



CANADIAN MENTAL  
HEALTH ASSOCIATION

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ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE

## Annual Report 2010

**CMHA** is a nation-wide  
charitable organization  
that promotes the mental  
health of all and supports  
the resilience and recovery  
of people experiencing  
mental illness.

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## MESSAGE FROM THE CHAIR

Thank You!

I believe the most important duty and privilege I have as Chair of the National Board is to thank the many people who on a daily basis work towards furthering the mental health agenda in Canada. We are fortunate to have thousands of dedicated volunteers and staff at all levels of our organization. I would also like to thank our donors, sponsors, partners and members who play an essential role in allowing us to move our programs and ideas forward.

It is with regret that I acknowledge our CEO, Dr. Taylor Alexander's retirement. On behalf of the organization I thank Taylor for his many contributions to CMHA National. We wish Taylor well both in his retirement and his recovery from recent surgery. I would also like to thank Alexandra Keay and Lorne Zon for their efforts in the roles of acting and interim CEO respectively.

Rather than reiterate what is contained in other reports I thought as retiring Chair that I would reflect on what I see as some key accomplishments over the past few years along with my thoughts for the future. These are my personal views and are offered in part to provide insight into how the National board works and in part to stimulate some discussion within the CMHA organization.

In October 2009 we held a National Congress, *Celebrating the CMHA Family*, with the aim of finding ways to move forward on the identified internal CMHA priorities of education, advocacy and strengthening CMHA. The board has endorsed the results of the Congress and has formed a Congress Follow Up Steering Committee to ensure the important guidance gained from the Congress does move forward. We are making progress. Some excellent ideas have been generated by the sub-committees;

unfortunately the cost estimates associated with some of the ideas have come in much higher than anticipated thus requiring a need to revisit the concepts. We are however sponsoring a "communities of practice" session in conjunction with the 2010 Conference.

Over the past few years the National board has moved to a policy governance model. This change brings us more in line with how some of our Division boards operate and is a more modern style of governance. Most of the transition is now complete which should allow the board more time and an identified framework with which to deal with bigger picture issues.

I have observed many changes within CMHA over the past 24 years of my involvement. Like many organizations in the charitable sector a number of these changes are a result of external influences and societal changes. There has been an emergence of organizations dealing with identified mental illnesses while at the same time there is a heightened awareness of mental health within society at large. I along with many others see these changes as positive. There can never be enough of us working towards the improvement of mental health for all Canadians or ensuring the voices of those with a mental illness are heard. These changes of course while providing new opportunities also create certain challenges in forming and nurturing new partnerships and alliances.

The National office itself has become a smaller and leaner office. This requires the National office to work on a much more collaborative basis with the Divisions. Fortunately the Divisional Executive Directors and CEOs are willing participants in this collaboration and have presented some ideas to the National Board on how this collaboration might look on a go forward basis.

One important internal initiative which for a variety of circumstance was delayed this year is the creation of a committee to look at ways to improve the bilingual capacity of CMHA National. To fully engage the provinces of Quebec and New Brunswick along with French speaking people in the rest of Canada we plan to act upon this quickly upon the appointment of a new National CEO.

CMHA National has been the recipient of some significant bequests over the past couple of years. The Board has internally restricted these funds with a view to developing a comprehensive policy with respect to investment and disbursement. CMHA National remains committed to operating on a balanced budget basis. While there will often be occasions requiring adjustment to the budget created at the beginning of a year we will look very carefully at the causes of the variances before deciding to allocate internally restricted funds to our operational budget.

It has been an honour to serve as Chair of the National Board. I thank everyone I have dealt with over the past two years for your support; understanding and professionalism in dealing with what at times were contentious issues.

As a final thank you I would like to personally thank the members of the National Board and the staff of the National Office.

And since I believe it can never be said enough: Thank you one and all!

Sincerely,

Gordon



## CONGRESS FOLLOW-UP STEERING COMMITTEE (CFSC): FOLLOWING UP THE 2009 NATIONAL CONGRESS

In October 2009, CMHA held a National Congress to explore ways to move forward on our priorities as a unified association. The priorities, determined by a pre-conference survey, are: Education, Advocacy, and Strengthening CMHA. Because the participants from all levels of the Association did not want to lose momentum on the significant achievements they had made at this event, a Follow-up Steering Committee was struck. Its mandate is to: determine priorities and three specific actions to report to the 2010 National Conference in London, Ontario (October 22-24), focus initially on steps related to communications, and identify any relevant new emerging issues and their implications for Congress-related follow-up activities. This Committee has met six times via teleconference since last October, supporting the ability of CMHA staff and volunteers to connect across the country in pursuit of our common goals, and overseeing the work of two sub-committees working on specific communications-related issues.

*The Communities of Practice (CoP) Sub-Committee* is dedicated to strengthening collaborative practice throughout the Association, and enhancing communication and learning in particular issue areas across CMHA through CoPs and other mechanisms. It has:

- Explored the concept and value of CoPs; agreed on working definition of CoPs; identified possible issues for CoPs within CMHA; circulated and compiled results of a CMHA survey about topics for CoPs; developed a pilot CoP for public educators across the association.

- Planned a Communities of Practice workshop to be held in conjunction with the 2010 National Conference
- Supported a Pilot CoP for Public Educators: to meet regularly; circulate a survey to clarify the public educator role within CMHA; plan a presentation as a case study at the October CoP workshop session.
- **The Technology for Communications (Technology) Sub-Committee** is working to strengthen CMHA's web-based infrastructure and Intranet in order to help link elements of CMHA across the country and take advantage of potential of social media approaches. It has:
  - Conducted a review and analysis of the existing Intranet, identified weaknesses and areas needing improvement; explored options for improvement and feasibility of collaboration with the Mental Health Commission of Canada; tested a demo for a new website.
  - Posted sub-committee meeting reports on Intranet (some in both languages) with notices alerting people to look for them; circulated and compiled results of a CMHA survey to gauge interest in the Intranet and determine topics of interest; circulated status report of steps toward enhancing the CMHA website and Intranet, with contact information for support to CMHAs needing assistance.
  - Gathered information in order to recommend company or companies to host a new platform; determining costs; evaluating proposals from prospective providers; planning for selection of company.

The Follow-up Steering Committee and its two sub-committees are regularly evaluating their

progress, inspired by the vision of all levels and regions of the Association working together with a unified voice, to fulfill the important mission we all share.

## MENTAL HEALTH WEEK 2010

CMHA, National was honoured a fifth year in a row to have Desjardins Financial Security (DFS) as the corporate sponsor of the 2010 Mental Health Week.

The 2010 slogan "Building Your Mental Health One Support at a Time" encouraged Canadians to cultivate supportive relationships in all areas of their lives. We delivered the message that a strong foundation for positive mental health starts with positive relationships at work, good neighbours, ties to your local community and caring relationships.

Materials were created for distribution through our CMHA branches and the public across the country. Two new videos were developed and added to our National website home page. One video depicted our CEO, Taylor Alexander addressing the importance of mental health and the other was created to present the effects of workplace depression on family members as told by a small child. This poignant message was set up as a viral video which was consequently disseminated widely through the internet.

Our 2009 TV PSA and radio PSA's were updated and distributed across the country to radio and television stations. Five thousand stress cards were distributed in Halifax, Montreal, Toronto, Calgary and Vancouver during a busy lunch hour to raise awareness about mental health and stress.

Marian Balla of the Adlerian Counselling Centre in Ottawa presented a compelling address to the senior executives of the

Federal Public Service during a breakfast on the Wednesday of Mental Health Week. The stresses of the sandwich generation and workplace engagement were topics well received by the participants. Desjardins created a Facebook page to connect individuals to our resources across the country proving that we were keeping up with technology to advance our message.

CMHA branches across the country were exemplary in their efforts to disseminate mental health information through breakfasts, lunch and learns, conferences, runs and art shows.

Planning is now underway for the 60th Anniversary of Mental Health Week May 1st through 7th, 2011.

We thank Desjardins Financial Security for their continued commitment as a partner in promoting mental health for all Canadians.

## NATIONAL CONSUMER ADVISORY COUNCIL

The National Consumer Advisory Council (NCAC) continues to support and advise the National Board of Directors on matters that impact the mental health of all Canadians.

The NCAC shares a number of common objectives related to key initiatives and other projects of CMHA National including their policy, advocacy and public education initiatives. We are able to inform the work of CMHA National through representation on the CMHA National Board of Directors, CMHA National Executive Committee, and by actively participating on the PROACT, Congress Follow-up, and Community of Practice committees. The NCAC is a member of the planning committee for the CMHA National Conference, "Thriving in 2010 & Beyond", and we have taken a lead in facilitating the

development of the Consumer/Survivor Thriver committee for the National conference.

The NCAC currently has representation from British Columbia, Alberta, Manitoba, Ontario, New Brunswick, Nova Scotia, and Newfoundland/Labrador. All NCAC members are connected to their local CMHA family and have many affiliations with provincial and national mental health organizations and are closely connected to their peer community.

In September the NCAC chair was invited to meet with the Mental Health Commission of Canada (MHCC) Peer Project team lead, Lieutenant Colonel Stéphane Grenier and other community leaders to discuss the Mental Health Commission's peer support project. We look forward to this and other opportunities to enhance the utilization of peer support and peer based education strategies in the workplace as well as the mental health, addiction and broader social services fields. It is our belief that these strategies will encourage a change in societal attitudes toward people living with mental health challenges.

The energy, policy and passion that is reflected in our work is provided by my dedicated NCAC colleagues – Paula Krane (BC), Heather Hanberg (AB), Kathy Sing (MB), Albert Basdarache (NB), Graham Hooper (NS) and Roger Baggs (NFLD/LB). The highly effective support from our dynamic team leader, Julie Flatt and the support from the team at National office are key to our success. To each one of you, I owe a debt of gratitude.

I would also like to express my personal thanks to our retiring members – Loise Forest, Joan Edwards-Karmazyn and Heather Hanberg. Their wisdom and commitment to our cause will be sorely missed.

Our members will meet face-to-face immediately before the National conference in October and we will develop our work plan for 2010-2011. We have developed a clear succession plan and will be announcing our new chair and vice-chair at this time.

We look forward to continuing to connect with our peers and CMHA provincial advisory committees and fulfilling our membership in the hopes of creating a strong, influential body of experienced voices to best inform the National Board of Directors.

The NCAC will continue to build strong stakeholder partnerships individually and collectively to strive toward to the vision of *mentally healthy people in a healthy society*.



## FUND DEVELOPMENT REPORT

During the past fiscal year, CMHA, National has taken significant steps to enhance its fundraising efforts.

One of these significant steps is the purchase of a sophisticated on-line software application to attract and engage ordinary citizens as its volunteer fundraisers. These software applications will be available to CMHA affiliates to support their fundraising special events during Mental Health Week and throughout the year. CMHA National has

also purchased fundraising management software in order to better manage donor and other stakeholder information.

This year, CMHA, National has received several significant bequests and for this we are truly grateful. Such support of CMHA will help thousands of Canadians who rely on service provision, information on mental health issues, research and advocacy.

Also, CMHA has completed its Foundation Feasibility Study. Valuable insights resulting from this study will help support CMHA fundraising efforts in years to come.

Great and exciting initiatives aligned with our CMHA strategic goals have begun with support from major corporate sponsors such as Bell and Pfizer. One of these initiatives will be the enhancement of 43 CMHA pamphlets currently sold through ShopCMHA.

Finally, CMHA is very grateful to Swartz family and friends for their generous in-memoriam donations which helped fund the launch of the first Canadian National Mental Health High School Curriculum during the Champions of Mental Health awards night.

Many thanks to all our donors, volunteers and corporate sponsors. Your support is truly appreciated.



## FINANCIAL INFORMATION

Thanks mainly to a large bequest received during the year, significant progress towards achieving financial stability was made. A strong financial base is now in place upon which to continue the rebuilding process commenced in fiscal 2007/08.

The excess of revenue over expenses for the year totaled \$852,417 while net assets invested in capital assets decreased by \$12,682. As a result, an increase in working capital and positive cash flow in the amounts of \$865,099 and \$878,654 respectively was achieved.

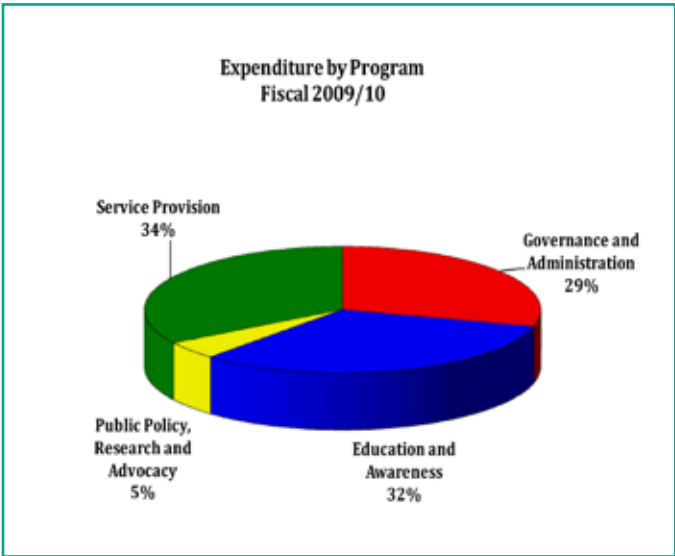
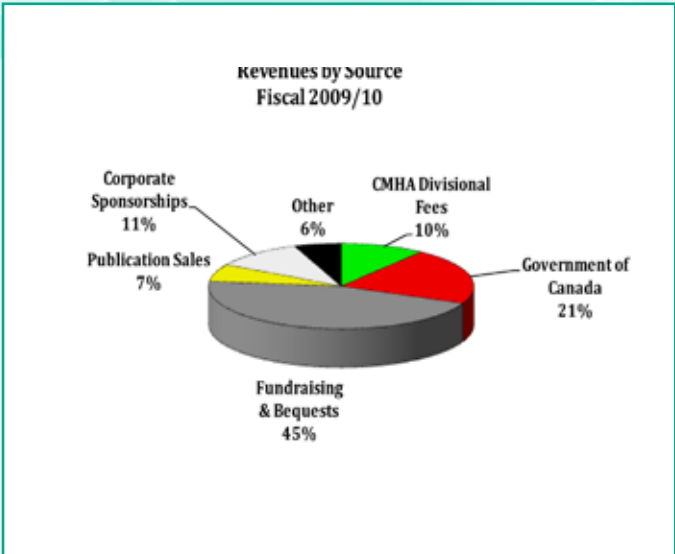
From the charts below, please note that the funds received from the Government of Canada are applied specifically to direct service provision activities while the funds from other sources are applied to our education and awareness; public policy research and advocacy; and governance and administration activities. Further, due mainly to the cost of the National Congress held in October 2009, governance and administration expenditure accounted for 29% of total expenditure compared to 26% last year.

For more information, copies of the audited financial statements for the year ended March 31, 2010 are available upon request, and can be found on our National website.

### CANADIAN MENTAL HEALTH ASSOCIATION

#### Statement of Revenue and Expenses Year ended March 31, 2010

	2010	2009	
<b>REVENUE</b>			
CMHA Divisional Fees	\$ 236,588	\$ 268,560	10.3%
Government of Canada	490,525	778,010	21.3%
Fundraising & Bequests	1,041,123	144,080	45.2%
Publication Sales	149,394	168,275	6.5%
Corporate Sponsorships	252,278	120,415	11.0%
Other	132,420	79,526	5.8%
	<b>2,302,328</b>	<b>1,558,866</b>	<b>100.0%</b>
<b>EXPENSES</b>			
Governance and Administration	424,534	390,095	29.3%
Education and Awareness	468,113	274,457	32.3%
Public Policy, Research and Advocacy	66,739	64,199	4.6%
Service Provision	490,525	762,635	33.8%
	<b>1,449,911</b>	<b>1,491,386</b>	<b>100.0%</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>\$ 852,417</b>	<b>\$ 67,480</b>	



**NATIONAL BOARD  
2009-2010**

**EXECUTIVE:**

Chair: Gordon Matheson  
 Vice-Chair: David Copus  
 Past Chair: Judy Watson  
 Treasurer: Cal Crocker  
 NCAC Chair: Theresa Claxton

**Directors-at-Large**

Roger Boudreau  
 Cal Crocker  
 Debbie McCormack  
 Linda Walker

**Division Representatives**

Micheline Beaudoin, Québec  
 Charles Bruce, Nova Scotia  
 David Copus, Alberta  
 Darrell Downton,  
 Saskatchewan  
 Joan Jones, Ontario  
 Keith Lowe, Manitoba  
 Gordon Matheson, PEI  
 Frankie O’Neill,  
 Newfoundland  
 & Labrador  
 Mark Henick, New Brunswick

Sepp Tschierschwitz,  
 British Columbia  
 Dr. Taylor Alexander, CEO and  
 Secretary to the Board

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