



Canadian Mental
Health Association
Mental health for all

GROUND SWELL

IMPACT REPORT

2022

GROUND SWELL.

Groundswell. One compound word. Two very different definitions.

A deep surge of waves caused by a large storm far out at sea.

A surge of support, approval, or enthusiasm, especially among the general public.

At this moment in our history, these meanings hold true both as themes for mental health in Canada and for the work of CMHA National.

The storm – a harsh pandemic – has left us destabilized and shaken as a population, facing down a tsunami of mental health impacts. The pandemic has forced CMHA, and all non-profits, to operate in radical uncertainty. Across Canada, we've worked in *overdrive* to prevent Canadians from falling through the widened cracks in our mental health system. Now, as some normalcy returns, the sector faces unique challenges, including increasingly complex service needs, labour shortages, and employee burnout.

This is *groundswell*, and unless you're an expert surfer, it could be unsettling and dangerous. But it is also a "perfect storm" of health and social disruptions that is leading us toward change.

The other meaning of *groundswell* also applies, and we are living it now. At CMHA National, we are seeing a dramatic growth of public and political support for the work we started more than 104 years ago. It is the work of changing the way mental health, substance use health and mental illnesses are understood, and of ensuring they are treated as a matter of health.

It is the work of creating learning opportunities that lead to social change so that ours is a country of empathy and understanding. In all our relationships and interactions. At home, at work, at school, and in our communities.

It is the work of pushing for government action that leads to systems change. Change that will make ours a country where mental health is a universal human right, including ensuring everyone has enough food, safe homes, and secure jobs.

And it is the work of gathering the collective strength of our federation to make this fundamental change.

A groundswell is made up of waves. There are powerful waves of change for mental health, and with our partners and allies, our funders and our donors on board, we will be riding them to shore.

WAVE OF COLLECTIVE STRENGTH

At the national level, CMHA works on behalf of branches, regions and divisions (our Federation) to increase the impact of CMHAs locally and nationwide. This includes expanding local programs and services, advocating for mental health system change, and informing and educating people in Canada towards creating a climate of empathy and acceptance.

WE PROUDLY REPRESENT A FEDERATION THAT INCLUDES:



1
national office

11
provincial/
territorial divisions

67
local branches/
regions



7,000
staff

11,000
volunteers and
members

Present in over
330
communities

Each CMHA branch, region and division operates as its own charitable organization offering a range of community mental health and substance use health programs and services, most in the following areas:

- Mental Health Promotion
- Peer Support
- Suicide Prevention
- Housing Supports
- Youth Services or Programs

Many CMHAs also offer services and programming for:

- Substance Use Treatment and Recovery
- Campus Mental Health
- Eating Disorders
- First Responders and Veterans

→ PROJECT ACTIVATE

A stronger CMHA Federation means a healthier Canada.

Our **Nationwide Strategic Plan (2021-26)** sets a clear direction: in order to have the greatest impact, we must row together, working in collaboration and alignment.

Through our initiative, Project Activate, we are aligning the work and goals of the CMHA Federation by creating a deep culture of learning and knowledge exchange. We will work in harmony and raise our shared voice to deliver the high-quality, accessible, and well-funded services that Canadians need and deserve.

WAVE OF INCLUSION

Our commitment to Truth and Reconciliation, equity, anti-racism and inclusion form the bedrock of our work at CMHA National.

→ LIVED EXPERIENCE OF MENTAL ILLNESS AND SUBSTANCE USE HEALTH ISSUES

The inclusion of people with experience of mental illness and substance use health issues has been a priority for CMHA for decades.

The National Council of Persons with Lived Experience (NCPLE) continues to guide CMHA National and its National Board of Directors, providing invaluable input across the scope of our work.

This year, NCPLE defined its priorities, its structure and its sustainability through an in-depth strategic planning and renewal process.

“**NOTHING ABOUT US WITHOUT US.**”

4 PRIORITIES FOR THE NEXT 3 YEARS

1 **Build the capacity** of the NCPLE to achieve its strategic priorities.



2 **Increase collaboration** with CMHA National.



3 **Investigate other models** of groups with similar mandates.



4 **Foster the engagement** of people with lived experience across the CMHA Federation.



WAVE OF INCLUSION

➔ TRUTH AND RECONCILIATION

We have made it a priority to incorporate Truth and Reconciliation principles, values, and actions into CMHA policies, programs and services. This work began in 2018. This year we established a federation-wide Truth and Reconciliation Working Group that will create policies and programs, ensuring that all CMHAs are working towards reconciliation.

In the spirit of reconciliation, CMHA National published [a statement for the National Day for Truth and Reconciliation](#), reinforcing our commitment to work as allies with Indigenous mental health organizations in advocating for increased funding for Indigenous-led mental health services and to better support Indigenous communities.

To celebrate Indigenous teachings, knowledge and history, CMHA marked National Indigenous Peoples Day on September 21 with a digital campaign launched on national social media channels and in communities across the CMHA Federation.



➔ BLACK, INDIGENOUS, AND PEOPLE OF COLOUR (BIPOC), 2SLGBTQ+ AND OTHER UNDERSERVED COMMUNITIES

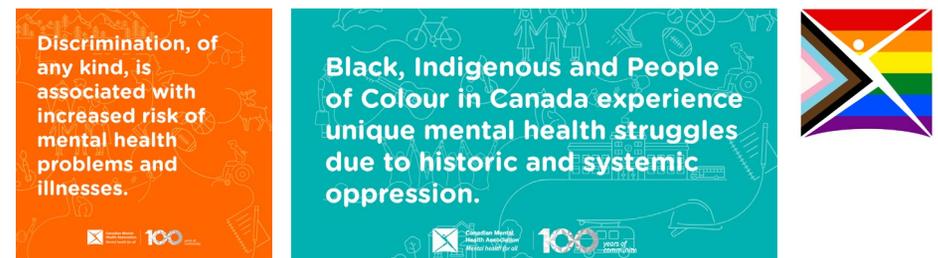
In addition to our strong commitment to redressing the systematic oppression and exclusion of Indigenous peoples, CMHA works to eliminate discrimination, marginalization and exclusion experienced by all systematically underserved and marginalized groups.

We developed digital campaigns relating to diversity, equity and inclusion, including one for Anti-Racism and Mental Health, and for Zero Discrimination Day and Black History Month, and shared them across the Federation.

We received \$3 million from the Weston Family Foundation to extend BounceBack® to better serve youth and underserved groups, especially Indigenous peoples, Black people, people of colour and people who identify as 2SLGBTQ+. For more about BounceBack, see page 10.

Resilient Minds™ received more than \$1 million from the Public Health Agency of Canada to help reach Francophone and Indigenous fire fighters. For more about Resilient Minds, see page 11.

CMHA **released a statement** condemning conversion ‘therapy,’ highlighting how this harmful practice puts the mental health of 2SLGBTQ+ people at risk.



WAVE OF INFLUENCE AND CHANGE

The backdrop is harrowing: countless Canadians are struggling and they can't get the mental health care they need. Waitlists are long, if not endless. The system is confusing and hard to navigate. Cost is in the way.

In the foreground, CMHA is moving federal policymakers to radically change how they fund mental health. Our work is gaining attention. And it is making waves.

OUR BROAD AND INFLUENTIAL REACH INCLUDES:



52

engagements with federal decision-makers



9

policy statements



20

new strategic policy and advocacy partnerships



Invited to

7

national advisory committees



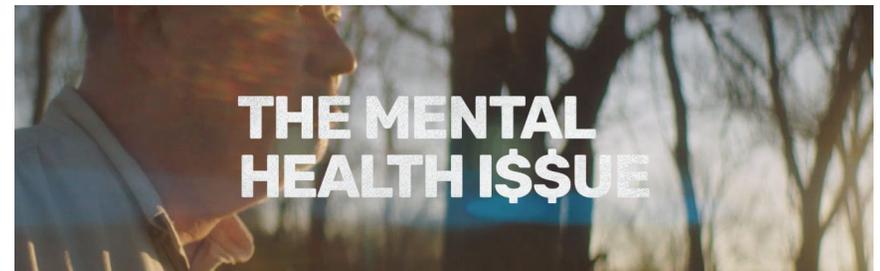
Testifying before House of Commons committees on the impact of the COVID-19 pandemic on mental health and the need for federal action.



ELECTION CAMPAIGN: THE MENTAL HEALTH ISSUE

In the run up to the 2021 federal election, CMHA ran a bold and creative campaign that elevated the national conversation on mental health, putting the issue of funding front and centre for Canadians, federal candidates and ultimately, elected Members of Parliament.

CMHA launched its election microsite, mentalhealthcarenow.ca along with a dynamic digital campaign.



Almost

3 million

people reached



5,652,220

impressions



13,379

visits to the microsite



657,042

engagements



Created **mental health toolkits** for candidates and **newly elected MPs** in all 338 ridings.

WAVE OF INFLUENCE AND CHANGE

→ OUR IMPACT IS GROWING

The major political parties are getting on board.



All participated in our **All-Party Panel** on mental health, moderated by André Picard.



All made strong mental health commitments in their **platforms**.

→ CMHA MADE DEMANDS FOR INCREASED MENTAL HEALTH INVESTMENT HARD TO IGNORE



We prepared a **Pre-budget submission** for 2022.



We released a post-budget analysis **A Holding Pattern for Mental Health**.



We appeared before the **House of Commons** Standing Committee on Finance as part of pre-budget consultations.



We conferred with **federal government departments** about budget commitments.

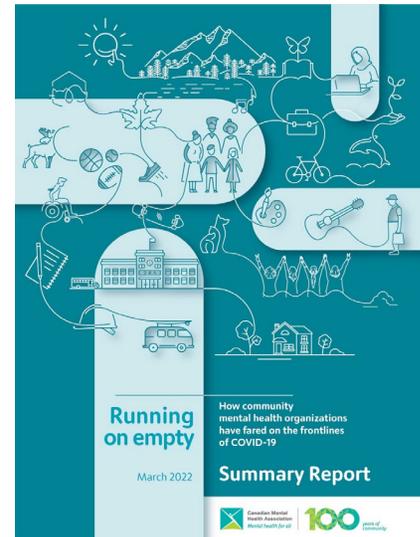
CMHA held a special **Mental Health Week event** in Ottawa, connecting parliamentarians with stakeholders and creating momentum for real change in the mental health system.

- Co-hosted by Senator Stanley Kutcher
- Featured guests included the Honourable Dr. Carolyn Bennett (Minister of Mental Health and Addictions), and the Honourable Mike Lake (Conservative Shadow Minister for Mental Health, Addictions and Suicide Prevention)

→ CMHA PUBLISHES RESEARCH THAT CREATES A GROUNDSWELL OF SUPPORT FOR OUR ADVOCACY WORK

This year, we informed the public and policymakers alike by bringing **essential research** to light on the impact of the COVID-19 pandemic on the mental health of Canadians:

- Our **fourth round of research** with the University of British Columbia uncovered the effects of the COVID-19 pandemic on the mental health of people in Canada.
- Our study entitled **Running on Empty: how community mental health organizations have fared on the frontlines of the pandemic** revealed the pressures on a sector struggling to meet the mental health needs in our communities.



WAVE OF VISION

This year, we advanced our vision of a Canada where mental health is a universal human right, as laid out in our **Nationwide Strategic Plan 2021-2016**, **Our Time is Now**. People have the right to the mental health treatment they need, and also to the secure jobs, safe places to live and good relationships that are required for mental health.



CMHA published a **brief** exploring what 'mental health as human right' would mean in practice.



Our upcoming advocacy efforts focus on ensuring the federal government recognizes and acts on mental health as a universal human right.



In addition to our work on universality, we **stated our support** for the Government of British Columbia's decision to decriminalize the simple possession of some illicit substances.



STRATEGIC DIRECTIONS

STRATEGIC DIRECTION #2

NURTURE A HEALTHY CULTURE

Nurture a healthy organizational culture to unify our diverse, decentralized organization.

We sprang from the grassroots, created to meet the hyper-local needs of diverse communities across Canada. As one group, we have many differences. We have the opportunity to focus more on our shared goals than our many differences, zooming out to see what we have in common: a profound, overarching desire to meet the mental health needs of all people in Canada.

Employee performance, retention and cost are all crucial to achieving our organizational mission. A thriving workforce is more effective and more cost-effective. We bring our whole selves to work and see a large part of our waking life there. The workplace is to be psychologically healthy. It's key to the overall health of the organization and its people.

As we rise to the occasion and take a more concerted leadership role in Canada, the shared beliefs, norms and values that govern our internal behaviour will evolve along the way. Organizational culture is the main vehicle of change.

KEY INSIGHTS

On our road to discovering all parts of CMHA and the mental health cause in Canada, we uncovered some truths along the way.

These recurring markers helped guide the development of the strategic plan and will help guide the execution of our bold new vision. They are key to understanding why this strategic plan is so important, and what we're really up against. And, they prepare us for some of the hard changes we need to make.

These we call key insights, or truths that help us understand CMHA and our future more clearly.

- Internal and external stakeholders desire that CMHA be seen as a Leader. Proactive. Visionary. Innovative and impactful.
- Canada is a double-edged sword that leaves our 100-year-old organization fearful of change.
- All diverse, decentralized federated not-for-profit organizations grapple with balancing local and national priorities.
- There is a lack of awareness in Canada of who CMHA is and what we do.
- There is no obvious leading national mental health organization in Canada.
- Society still confuses mental health with mental illness.
- Each part of CMHA is unique and different. But there is more that connects us than separates us.
- The average person in Canada has no idea what community mental health is or isn't, or how it relates to the rest of the mental health system.
- Sector language and terms like recovery, lived experience and parity are not well understood by the average person and can be alienating.

WAVE OF EMPATHY

With the increased suffering related to the pandemic, the need for empathy was pressing. And yet, our research with UBC showed that empathy was running low among Canadians. Empathy – the ability to put ourselves in another’s shoes – is an essential part of what makes us human. It is good for our mental health, strengthens our relationships and helps us resolve conflict.



Only **13%** of Canadians were feeling empathetic



Down from **23%** at the start of the pandemic



The theme of the 71st Annual CMHA Mental Health Week was the importance of empathy. The public education and social change campaign addressed the empathy deficit by sharing the insight that when people are struggling, they don't expect us to fix it. They first need us to understand where they're coming from.

We encouraged Canadians to #GetReal about how to help each other, using the tagline *Before you weigh in, tune in.*

→ **#MentalHealthWeek** and **#GetReal** trended in top spots on Twitter in Canada

→ **179+ million people** reached on social media

→ **7,300+ new followers** across our social channels (Twitter, LinkedIn, Facebook, and Instagram)

→ **200+ posts and videos** from Parliamentarians, including the Prime Minister of Canada

→ Over 389,000 visits to [mentalhealthweek.ca](https://www.mentalhealthweek.ca)

→ **59,000+ toolkit downloads**

→ **3.7 billion media impressions** (+27%) across 2,935 news stories (+13%)

→ **Over 800,000 spots and 22 million impressions** donated by OUTFRONT Media

→ Hosted **Exploring Empathy**, a nationwide panel, broadcast on Rogers tv

→ Published an opinion piece entitled **Our empathy buckets need refilling**, by Margaret Eaton, National CEO, CMHA and Senator Stanley Kutcher



No matter who you are, the past two years have probably been difficult. So, as we mark #MentalHealthWeek, let's #GetReal with each other. Let's check in with our friends and family. And let's listen with empathy – because no one should suffer in silence.

PRIME MINISTER JUSTIN TRUDEAU

WAVE OF SUPPORT

The COVID-19 experience increased mental health struggles, and the absence of mental health services became even more unbearable. CMHA – and our funders – responded with urgency.

→ BOUNCEBACK®



BounceBack® gives people access to a free, guided self-help program that helps manage low mood, mild to moderate depression, anxiety, stress and worry. Based on cognitive behavioural therapy (CBT), it is available Canada-wide to anyone 15+. CMHA thanks the Weston Family Foundation for its \$3 million investment. We also thank Bell Let's Talk, RBC Foundation, Definity, and Walmart.



4.6/5

participant satisfaction



Significant improvement in symptoms of depression and anxiety, mood and quality of life

I was experiencing some early warning signs of a mental health low... I am really grateful to have come across this program and been able to take it.

PARTICIPANT, BOUNCEBACK

→ TALK SUICIDE



Every day in Canada, 11 people die by suicide.

Talk Suicide provides nationwide, bilingual support to anyone who is thinking about suicide or is worried about someone they know.



By phone:

1-833-456-4566 anytime



By text to 45645:

4pm to 12 midnight ET

The service is delivered in partnership by the Centre for Addiction and Mental Health (CAMH), Crisis Services Canada and CMHA National, funded by the Public Health Agency of Canada.

THIS YEAR:

- The service was **renamed** Talk Suicide (previously called the Canada Suicide Prevention Service). The new name makes it clearer how the service can help, and challenges stigma and the preconception that you can't talk about suicide.

WAVE OF SUPPORT

PEER SUPPORT

Peer support is emotional and practical support between two people who share common life experiences, such as living with a mental illness or mental health issue. A Peer Supporter has lived through a similar experience and is trained to support others. CMHA offers innovative programs that provide training and certification for peer supporters, as well as direct peer support services to Canadians.

→ CAMPUS PEER SUPPORT PILOT PROJECT



Post-secondary students have been particularly affected by the COVID-19 pandemic. Students have faced social isolation, job insecurity, financial hardship and challenges with virtual learning. Their mental health and substance use health have suffered.

CMHA has launched an innovative project to train students to support their peers who are struggling with mental health and/or substance use health issues. Peer supporters, who themselves have experience with these issues, will work in tandem with counselling and professional services on campus and in the wider community, thereby expanding mental health supports on campus.

 **\$2 million**

investment from Health Canada

 **\$100,000**

from Sleep Country Canada/Dormez-vous to support implementation

5 pilot sites including campuses and CMHA partners:

- CMHA PEI and UPEI
- CMHA NB Division and UNB
- Trent University and CMHA Haliburton, Kawartha, Pine Ridge
- Medicine Hat College and CMHA Alberta South-east Region
- UBC

→ RESILIENT MINDS™

Resilient Minds™ is a trauma-informed, peer-to-peer training program that builds the psychological strength of fire fighters and the collective resilience of fire services.

Funding of more than \$1 million from the Public Health Agency of Canada will help us reach Francophone and Indigenous fire fighters. CMHA Vancouver-Fraser leads this program.

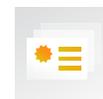
→ PEER SUPPORT CANADA



Peer Support Canada

Guided by the mission to increase the recognition, growth, and accessibility of peer support within the mental health and substance use health sectors, Peer Support Canada offers national certification for Peer Supporters, Family Peer Supporters and Peer Support Mentors.

Powered by a new, comprehensive strategic plan supported by CMHA, Peer Support Canada has set a course to renew its independence as a peer-run organization and expand its service offerings. It is also undergoing an extensive review of its certification program to ensure it meets the needs of peer support workers and organizations.



Awarded

53

certifications this year

2x

the number of certifications from the previous year

WAVE OF LEARNING

CMHA provides in-demand public and workplace education that aims to change culture at work and in society at large.

→ PUBLIC EDUCATION AND INFORMATION

Over
2.6 million
website users in the past year

Over
34,000
news stories across Canada

Over
5.7 billion
earned media impressions

Over
217,000
social media followers

Over
290,000
page views of our information brochures

8 million
patients now have access to our content through IMD, an extensive digital resource library

→ DIGITAL CAMPAIGNS

CMHA launches digital campaigns at the national and local level to change beliefs about mental health and mental illnesses and create a society based on understanding.



22
campaign toolkits this year



WAVE OF LEARNING

WORKPLACE MENTAL HEALTH

Canadian employers have been grappling with the mental health effects the pandemic has had on employees.

Organizations that integrate workplace mental health training and programs like those at CMHA National earn a high return on investment. Disability claims and benefits as well as sick days all decrease, as do absenteeism and presenteeism. The severity, impact, and duration of mental illness among employees are also reduced.

→ WORKPLACE MENTAL HEALTH TRAINING AND CERTIFICATION

CMHA National offers employee educational opportunities, including professional certification and essentials training, to help employees understand what constitutes psychologically safe and healthy workplaces – and how to build them.

Customized trainings for businesses, large and small, offer unique learning experiences to help employers create workplaces that are psychologically safe and healthy.



160

professional certifications

100

participants in Psychological Health and Safety essentials trainings

89

customized corporate trainings

→ NOT MYSELF TODAY®

Our workplace mental health program, Not Myself Today®, educates entire workforces about mental health, helps reduce stigma and guides all types of workplaces in creating safe and supportive cultures. Employees and managers learn to make change at work using innovative activities, tools and resources.



374

participating organizations



Serving

332,889

employees



98%

of organizations are satisfied with the Not Myself Today® program

To learn more about the Not Myself Today® program, please visit www.notmyselftoday.ca.



WAVE OF LEARNING

→ WELL-BEING LEARNING CENTRES

Well-being Learning Centres, also called Recovery Colleges after the UK model, are innovative learning spaces where anyone can participate in courses, webinars, workshops, and events, all relating to mental health, well-being and recovery. These centres reduce the “us” and “them” dynamics that so often define the relationship between mental health professionals and their clients – and between teachers and students. Here, learners come together with peers, family members and mental health practitioners and trainers to co-produce and co-deliver courses that support well-being and recovery.

All courses and events are offered free of charge.

Through its generous gift of \$514,000, Shoppers Drug Mart/Pharmaprix SDM Life Foundation has made it possible for CMHA branches to create 16 new learning centres and expand 11 others.



27

Recovery Colleges and Well-being Learning Centres now operating across Canada (up from 12 in 2020)



4,000

students reached through new funding

Research from the UK shows:



95%

satisfaction rate among Recovery College students



88%

of mental health practitioners said it had a positive impact on their practice

CMHA is also leading the way for the Recovery College movement across Canada by founding a Community of Practice:



156

individuals

53

organizations

11

provinces and territories

“My experience with CMHA and the Recovery College has literally changed my life... I’ve gone from a shadow of a person, barely existing, to feeling fulfilled and confident in what I’m doing and excited about the possibilities for my future.”

PARTICIPANT, CMHA WELL-BEING LEARNING CENTRE

→ 6TH ANNUAL CMHA MENTAL HEALTH FOR ALL CONFERENCE

The annual CMHA Mental Health For All Conference is a key learning event for the Canadian mental health sector – including researchers, front-line workers, funders, practitioners, and people with lived experience of mental illnesses. Held virtually in October, this past year’s conference explored the theme **Deconstructing Normal**. Coming out of the pandemic, any “new normal” we envision as a sector – and as a society – must challenge colonialism and racism, as well as the very idea of normalcy as it relates to mental health. It must also advance Indigenous Truth and Reconciliation and include the voices of lived experience of mental illnesses and substance use health issues.



600

delegates

4

keynote speakers

34

presentations

WAVE OF RECOGNITION

This year, CMHA was recognized for two campaigns, bringing welcome appreciation for our work.



WINNER

Canadian Mental Health Association with Citizen Relations Ugly Truths Holiday Sweaters



#GetReal
about how to help.



Our pro-bono *Ugly (Truths) Holiday Sweater* campaign with **Citizen Relations** raised funds and awareness about challenges related to the holidays. It won a SABRE award for public education.



CMHA's *Mental Health Week* was awarded **Best Public Health Campaign of the Year for 2022** by the Healthcare and IT Marketing Community (HITMC).

WAVE OF GRATITUDE

Financial support for our work has never been greater.

When the pandemic struck two and half years ago, it hit mental health hard. Our donors saw the wave coming and took action to help us protect Canadians. The true groundswell of concern and generosity powered CMHA National as never before. We recognize these gifts with true gratitude.



6172

donors



255%

increase in donations since the pandemic began



167%

increase in donors



→ PATRICIA FOSTER'S LEGACY

Patricia Anne Foster was a lifelong champion of the Canadian Mental Health Association and she has left a lasting impact. When she passed away in 2019, she left her estate to support our work and we are ever grateful and honoured. A registered nurse, Patricia spent her life caring for others. Her **legacy** will live on through our work to support the mental health and well-being of Canadians.

→ SHOPPERS DRUG MART/PHARMAPRIX SDM LIFE FOUNDATION

Responding to the dramatic increase in the need for mental health support during the pandemic, Shoppers Drug Mart/Pharmaprix SDM Life Foundation committed \$1 million to our work. Their gift will support CMHA Well-being Learning Centres/Recovery Colleges as well as our advocacy for real change in the mental health system.



WAVE OF GRATITUDE

→ GEORGE RAPPOS AND INSURING OUR FUTURE

CMHA donor George Rappos resolved to address the stress young people have felt as a result of the pandemic. His brainchild, *Insuring Our Future*, is now an annual campaign challenging the insurance industry to support youth mental health.



\$56,000+

raised in 2022



200

insurance industry champions



700+

participating insurance professionals, brokers and agents



→ RIDE DON'T HIDE



Cyclists, spinners, runners, walkers, yogis and many others came together in June – if not in person, then in spirit – to move more, give back, and cope better for Ride Don't Hide, CMHA's annual fundraising event where #NoOneRidesAlone. *National sponsor: Baffin Canada*



\$886,000

and counting



33

communities



100%

reported Ride Don't Hide improved their day-to-day health



7,000

donors, supporters and volunteers



3,000

participants

It was something I have been wanting to do for the last couple of years, but I just didn't think I could do it. This year I decided that I really must do my part to help educate not only myself more, but also others around me. The experience was awesome.

PARTICIPANT, RIDE DON'T HIDE

CORPORATE TEAMS

- Baffin Canada
- CBRE
- Siemens Canada
- Green Shield Canada
- Coast Capital
- Medicine Shoppe Pharmacies
- Robert Half Canada
- Real Property Management

WAVE OF GENEROSITY

SPONSORS



DONORS



→ LEGACY DONORS

Estate of Eric A. Wade – Denis Wade Trust
 Estate of Patricia Foster
 Estate of Marcel Decock

→ INDIVIDUAL & FAMILY DONORS

Some people care about a cause. And some go beyond the expected and commit themselves heart and soul to it. At CMHA, we can count thousands of compassionate and generous Canadians who are behind this groundswell of support.

The generous contributions of these individuals and families make our work possible. Everyone deserves to feel well. We all need a support system to lean on. We're honoured and profoundly grateful to our donors for their part as CMHA's support system and their commitment to mental health for all.



Canadian Mental
Health Association
Mental health for all

CMHA.CA



**CMHA National thanks all of our allies, partners
and advocates for the momentum you give our work.**

VOLUNTEERS

- National Board of Directors
- National Council of Persons with Lived Experience
- National Volunteer, Sophie Grégoire-Trudeau

STRATEGIC PARTNERS

- Mental Health Commission of Canada
- Mental Health Research Canada
- Twitter
- University of British Columbia

Financial statements are available at www.cmha.ca.

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- t** @CMHA_NTL
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- in** Canadian Mental Health Association

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