERSHIP TEAM

## Ashley Mielke Founder & CEO

As the founder and visionary of our company, I am deeply passionate about our mission of serving others who have been impacted by loss. It was the pain of my father's suicide and the hope I found through my healing that inspired the purpose and vision that drives our company today. That same journey also informs our leadership approach, our values, and our decisions, ensuring that we never lose sight of what God has called us to do; to serve and meet others in their pain. As a leader, I am passionate about nurturing a culture that is safe to be vulnerable and to be human, and one that cultivates love, generosity, and belonging. It is my greatest privilege to lead a team of heart-centred and purpose-driven human beings who are committed to our "WHY" and genuinely desire to help others heal and transform their lives after loss.



## Margot Crane Director of Clinical Services

As a Director of Clinical Services, I value holistic, compassionate, heart-centred care for individuals as they embark on their healing journey. I am passionate about providing clinical leadership, consultation, and mentoring for our clinical team. I believe that collaboration amongst our team facilitates support, growth, continuing competency for the clinician and promotes responsible client care. As a placement supervisor and internal Provisional supervisor, I journey with supervisees in their professional evolution, to consolidate knowledge into practice and refine their clinical skills.



## Justine Elliot Director of Clinical Services

As a Director of Clinical Services, I am passionate about supporting children, adolescents, and their parents on their healing journey. This interest comes from the importance of early intervention work to address intergenerational patterns that may lead to issues later in life. By supporting children and their families, we are able to change the trajectory of grief and trauma into experiences of healing, growth, and resiliency. I enjoy providing mentorship and consultation for our clinical team, guiding our intake and ethical procedures for child therapy, and coordinating programming for children and their families.



## Gina Baretta Director of People & Culture

As the Director of People and Culture, I oversee all matters related to our team and culture. I am passionate about facilitating opportunities for our team to connect and deepen relationships. I curate our teammates' experiences from onboarding to exiting and everything in between! I believe a strong work culture brings people together and inspires trust, safety, and connection. Our values as a company not only serve our clinical work but also lay at the foundation of our leadership approach and work culture. By intentionally choosing love, serving humbly, inspiring belonging, and honouring wholeness, we are cultivating an environment that is safe to bring your whole, authentic self to work.



# OUR SPECIALTIES

## **THE GRIEF RECOVERY METHOD®**

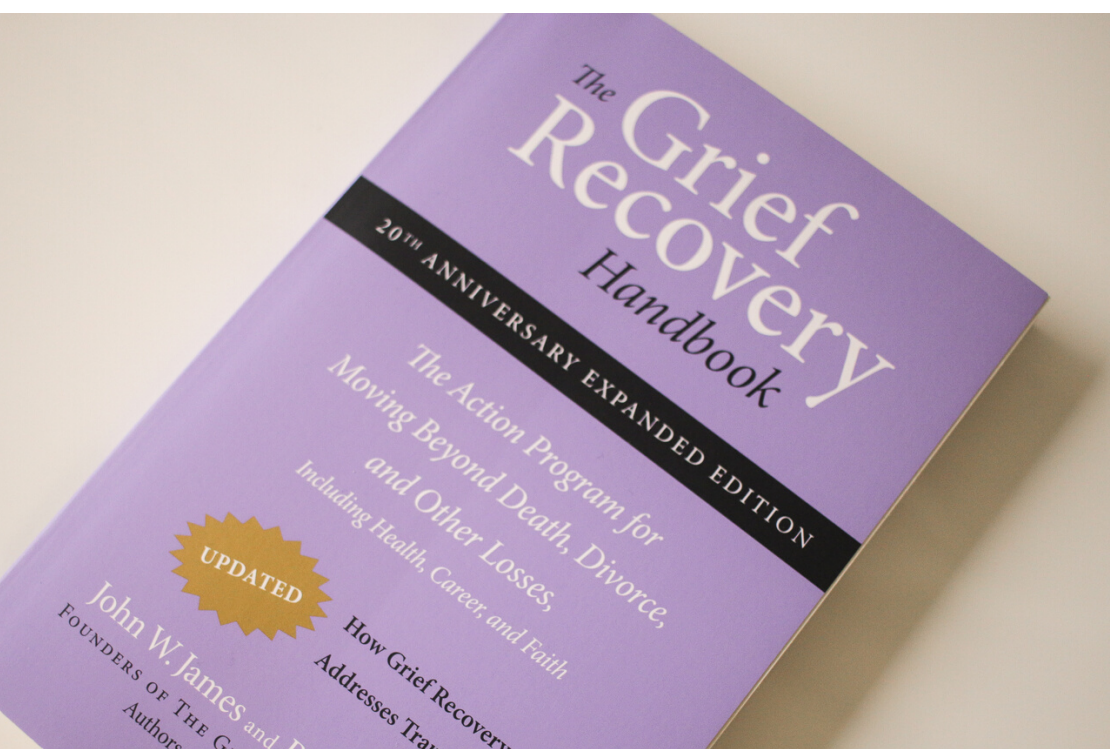
The Grief Recovery Method® is a heart-centred, action-oriented program that has been shown to positively impact the healing and recovery for those impacted by loss. It is designed to help you complete the pain, isolation, and loneliness caused by loss of any kind and provides you with tangible tools to heal what is emotionally incomplete and to move forward in a meaningful way.

## **EMDR THERAPY**

Eye Movement Desensitization and Reprocessing (EMDR) is an integrative therapeutic approach that has shown to effectively facilitate healing and recovery from painful and traumatic memories. It helps to reduce the level of distress associated with painful experiences by integrating and desensitizing fragmented memories, nightmares, flashbacks, hyperarousal and traumatic stress reactions.

## **SOMATIC THERAPY**

Somatic therapy is a body-based approach to healing that focuses on the connection between mind and body. Working with body awareness and underlying physical sensations helps to transform grief and trauma through healing painful memories, experiences, and emotions that become stored in the body.





# THE HOPE CAMPAIGN

The Hope Campaign was founded in November 2020 in honour of my father's 10-year anniversary of his death by suicide. It was created as an annual fundraiser to inspire hope and to shed light in the dark places.

Every November the campaign supports and raises funds for one local non-profit or charitable organization that is doing meaningful work in our community and is making a significant difference in the lives of others.

Since its conception, The Hope Campaign has raised over \$40,000 for various organizations including Little Warriors and the Be Brave Ranch, Breaking Free Foundation, Kaleo Collective, the Canadian Mental Health Association of Edmonton.

We are humbled by everyone who has supported and rallied behind the mission of The Hope Campaign; to spread hope and healing throughout our community, one organization at a time.

The Hope Campaign is a reminder that with hope as our anchor, healing, growth, and change is possible.

-ASHLEY MIELKE, FOUNDER



hope.

# CORPORATE SERVICES

## GRIEF DEBRIEFS

We support organizations and companies across Canada to debrief with their teams following the death of an employee, the death of an employee's family member, or the death of a client they served.

During these debriefs we thoughtfully create a space that is safe for teams to talk about the individual who died, how the loss has impacted them, and the unique concerns or struggles they may be facing. Not only do we hold space for teams to share their experiences in a way that they feel heard and validated, we also provide important psychoeducation and tangible tools to support them on their journey forward.

## WORKSHOPS / TALKS / TRAINING

We facilitate keynote talks, professional workshops, and corporate and community training events for small businesses, startups, large corporations, government agencies, professional associations, and non-profit organizations on the topics of grief and loss.

We are passionate about supporting business owners, entrepreneurs, leaders, managers, executives, and employees at all levels in deepening their understanding of grief and loss, how to best support employees and clients who are grieving, and how to cultivate a workplace environment that feels safe and equipped to address grief from a place of compassion and non-judgment.

## INVESTMENT

Your investment begins at \$320/hour and would be determined based on the unique needs of your organization.





# FAQ'S

## *WHAT IS YOUR PRICING STRUCTURE?*

We offer flexible rates to meet your unique circumstances. Here is a breakdown of our rates for individual, couple, and family therapy:

- Registered Psychologist/Registered Social Worker: \$220/hour
- Registered Clinical Counsellor/Registered Professional Counsellor (Manitoba/BC): \$180/hour
- Canadian Certified Counsellor: \$160/hour
- Mental Health Therapist and Certified Grief Recovery Specialist: \$105/hour
- Master-Level Clinical Intern: \$65/hour (sliding scale available)
- We offer direct billing through several insurance and benefits providers

## *WHAT SERVICES DO YOU OFFER?*

We are a multi-location, large group private practice with locations in Alberta and Manitoba that specializes in grief and trauma counselling for children (3+), teens, adults, couples, families, and groups. We offer in-person and online services.



## *WHAT AM I INVESTING IN?*

Attending counselling is an investment in your emotional, mental, physical and spiritual well-being. Working with a therapist can help you to gain both clarity and insight into your particular form of suffering as well as to develop the skills and acquire the tools to heal after loss or address any other life circumstance. This investment requires small and consistent actions and a commitment to seeing your goals through. Your healing, growth and change will begin to show in small, yet measurable and meaningful ways over time.

### *HOW CAN COUNSELLING HELP ME?*

Every individual's reason for attending counselling will be unique and individual, thus, their outcomes will be different. With that said, some of the ways counselling can help include,

- reducing symptoms of grief, trauma, stress, anxiety, depression and isolation
- deepening awareness of behaviours, thoughts and habits that are hindering progress
- providing actionable tools and strategies for coping, grounding and healing
- processing deep-seated issues from the past including unresolved grief and trauma
- finding meaning and purpose through loss

Often having someone bear witness to our pain and having a safe and compassionate space to explore difficult circumstances can be helpful in moving forward in a healthy way.

### *WHAT IS COUNSELLING LIKE?*

Every individual's experience of counselling will be unique and individual, thus, their perspective will be different. However, there is a general tone that you can expect working with our therapists. It involves sitting with a warm, compassionate and skilled therapist in a comfortable setting.

During your sessions you are encouraged to share details about the areas of your life that are burdensome and in need of change. This often requires great courage on your part, to vulnerably share details about your life that are not often known or openly talked about. Your therapist will often ask helpful questions, which help them to better understand the issue and how they can best serve you. They will also focus on the moments of strength and resilience within your story and help draw your attention to these areas, as well as focus on the parts of your life requiring healing and growth. Finally, your therapist will make recommendations for counselling to address the areas of concern and the subsequent sessions will focus on carrying out that plan.

### *IS COUNSELLING BETTER THAN MEDICATION?*

Medication can be helpful to stabilize some of the challenging symptoms you may be experiencing, including anxiety, depression, stress and sleep disturbances. However, medication does not cure emotional, spiritual, physical and psychological problems in and of itself. Medication is meant to be utilized as a temporary solution while working simultaneously with a therapist to address deep-seated issues from the past including unresolved grief and trauma, as well as strengthening coping skills and healthy habits. Our hope for our clients is that through accomplishing the desired counselling goals, medication will no longer be a necessity for emotional, spiritual, physical and mental well-being.



## LET'S CONNECT!

We appreciate the time you took to thoughtfully get to know us. If there are any questions that were not answered in this package, please don't hesitate to connect with us so we can best support you on your journey forward.

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