

2015/2016

ANNUAL REPORT

COVER ART:

Claire Ferguson, LIGHT HEARTED, Pastels on paper

"Clean, fresh, uncluttered, free, buoyancy, water. This is the feeling that I'm working toward. The way I used to be but more improved."

Created for CMHA Brant-Haldimand-Norfolk Branch's
R.A.C.E (Relaxation and Creative Expression) program



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

MESSAGE FROM THE CHAIR AND THE CEO

CMHA is Getting Loud for Mental Health!

In 2015, CMHA turned up the volume.

We appealed to Canadians to “**Get Loud for Mental Health.**” And they did.

“Get Loud” is an entreaty to Canadians, our families, our employers, our communities and to our leaders. Last year, our bold call-to-action also shaped our work. Whatever we did, we got loud doing it.

“Getting loud” means stating it boldly: unaddressed mental health issues and underfunded mental health services are our greatest social challenge. We cannot talk only in terms of impact on our economy and productivity. The most fundamental cost is to our social fabric and to our very lives.

Canadians have great expectations of CMHA, the largest community-based mental health organization in the country. It is our responsibility to lift the megaphone, to shout it from the rooftops: we are behind most industrialized countries in funding mental health. Changing that would cost 6 cups of Tim Horton’s coffee every year for every Canadian.

In 2015, CMHA commissioned a [Nanos poll](#) to test the waters. We learned that Canadians – 94% of us – believe mental health conditions should receive the same or higher funding priority compared to physical health conditions.

And so, CMHA introduced our [More for the Mind](#) campaign for a sustainable mental health fund. Our message to government was loud and clear: Canadians need better access to quality mental health programs and services. We have met with leaders and decision-makers, and we gave them our best advice. They have started to listen.

When we launched our 2015 [Mental Health Week](#) campaign – developed humbly 65 years ago – we got more than traction with our Get Loud message. We did more than trend on [Twitter](#). We challenged stigma and discrimination more powerfully than ever before.

Through our [Mental Health Workplace Collaborative](#), we are getting loud along with Corporate Canada, helping to transform workplaces into psychologically safer places.

This year, we got loud through our flagship programs, replicating CMHA’s most creative and promising initiatives across the country.

We are the new CEO and the new Chair of an unshakable and venerated organization. We want to recognize and express our gratitude for the unrelenting energy and strategic leadership of former CEO, Peter Coleridge, who steadied us through the past five years. Peter has gone on to lead the way at Big Brothers/Big Sisters Canada.

We are thankful for the leadership of Irene Merie, who served for several years as CMHA National’s Board Chair, and for the dedication and direction of our National Board. We also wish to highlight the unflagging work of CMHA staff and volunteers across the country who bring the work to life. We would also like to celebrate the contributions of our donors and corporate partners who sponsor our efforts.

We are 10,000 strong – staff and volunteers – with our provincial divisions and 100+ branches in communities across the country. Together we are going to get louder and louder until every Canadian can get the help they need, when they need it. In 2018, CMHA will mark an historic milestone: we will be 100 years old. Change is so close. It’s about time.



“ CMHA will be 100 years old. Change is so close. It’s about time. ”

Dr. Patrick Smith,
National CEO, CMHA



“ Canada lags behind most countries in mental health funding. Changing that would cost 6 cups of Tim Horton’s coffee every year for every Canadian. ”

Cal Crocker, National
Board Chair, CMHA

GET LOUD FOR INCREASED MENTAL HEALTH FUNDING

In collaboration with CMHA colleagues across the country, CMHA has, over the years, provided leadership to help shape mental health policy initiatives and foster research partnerships, all with a view to improving evidence-based mental health tools, programs, resources and education.

In 2014, CMHA developed a multi-year public policy plan focused on mental health promotion, mental illness and substance abuse prevention, suicide prevention and children and youth.

The next step is to ensure that Canadians have access to quality mental health programs and services when they need them. Sustainable mental health funding must be in place for this to happen.

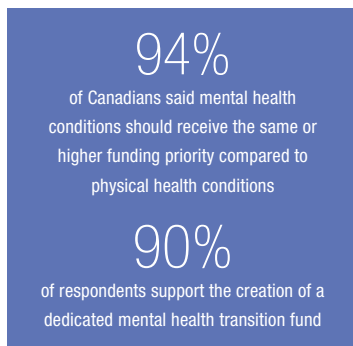


1 in 6 Canadians aged 15 or older reported a need for mental health care

The Problem

In June 2015, CMHA released key results from a [Nanos Research](#) poll of Canadians that found overwhelming support for prioritizing mental health funding.

However, current levels of funding for mental health services are not adequate to meet the needs of all Canadians.



The Solution

In January 2016, CMHA launched #GETLOUD, its campaign for [increased mental health funding](#), and asked Canadians to get loud along with us.

CMHA encouraged Canadians to tell their Members of Parliament that we need sustainable mental health funding, because all Canadians have a right to evidence-based mental health services, just like other medically-necessary services.

The Meeting

The following month, CMHA's acting National CEO, Andrew Jones, and CMHA Toronto's Executive Director, Steve Lurie, met with the federal Minister of Health, Dr. Jane Philpott.

On the agenda was CMHA's call for a Mental Health Transition and Innovation Fund to help provinces increase mental health spending to 9% of their health care budget and social care spending by 2% above current levels.

The proposed fund echoes recommendations made by the Mental Health Commission of Canada (MHCC) in its [2012 mental health strategy](#). The fund would be used to better plan for and integrate mental health care in primary health care settings; establish acceptable wait times for community mental health services; and set standards for

accessing evidence-based services and supports.

The Follow up

Following the meeting with the Health Minister, Assistant Deputy Minister of the Public Health Agency of Canada, Kim Elmslie, and her team, visited CMHA branches in Toronto, York and Durham. The goal of their visit was to learn more about CMHA services that, with the necessary investment, could be offered across the country.

Discussions focused on the need for more funding and opportunities to expand evidence-based services provided by CMHA and our partners across the country.

Next steps

CMHA is now working on a federal Health Accord submission that will identify innovative solutions offered by CMHA and others to deliver cost effective programs and services across Canada. CMHA's Health Accord submission will be presented to government officials in late 2016.

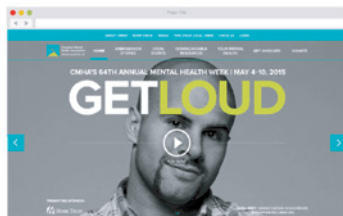
CMHA GETS LOUD FOR MENTAL HEALTH!

During CMHA's 64th Annual Mental Health Week (May 4-10, 2015), CMHA encouraged Canadians to GET LOUD for mental health and to talk more openly and honestly about it.

A snapshot of this year's campaign

Building on last year's innovative "Fine or Phine" campaign, CMHA asked Canadians once again this year how they're really feeling – because too often people claim to be feeling fine when they are not. This is being "phine."

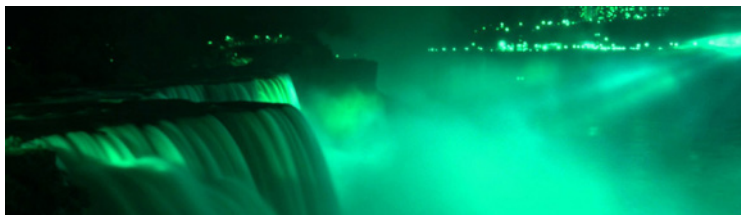
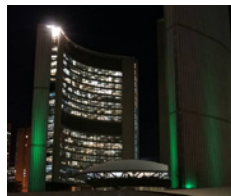
CMHA asked Canadians to GET LOUD for mental health – because being phine is not fine.



National MHW Website & GET LOUD Video

MENTAL HEALTH WEEK 2015 HIGHLIGHTS

The CN Tower, Toronto City Hall and Niagara Falls were illuminated green to recognize Mental Health Week.



CAMPAIGN SUCCESSES

CMHA's GET LOUD for mental health campaign was an overwhelming success, reaching millions of people.



13% increase
in likes

GETLOUD



#MHW2015 #GETLOUD
13,797,762 users reached



456%



increase in audience reached (traditional and digital media)

47%

increase in
website traffic

MENTAL HEALTH WEEK 2015 SPONSOR ACTIVITY

THANK YOU TO OUR SPONSORS!

Presenting Sponsor:

- Home Trust

Major Sponsors:

- Salesforce
- Beauty of Giving
- CEDA
- The Medicine Shoppe Pharmacy
- Bell Let's Talk

Supporting Sponsors:

- Barrick
- ECHO Foundation
- Pearson Canada

Our sponsors got loud too!



- Annual Tom Trenouth Charity Golf Tournament with all proceeds supporting CMHA



- Named CMHA as one of its 2015 Charities of Choice
- Curling Bonspiel raised \$20,000



Patrick Duggan of Salesforce (left), Bonspiel organizer, presents a trophy to the winning team.



- Ran cause-related marketing campaign
- 100% of Bed Head Manipulator proceeds were donated to CMHA



- Named CMHA its 2015 Charity of Choice
- Over \$38,000 raised at CEDACares Silent Auction

“Through our continued partnership with the CMHA, our employees are even more connected to the cause which is reflected in how much we raised.”

Bailey Quaite, Supervisor of Communications & Community Relations, CEDA



- Broadcasted GET LOUD video in customer waiting areas across Canada
- Distributed promotional items at all locations



- Mental Health Week campaign was promoted across Canada, online and within their newsletter
- Provided 500,000 digital impressions
- Organized employee and community webinars, seminars and workshops

PEARSON

- “Well Aware” educational series ran across Canada with 950 downloads
- Reached 30,000 students in over 1,000 classrooms

GUELPH MAN RIDES 2,000 KM TO END STIGMA



For 20-year-old Ben Cowderoy, there is no way to be unhappy on a bicycle. So, after watching friends and family suffer from mental health problems without receiving the services they needed, Ben took to two wheels. In the summer of 2015, starting in Guelph, Ben biked all the way to Halifax, raising over \$10,000 for CMHA.

Ben's fundraising efforts started on campus, with his classmates offering up loose change and personal stories of their own mental health struggles. Then, on July 14, 2015, Ben started cycling east. He rode for 18 days, discovering along the way how mental health issues affect and link us all. He believes that one of the major barriers to help is the stigma associated with mental illness. People still feel uncomfortable sharing their mental health struggles for fear of being judged or rejected by friends and family. But from what Ben has seen along the road and in his own life, talking about it can make all the difference.

As a thank you, CMHA's Mental Health Week sponsor Tokii Wearable Therapy presented Ben with a gift from their [Stop the Stigma](#) collection.

Ben is already planning his next ride. This time he'll go west to BC. This young man on two wheels is certain to inspire others to ride and raise funds for mental health.

“ People still feel uncomfortable sharing their mental health struggles for fear of being judged or rejected by friends and family. ”

NATIONWIDE FLAGSHIP PROGRAMS

Improving Lives Across Canada through National Flagship Programs & Events

CMHA's self-help programs and mental health literacy initiatives have helped thousands of Canadians improve and maintain positive mental health, at the same time, raising awareness about mental health issues and reducing the discrimination and stigma around mental illness.

These initiatives, developed by CMHA's community locations, have been so successful regionally that they are now being offered by CMHA branches across Canada. Innovative and of high quality, these programs are improving more and more lives in a greater number of communities every year.

Ride Don't Hide

In 2015, CMHA's 4th annual national bike ride once again put mental health front and centre. Funds raised last year gave about 30,000 Canadians access to CMHA services and programs.



Over 6,000 riders

28 cities in three provinces

\$1 million raised across Canada.

\$2.5 million+

Founded by CMHA BC in 2012, over \$2.5 million raised for mental health programs



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.

Last year, Bounce Back® was offered by CMHA branches in BC, Manitoba and Ontario.

“ This program and these workbooks have helped me move beyond just getting through my day. I'm actually enjoying life again and so proud of myself. ”

Bounce Back® participant

Living Life to the Full / Vivre sa vie, pleinement

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.

The program for youth, adults and older adults has been used in diverse settings such as workplaces, schools, prisons and First Nation communities.



65 CMHA affiliates and partners in 9 provinces and 1 territory deliver Living Life to the Full in 80+ locations, urban, rural and remote

My Life, It's Cool to Talk about it / Ma vie, c'est cool d'en parler

This educational guide – available in English and French – was created to help youth aged 12 to 18 years better understand the importance of mental health and how to adopt healthy lifestyles.

This turnkey program was designed for high school teachers and mental health providers and offers activities, information and teaching tools that promote the development of personal and social skills, including self-esteem, stress management and problem solving.



In 2015, the guides were sent to 164 high schools, community mental health organizations and youth workers in Quebec

A BUSY YEAR FOR CMHA'S WORKPLACE COLLABORATIVE

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.

2015: CMHA Certified Psychological Health & Safety Advisor Training 141 people have received their CMHA PH&S Advisors certification in its first year!

October 2015:

Online course partnership with Sheridan College

Return to Work - Mental Health (RTW & Work) is a national program that helps people make the transition back to work after having been on short-term disability due to a mental health problem. The program enables people to return to work – confidently and productively.

October 2015:

Mental Health Works (MHW)

Launched new Mental Health Website

25

new Mental Health Works Trainers were trained across Canada

November 2015:

National Workplace Survey

The Collaborative teamed up with CMHA BC and Lundbeck Canada to survey how well Canadian workplaces are doing in creating psychologically healthy and safe workplaces for their employees.

The national "Walking the Talk" workplace mental health survey, with close to 600 hundred respondents from across the workplace spectrum, found the following:

- Fewer than 1 in 4 organizations are doing "quite" or "very" well in addressing workplace mental health
- 32% are doing "somewhat" well
- 42% are not doing well at all

February 2016:

Bottom Line Conference

13th Annual Bottom Line Conference (BLC) held in Vancouver

"It was inspiring, authentic and raw. I loved how panelists openly shared their mental health and illness experiences."

February 2016:

C.M. Hincks Award

The Collaborative presented the 2016 C.M. Hincks Award to the University of British Columbia (UBC) at the 13th Annual Bottom Line Conference.

Premier National Workplace Conference

For 13 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 13th Annual Bottom Line Conference (BLC), held in Vancouver in February 2016, was sold out, hosting more than 370 delegates from across the country. Delegates enjoyed two days of plenary speakers and breakout sessions that provided new perspectives, skills and the opportunity to celebrate advancements in workplace mental health.

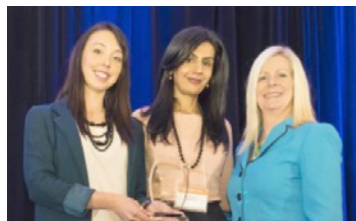
88%
rated the conference
"very good" or "excellent"

94%
said they increased their
understanding of how to
achieve psychological
health in the workplace

NATIONAL AWARDS

Celebrating Mental Health Leadership

For the past three years, CMHA has recognized outstanding organizations that foster positive mental health in the workplace. In 2016, CMHA presented the prestigious **Clarence M. Hincks Award** to the University of British Columbia (UBC) for their inspirational leadership, innovation and excellence in maintaining and improving mental health for their students, faculty and staff. The award, named in honour of CMHA founder, Dr. Clarence Hincks, is presented to an organization or individual that exemplifies Dr. Hincks' commitment to improving the mental health of Canadians.



L to R: Miranda Massie (UBC), Sarika Gundu (CMHA) and Tracey Hawthorne (UBC)

The award was presented at the sold-out **Bottom Line Conference**, CMHA's annual national workplace mental health conference held in Vancouver.

Celebrating and Honouring Individual Commitment to Mental Health

CMHA not only recognizes workplaces for their innovative approach to supporting mental health in the workplace, but it also celebrates the inspirational leadership and excellence of individuals who work to improve mental health for all.

This past year, CMHA presented two awards as part of its national awards program: the **Strengthening CMHA Award** and the Consumer Involvement Award. Both awards were presented at CMHA's nationwide Symposium held in St. John's in October.

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 within CMHA and in society in general.



L to R: Irene Merie, (CMHA National Board Chair), Michael Schratter (Consumer Involvement Award recipient), and Roger Baggs (Chair of the National Council of Persons with Lived Experience)

Last year's recipient was Michael Schratter of Vancouver, British Columbia.

Michael, a Vancouver school teacher and newspaper columnist, embarked on a solo bicycle journey to raise awareness and funds for mental health, cycling 40,000 kms, across 6 continents and 33 countries. His campaign, called **Ride Don't Hide**, was the culmination of a sixteen-year dream to combat discrimination and stigma related to mental illness. Michael's ride is the inspiration for CMHA's national Ride Don't Hide fundraiser and movement.

The Strengthening CMHA Award

is presented to a CMHA employee or volunteer who has gone above and beyond their job description and is a true innovator and leader both in CMHA and in their community.

Last year's recipient was Christa Baldwin, Executive Director, CMHA New Brunswick.

Christa has played a pivotal role in the incredible transformation and success of CMHA New Brunswick. In addition to enhancing mental health services in New Brunswick, Christa has overseen the amalgamation of the province's branches. She has worked to better meet the needs of New Brunswick's regional communities and to strengthen CMHA in the province.



L to R: Christa Baldwin (Executive Director of CMHA New Brunswick), and Irene Merie (CMHA National Board Chair).

A NEW MODEL TO BUILD A STRONGER, MORE UNIFIED CONSUMER VOICE

National Council of Persons with Lived Experience (NCPLE)

The NCPLE is a national body of people with lived experience who connect with consumers/other persons with lived experience from across the country in order to bring a consumer perspective to all CMHA activities.

Consumers/Persons with Lived Experience (PWLE)

Consumers/persons with lived experience (PWLE) are persons with first-hand, lived experience of mental health issues and/or of the mental health system.

In 2015, the NCPLE embarked on a new project to build a stronger, more unified consumer voice throughout CMHA. The main goals of this initiative are to highlight the important role consumers/PWLE play within CMHA and to spark a dialogue about how to give consumers a stronger national voice.

The project, called “A New Model for Persons with Lived Experience Engagement,” provides a better way to support consumer/PWLE engagement within CMHA’s regional offices and nationally.

Currently, some CMHA locations have Consumer Advisory Committees. This new model will build on these by expanding their existing role and creating new engagement committees.

Partnering on the new model

CMHA BC is the inaugural host for the new model. NCPLE will be working with the CMHA BC Division to implement the new model with the goal of developing a more in-depth and reciprocal relationship between CMHA and consumers/PWLE.

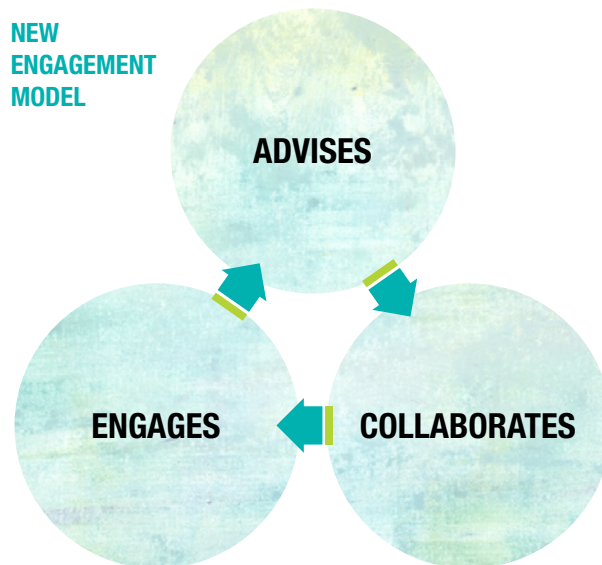
The NCPLE hopes that this model can be replicated throughout CMHA and will one day become a national Flagship Program.

The Model’s 3 Functions

The model will function in three ways:

- 1. To advise** internal CMHA leadership, consumers/PWLE both within CMHA and with others in the mental health sector
- 2. To collaborate** with consumer advisory committees within CMHA and with consumers/PWLE organizations, and mental health sector partners and key stakeholders
- 3. To engage** and encourage a strong consumer voice throughout CMHA and beyond

NEW ENGAGEMENT MODEL



CMHA FINANCIALS

In the fourth year of its nation-wide strategic plan, CMHA National continued to focus on building capacity to achieve the objectives of this plan.

The excess of revenues over expenses from operations after amortization totaled \$176,171, part of which was utilized to fund a net investment in the amount of \$64,400 for strategic plan implementation work. The net result was an overall excess of revenue over expenses totaling \$111,531.

Revenue decreased by \$75,620 or 4.5% over the prior year and is mainly attributable to reduced investment income caused by a decline in the financial markets.

Expenses decreased by \$127,062 or 7.9% over the prior year. This decrease is mainly attributable to reduced spending in support of the implementation of the nation-wide strategic plan and public policy development in the amounts of \$109,331 and \$78,223 respectively and increased spending on governance and administration and developing resources in the amounts of \$58,989 and \$1,503 respectively.

Reduced strategic plan implementation spending was due to the fact that the majority of implementation expenses were incurred in the three preceding years.

Further, reduced spending on public policy development was due to public policy resources temporarily diverted to fill the vacant CEO position. Finally, of the \$58,989 increase in governance and administration, \$40,264 relates to one-time costs related to the recruitment of a new CEO.

Through good working-capital management, cash and investments increased during the year by \$163,382.

A continued strong working-capital position will allow for further investment in initiatives that will enhance our relevance as the nation-wide leader and champion for mental health.

For more information, copies of the audited financial statements for the year ended March 31, 2016 are available upon request.

CMHA NATIONAL BOARD OF DIRECTORS 2015/2016

Officers

elected annually by the Board

Irene Merie Chair

Cal Crocker Vice-Chair

John Abbott Treasurer

Jeanette MacAulay Secretary

Directors-at-Large

elected by the eligible voting delegates/members

Tom McCarthy Ontario

Cal Crocker Ontario

Debbie McCormack New Brunswick

John Abbott Newfoundland & Labrador

National Council of Persons with Lived Experience

elected by the eligible voting delegates/members

Theresa Claxton Past Chair

Division Representatives

elected by eligible voting delegates/members

Peter Csiszar British Columbia

Sandra Anderson Alberta

Irene Merie Manitoba

Susan Grohn Saskatchewan

Roger Miller Ontario

Suzanne Lemire Quebec

Joy Bacon New Brunswick

Aileen McGinty Nova Scotia

Jeanette MacAulay Prince Edward Island

Mark Gruchy Newfoundland & Labrador

Chief Executive Officer

Peter Coleridge (ex-officio)

CMHA FINANCIALS

Statement of Financial Position

March 31, 2016

	2016	2015
ASSETS		
Current		
Cash	\$ 420,983	\$ 264,913
Short-term investments	43,978	54,107
Accounts receivable	63,784	123,266
Prepaid expenses	22,355	10,231
	551,100	452,517
Investments	1,196,009	1,178,668
Capital assets	9,790	12,331
Total Assets	\$ 1,756,899	\$ 1,643,516
LIABILITIES		
Current		
Accounts payable and accrued charges	\$ 170,387	\$ 147,423
Deferred revenue	179,463	200,575
	349,850	347,998
FUND BALANCES		
Operating fund	746,666	567,994
Externally restricted fund	-	-
Capital asset fund	9,790	12,331
Internally restricted fund	650,593	715,193
	1,407,049	1,295,518
	\$ 1,756,899	\$ 1,643,516

Statement of Revenue and Expenses

Year ended March 31, 2016

	2016	2015
REVENUE		
CMHA Divisional Fees	\$ 232,686	\$ 246,058
Fundraising & Bequests	618,410	633,203
Publication Sales	37,529	55,120
Corporate Sponsorships	450,555	467,669
Investment income	7,532	87,732
Other	248,397	180,947
	1,595,109	1,670,729
EXPENSES		
Governance and Administration	447,612	388,623
Building Capacity and Providing Services	804,183	920,332
Influencing Policy and System Planning	123,323	194,728
Developing Resources	108,460	106,957
	1,483,578	1,610,640
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 111,531	\$ 60,089



Canadian Mental
Health Association
Mental health for all

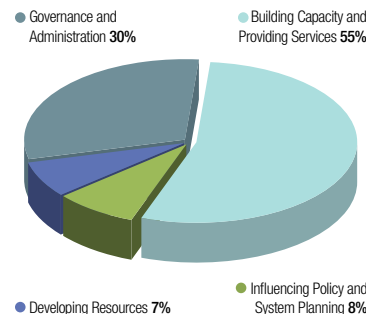
Association canadienne
pour la santé mentale
La santé mentale pour tous

2301-180 Dundas Street W. Toronto, ON M5G 1Z8

cmha.ca

Revenue by Source

Fiscal 2015-16



Expenditure by Program

Fiscal 2015-16

