

# cmha

2012-13 ANNUAL REPORT



Canadian Mental  
Health Association  
*Mental health for all*

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

**CMHA's strategic plan goes into action:** four working groups are tackling priority strategic directions. Page 3

**Living the new strategic plan:** how our team of over 10,000 volunteers and staff is living the plan every day. Page 4

**We're 'All Aboard':** getting behind the new strategic plan at CMHA's National Conference 2012. Page 5

## CMHA's strategic plan comes to life

The real work has now begun to achieve our strategic goals and strengthen our collective impact

Our vision at CMHA:  
mentally healthy people  
in a healthy society



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

Walk the streets of Canada and you're bound to see our signs. Elmbriage Way in Richmond, B.C., Rue Raoul-Jobin in Quebec City, Queen Street East in Sault Ste. Marie, Ont. Those are just a few of the communities across Canada where you'll find the Canadian Mental Health Association (CMHA). In those varied places, our 10,000 volunteers and staff provide a wide range of specialized mental health programs and services to more than 100,000 Canadians each year.

Our impact and influence is growing. Last year, CMHA unveiled an ambitious new strategic plan. The five-year plan is a road map for strengthening CMHA's collective impact and advancing our vision of mentally healthy people in a healthy society.

The response from other mental health organizations, governments, our corporate partners and the public has been overwhelmingly positive.

Staff and volunteers within CMHA are embracing the three collective goals laid out in the strategic plan: strengthening our voice, ensuring quality services and enhancing our organizational health. Over the past year, people at every level of CMHA across the country have been involved in putting the new plan into action. Many have stepped into leadership roles as this is truly a nation-wide plan.

Specifically, four working groups have been formed and are developing implementation plans around priority strategic directions. On page three of this report, you can find out more about these working groups and the strategic directions they are tackling in Year 1.

Work is also underway on the other strategic directions outlined in the plan to achieve our three collective goals.

At the staff level, we are acting on a number of strategic directions. For example, CMHA is exerting an ever greater influence over government policies affecting mental health services. In recent months, CMHA took part, in partnership with other national organizations, in nation-wide consultations around Bill C-54, *An Act to amend the Criminal Code and the National Defence Act (mental disorder)*. CMHA appeared before the Standing Committee on Justice and Human Rights last spring to share our concerns and suggestions regarding Bill C-54. We were pleased to see two amendments made to the bill, consistent with our recommendations.

As we work to implement our strategic plan, we are already seeing the promise of more significant external partnerships and collaborations. In this report, you'll read about the role CMHA played in the development of Canada's first-ever national workplace Standard and the role we will continue to play in the months and years ahead to help workplaces implement it.

CMHA'S Mental Health Week focused again in 2012 on the successful theme of 'Mental Health for All' launched in 2011. Our goal: to enhance people's understanding of mental health,

including resilience at home, school and work, and stress experienced by kids.

This is an exciting time at CMHA. We are entering a new era that will make CMHA even stronger in our role as champion for mental health in Canada. When our strategic plan is fully implemented, CMHA will be better positioned than ever before to promote mental health for all and support the resilience and recovery of people experiencing mental illness.

*"It's a time of opportunity for mental health. CMHA is uniquely placed to advance mental health across the country. We're building on our history, and we're taking steps now that will mean a stronger CMHA for the future, serving all Canadians."*

*– David Copus, Chair, National Board of Directors, CMHA*

We thank the staff, volunteers and board members who are collectively bringing our new plan to life – to the benefit of all Canadians.



Peter Coleridge,  
National CEO

# CMHA's strategic plan goes into action

The release of CMHA's strategic plan in 2012 was a milestone for the organization; it marked the beginning of a new era for CMHA. The real work has now begun to transform CMHA into a more coordinated and stronger organization.

Over the last year, our strategic plan has sprung to life. Four working groups have formed around five priority strategic directions (one working group is tackling two strategic directions). These groups are moving ahead with implementation of the goals and directions enunciated in our plan.

In Year 1, CMHA is acting on the following strategic directions in support of our overarching goals:

## Goal 1 – Strengthening Our Voice

- *Developing a clear brand promise & strategy for all of CMHA*
- *Enhancing website and social media capabilities and increasing technological capacity nation-wide*

## Goal 2 – Ensuring Quality Services

- *Identifying and investing in the development and implementation of flagship programs across the country*
- *Enhancing the profile and impact of Mental Health Week as a nation-wide flagship program*

## Goal 3 – Enhancing Organizational Health

- *Review our organization and governance framework nation-wide*

In addition to these formal working groups, other strategic directions are being acted on by CMHA staff and volunteers. This work includes development of a nationally coordinated fundraising strategy. We are also increasing CMHA's participation in public health policy initiatives and promotion of our key positions.

Early in the new year, CMHA joined a national coalition of mental health community partners concerned about the effect of Bill C-54, An Act to amend the Criminal Code and the National Defence Act (mental disorder), on individuals found not criminally responsible.

Led by CMHA Winnipeg's Executive Director Nicole Chammartin and Mark Ferdinand, CMHA National Public Policy Director, CMHA played a key role with partners in the mental health community across Canada, including the Schizophrenia Society of Canada, to develop a common public response to Bill C-54. This collaborative work led to each organization's submission to the Standing Committee on Justice and Human Rights. Peter Coleridge, National CEO, CMHA, presented CMHA's position to the standing committee in late spring.

*“The implementation of our new strategic plan is key to positioning CMHA as a mental health leader. It will make us better equipped to influence mental health policies, better able to fundraise the crucial dollars needed to provide existing services and extend our services to more Canadians, and better positioned to pursue our all-important goal of mental health for all.”*

*– Peter Coleridge, National CEO, CMHA*



# Living the new strategic plan

Over the next five years, we will focus our collective energy on achieving three specific goals laid out in CMHA's new strategic plan. Realizing these goals will transform CMHA into a more coordinated and stronger organization as we approach our 100th anniversary.

Across the country, CMHA's remarkable team of more than 10,000 volunteers and staff is living the strategic plan through the work being done every day. In the very first year of our five-year plan, we can already see its goals coming to fruition. Some examples include:

## Goal 1: Strengthening Our Voice

### 'My New Head' national online campaign

How's your mental fitness? That was the main question being asked as part of CMHA's national



online mental health awareness and fundraising campaign, 'My New Head'. The campaign, in partnership with the AIR MILES Reward Program and Healthy Minds Canada (HMC), launched in November 2012 with a practical, innovative website designed to help Canadians of all ages improve their mental fitness. Users were given free online access to a non-diagnostic, highly interactive tool to help them learn about and improve their mental health.

As a bonus for their participation, AIR MILES members were rewarded with AIR MILES points, which could be donated back to CMHA.

### CMHA's Bottom Line Conference

Held in February 2013 in Vancouver, CMHA's national Bottom Line Conference was an overwhelming success. The theme, *Celebrating a New Era in Workplace Mental Health: Putting National Standards into Practice*, focused on how to create and promote psychologically safe and healthy workplaces.

The conference corresponded with the release a few weeks earlier of Canada's new *National Standard of Canada for Psychological Health and Safety in the Workplace*. Attendees discussed practical ways to implement the new Standard and how to best meet legislative expectations.

CMHA has provided workplace mental health materials, training and advice to workplaces for over a decade. Moving forward, these efforts will include the new Standard and an integrated CMHA approach to the delivery of workplace mental services for employers, employees and unions.

## Goal 2: Ensuring Quality Services

### Mental Health Week 2012 – 'Mental Health for All'

The 61st annual Mental Health Week (MHW) saw several notable successes. Our campaign featured two widely-noticed national newspaper ads. Many more Canadians visited the MHW microsite for information and to download resources. Last year's MHW was generously supported by long-time sponsor Bell, and new sponsor Medicine Shoppe Canada.



Created in 1951 to raise awareness of mental illness in Canada, MHW is now an annual national public awareness event that takes place during the first week of May.

A key strategic direction over the next five years is to enhance the profile and impact of MHW as a nation-wide flagship program. We believe MHW can have a greater and more sustained impact in helping to shift people's perceptions about mental health and mental illness.

## Goal 3: Enhancing Organizational Health

### Corporate partner Medicine Shoppe Canada

In 2011, CMHA Alberta paired up with Medicine Shoppe Canada (MSC) with a goal to develop a long-term, nation-wide relationship. A year later, MSC sponsored CMHA's Mental Health Week and publicly declared CMHA its charity of choice. This marked the beginning of a mutually beneficial partnership.

Last year, MSC began to discuss and plan an in-store fundraising campaign that would span 164 stores across the country and raise awareness and funds for mental health and mental illness in local communities. The campaign, which launched during Mental Health Week 2013, has been embraced by MSC customers and CMHA staff across Canada.

# We're 'All Aboard': CMHA National Conference 2012

## CMHA staff and volunteers get behind new strategic plan

Last fall in Regina, Saskatchewan, staff and volunteers attending CMHA's national conference explored the benefits and challenges of implementing the collective goals of the organization's new strategic plan.

The conference, *All Aboard: Our Collective Journey to a Stronger CMHA*, emphasized that CMHA is one organization with one mission and one voice. By the end of the conference, CMHA staff and volunteers unanimously expressed their commitment to CMHA's collective journey towards a stronger CMHA and their support of the new strategic plan.

Conference highlights included opening remarks by Saskatchewan's Health Minister Dustin Duncan, who told attendees that he has made public mental health a personal priority. Pat Fiacco, the then Mayor of Regina, shared touching stories of the friendships he has made over the years with CMHA Regina's clients.

National CEO Peter Coleridge gave a keynote speech that focused on implementing CMHA's new strategic plan and how it will help

the organization build collective impact, thrive in a changing social and economic environment, and shift perceptions of mental illness and mental health in Canada. He highlighted CMHA's many achievements last year, including the launch of its national website and the unveiling of a refreshed logo and new brand strategy.

Peter encouraged CMHA staff and Division and Branch/Region Boards to use the strategic plan as a blueprint for their plans and activities so that everyone's efforts align with the organization's nation-wide goals and strategic directions. He noted that CMHA staff and volunteers act as ambassadors for the entire organization as well as for their own provinces, cities, and towns. More CMHA champions are being recruited all the time to help strengthen CMHA's efforts to reduce the stigma associated with mental illness and help better support mental health of all Canadians.

### *Comments from the conference:*

*"This conference has provided me with new information and knowledge, and a stronger sense of why and how we're going to achieve our collective goals."*

*"We're witnessing a 'sea of change' in how CMHA operates."*

*"CMHA will thrive, not just survive."*

*"We offer courage and hope for so many people in Canada. At CMHA, we're stewards of hope and encouragement."*



Canadian Mental Health Association National Conference  
October 18 & 19, 2012     Delta Regina Hotel, Regina, Saskatchewan

# CMHA supports mental health initiatives across Canada

CMHA continued to play a key role in the mental health sector last year. With our strong nation-wide presence and local community reach, we publicly supported important mental health initiatives across Canada. Some of the moments that stood out this past year:

## May 8, 2012 – Canada’s first-ever mental health strategy

CMHA applauded Canada’s first-ever mental health strategy and congratulated the Mental Health Commission of Canada for spearheading the development of the new strategy. Our congratulations went out on Facebook and Twitter, and through prominently placed stories on CMHA’s nation-wide and community websites.

The release of Canada’s first mental health strategy was a milestone for all Canadians living with mental health problems and for all organizations working to help people maintain and improve their mental health and manage or recover from mental illness and addiction.

CMHA, along with other key mental health sector partners, provided critical input and was involved in the development of the strategy that provided an evidence-based road map for governments, policy-makers and service providers to improve access for all Canadians to adequate mental health and mental illness supports and services.

## October 29, 2012 – ‘Let’s Call BS’ national campaign targets Canadian youth



On this day, Partners for Mental Health launched its ‘Let’s Call BS’ youth-focused campaign across Canada. CMHA promoted the campaign across all of our community locations. We welcomed this important initiative that increased the profile of mental health issues experienced by Canadian youth.

The ‘Let’s Call BS’ campaign asked youth and other Canadians to make a declaration of support for mental health and for a change in how it is treated, supported and funded. CMHA staff and volunteers shared campaign information with their communities and encouraged Canadians to sign a campaign declaration to express support for the cause of youth mental health.

## November 1, 2012 – Grow a ‘stache’ and support male mental health initiatives in Canada

The beginning of November marks the start of Movember, a month-long fundraising campaign that challenges men to change their appearance and the face of men’s health by growing a moustache. As part of its Movember 2012 campaign, Movember Canada addressed mental health for the first time, in addition to prostate cancer.

CMHA publicly commended Movember Canada’s inclusion of men’s mental health as part of its increasingly successful national campaign. Not unlike prostate cancer, mental health and mental



CMHA PEI’s ‘Shave Off’ event in Charlottetown to kick-start Movember

illness are not commonly spoken about. Shining a spotlight on male mental health will help reduce the stigma and increase awareness and understanding around this important health issue.

## January 16, 2013 – An important step for mental health in the workplace

The new year saw the release of the country’s first-ever national workplace Standard,

*The National Standard of Canada – Psychological Health and Safety in the Workplace – Prevention, promotion and guidance to staged implementation.* The new Standard, developed by the Canadian Standards Association, the Bureau de Normalisation du Québec, the Standards Council of Canada and the Mental Health Commission of Canada, defined and set a higher standard for workplace mental health promotion and protection.

For over 10 years, CMHA has actively supported and encouraged a change in the way mental health and mental illness are viewed and addressed in the workplace through initiatives such as CMHA’s award-winning *Mental Health Works* program. The new Standard will support this work and the efforts of other mental health organizations. CMHA was represented on the committee that developed the Standard and will play an important role in helping workplaces implement it.



## February 12, 2013 – Third annual Bell Let’s Talk campaign

CMHA helped to promote the third annual Bell Let’s Talk campaign by encouraging Canadians to ‘start the conversation’ about mental health and mental illness with friends, family and co-workers.

CMHA has identified the elimination of stigma and discrimination experienced by people with mental illness as one of our top priority areas. We enthusiastically supported this campaign and embraced the opportunity to increase the volume and frequency of conversations about mental health and mental illness.

# Financial information

Fiscal 2012-13 saw the implementation of CMHA's new strategic plan. Strategic priority areas were identified and four strategic plan working groups were created and tasked with making the plan come alive.

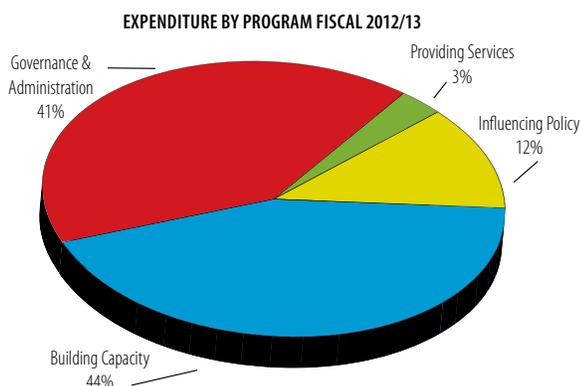
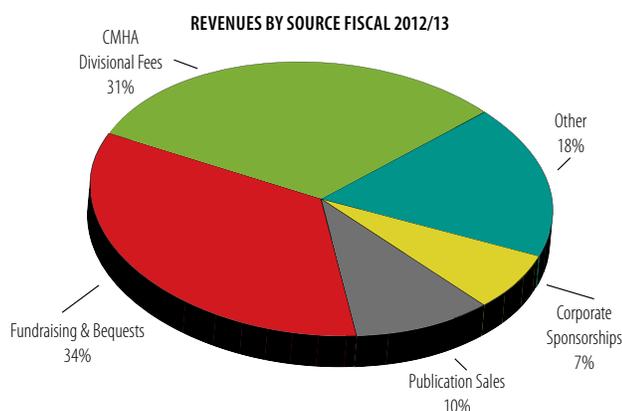
The activities of these groups, which began late in the fiscal year, will be pursued into fiscal 2014-15 and will be funded by CMHA National in the amount of \$584,000 and a one-time divisional special assessment (equal to 50% of the annual divisional assessment totalling \$118,000), of which \$72,143 was received in fiscal 2012-13.

Thanks to the continued support of our individual donors, corporate partners and provincial Divisions, the excess of revenue over expenses for the year totalled \$33,501. The excess of revenue over expenditure, combined with good working capital management, resulted in a positive cash flow from operations totalling \$116,737.

For the second consecutive year, no funding was received from the Government of Canada for direct service delivery and much of CMHA's time was invested in the implementation of its new strategic plan. As a result, the portion of expenses applied to governance and administration remained at 41%. However, this percentage will decrease next year as these strategic initiatives are implemented.

Finally, it is important to note that continued growth in reserves will allow for further investment in CMHA's nation-wide strategic initiatives, which, in turn, will advance CMHA's position as a leader in the mental health sector.

Copies of the audited financial statements for the year ended March 31, 2013 are available upon request.



## CANADIAN MENTAL HEALTH ASSOCIATION

### Statement of Financial Position

March 31, 2013

|                                      | 2013                | 2012         |
|--------------------------------------|---------------------|--------------|
| <b>ASSETS</b>                        |                     |              |
| <b>CURRENT</b>                       |                     |              |
| Cash                                 | \$ 299,334          | \$ 244,279   |
| Short-term investments               | 86,924              | 87,102       |
| Accounts receivable                  | 84,552              | 55,843       |
| Prepaid expenses                     | 26,638              | 27,222       |
|                                      | <b>497,448</b>      | 414,446      |
| <b>INVESTMENTS</b>                   | <b>1,014,382</b>    | 952,522      |
| <b>CAPITAL ASSETS</b>                | <b>17,374</b>       | 24,394       |
| <b>TOTAL ASSETS</b>                  | <b>\$ 1,529,204</b> | \$ 1,391,362 |
| <b>LIABILITIES</b>                   |                     |              |
| <b>CURRENT</b>                       |                     |              |
| Accounts payable and accrued charges | \$ 98,306           | \$ 65,711    |
| Deferred revenue                     | 112,624             | 40,878       |
|                                      | <b>210,930</b>      | 106,589      |
| <b>FUND BALANCES</b>                 |                     |              |
| Operating fund                       | 144,916             | 131,681      |
| Externally restricted fund           | 0                   | 16,894       |
| Capital asset fund                   | 17,374              | 24,394       |
| Internally restricted fund           | 1,155,984           | 1,111,804    |
|                                      | <b>1,318,274</b>    | 1,284,773    |
|                                      | <b>\$ 1,529,204</b> | \$ 1,391,362 |

## CANADIAN MENTAL HEALTH ASSOCIATION

### Statement of Revenue and Expenses

Year ended March 31, 2013

|   | 2013             | 2012       |
|---|------------------|------------|
| <b>REVENUE</b>                                      |                  |            |
| CMHA Divisional Fees                                | \$ 308,731       | \$ 236,588 |
| Fundraising & Bequests                              | 339,141          | 410,652    |
| Publication Sales                                   | 96,782           | 106,210    |
| Corporate Sponsorships                              | 65,909           | 184,155    |
| Other   | 172,683          | 124,465    |
|   | <b>983,246</b>   | 1,062,070  |
| <b>EXPENSES</b>                                     |                  |            |
| Governance and Administration                       | 389,528          | 377,487    |
| Building Capacity                                   | 419,386          | 335,717    |
| Influencing Policy                                  | 115,006          | 85,973     |
| Providing Services                                  | 25,825           | 115,416    |
|   | <b>949,745</b>   | 914,593    |
| <b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b> | <b>\$ 33,501</b> | \$ 147,477 |

# CMHA National Board of Directors 2012-13

CMHA relies on volunteer leadership to help advance its goal of promoting the mental health of all and supporting the resilience and recovery of people experiencing mental illness.

## Officers

David Copus (Chair)

Irene Merie (Vice-Chair)

Cal Croker (Treasurer)

Gordon Matheson (Past Chair)

## Directors-at-Large, Elected by the Members

David Bjornson (Manitoba)

Cal Crocker (Ontario)

Debbie McCormack (New Brunswick)

Lyle Watling (Alberta)

## Division Representatives

David Copus (Alberta)

Glen Schmidt (British Columbia)

Irene Merie (Manitoba)

Roger Boudreau (New Brunswick)

Frankie O'Neill (Newfoundland & Labrador)

Charles Bruce (Nova Scotia)

Joan Jones (Ontario)

Jeanette MacAulay (Prince Edward Island)

Charles Fraser-Guay (Québec)

Susan Grohn (Saskatchewan)

Consumer participation is an integral part of CMHA. The National Consumer Advisory Council ensures that a consumer perspective is represented in all aspects of our work.

## National Consumer Advisory Council

Theresa Claxton (Chair)

## Chief Executive Officer

Peter Coleridge



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