

CANADIAN MENTAL HEALTH ASSOCIATION

2013-2014 ANNUAL REPORT



**Collective Action =
Collective Impact**

**CMHA Makes Its Mark
on Mental Health**



BE MIND FULL

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

Message from Peter Coleridge, National CEO and David Copus, National Board of Directors Chair

Two years ago, we unveiled an ambitious new strategic plan. *Strengthening Our Collective Impact: A Strategic Plan for CMHA* is about creating a new Canadian Mental Health Association (CMHA) – one that is more coordinated and effective, while still able to respond to provincial and local needs. Today, we're well on our way.



Peter Coleridge
National CEO

David Copus
Chair, National Board
of Directors

As you'll see inside this report, CMHA has made incredible progress on many fronts in the past year. We are leveraging our expertise, capacity and dedication in new ways to address the mental health and mental illness needs of all Canadians. Our focus is on collective action and collaboration – and we are starting to see the benefits of this approach through our public policy and fund development efforts as well as CMHA's partnerships. Our results will help CMHA nationwide to continue to enhance programs and services for the people we serve.

Consider our public policy work. You may have noticed CMHA's increased presence on Parliament Hill, including at standing committees on Bill C-54 (reinstated as Bill C-14), the Not Criminally Responsible Reform Act. Our position on this bill grew out of collective action across CMHA. Externally, we worked concertedly with a coalition of health organizations, led by the Schizophrenia Society of Canada. Together, we presented recommendations to the Standing Committee on Justice and Human Rights about how to improve the bill so that it supports the rights of victims without perpetuating stigma and discrimination against those with mental illness. For more examples of CMHA's actions related to public issues and policies, see page 2.

With fund development, we are making steady advances. Check the sponsorship page on CMHA's website and you'll notice considerably more sponsors than a few years ago. We are grateful to these organizations whose support helps us deliver vital programs, services and events, like CMHA's Mental Health Week. In May 2013, with support from Medicine Shoppe Canada and Janssen Inc., this high-profile week succeeded in increasing awareness of youth mental health and mental illness.

Stakeholder partnerships are another way in which we are collaborating and taking collective action to extend CMHA's impact. Last year, CMHA forged important new partnerships. A significant milestone was the signing of a memorandum of understanding with the Mental Health Commission of Canada in which both organizations agreed to work together on shared goals and objectives. Enhancing recovery, suicide prevention and workplace mental health were identified as key initiatives.

On these pages, you'll find details about exciting new and evolving partnerships. For example, Great-West Life, a broad spectrum insurance and investment company, has supported CMHA's nation-wide workplace mental health conference for many years. Last year, it donated \$300,000 to CMHA to help us develop over the next three years nation-wide services that support the implementation of Canada's first-ever National Standard for Psychological Health and Safety in the Workplace.

Our spirit of working collectively and leveraging CMHA's nation-wide expertise was evident last year in CMHA's four strategic plan working groups. CMHA is now actively implementing their recommendations around social media, flagship programs and brand strategy, and seeking input on further strengthening the CMHA federation through enhancements in our structure and governance. Much work remains to be done but we're on our way to attaining the goals laid out in CMHA's five-year strategic plan: strengthening our voice, ensuring quality services and enhancing our organizational health.

In coming months, CMHA will roll out a new brand strategy, "Be Mind Full". It's a powerful call to action that reminds people that we all must be mindful and compassionate toward others and what they may be going through. The new strategy reflects an organization that is truly working together and embracing a common brand identity. Going forward, we will also generate action plans around other strategic directions.

Public interest in improving mental health programs and services continues to be high, and CMHA is determined to advance its vision of mentally healthy people in a healthy society. Visit any location of CMHA across Canada and you'll see the dedication, passion and energy of staff and volunteers, working collectively to promote mental health for all and support the resilience and recovery of people experiencing mental illness.

"CMHA staff, volunteers and board members have worked hard to create a more coordinated organization with a stronger voice. Their efforts are paying off. I believe that CMHA is better positioned than ever before to champion mental health in Canada."

– David Copus
Chair, National Board of Directors

Strengthening Our Voice

Collaboration, action and impact on public policy

Pivotal relationships are key to CMHA achieving its public policy goals and the ultimate goal of supporting and enhancing the positive mental health of all Canadians.

Whether it is working with CMHAs across the country or with mental health and health care organizations and governments, this past year has been defined by a collaborative spirit that has resulted in real impact and results.

WORKING WITH CMHAS ACROSS THE COUNTRY

Following a consultation with CMHA colleagues across Canada, CMHA adopted a multi-year public policy plan in October 2013 focused around five priority areas. CMHA's public policy efforts would not be possible without the thoughtful input provided by its National Board of Directors, the National Council for People with Lived Experience, colleagues across the country, and internal and external members of its Public Policy Working Group.

Over the course of the year, CMHA's public policy and health system planning work has been driven by a determination to focus on tangible actions that can improve the way people think about, approach and formulate mental health policy in Canada.

"External and internal relationships have contributed immensely to increasing CMHA's visibility and resonance in health policy and system planning across Canada over the last year."

– Mark Ferdinand, National Director, Public Policy, CMHA

WORKING WITH MENTAL HEALTH AND OTHER ORGANIZATIONS

These collaborations are essential components in achieving real impact for Canadians. CMHA deeply values the shared expertise, experience and knowledge of people, within and beyond CMHA, who contribute to its public policy efforts.

CMHA National was particularly pleased, for example, to work with colleagues from across the country last spring to develop a CMHA submission in response to the Public Health Agency of Canada's public consultation on the Federal Framework for Suicide Prevention Act. Through this public consultation, CMHA established itself as a strong contributor to the National Collaborative on Suicide Prevention, a group dedicated to promoting a collaborative approach to suicide prevention and one that is focused on using evidence to guide the development of promising and proven suicide prevention strategies in Canada.

CMHA's public policy efforts have also been supported by a number of groups and organizations, each of which is interested in CMHA's work across Canada.

CMHA shared its high-level public policy plan with over 15 think tanks and other organizations last year. This led to new and ongoing relationships with "like" organizations and academic researchers, and invitations to roundtables and conferences. The sharing of this plan has also resulted in meetings to explore additional ways in which public policy development, advocacy and health system planning efforts can take place between CMHA and other organizations.

Strengthening Our Voice

Collaboration, action and impact on public policy

Last year, CMHA was also successful in increasing awareness and knowledge of the connection between mental health and general health policy through direct representations made to the Health Action Lobby (HEAL), the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) and the Chronic Disease Prevention Alliance of Canada (CDPAC).

In December 2013, CMHA worked closely with CAMIMH and the Canadian Association for Suicide Prevention (CASP) to develop two media releases calling on all Canadians, including the media, to participate in a responsible discussion about suicide. These public actions were followed up by personal letters to relevant ministers with a goal of establishing meaningful working relationships that can connect members of the military and veterans with community-based services across Canada.

CMHA was also asked to develop specific mental health recommendations for Canada Without Poverty, a federally incorporated, non-partisan, not-for-profit and charitable organization dedicated to the elimination of poverty in Canada. CMHA's participation in the development of these recommendations resulted in their inclusion in Canada Without Poverty's 2015 federal election platform toolkit.

WORKING WITH THE FEDERAL GOVERNMENT

Establishing and fostering strong relationships with elected representatives is an important element in fulfilling the goals of CMHA's public policy plan.

Over the past year, CMHA has greatly increased its visibility with both House of Commons and Senate Committees, as well as Members of Parliament, Senators and their respective offices. The year saw a rise in the number of requests for CMHA to make formal presentations and submissions to various Standing Committees and Parliamentarians.

One high-profile result – CMHA successfully made recommendations to modify parts of Bill C-54 (reinstated as Bill C-14), the Not Criminally Responsible Reform Act to include a five-year review period of proposed changes in each Act.

In all, CMHA made formal presentations or submissions last year to the Standing Committee on Justice and Human Rights (Bill C-54); the Senate Opposition Leader (Bill C-54); the Standing Committee on Finance; the Leader of the Liberal Party of Canada; the Standing Committee on National Defence, on the issue of suicide prevention; Members of the New Democratic Party; and the Ministers of Finance, Employment and Social Development, and Labour, relating to CMHA's workplace mental health initiatives.



Enhancing Organizational Health

Collective action and success with fund development

Great strides have been made on the fundraising front over the last year. CMHA's list of corporate partnerships grew, with representation from a wide range of industries. Twelve new corporate sponsors were secured last year alone from the health, financial, IT and communications sectors.

Several partnerships are noted below for the size of the donation involved or because CMHA's new revenue sharing policy – which allows for the sharing of fundraising revenue throughout CMHA – was utilized. This and other collective fundraising activities are working to improve the overall financial health of CMHAs across the country.

LUNDBECK CANADA

During our fiscal year 2013-14, a total of \$115,000 has been donated by Lundbeck Canada to CMHA in support of its nation-wide mental health and workplace conferences.

Specifically, Lundbeck Canada provided \$15,000 for CMHA's 2013 conference and last winter supported CMHA's Bottom Line Conference with a \$100,000 donation. Of that gift, \$15,000 was designated again for CMHA's upcoming 2014 workplace conference.

CMHA's new National Revenue Sharing Policy was implemented so that funds supporting the Bottom Line Conference could be distributed among the conference's planning locations.

PARTNERS FOR MENTAL HEALTH: NOT MYSELF TODAY

In May 2013, Partners For Mental Health (PFMH) and CMHA launched the Not Myself Today workplace mental health campaign across Canada. The campaign, which ran until June, was primarily a fundraising campaign that solicited funds and support from businesses across Canada.

This initiative raised over \$88,000 for CMHA's workplace mental health programs and services and its annual Bottom Line Conference.

BELL BLUE BOX PROGRAM

During Mental Illness Awareness Week last year, Bell partnered with CMHA to launch its Bell Blue Box Program across Canada. This program provides Canadians with an environmentally responsible way to dispose of their used mobile phones and devices. Over three years, Bell will donate the net proceeds from the program to CMHA as part of its Bell Let's Talk mental health initiative.

Approximately 25 CMHA locations signed up to be part of the program and were provided with on-site recycling bins. Other CMHA locations supported the program by displaying posters in their offices encouraging people to drop their old and used mobile phones and devices at their local Bell stores.

The \$10,000 raised from this program for CMHA last year was used to produce mental health informational, educational and marketing materials.

MEDICINE SHOPPE CANADA

Launched in May 2013, Medicine Shoppe Canada's (MSC) Tube-and-Token fundraising campaign spans 164 stores across the country and was designed to raise awareness and funds for mental health and mental illness in local communities. One hundred per cent of the donations raised in stores goes directly to their local community CMHA Branch/Region. For every \$1,000 raised, MSC donates an additional 20 per cent to CMHA Divisions and CMHA National. MSC also sponsored CMHA's 2013 Mental Health Week, totalling over \$20,000 in sponsorships and more than \$50,000 in in-kind support.

CGI

During a one-month campaign in the summer of 2013, over 3,500 Canadian members of CGI, the world's 5th largest IT and business process services firm, took an important step towards improving their physical and mental health, and the health of friends, family and colleagues, by completing a comprehensive health questionnaire. CGI, which is committed to improving the physical and mental health practices of their employees, adopted the Health Click Questionnaire to assess the health needs of their employees.

CGI donated \$5 to CMHA for every questionnaire completed and raised a total of almost \$18,000.

It didn't stop there. CGI subsequently selected CMHA as its charity of choice and generously supported CMHA's 2014 Mental Health Week with an additional gift of \$10,000.

GREAT-WEST LIFE ASSURANCE COMPANY

Thanks to a \$300,000 multi-year contribution by Great-West Life, CMHA National hired in 2013 a National Director of Workplace Mental Health to build on CMHA's existing workplace initiatives and to develop a nation-wide program of services that supports the implementation of Canada's first-ever National Standard for Psychological Health and Safety in the Workplace.

CMHA is currently developing this comprehensive program in collaboration with CMHA workplace mental health specialists across the country. The program includes the launch of new products and services to better support large and small businesses so they can more easily implement the Standard and better protect their employees' mental health.

"This past year, we've seen our collaborative efforts pay off with CMHA attracting the generous sponsorship of important corporate sponsors."

– Sarah Smith, National Director of Fund Development, CMHA

CMHA's Nation-wide Campaigns and Events

62nd annual Mental Health Week: a new approach to supporting the mental health of Canadians May 6-12, 2013

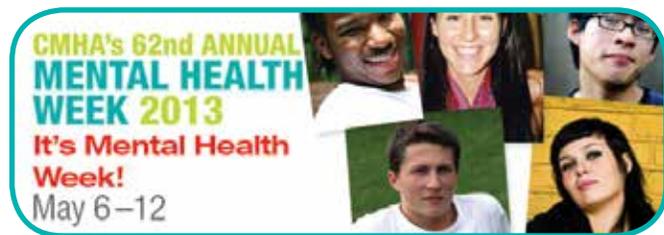
As in past years, Mental Health Week (MHW) 2013 was celebrated and embraced by communities and organizations right across Canada. Many CMHA community locations launched MHW by greeting morning commuters with mental health tips and facts, handing out mental health information at malls and coffee shops, hosting free yoga classes and holding mental health walks.

Canadians were eager to seek out mental health information and resources during MHW, and CMHA saw an increase in visitors to its redesigned MHW website.

Mental Health for All continued to be an important theme for MHW but, for the first time, CMHA targeted its campaign to a specific group of Canadians: youth. The idea was to bring more focused attention, awareness and education to the mental health and mental illness challenges of this group.

Youth are a highly vulnerable group. It is estimated that up to 70 per cent of young adults living with mental health problems report that their symptoms started in childhood. To help support and advance youth mental health, CMHA produced and distributed youth-related information and resources. The MHW website provided a comprehensive list of youth programs and services that direct young people and their parents, caregivers and teachers to additional information, resources and the practical strategies and advice they need to address youth mental health issues.

Over the next five years, CMHA will spotlight other groups of Canadians while continuing to support the mental health of all Canadians.



CMHA's Bottom Line Conference: making workplace mental health personal March 4-6, 2014

Held in Vancouver, with a conference satellite location in Calgary, CMHA's 11th annual and 2nd national Bottom Line Conference brought together business leaders, policymakers, researchers and employees for a two-day event dedicated to improving mental health in Canadian workplaces.

The conference, hosted by CMHA BC and CMHA Calgary Region, attracted over 280 delegates in Vancouver and more than 200 in Calgary.

The theme, Workplace Mental Health: It's Personal, built on CMHA's contribution to making personal stories the catalyst for change. It asked each person to connect to the issue and to use this insight to make a difference at an individual or organizational level. Ninety-eight per cent of attendees said the conference increased their understanding of how to achieve

psychological health and safety in the workplace.

Jan Wong, a well-known Canadian journalist, was the keynote, and her unflinching, honest account of depression was an education for everyone in the room.

The conference was generously sponsored by Great-West Life, Lundbeck Canada and other sponsors.



Shoppers Drug Mart Ride Don't Hide: supporting women's mental health June 2013

CMHA's Ride Don't Hide fundraising event is a community bike ride with a goal to raise awareness and help break the stigma surrounding mental illness while raising essential funds to support local CMHA programs and services.

On June 23, 2013, nearly 2,200 cyclists in 13 communities across British Columbia came together to help CMHA surpass its \$400,000 fundraising goal to support mental health programs for women and their families.

Last year was CMHA BC's 5th year hosting this community fundraiser and the first year that the event was taken province-wide.

Money raised from the ride funded programs to support mental health for women and families, including the creation of a new Enjoy Your Baby program. This course helps new mothers cope with the stress and anxiety that can follow childbirth.

The event expanded last year to Ontario with CMHA York Region and CMHA South Simcoe Branch hosting Ontario's first-ever Ride Don't Hide event on June 25, 2013.

Nearly 200 cyclists gathered in Newmarket, north of Toronto, to raise \$72,000. Proceeds funded CMHA York Region and South Simcoe Branch's youth wellness program, family and caregiver education, and support for depression groups. These critical programs address unmet needs, save lives and build communities of support.

Successful community rides of this kind have become a model for other provincial and community CMHA locations holding their own events.



Financial Information

CMHA has made tremendous progress in the past year by focusing its strategic plan activities on collective action and collaboration. The excess of revenues over expenses from operations after amortization totalled \$184,722 and was used to partially fund a net investment in the amount of \$267,567 made in pursuit of achieving the goals of our strategic plan. The net result was an overall excess of expenses over revenues totalling \$82,845.

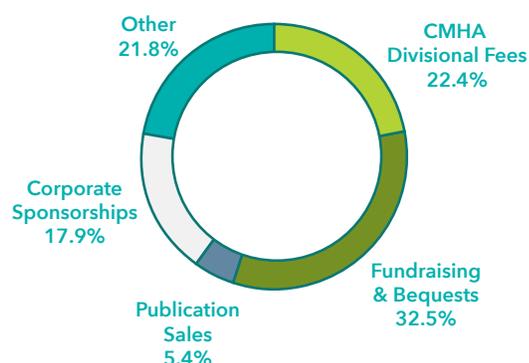
These CMHA nation-wide strategic initiatives are aimed at collectively strengthening our voice, ensuring quality services and enhancing organizational health. Many of the initiatives are highlighted in this report and build on the implementation of the nation-wide strategic plan activities referred to in last year's report.

Thanks to the continued support of our individual donors, corporate partners and other stakeholders, revenues from fundraising and other non-CMHA sources increased by 37.5% over the prior year. Strong support was also received from CMHA's provincial Divisions in the form of annual assessments and voluntary assessments. Despite the overall excess of expenses over revenues, through good working capital management, a positive cash flow totalling \$31,665 was achieved.

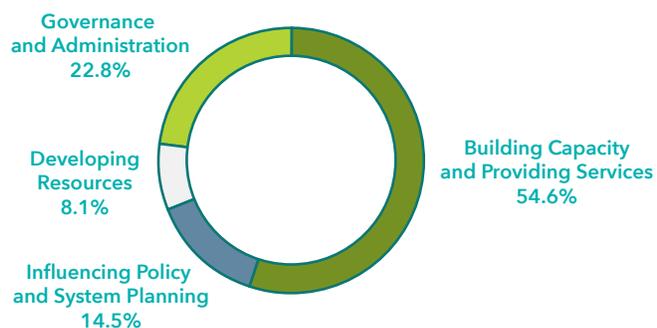
As a result of the increased investment and focus on strategic plan initiatives, the portion of total expenses applied to governance and administration was reduced to 23% from 41% last year.

Finally, CMHA's continued strong working capital position will allow for further investment in initiatives that will advance our vision of mentally healthy people in a healthy society.

REVENUES BY SOURCE FISCAL 2013/14



EXPENDITURE BY PROGRAM FISCAL 2013/14



Canadian Mental Health Association

Statement of Financial Position | March 31

	2014	2013
Assets		
CURRENT		
Cash	\$ 330,999	\$ 299,334
Short-term investments	252,911	86,924
Accounts receivable	56,764	84,552
Prepaid expenses	10,203	26,638
	650,877	497,448
INVESTMENTS	892,706	1,014,382
CAPITAL ASSETS	13,993	17,374
TOTAL ASSETS	\$ 1,557,576	\$ 1,529,204

Liabilities

	2014	2013
CURRENT		
Accounts payable and accrued charges	\$ 135,903	\$ 98,306
Deferred revenue	186,244	112,624
	322,147	210,930

Fund balances

	2014	2013
Operating fund	333,019	144,916
Capital asset fund	13,993	17,374
Internally restricted fund	888,417	1,155,984
	1,235,429	1,318,274
	\$ 1,557,576	\$ 1,529,204

Canadian Mental Health Association

Statement of Revenue and Expenses | Year ended March 31, 2014

	2014	2013
Revenue		
CMHA Divisional Fees	\$ 267,701	\$ 308,731
Fundraising & Bequests	388,757	339,141
Publication Sales	64,433	96,782
Corporate Sponsorships	214,170	65,909
Other	259,884	172,683
	1,194,945	983,246
Expenses		
Governance and Administration	290,979	389,528
Building Capacity and Providing Services	697,613	419,386
Influencing Policy and System Planning	185,531	
Developing Resources	103,667	140,831
	1,277,790	949,745
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ (82,845)	\$ 33,501

Copies of the audited financial statements for the year ended March 31, 2014 are available upon request.

CMHA National Board of Directors 2013-2014

OFFICERS, ELECTED ANNUALLY BY THE BOARD

David Copus (Chair)
Irene Merie (Vice-Chair)
Cal Croker (Treasurer)
Susan Grohn (Secretary)

DIRECTORS-AT-LARGE, ELECTED BY THE MEMBERS

David Bjornson (Manitoba)
Cal Crocker (Ontario)
Debbie McCormack (New Brunswick) **
John Abbott (Newfoundland & Labrador) ***

NATIONAL CONSUMER ADVISORY COUNCIL

Theresa Claxton (Chair)

DIVISION REPRESENTATIVES

David Copus (Alberta)
Peter Csiszar (British Columbia) *
Irene Merie (Manitoba)
Rice Fuller (New Brunswick) *
Frankie O'Neill (Newfoundland & Labrador)
Melissa Ruginski (Nova Scotia) *
Joan Jones (Ontario)
Jeanette MacAulay (Prince Edward Island)
Danielle Lariviere (Québec) *
Susan Grohn (Saskatchewan)

CHIEF EXECUTIVE OFFICER

Peter Coleridge (ex-officio)

*New members

**Re-elected as a member

***Elected as a new member



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

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