

Financial statements of

**THE CANADIAN MENTAL HEALTH ASSOCIATION**

(operating as the Canadian Mental Health Association (National))

March 31, 2024

**TINKHAM LLP** | CHARTERED  
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**INDEPENDENT AUDITOR'S REPORT**

To the Members of  
**The Canadian Mental Health Association**

**Qualified Opinion**

We have audited the financial statements of The Canadian Mental Health Association ("the Association") which comprise the statement of financial position as at March 31, 2024 and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for Qualified Opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2024, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

**Basis for Qualified Opinion**

In common with many charitable organizations, the Association derives revenue from donations and sponsorships, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Association. Therefore, we were not able to determine whether any adjustments might be necessary to donations and sponsorships revenues, excess of revenue over expenses, and cash flows from operations for the years ended March 31, 2024 and 2023, current assets as at March 31, 2024 and 2023, and net assets as at April 1 and March 31 for both the 2024 and 2023 years. Our audit opinion on the financial statements for the year ended March 31, 2023 was modified accordingly because of the possible effects of this limitation in scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

**Responsibilities of Management and Those Charged with Governance for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

## **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

TORONTO, Ontario  
June 23, 2024



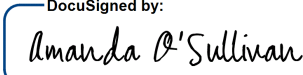
**Licensed Public Accountants**

**THE CANADIAN MENTAL HEALTH ASSOCIATION**  
Statement of Financial Position

As at March 31	2024	2023
<b>Assets</b>		
Current		
Cash	\$ 2,376,649	\$ 5,136,388
Accounts receivable	3,354,000	1,766,063
Prepaid expenses	386,402	-
	<b>6,117,051</b>	6,902,451
Investments (note 3)	<b>5,497,439</b>	1,278,072
	<b>\$ 11,614,490</b>	<b>\$ 8,180,523</b>
<b>Liabilities and Net Assets</b>		
Current		
Accounts payable and accrued liabilities	\$ 3,570,306	\$ 1,075,003
Deferred revenue (note 5)	3,097,232	1,838,959
	<b>6,667,538</b>	2,913,962
Net assets		
Unrestricted	1,406,959	1,491,568
Internally restricted (note 6)	3,539,993	3,774,993
	<b>4,946,952</b>	5,266,561
	<b>\$ 11,614,490</b>	<b>\$ 8,180,523</b>

On behalf of the Board of Directors:

DocuSigned by:  
  
 Dave DeLong  
 Chair

DocuSigned by:  
  
 Amanda O'Sullivan  
 Treasurer

See accompanying notes to financial statements.

**THE CANADIAN MENTAL HEALTH ASSOCIATION**  
Statement of Operations

Year ended March 31	2024	2023 (note 10)
<b>Revenue</b>		
Donations and sponsorships	\$ 3,284,982	\$ 5,130,360
Push-Up Challenge donations	2,451,426	-
Workplace mental health program subscription and training	1,932,820	1,966,379
Program grants	1,694,153	1,049,034
Ride Don't Hide registration and donations	345,481	641,511
Federation web platform fees	291,450	255,525
Bequests (net)	279,766	940,506
Investment income	254,629	38,271
Division support license fees (note 8(b))	218,750	218,750
Other	104,758	27,307
Certification fees	58,140	106,290
Revenue sharing (note 8(c))	(1,829,264)	(687,729)
	<b>9,087,091</b>	<b>9,686,204</b>
<b>Expenses</b>		
Salaries and benefits	5,035,388	3,991,899
Program funding to other CMHAs	1,436,226	1,705,335
Purchased services	904,687	1,232,235
Push-Up Challenge	898,459	-
Technology	446,200	385,798
Administrative and other	258,986	191,842
Travel	126,354	112,364
Occupancy	125,572	123,681
Credit card processing and other service charges	73,396	58,229
Selling	68,452	260,688
Translation	45,614	70,809
Creative and design	37,512	27,990
Media monitoring	10,069	25,738
Bad debt	-	8,028
Property tax recovery	(60,215)	-
	<b>9,406,700</b>	<b>8,194,636</b>
Excess (deficiency) of revenue over expenses for the year	<b>\$ (319,609)</b>	<b>\$ 1,491,568</b>

See accompanying notes to financial statements.

**THE CANADIAN MENTAL HEALTH ASSOCIATION**  
**Statement of Changes in Net Assets**

Year ended March 31	Unrestricted	Internally restricted		Total 2024	Total 2023
		Contingency reserve	Strategic initiative reserve		
Net assets, beginning of year	\$ 1,491,568	\$ 3,174,993	\$ 600,000	\$ 5,266,561	\$ 3,774,993
Excess (deficiency) of revenue over expenses	(319,609)	-	-	(319,609)	1,491,568
Transfers (note 6)	235,000	-	(235,000)	-	-
Net assets, end of year	\$ 1,406,959	\$ 3,174,993	\$ 365,000	\$ 4,946,952	\$ 5,266,561

See accompanying notes to financial statements.

**THE CANADIAN MENTAL HEALTH ASSOCIATION**  
Statement of Cash Flows

Year ended March 31	2024	2023
Cash provided (used) by operating activities:		
Excess (deficiency) of revenue over expenses for the year	<b>\$ (319,609)</b>	\$ 1,491,568
Items not requiring an outlay of cash:		
Unrealized loss (gain) on investments	<b>(50,967)</b>	48,506
	<b>(370,576)</b>	1,540,074
Changes in non-cash working capital items:		
Accounts receivable	<b>(1,587,937)</b>	(1,402,480)
Prepaid expenses	<b>(386,402)</b>	-
Accounts payable and accrued liabilities	<b>2,495,303</b>	710,345
Deferred revenue	<b>1,258,273</b>	238,457
	<b>1,779,237</b>	(453,678)
Net cash provided by operating activities	<b>1,408,661</b>	1,086,396
Cash used by investing activities:		
Purchase of investments (net)	<b>(4,168,400)</b>	(40,971)
Increase (decrease) in cash	<b>(2,759,739)</b>	1,045,425
Cash, beginning of year	<b>5,136,388</b>	4,090,963
Cash, end of year	<b>\$ 2,376,649</b>	<b>\$ 5,136,388</b>

See accompanying notes to financial statements.

# THE CANADIAN MENTAL HEALTH ASSOCIATION

## Notes to the Financial Statements

March 31, 2024

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### 1 Organization

The Canadian Mental Health Association (operating as The Canadian Mental Health Association (National)) ("the Association") was incorporated under Letters Patent of Canada in 1926 as a registered charity. The Association is a national association that exists to promote mental health of all and support the recovery and resilience of people experiencing mental illness.

Provincial / territorial divisions and regional branches of the Association were established to deal with the affairs of the Association, which are deemed to be a provincial / territorial or regional nature. The Association is responsible for the affairs at a national level and works closely with all levels of the Association to achieve its mandate. The Association has significant influence over the activities of the provincial / territorial divisions and regional branches. The assets, liabilities and results of operations of the Canadian Mental Health Association provincial divisions and branches are not included in the financial statements as they are not controlled by the Association.

The Association is a registered charity and is exempt from income taxes.

### 2 Significant accounting policies

These financial statements have been prepared by management in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

#### (a) Revenue recognition

##### (i) Contributions

The Association follows the deferral method of accounting for contributions.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Externally restricted contributions are recognized as revenue in the year in which the related expenses are recognized. Contributions restricted for the purchase of capital assets are deferred and recognized as revenue on the same basis as the amortization expense related to the acquired capital asset.

##### (ii) Workplace mental health program subscription

Workplace mental health program subscription fees are recognized as revenue in the fiscal year to which they relate. Workplace mental health program subscription fees received in advance of the fiscal year to which they relate are recorded as deferred revenue.

##### (iii) License and web hosting fees from provincial divisions / branches

License and web hosting fees from provincial divisions / branches are recognized evenly over the fiscal year.

##### (iv) Event revenues

Event revenues including Ride Don't Hide registration and donations, sponsorships and conference revenues are recognized in revenue upon completion of the event.

##### (v) Other fees

Fees for services are recognized as revenue when the service is rendered.

##### (vi) Bequests

The Association may be the beneficiary under various wills and trust agreements. The total realizable amounts are not at present readily determinable. The Association recognizes such bequests when the proceeds are received.



**THE CANADIAN MENTAL HEALTH ASSOCIATION**

## Notes to the Financial Statements

March 31, 2024

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**2 Significant accounting policies (continued)**

## (b) Cash

Cash includes cash on deposit with a major financial institution. From time to time, the investment portfolio holds cash and cash equivalents as a short-term strategy. Such investments are shown under the investments caption in the non-current assets section of the statement of financial position as they are not used for current operating needs.

## (c) Investments

The Association may liquidate investments upon approval by the Board of Directors to fund special projects and operations. Investments have been presented as non-current as the Association does not intend to liquidate.

## (d) Capital and intangible assets

The Association records capital assets at cost. The cost of a capital asset comprises its purchase price and any directly attributable cost of preparing the asset for its intended use.

When conditions indicate a capital asset no longer contributes to the Association's ability to provide services or changes in circumstances indicate that its carrying amount may not be recoverable, its net carrying amount is written down to its fair value or replacement cost.

## (i) Tangible capital assets

Tangible capital assets consist of computers and equipment and are measured at cost less accumulated amortization. Computers and equipment have been amortized over their estimated useful life on a declining balance basis at a rate of 30%.

## (ii) Intangible assets with finite useful life

Intangible assets with a finite useful life consist of the Association's website and are measured at cost less accumulated amortization. The website has been amortized over its estimated useful life of 3 years on a straight-line basis.

## (iii) Intangible assets with indefinite useful life

Intangible assets with indefinite useful lives consist of purchased trademarks and logos. Trademarks and logos are measured at cost.

## (e) Contributed goods and services

Contributed materials and services are recognized only when a fair value can be reasonably estimated and when the material and services are used in the normal course of the Association's operations and would otherwise have been purchased. The Association has opted not to recognize in the financial statements contributed materials and services received as donations-in-kind.

## (f) Financial instruments

## (i) Measurement

The Association initially measures its financial assets and financial liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of transaction costs directly attributable to the instrument.

The Association subsequently measures all its financial assets and financial liabilities at amortized cost, except for cash and investments, which are measured at fair value. Fair values are determined by reference to quoted market prices in active markets.

**THE CANADIAN MENTAL HEALTH ASSOCIATION**

Notes to the Financial Statements

March 31, 2024

**2 Significant accounting policies (continued)**

## (f) Financial instruments (continued)

## (ii) Impairment

When there is an indication of impairment or such an impairment is determined to have occurred, the carrying amount of financial assets is reduced by the greater of the discounted future cash flows expected or the proceeds that could be realized from the sale of that asset. If the circumstances that led to the Association recording an impairment improve and management determines that all or a portion of the impairment can be recovered, the impairment is reversed up to the amount that the financial asset would have otherwise been recorded at on the reversal date.

## (g) Management estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the current period. Significant estimates include the impairment of accounts receivable, useful lives of capital assets and impairment of intangible and capital assets and allocated program expenses funded by program grants.

Actual results could differ from those estimates, the impact of which would be recorded in future periods. All estimates are reviewed periodically and adjustments are made to the statement of operations in the year they become known.

**3 Investments**

As at March 31	2024	2023
Cash and cash equivalents	\$ 56,216	\$ 39,769
Fixed income	4,892,668	746,824
Canadian equities	387,416	346,999
U.S. equities	161,139	144,480
Investments, carrying value	\$ 5,497,439	\$ 1,278,072
Investments, at cost	\$ 5,295,326	\$ 1,230,926

The yields on the fixed income investments range from 2.37% to 6.59% (2023 - 2.21% to 6.28%).

**4 Capital assets**

As at March 31	2024		2023	
	Cost	Accumulated amortization	Cost	Accumulated amortization
Computers and equipment	\$ 168,518	\$ 168,518	\$ 168,518	\$ 168,518
Website	165,320	165,320	165,320	165,320
	\$ 333,838	\$ 333,838	\$ 333,838	\$ 333,838
Net book value		\$ -		\$ -

**THE CANADIAN MENTAL HEALTH ASSOCIATION**

Notes to the Financial Statements

March 31, 2024

**5 Deferred revenue**

As at March 31	2024	2023
Externally restricted contributions	\$ 2,499,093	\$ 1,131,674
Workplace mental health program subscription	598,139	707,285
	<b>\$ 3,097,232</b>	<b>\$ 1,838,959</b>

The activity in deferred revenue is as follows:

	Opening	Additions	Revenue	Deferred
Externally restricted contributions				
Peer support and recovery	\$ 345,864	\$ 619,027	\$ (807,070)	\$ 157,821
Bounceback	503,995	1,000,000	(575,616)	928,379
Headstrong	68,834	-	-	68,834
Research	86,015	70,250	(36,601)	119,664
Suicide prevention	93,715	33,300	(127,015)	-
Resilient minds	14,943	450,000	(119,943)	345,000
Recovery Colleges	-	1,100,000	(240,604)	859,396
Other	18,308	389,660	(387,969)	19,999
	<b>1,131,674</b>	<b>3,662,237</b>	<b>(2,294,818)</b>	<b>2,499,093</b>
Workplace mental health program	<b>707,285</b>	<b>598,139</b>	<b>(707,285)</b>	<b>598,139</b>
	<b>\$ 1,838,959</b>	<b>\$ 4,260,376</b>	<b>\$ (3,002,103)</b>	<b>\$ 3,097,232</b>

Revenue has been recognized on the statement of operations as follows:

Year ended March 31	2024	2023
Workplace mental health program subscription and training	\$ 707,285	\$ 632,250
Donations and sponsorships	600,665	2,439,170
Program grants	1,694,153	1,049,034
Ride Don't Hide registration and donations	-	10,890
	<b>\$ 3,002,103</b>	<b>\$ 4,131,344</b>

**THE CANADIAN MENTAL HEALTH ASSOCIATION**

Notes to the Financial Statements

March 31, 2024

**6 Internally restricted net assets**

The Board of Directors of the Association has internally restricted funds to be used for specific purposes.

	Beginning of year	Transfers	End of year
Contingency reserve	\$ 3,174,993	\$ -	\$ 3,174,993
Strategic initiative reserve	600,000	(235,000)	365,000
	<b>\$ 3,774,993</b>	<b>\$ (235,000)</b>	<b>\$ 3,539,993</b>

**(a) Contingency reserve**

In accordance with the Internally Restricted Reserve Policy approved by the Board of Directors, a contingency reserve is to be maintained at an amount equal to between six to nine months operating expenses of the Association, currently estimated by management to be \$2,500,000 to \$3,750,000 (2023 - \$2,500,000 to \$3,750,000).

Funds in the contingency reserve are held at the discretion of the Board of Directors and may be utilized only upon approval by the Board of Directors.

**(b) Strategic initiative reserve**

A strategic initiative reserve has been approved by the Board of Directors and is to be maintained at a minimum of \$100,000 (2023 - \$100,000).

Funds held in the strategic initiative reserve are held at the discretion of the Board of Directors but may be utilized by the Chief Executive Officer of the Association upon approval of the Board of Directors.

**7 Pension plan**

After completing twelve months of service, all full-time employees of the Association are offered the option to become members of The Canadian Mental Health Association Pension Plan ("the Plan"), which is a multi-employer defined contribution pension plan for the Association's employees across the country, after completing twelve months of service. Employer contributions made to the pension plan during the year by the Association total \$145,200 (2023 - \$125,210).

**THE CANADIAN MENTAL HEALTH ASSOCIATION**

Notes to the Financial Statements

March 31, 2024

**8 Provincial / territorial divisions and regional branches transactions and balances**

Transactions with the provincial / territorial divisions and regional branches are in the normal course of operations and have been recorded at the exchange amount, which is the amount of consideration agreed to by both parties.

**(a) Accounts receivable**

Included in accounts receivable is \$118,497 (2023 - \$86,078) receivable from provincial / territorial divisions and regional branches.

**(b) Revenue**

Included in revenues of the Association are the following amounts from provincial / territorial divisions and regional branches:

Year ended March 31	2024	2023
Federation web platform fees	\$ 291,450	\$ 255,525
Division support license fees	218,750	218,750
Workplace mental health program subscription and training	26,000	-
Other	782	11,504
Ride Don't Hide registration and donations	-	10,000
Certification fees	-	4,370
	\$ 536,982	\$ 500,149

**(c) Revenue sharing**

The Association receives general, Push-up Challenge and Ride Don't Hide donations which are designated for provincial / territorial divisions and regional branches. The amounts received are recorded in revenues of the Association. The Association transfers the revenues, less an administrative fee, to the designated provincial / territorial divisions and regional branches. The amounts transferred to the designated provincial / territorial divisions and regional branches of \$1,829,264 (2023 - \$687,729) is recorded as a reduction in gross revenues.

**(d) Accounts payable**

Included in accounts payable is \$626,657 (2023 - \$674,968) payable to provincial / territorial divisions and regional branches.

**9 Financial instruments**

The Association is exposed to various risks through its financial instruments. The following analysis provides a measure of the Association's risk exposure and concentrations. The financial instruments and the nature of the risks to which they may be subject are as follows:

**Credit risk**

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Association is exposed to credit risk through its cash, accounts receivable and investments.

The Association's bank accounts are held at one financial institution and funds on deposit exceed the maximum amount insured and hence there is a concentration of credit risk.

Fees and other accounts receivable are unsecured and therefore pose a higher risk of default.

Credit risk related to investments is minimized by ensuring that these assets are invested in credit-worthy parties.

## **THE CANADIAN MENTAL HEALTH ASSOCIATION**

Notes to the Financial Statements

March 31, 2024

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### **9 Financial instruments (continued)**

#### **Liquidity risk**

Liquidity risk is the risk that the Association will not be able to meet a demand for cash or fund its obligations as they come due.

The Association manages liquidity risk through its investment policy and cash flow budgeting process.

#### **Market risk**

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk is comprised of currency risk, interest rate risk and other price risk.

#### **Currency risk**

Currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Association's investment portfolio includes US equities. As a result, the Association is exposed to the risk that arises from fluctuation of foreign exchange rates.

#### **Interest rate risk**

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

The Association is subject to interest rate risk to the extent that interest rates may affect the value of fixed income securities held.

The Association has formal policies and procedures that establish target asset mix, minimum credit ratings and varying terms of the securities held.

#### **Other price risk**

Other price risk refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate because of changes in market prices (other than those arising from currency risk or interest rate risk), whether those changes are caused by factors specific to the individual instrument or its issuer or factors affecting all similar instruments in the market.

The Association is exposed to other price risk through its investment in equities.

#### **Changes in risk**

There have been no significant changes in the Association's risk exposures from the prior year.

### **10 Comparative figures**

Certain comparative figures reclassified to conform to the financial statement presentation adopted in the current year.