

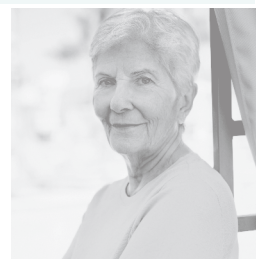
# Canadian Mental Health Association

## NATIONAL | Annual Report 2016/2017



Canadian Mental  
Health Association  
*Mental health for all*

Association canadienne  
pour la santé mentale  
*La santé mentale pour tous*





# Canadian Mental Health Association

## National | Annual Report 2016/2017

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## Message from CEO and Chair of the Board of Directors

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Looking back, 2016-17 stands out as a change-making year for mental health in Canada, and CMHA is proud to have been part of that change. In 2016-17, CMHA moved the needle forward on mental health.

We were proactive in our policy and advocacy work, speaking up – and out – on mental health funding and the need for universal mental health services for all Canadians. We were also regularly and repeatedly sought out by the Government of Canada to consult and advise on the federal Health Accord, on the mental health of veterans and military families, and on new disability legislation.

In September 2016, we hosted the first-of-its-kind, national Mental Health for All Conference, in partnership with the Mental Health Commission of Canada and the Canadian Centre on Substance Use and Addiction (formerly the Canadian Centre on Substance Abuse). The success of our inaugural event has secured its position as the principal mental health conference in Canada.

In 2016-17, we also kept doing what we do very well. Our strategic plan continues to guide us. We continued to replicate the best, and most promising mental health services and supports across the country through our Flagship Programs. We continued to help in the creation of psychologically safe workplaces, through the Bottom Line Conference, and through CMHA's National Workforce Collaborative – which received renewed funding in early 2017. And, we continued our work to end discrimination and stigma through our public education and health promotion initiatives during Mental Health Week (May 2016) and the popular call-to-action “Get Loud for Mental Health”.

As we move into our 100th year, we have also been doing some important organizational work, enhancing our internal communications and introducing our first CMHA National Census. We are now able to describe the true breadth and scope of the 87 organizations that comprise the CMHA federation.

Ninety-nine years in, we are a vigorous team with a unique and significant mandate. That vigour is evident through the concerted work of 5,000 staff, more than 10,000 volunteers in 330 communities and across this country. We thank those committed people, including our Board of Directors, our donors and our sponsors, who yet again this year went to the wall for the mental health of Canadians.

2016-17 will be remembered as a banner year, both broadly for mental health in Canada, and for CMHA. Thank you for the many ways in which you have contributed. Now, climb on board, fasten your seatbelts and help us celebrate our important 100th anniversary milestone. Help us make this next year the year that truly transforms Mental Health in Canada.

Dr. Patrick Smith, CEO



Cal Crocker, Chair





## Inaugural CMHA Mental Health for All Annual Conference 2016

CMHA had envisioned the first MH4A conference as the “go-to” event in Canada for leaders in mental health, mental illness and addiction. It proved to be just that, bringing together leaders, researchers, people with lived experience and those working on the frontlines from across the country. A capacity crowd of 470 delegates filled the halls and breakout rooms at the Toronto Hilton, and enjoyed two full conference days (and one pre-conference day hosted by CMHA Ontario) of informative, compelling and challenging presentations that will advance innovations in the field.

The theme “Together by Design” reflected that purposeful innovation and collaboration by sector partners are key to overcoming barriers, improving access to services and ensuring positive outcomes.

Conference partners, Canadian Centre on Substance Abuse (represented by CEO Rita Notarandrea) and the Mental Health Commission of Canada, (represented by Michel Rodrigue, Vice-President, Organizational Performance and Public Affairs) joined Dr. Patrick Smith, CMHA National CEO, in welcoming the delegates.

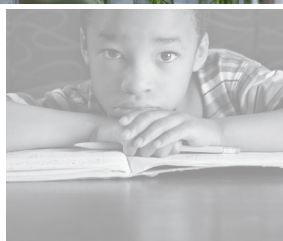
Keynote speaker, Dr. Catherine Zahn, President and CEO of the Centre for Addiction and Mental Health (CAMH) challenged her audience to put aside the “language of polarization,” and to speak in one strong voice on the eve of a new Federal-Provincial Health Accord.

A keynote panel, moderated by Gail Czukar, CEO, Addictions and Mental Health Ontario, featured Anne Dowsett Johnston, Mark Henick, Robin Payne and Dr. Karen Cohen. These engaging panelists shared intelligent insights and moving stories about the harsh reality of facing an under-resourced mental health care system.



The CMHA Mental Health for All Conference will take place from September 18-20th, 2017 in Toronto.

In 2018, the CMHA Mental Health for All Conference will be held from October 22-24th, 2018 in Montreal.



More than  **60,000**  Canadians

Over  **330**  community locations

## Flagship Programs

### Ride Don't Hide

In 2016, CMHA's 5th annual national bike ride once again put mental health front and centre in 30 communities, across 5 provinces. Record funds of \$1,438,544 were raised, making CMHA services and programs available to more than 60,000 Canadians.



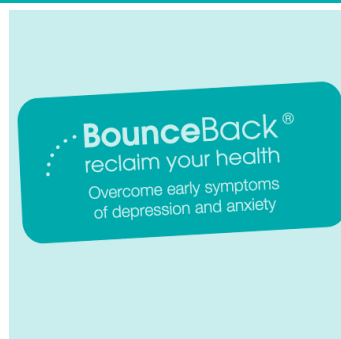
 ridedon'thide

**6,600** 

Raised **\$1438544+**

### Bounce Back®

Offered free of charge, Bounce Back® is a program that teaches effective skills to help adults overcome early symptoms of depression, and improve their mental health. Using an instructional video or workbooks, complemented by phone-based coaching sessions, participants learn skills to help combat unhelpful thinking, manage worry and anxiety, and become more active and assertive.



**BounceBack®**  
reclaim your health  
Overcome early symptoms  
of depression and anxiety

Bounce Back is provided in three Canadian provinces – fully across BC, in regions within Manitoba and in York Region in Ontario.

### Living Life to the Full

*Living Life to the Full* is an interactive community-based course that provides simple, practical skills for coping with stress, problem solving, boosting your mood, and busting bad thoughts. Certified facilitators bring the skills to life through booklets, worksheets, group activities and discussions.

*Living Life to the Full* is delivered by 65 CMHA affiliates and partners, in 9 provinces and 1 territory, in at least 80 locations.

In 2016-17, the program was adapted for workplaces and for older adult caregivers. Cultural adaptations were also created, including for Cantonese, Mandarin and Punjabi speakers. The French version, *Vivre sa vie, pleinement* was successfully piloted and three videos were produced with the testimonials of francophone participants.

*I am amazed at how relevant the subject matter was and how well I could adapt to making small changes that made big changes in my life.*



## The CMHA Workforce Mental Health Collaborative

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CMHA's Workforce Mental Health Collaborative provides employers and unions with in-depth training, practical resources and valuable support that can address and improve psychological health and safety in the workplace. Since its inception, the CMHA Workforce Collaborative has certified 167 psychological health and safety advisors through its CMHA Certified Psychological Health and Safety Advisor Training.

### Bottom Line Conference

For 14 years, CMHA BC has hosted a not-to-be-missed workplace conference. In 2013, that conference went national. It is now the premier mental health workplace conference in Canada.

The 14th Annual Bottom Line Conference (BLC), held in Vancouver in February 2017, hosted more than 370 delegates from across the country. The theme of this year's Bottom Line Conference was Transforming Workplace Culture: Agents and Allies. The conference successfully connected delegates to the agents and allies who continue to innovate in the research, technology, law and policy fields to create psychologically safer workplaces for all.







## CMHA Awards

Three awards were presented as part of CMHA's national awards program in 2016.

The *C.M. Hincks Workplace Award* is a national award that is presented to a Canadian workplace for excellence in creating mentally healthy and supportive work environments. In February 2017, the honour was given to Hibernia Management and Development Company Ltd in recognition of their award-winning Hibernia Workforce Mental Health Awareness Program. This program, developed in 2015 by the worker-led Platform Wellness Committee, is built on the premise of 'Actively Caring' in their workplace and is strongly supported by both leadership and union. The Hibernia Platform is a unique Canadian workplace. Located 315 km offshore St. John's NL, the oil production platform is both workplace and home to 270 people, who rotate 21 days offshore, 21 days onshore.

Two internal awards, the *Strengthening CMHA Award* and the *Consumer Involvement Award*, were both presented at CMHA's national conference, Mental Health For All, in Toronto

The *Consumer Involvement Award* honours a consumer/person with lived experience who best exemplifies self-determination and a strong sense of advocacy, and who has made an outstanding contribution to the involvement of consumers/persons with lived experience within CMHA and in society in general. The 2016 *Consumer Involvement Award* winner was Mark Gruchy. Mark is a lawyer with lived experience of mental illness who serves as Co-Chair of the newly formed Community Coalition for Mental Health (CC4MH, the Coalition), which is a broadly-based group of citizens bringing together 200 members including 30 community organizations

to serve the needs of people with mental illness. Mark is lauded as an inspirational spokesman for mental health issues in the province.

The *Strengthening CMHA Award* is presented to a CMHA Division or Branch or to a staff member or volunteer who has provided inspirational leadership, innovation and excellence within CMHA related to the collective goals and core functions of our nationwide strategic plan. This year the *Strengthening CMHA Award* was presented to two individuals: Ruth Smith, Executive Director, CMHA Swift Current Branch, Saskatchewan and Marion Cooper, Executive Director, CMHA Manitoba and Winnipeg. Ruth Smith's effort and passion to support those who have lived experience is evident throughout the community. Her commitment to mental health has been an inspiration to her staff, volunteers and their partners.

Marion Cooper has over 25 years of experience in the field of mental health and community service delivery. She came to CMHA several years ago, at a time of great fluctuation with the amalgamation of the Winnipeg Branch and the Manitoba Division. Her leadership shone through and she ensured a smooth transition for her staff and members during this unsettled time.





## Influencing Policy

CMHA had an impactful year of policy and advocacy work, engaging in extensive and effective government relations and advocacy throughout Health Accord negotiations, including through the development of a reference document entitled *Canadian Minds Matter: Towards Comprehensive and Accessible Mental Health Services for All Canadians*. This document outlines the urgent need for a more comprehensive approach — and more funding — for mental health in Canada, citing that Canada spends only 7.2 per cent of its health funding on mental health, compared with 13% in the UK.

In addition to our extensive work on mental health funding, CMHA engaged in on-going collaboration with the Federal Government on a significant number of issues, in order to ensure that federal policy is seen through a mental health lens:

### **Inclusion of mental health in the new federal accessibility legislation through:**

- Participation on steering committees including the Alliance for an Inclusive and Accessible Canada and Spotlight on Invisible Disabilities;
- Identification for broader definition of disability focus through partnerships and policy work reaching beyond visible disabilities;
- Written letter of support to Minister of National Revenue, Minister of Finance and Minister of Sport and Persons with Disabilities to reinstate the Disability Advisory Committee (DAC);
- National CEO appointed to accessibility advisory committee for Canadian Transportation Agency.

### **Veterans Affairs**

Dr. Patrick Smith, National CEO, was appointed to the Mental Health Advisory Committee to the Minister of Veterans Affairs, working in collaboration with Minister of Veterans Affairs on the development of the Canadian Centre of Excellence for Mental Health for Veterans and their Families.

In addition, CMHA National also made the connection between physical and mental health by participating in consultations hosted by Federal, Provincial, Territorial Ministers responsible for Sport, Physical Activity and Recreation and the Minister of the Environment and Climate Change.

Also on the policy front, CMHA identified an internal working group to formulate a national position on Medical Assistance in Dying, and on the legalization and regulation of cannabis in Canada.

Mental health week is here

**#GETLOUD**  
for mental health

## 65<sup>th</sup> Annual Mental Health Week 2016

CMHAs hosted Mental Health Week events and activities in hundreds of communities across Canada. Far and wide, partner organizations and individual Canadians shared the GET LOUD for mental health message – CMHA’s signature call to action.

### CAMPAIGN SUCCESSES

Our #GETLOUD for Mental Health campaign reached more Canadians than ever before.



**207%**

increase in website traffic  
(campaign website)



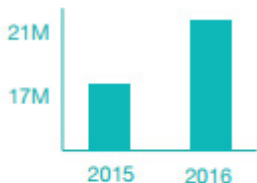
**104%**

increase in people who  
registered to GETLOUD



**282**

new Facebook followers  
(compared to week prior)



**21,000,000**

audience reached  
(traditional and digital media)



#GETLOUD #MHW2016 #MentalHealthWeek

**16,200,793**

users reached

This week is Mental Health Week, an occasion for all Canadians to have a candid discussion about mental health and wellness and help put an end to the stigma around mental illness once and for all.

Justin Trudeau, Prime Minister,  
Statement on Mental Health Week,  
May 2, 2016

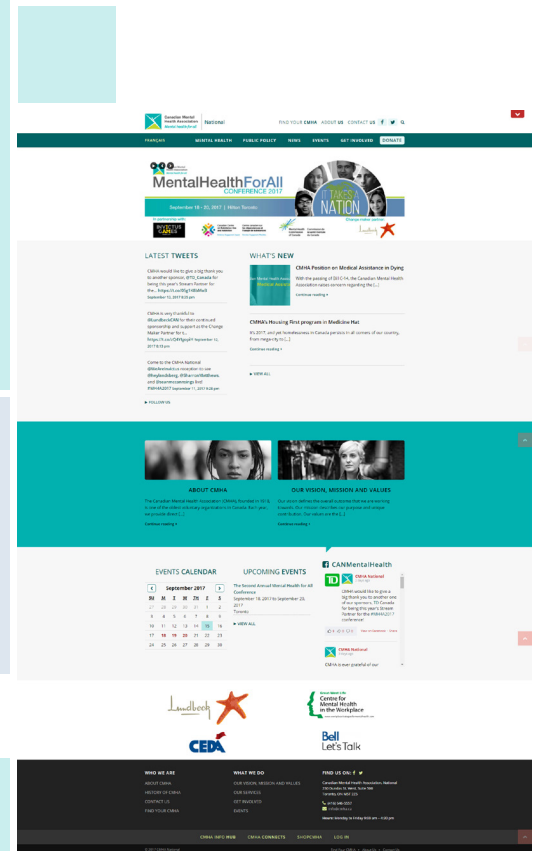




# CMHA National Website

CMHA National website had over 3.5 million individual users and was visited over 7.5 million times. In 2016, CMHA launched a new website platform, called Web 2.0. In the first year, more than 50% of all CMHA branches and divisions were already hosting their own websites on this new platform.

Over 130,000 of CMHA's informational mental health and mental illness brochures were purchased from our online shop. Given the popularity and usefulness of the brochures, we are in the process of developing a new suite of brochures, which will be available in 2017.



# Fund Development

To develop the culture of philanthropy, facilitate stewardship and bring donor relations to the next level, CMHA National started the process of adopting a new customer relationship management solution. The new platform will integrate contact, donor, member, volunteer and event management functionality to securely manage all the important information. CMHA National will be the first to adopt the new platform, with CMHA branches beginning to come on board later in 2017.

In Fall 2016, CMHA National began the early work of assessing our nation-wide fund development capacity and infrastructure, with a bold vision to increase fundraising across the Association. Early in 2017 we engaged the Offord Group, a highly-respected team of philanthropic consultants, to conduct document analysis and operational assessment interviews with the key CMHA leaders and partners. A full report is forthcoming later in 2017.

*They're raising the public profile and this is a good thing... making mental health more accessible!*



*CMHA is synonymous with mental health support in most small towns in Canada.*

*I used to tell people if we didn't have CMHA we'd have to invent it. Local level services and response are tremendous.*



## CMHA National Census

We launched the inaugural CMHA National Census in December 2016 to measure the CMHA footprint across the country. The completion rate was a remarkable 100%.

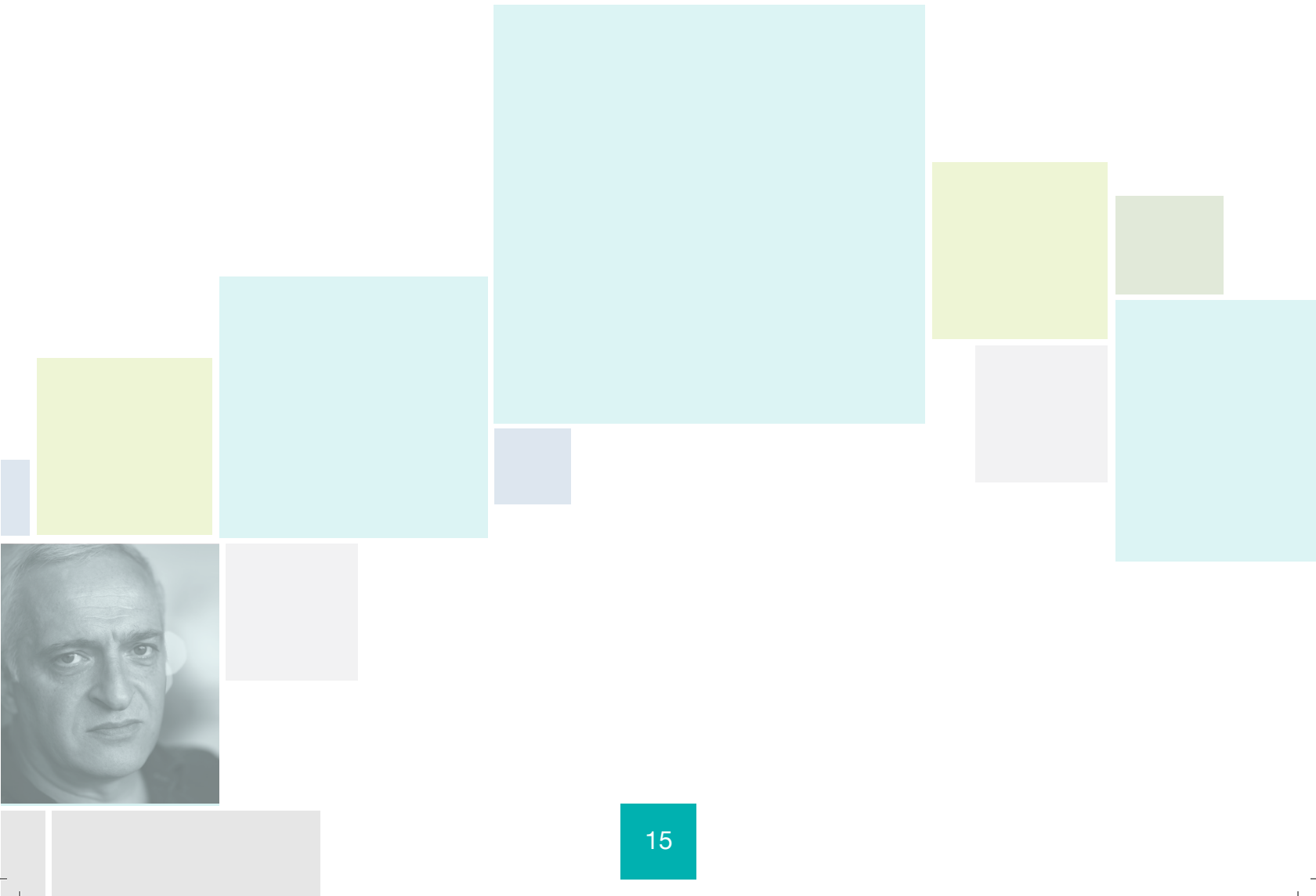
### CMHA by the numbers:



# New Office and New Staff

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In February 2017, after being hosted by CMHA Ontario for a number of years, CMHA National moved to its own offices at 250 Dundas Street West in Toronto. In order to fulfill its mandate and further the goals of our strategic plan, CMHA National is continuing to build a robust staff team. This will also allow us to leverage our strengths across the CMHA mosaic. In addition to welcoming new full-time staff members, we have been able to offer contract employment opportunities and internships to some very talented people, through very successful partnerships with the Career Foundation and Centennial College.



## Board of Directors

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### Officers

Elected annually by the Board

Cal Crocker, Chair  
Joy Bacon, Vice Char  
John Abbott, Treasurer  
Susan Grohn, Secretary

### Directors-at-Large

Elected by the eligible voting delegates / members

John Abbott, Newfoundland and Labrador  
Cal Crocker, Ontario  
Aileen McGinty, Nova Scotia  
Tom McCarthy, Ontario

### National Consumer Advisory Council

Elected by the eligible voting delegates / members

Theresa Claxton, Past Chair

### Division Representatives

Elected by eligible voting delegates / members

Peter Csiszar, British Columbia  
Bill Bone, Alberta  
Reid Hartry, Manitoba  
Susan Grohn, Saskatchewan  
Roger Miller, Ontario  
Karen Hetherington, Quebec  
Joy Bacon, New Brunswick  
Kevin McNamara, Nova Scotia  
Jeanette MacAulay, Prince Edward Island  
Edna Turpin, Newfoundland and Labrador

### Chief Executive Officer

Dr. Patrick Smith



# Thank you to our sponsors for your support

Great West Life Assurance Company  
 Home Trust  
 Lundbeck Canada  
 Dillon Consulting  
 Dialog Design  
 CEDA  
 Dynacare  
 Salesforce  
 Bell Let's Talk  
 CGI  
 Consultants Inc  
 Echo Foundation  
 Leon's Furniture Limited  
 Otsuka Canada Pharmaceutical Inc.



Smith S.H.A.R.E. Foundation  
 100 Brokers Who Care  
 Beauty of Giving  
 Canadian Real Estate Association  
 Ontario Teachers Insurance Plan (OTIP)  
 Pearson Canada  
 Rogers Cable  
 Ryan Donaldson Memorial Tournament  
 Suburban Motors Company Inc  
 The Tenaquip Foundation  
 Tokii Wearable Therapy  
 United Way of Toronto & York Region





## Financials

Statement of Financial Position  
March 31, 2017

### ASSETS

	2017	2016
<b>CURRENT</b>		
Cash	\$262,855	\$420,983
Short-term investments	65,889	43,978
Accounts receivable	85,104	63,784
Prepaid expenses	40,009	22,355
<b>TOTAL</b>	<b>\$453,857</b>	<b>\$551,100</b>
<b>INVESTMENTS</b>	<b>\$1,257,365</b>	<b>\$1,196,009</b>
<b>CAPITAL ASSETS</b>	<b>\$15,274</b>	<b>\$9,790</b>
<b>TOTAL ASSETS</b>	<b>\$1,726,496</b>	<b>\$1,756,899</b>

### LIABILITIES

	2017	2016
<b>CURRENT</b>		
Accounts payable and accrued charges	\$181,573	\$170,387
Deferred revenue	136,399	179,463
<b>TOTAL</b>	<b>\$ 317,972</b>	<b>\$ 349,850</b>

### FUND BALANCES

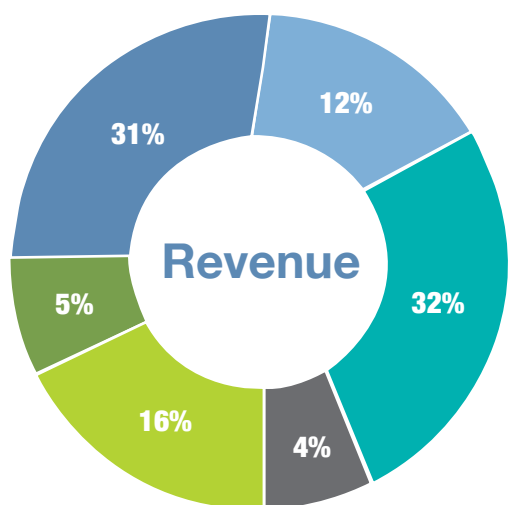
	2017	2016
Operating fund	493,250	746,666
Capital asset fund	15,274	9,790
Internally restricted fund	900,000	650,593
<b>TOTAL</b>	<b>\$1,408,524</b>	<b>\$1,407,049</b>
	<b>\$1,726,496</b>	<b>\$1,756,899</b>



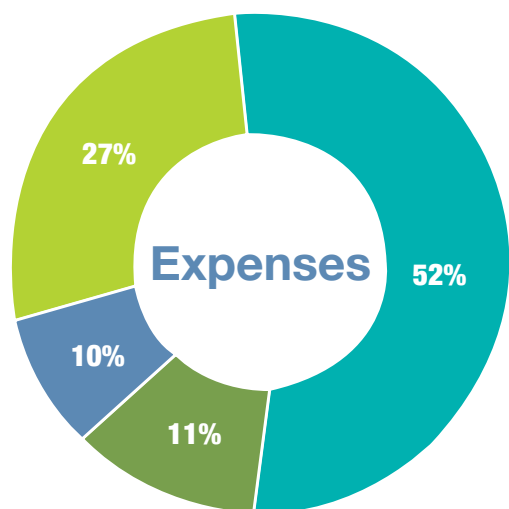


# Financials

Statement of Revenue and Expenses  
Year ended March 31, 2017



	2017	2016
CMHA Divisional Fees	\$215,267	\$232,686
Fundraising & Bequests	566,215	618,410
Publication Sales	66,469	37,529
Corporate Sponsorships	280,495	450,555
Investment income	84,181	7,532
Other	537,363	153,366
<b>Total</b>	<b>\$1,749,990</b>	<b>\$1,500,078</b>



	2017	2016
Governance and Administration	\$472,416	\$352,581
Building Capacity and Providing Services	912,626	804,183
Influencing Policy and System Planning	193,256	123,323
Developing Resources	170,217	108,460
<b>Total</b>	<b>\$1,748,515</b>	<b>\$1,388,547</b>

EXCESS (DEFICIENCY)  
OF REVENUE OVER  
EXPENSES

\$1,475 2017

\$111,531 2016



**Canadian Mental  
Health Association**  
*Mental health for all*

**Association canadienne  
pour la santé mentale**  
*La santé mentale pour tous*

**250 Dundas Street West, Suite 500  
Toronto ON M5T 2Z5**

Registered charitable number 10686 3657 RR0001