



Canadian Mental  
Health Association  
British Columbia  
*Mental health for all*



*years of  
community*  
*ans dans la  
communauté*



# ANNUAL REPORT

2017-18

# JOIN US!

## TAKE ACTION

We are calling on all British Columbians to get loud for mental health. Join our b4stage4 campaign to improve mental health and addictions care in BC. Get loud and take action at [b4stage4.ca](http://b4stage4.ca).

## BECOME A MEMBER

When you become a member of CMHA, not only are you showing you care about mental health in BC and in your community, you are joining a movement to build a community of hope, support and inclusion for people with mental illness. You also receive a free subscription to the award-winning *Visions Journal*.



Complete the sign up form on the back page of this report or visit [cmha.bc.ca/get-involved](http://cmha.bc.ca/get-involved)

## VOLUNTEER

CMHA BC is a volunteer-driven organization that depends on volunteers like you to help us to develop our vision and provide services. We can use help in many different areas of interest and skill, from participation on our board and advisory committees, to community outreach and education.

## DONATE

If you like what you've read in this report, help us further our goal of *mental health for all* with a donation. There are many ways your donation can make a difference and every gift helps.

## STAY CONNECTED

Sign up for email updates to stay on top of the latest mental health news, programs and resources from CMHA and beyond! Don't forget to follow us and join the conversation on Facebook, Twitter and Instagram.

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# EXECUTIVE MESSAGE

## ANNUAL REPORT 2017-18

### In Gratitude

This is the last time I will compose an Executive Message for the CMHA BC Division Annual Report—after 26 years in this role I am retiring. I am looking back over the 26 years and I am thankful for the privilege of serving this organization as its CEO. As I reflect I am reminded on the exceptional people I have met and worked with through this organization.

The role of CMHA as an advocate, as a service innovator, as a service provider and as an educator reaching out to people and organizations across the life span is what makes CMHA's contribution unique. I am thankful for the privilege of working for an organization that has remained committed to ensuring the voice, the talent and the experience of people with lived experience is reflected in all we do.

I am thankful for a board of directors who leads through their lived experience as someone with a mental illness and or an addiction or as a family member.

I am thankful for the gifts and insights I have learned through my own experiences with depression over the decades.

Most of my highlights are about the people who, as tough as this job has been at times, remind me to live by demonstrating our values.

One of the most powerful people I met at the beginning of my work in BC was Lorne Fraser, who through his own means and vision created the educational fund that gives out bursaries and scholarships each year.

I think of the commitment and dedication of Dr. Jean Moore who was the Board Chair when I first started. Jean is the advocate that made us realize how important it was to concentrate our efforts on children, youth and families. Jean continues to volunteer for CMHA now, giving over 50 years of service.

I remain humbled by the dedication and voice of Michael Schratter, who dedicated 18 months of his life cycling the globe and telling his story of stigma and discrimination. Michael's passion is why there is a Ride Don't Hide today in 30 communities in 7 provinces. What a privilege it has been to work alongside him.

My heart remains moved by the story of Mary, a 16 year old girl who learned to build a bike and through CMHA Cowichan Valley's BikeWorks. The most important part of the story is how the branch helped her to reconnect to her dad through this activity. At the time her dad was living at the branch's shelter.

There are so many stories and champions from all walks of life and from all stages of life. This is what we must remember in our day to day challenges. There are thousands of people who rely on CMHA for our commitment to make the world better, to improve what we provide and how we do it, and to raise our voice to address the stigma and discrimination that remains to this date. We are counted on to bring attention to injustices and to right what is wrong.

There are so many organizations and people I would like to thank and I cannot name them all. Special thanks to the board, the staff and those that count on us each and every day. Your story, your resilience lives in my heart forever.

It has been a privilege. Thank you.



A handwritten signature in black ink that reads "Bev Gutray".

**Bev Gutray**  
CMHA BC  
Chief Executive Officer

## A Way Forward

When we choose to volunteer our time, energy and resources to CMHA, we make a conscious decision. This may be based on lived experience of mental illness or addiction in our own lives, it may be based on concerns regarding loved ones, or sometimes an event may happen that highlights the need for help in the community and we feel drawn to give of ourselves.

In volunteering at CMHA, we are given an opportunity to contribute based on our skills and expertise, our insight and experience. Each board member brings a unique constellation of knowledge and commitment to the work, but the passion borne of the mission is what makes for the dynamic vision and purpose of CMHA and gives the impetus to drive forward.

That is not to say that the work of the board is not without challenges. We are sometimes pressed to make difficult choices, but we do so in the knowledge that we are helping improve the situation for those living with mental illness and addiction. We do this together, forming and building relationships of trust

and support. We become like a family, helping one another, especially during times of trial. When life's challenges take a toll, we are able to step back and know that others are more than willing to carry the load. We are not alone.

And isn't that the message we want to share with people we are trying to help. Regardless of where life's circumstances have led, there is support, there is help. We can be there for you and we believe that we can help you find your own way forward.



A handwritten signature in black ink that reads "B Keith".

**Barb Keith**  
CMHA BC  
Board Chair

## Celebrating 100 years of promoting mental health for all

The Canadian Mental Health Association (CMHA) is one of the oldest continuing voluntary health organizations in Canada. This year, we celebrate our 100<sup>th</sup> anniversary as the nation-wide leader and champion for mental health.

CMHA began as the Canadian National Committee for Mental Hygiene, founded by Dr. Clarence M. Hincks and Clifford W. Beers in January 26, 1918. Hincks was very interested in the field because he himself had experienced mental illness. Early areas of focus included mental health care for veterans, improving the treatment of people with mental illnesses, and mental illness prevention.

Over the years, provincial, regional and community CMHAs have been established across Canada, providing an array of community-specific services and supports. CMHA BC was founded in 1952 and officially incorporated on October 6, 1953. CMHA BC volunteers became involved in the support of patients at Riverview Hospital and ran the thrift store.

Throughout its history, CMHA BC has advocated for changes to legislation and policy affecting people with a mental illness that ensured the availability of community alternatives, access to housing, and income supports. Through this work, CMHA BC has played an important role in the reform of the mental health care system in BC.

CMHA BC is proud to be part of a network of CMHA branches in communities across BC whose grassroots involvement and direct services—such as housing, employment services, crisis lines, and support groups to name a few—have touched the lives of countless British Columbians.

We are especially proud to celebrate the 100<sup>th</sup> anniversary of CMHA this year. Throughout a century of much change, we remain deeply rooted in embracing the voice of people with lived experience of mental illness and addictions, collaborating with and within communities, using evidence to inform our work, and working to improve mental health for all.



## ABOUT US

Celebrating our 100<sup>th</sup> year, the Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health, CMHA promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. In BC, our mandate includes people with substance use problems and those who love and support them.

Through our family of over 87 local, provincial and national locations across Canada, CMHA provides a wide range of innovative services and supports tailored to and in partnership with our communities. Mental health begins where you live, learn, work and play. Together, we are making a difference.

CMHA is uniquely positioned in Canada as a charity that brings together experience and expertise on community-based mental health promotion and support for people with mental illnesses. We are unique not only in our approach but also in our ability to speak to a broad range of issues surrounding mental health and mental illness.

CMHA BC has been accredited through Imagine Canada's national Standards Program. The program awards accreditation to charities and non-profits that demonstrate excellence in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement.



## CMHA'S VISION, MISSION AND VALUES

**Our vision:** Mentally healthy people in a healthy society.

**Our mission:** As the nation-wide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness.

**Our mandate and scope:** In BC, mental health, substance use and addictive behaviour are within the scope of the organization.

### Our key values and principles:

- Embracing the voice of people with mental health issues (in BC includes people with addictions)
- Promoting inclusion
- Working collaboratively
- Influencing the social determinants of health (e.g. housing, justice)
- Focusing on the mental health needs of all age groups
- Using evidence to inform our work
- Being transparent and accountable

## Framework for Support

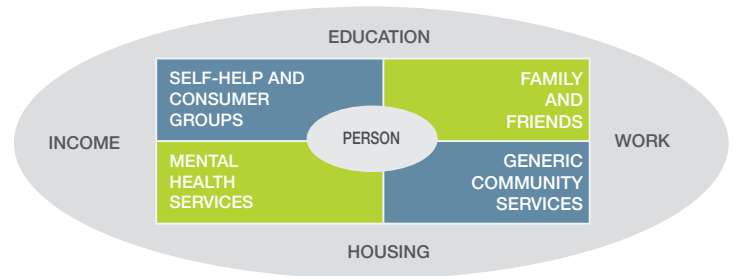
The Framework for Support is the central philosophy guiding the activities of CMHA. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system.

The Community Resource Base outlines a range of possible resources in addition to the formal mental health system, which can provide support to a person with mental illness. Housing, income, work and education represent four basic elements of citizenship.

The ultimate goal of the Framework is to ensure that people with serious mental health problems live fulfilling lives in the community. The Framework is referred to

as the most comprehensive model for mental health planning by federal and provincial governments as well as by the Centre for Community Change in the US, and the Government of Ireland.

### COMMUNITY RESOURCE BASE



## BC Partners

CMHA BC is a proud member of a group of seven provincial mental health and addictions non-profits working together to help British Columbians improve their mental well-being.

The BC Partners for Mental Health and Addictions Information (BC Partners) first came together in 2003 and recognize that by working together, we have a greater impact in our mission to provide helpful, good-quality information on mental health and substance use, including how to prevent, recognize and manage problems.

In addition to CMHA BC, the BC Partners include:

- AnxietyBC
- BC Schizophrenia Society
- Canadian Institute for Substance Use Research, University of Victoria
- Institute of Families for Child and Youth Mental Health
- Jessie's Legacy eating disorders prevention and awareness, a Family Services of the North Shore program
- Mood Disorders Association of BC, a branch of Lookout Housing and Health Society

Funding for the BC Partners is provided by BC Mental Health and Substance Use Services, an agency of the Provincial Health Services Authority.

### Projects led by CMHA BC on behalf of the BC Partners in 2017–18:

- **HeretoHelp Website** (p.12)
- **BC Partners Public Outreach** (p.13)
- **Information Resources for Immigrants and Refugees** (p.13)
- **Visions Journal** (p.14)
- **Beyond the Blues: Education and Screening Days** (p.15)
- **Healthy Minds | Healthy Campuses** (p.16)



# GETTING LOUD FOR MENTAL HEALTH

## B4stage4 Campaign

In 2017–18, we continued to raise our voice and turn up the volume for better mental health and addiction supports in BC.

Building the momentum of our b4stage4 pre-election campaign, we advocated for:

- Prevention and early intervention
- An accessible addictions system of care
- Mental health services in community
- Effective crisis response
- Leadership across all sectors

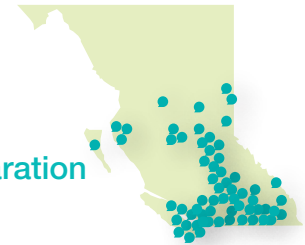
We knew that action in these five areas would move the needle for better mental health and people in BC agreed. Individuals and organizations from across the province and beyond came together to echo and strengthen our call leading into the 2017 election and afterwards. By the end of March 2018, we'd had almost 5,000 people sign our declaration for change.

Because of the strong and diverse community support, we were able to GET LOUD for mental health and addiction in the lead up to the 2017 provincial election. Our supporters tweeted, emailed, and called their candidates to advocate for better mental health and addiction care. We witnessed the impact of their efforts in the platform commitments made by the three major parties—BC Liberals, BC NDP, and BC Greens—and the personal endorsements of the declaration made by individual candidates.

After the election we continued to engage people in BC to shape the future of mental health and addiction supports in the province. In July 2017, we launched the *Help Shape Our Future* survey and we were thrilled about the response we got. We had 1,163 survey respondents who told us their thoughts on how best

### IMPACT

nearly  
**5,000**  
signed our declaration  
for change



### Leading up to the 2017 election:

- 84 mentions of mental health across all three party platforms
- 39 mentions of addiction across all three party platforms
- 1 party released a statement of endorsement on behalf all candidates
- 44 individual candidates endorsed the declaration
- 99% of candidate endorsements indicated support for all five pillars of the declaration
- 92% of candidate endorsements supported the suggested actions listed beneath each pillar

 CMHA BC staff member Jonny Morris listens to Victoria-Beacon Hill candidate Carole James at a candidates forum hosted by CMHA BC in April 2017



*My sister has a substantial mental health issue that has yet to be correctly addressed. I believe when someone repeatedly attends a hospital for support they should be accepted and correctly diagnosed before being dismissed.*  
—*Help Shape Our Future* survey respondent from Northern BC







to intervene early in illness and early in life to support better long-term outcomes. More than half of those respondents took the time to tell us their personal stories of mental health and addiction crises and what would have changed the story for them. It's clear that people in BC want better supports and they want to engage to get us there.

We're incredibly proud of our work on b4stage4 and thankful to our supporters. The b4stage4 philosophy and concept is adapted from the work of Mental Health America, and we want to say thank you for allowing us to use it.

## New government, new opportunities to raise our voice

In addition to implementing one of our calls to action — establishing a dedicated Minister for Mental Health and Addictions—the 2017 election results have opened the door for CMHA BC to engage with the provincial government on several important policy areas that impact mental wellness and recovery from mental illness and addiction.

In 2017–18, we made submissions to a number of public engagement opportunities to advocate for better services to keep people well:

- **Recreational cannabis:** We recommended that BC take an approach to regulating recreational cannabis that minimizes any health and social harms related to its use. We believe that such an approach includes robust public education based on evidence and not myths, ensuring that those with problematic cannabis use can access services that support their well-being without stigma, and recognition of the differential impacts of criminalization on marginalized communities.
- **Re-establishing a human rights commission:** In addition to other recommendations, we advocated for a human rights commission that prioritizes preventive and responsive education that reduces stigma and discrimination against people with mental health or addiction problems.
- **Poverty reduction:** Poverty, mental health and substance have a complicated relationship—they affect and reinforce each other. Economic security is crucial to mental health and well-being and an adequate standard of living is an important part of the recovery process. CMHA BC made a series of recommendations to preserve the dignity and security of people with mental health or substance use-related problems, and those living in poverty.

📷 *CMHA BC Board Chair Barb Keith, CEO Bev Gutray and staff member Kendra Milne met with Hon. Judy Darcy, BC's Minister for Mental Health and Addictions, in September 2017*



# PUBLIC EDUCATION AND OUTREACH

## CMHA BC Online

CMHA BC’s website is a key way of sharing news, resources and information on CMHA’s programs and services with members, partners and the public. The website also includes a directory of CMHA branches in BC, information on mental health and related topics, policy research and reports, secure online donation options, an online store, and subscription options for CMHA BC’s popular e-newsletter, Mind Matters.

Mind Matters continued to connect subscribers with monthly updates on what’s new at CMHA BC and other mental health programs, resources and events in BC.

Social media channels such as Facebook and Twitter were another popular way to stay in touch with CMHA BC. This year the number of people following us on Facebook and Twitter grew by 25%, and our Instagram community grew to over 1,000 followers.

### IMPACT



**9,500+** followers reached on Twitter and Facebook

- CMHA BC website received 221,300 visits and 427,400 page views last year
- Mind Matters monthly e-news reached nearly 3,000 subscribers



Stay in touch! Sign up for our Mind Matters monthly e-news at [cmha.bc.ca/newsletter](http://cmha.bc.ca/newsletter)



Our CMHA BC public education and outreach work is funded solely through your donations. Donate today at [cmha.bc.ca/donate](http://cmha.bc.ca/donate)



## CMHA BC Public Outreach

One of the ways CMHA BC helps promote mental health is by reaching out one on one through public information displays at events, and through direct requests for information via our other communications channels. These services help people find the information they need to care for themselves and their loved ones.

### IMPACT

#### Responded to

**1,441** requests for help, support or information

- Showcased CMHA BC programs with displays at 19 strategic events



Each year, CMHA BC receives hundreds of direct requests for information, support and referrals by phone, email, social media or walk-in. The most common questions are around accessing affordable counselling; accessing a psychiatrist; help for depression, anxiety and/or suicidal thinking; and how to get help for and support a loved one who is struggling. This work is unfunded by any grant and supported only by donations.

Our help desk software helped us respond to an increasing number of requests direct to CMHA BC. We responded to over 1,400 requests for help, information or support—a 22% increase from the previous fiscal year. These contacts are over and above the nearly 1,200 requests received through HeretoHelp channels (see p.13).

*Thank you so very much for your compassionate and detailed reply. I never expected such assistance and it is greatly appreciated! You have given me many avenues to investigate, which I currently am doing...Again, thank you for being a ray of light in this desperate situation.*  
—CMHA BC info requester

*You are so so fantastic. Thank you so much for taking the time to reply to me with such helpful information. Honestly can't thank you enough. This is the first time that I haven't felt like I've just gotten the run around from a health care professional.*  
—CMHA BC info requester



📷 CMHA staff showcased helpful CMHA resources and programs at Bottom Line 2018



## HeretoHelp.bc.ca

For 14 years, the HeretoHelp website has been a trusted source of mental health and substance use information for individuals and families in BC and beyond. The site features 1,500 plain-language resources including personal stories, *Visions* articles, info sheets, workbooks, screening self-tests, and multilingual content.

### IMPACT

**1.68 million**

**HeretoHelp website visits and  
3.53 million page views last year**



- Around 92% rated HeretoHelp as excellent or good at providing high-quality, useful information that is easy to read and understand
- Now that a full 60% of visitors access the site on mobile devices we will be overhauling the site design to be mobile responsive by late 2018

This past year, we added 305 new resources to HeretoHelp. Among them was a range of new content developed by CMHA BC including:

- 10 articles for our Ask Us section
- A new rack card on the Aboriginal medicine wheel and wellness
- 13 new rack cards on mental health promotion skills or mental health problems
- 7 new or revised info sheets

We also hosted a tweet chat for the first time with experts from our self-injury issue of *Visions* as the panelists and had good engagement with the topic.

HeretoHelp material is also highly regarded outside BC's borders. Numerous info sheets are being translated into several languages including Farsi and Arabic by Canada's national Multicultural Mental Health Resource Centre. HeretoHelp and its popular online screenings are also now included in a promising practices document prepared for the US-based Substance Abuse and Mental Health Services Administration.

*I am very happy with your useable resources. I like having an example/story so people don't feel so isolated and shamed. I like the Canadian/BC content. That alone provides a better fit for the people I see and support.*  
—HeretoHelp website visitor

*I am a psychiatric nursing student and I have found this website amazing, all the contents are informative and I love the worksheets and the plain language that is used throughout the website.*  
—HeretoHelp website visitor





## BC Partners Public Outreach

One of the features of the HeretoHelp website is an email-based information and referral service. CMHA BC manages this service on behalf of the BC Partners, helping British Columbians find local, trustworthy mental health and substance use resources and services for themselves and their loved ones.

Our help desk software continues to help us monitor, delegate, standardize and evaluate the increasing volume of requests from the public. We continue to recruit and train new volunteers to help us provide information, support and referrals. In addition to managing the help desk, CMHA BC helps share resources and distribute products through the HeretoHelp online store and at community events.

## Information Resources for Immigrants and Refugees

What initially began as a question in 2015 about translated content on HeretoHelp has grown into a priority area: improving mental health literacy for BC's immigrants and refugees and the professionals who support them. Alongside our partners at the Canadian Institute for Substance Use Research (CISUR), we continued a process to learn more about the needs of those who face cultural and linguistic barriers when seeking mental health and substance use information.

What emerged last year in our consultations is that language classes for newcomers are ideal places to start conversations about mental health and substance use. This year, we completed a final set of consultations

**IMPACT**

almost  
**142,000**  
products and resources  
distributed through HeretoHelp



- Responded to 1,185 information requests via HeretoHelp channels
- Showcased BC Partners with a table presence at 10 provincial events

with instructors in the Language Instruction for Newcomers to Canada (LINC) program. We then completed a lesson plan on anxiety for a low-literacy language class; our partners at CISUR completed a companion lesson plan on stress and alcohol. We will revise the lesson plans based on feedback in 2018–19 and develop an additional lesson plan.

Special thanks to all our LINC partners: the newcomers who allowed us to observe and participate in their classes and especially AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC) and the Immigrant Services Society of BC for their expertise and support.

 A friendly volunteer helps staff a HeretoHelp community display at Recovery Day 2017 in New Westminster



# VISIONS JOURNAL

*Visions: BC's Mental Health and Addictions Journal* celebrates 22 years in BC. The theme-based quarterly magazine is written by and for people with lived experience, their families, service providers, policy-makers and others who care about mental health and substance use. Readers vote on the subthemes they would like to see. Anyone in BC can receive *Visions* free of charge. *Visions* is available in print, online, via email and—new this year—via e-book reader.

Our four themed issues this year were some of our most poignant editions yet. They were linked in trying to shed light on issues that are often far too invisible or misunderstood.

- Recovery: Stigma and Inclusion
- Young People: Self-injury
- Opioids
- Workplace: Disclosure and Accommodations

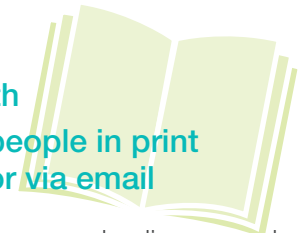
*I love that Visions offers reliable information about mental health which is relevant to me and helps me feel engaged with my own community. The content is balanced between personal stories and stories from service providers and it's invaluable to have those two perspectives in the same space. These stories help me approach my own mental health in a more informed and thoughtful way and they empower me to listen to and advocate for others.*

—Visions reader

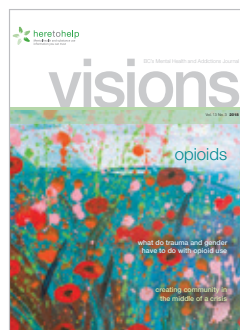


## IMPACT

*Visions* is shared with **24,000+** people in print or via email



- *Visions* articles were accessed online around 600,000 times last year on HeretoHelp.bc.ca
- In a survey, 91% of readers say they find *Visions* useful and 68% of readers said they have already used information from something they read in *Visions* in their work or to improve their health or someone else's





## BEYOND THE BLUES EDUCATION AND SCREENING DAYS

Beyond the Blues: Education and Screening Days is an annual mental health awareness campaign featuring a series of free community events across BC. Beyond the Blues is intended to help people start conversations about mental well-being, mood, anxiety and risky drinking as well as when and how to get help. The event offers optional screening self-tests with on-site clinician debriefs in its efforts to educate, empower and connect attendees to local resources.

CMHA BC supported 48 local agencies to run 78 events. Combined attendance at the events themselves was the highest ever in 22 years of Beyond the Blues. We saw other firsts in 2017: the substance use and harms screen experienced a huge surge in interest; we introduced a new screen for Indigenous adults; we completed a new, animated teaser video; and the new rock-shaped stress toy and 'Emoji your self-care' game were very well received.

Many thanks to the additional funding support from the Ministry of Children and Family Development, as well as the in-kind support of provincial media sponsor Black Press, and 18 endorsing agencies.

*I think this is a valuable and engaging tool to promote mental health literacy and understanding in the students and teachers alike. It's fun and it helps to de-stigmatize mental illnesses including addictions. —Beyond the Blues event planner*


### IMPACT

almost  
**102,000**  
people helped over 22 years  
of Beyond the Blues events



- 8,197 people attended 78 community events
- Around 88% of survey respondents said they planned to use (or had already used) the information they had learned at an event
- 95% of site planners said the support they received from our team helped give them the tools they needed to run successful events

See more results in the 2017 event report at [heretohelp.bc.ca/beyond-the-blues](http://heretohelp.bc.ca/beyond-the-blues)

 A drummer presents on First Nations cultural protective factors at a Beyond the Blues event in Williams Lake

*Fun fun fun! At this event the information was great. I'm so happy it was possible for me to go to this event!!*  
—Beyond the Blues participant





# HEALTHY MINDS | HEALTHY CAMPUSES

Healthy Minds | Healthy Campuses (HM|HC) is a vibrant, province-wide community of practice (CoP)—a group of people who share the common goal of promoting mental health and healthier relationships with alcohol and other psychoactive substances at BC post-secondary institutions. HM|HC is driven by CoP members, with an emphasis on meaningful connections and knowledge exchange. Our community includes students, campus professionals, faculty, administrators, community partners, and more.

In recognition of the complex, interrelated factors that influence mental health and substance use, we apply a wider lens that moves the focus from individuals to settings, contexts, and health promotion for everyone.

Over the past year, HM|HC has hosted or supported 11 on-site events with campuses or community organizations, including consultation and facilitation with campuses interested in building strategic mental health frameworks or plans. Our virtual learning events have included promising practices in peer support, suicide prevention, and accommodating addictions.

## Changing the Culture of Substance Use

Launched in 2012 as a special focus within HM|HC, the Changing the Culture of Substance Use (CCSU) project aimed to build local capacity and sustained mechanisms of change for promoting healthier relationships with and cultures around substance use at BC post-secondary institutions.

Participating members from as many as 15 different campuses worked together to address challenges and opportunities around substance use on campus. Consideration was given to individual behaviours, social cultures, and environmental conditions.

 In spring 2018, Capilano University became the 11<sup>th</sup> Canadian post-secondary institution to adopt the Okanagan Charter, a guiding health promotion framework co-created by HM|HC

### IMPACT

# 1,659

E-newsletter subscribers



- 50,722 website views—doubled over last year
- 560+ community members have joined our online social learning platform to connect, discover, inspire, and co-create together

A community e-newsletter encourages sharing and collaboration between CoP members on subjects as diverse as lessons learned from community members, peer support and mentorship, Movember, mental health literacy and awareness events.

HM|HC is coordinated by CMHA BC and the Canadian Institute for Substance Use Research (formerly CARBC) on behalf of the BC Partners.

As lessons were learned, various tools and resources were developed to support the wider community. A recent example is the Community Cooking Workshops guide, which shares one campus' experience offering cooking workshops to international students as a way to increase social interaction and build skills and conversation related to food, nutrition, and other aspects of well-being, including substance use.

Although dedicated funding for the project by the BC Ministry of Health ended in 2016, the CCSU project continues as an active sub-CoP within HM|HC.





## BOUNCE BACK RECLAIM YOUR HEALTH

Bounce Back® is a free program that teaches effective skills to help individuals overcome symptoms of mild to moderate depression or anxiety, and improve their mental health. Through an instructional video or workbooks with coaching sessions by phone, participants can learn skills to help combat unhelpful thinking, manage worry and anxiety, and become more active and assertive. A self-guided e-learning version of the program, Bounce Back Online, is also available. Bounce Back is available across BC in English, French, Mandarin, Cantonese and Punjabi.

This year we expanded our language options with the Bounce Back Today video now available in seven languages: English, French, Cantonese, Mandarin, Punjabi, Arabic and Farsi. The full suite of workbooks is now also available in French.

Bounce Back continues to develop its youth program serving young people aged 15 to 18. A Bounce Back

youth advisory committee was established to help inform further development of the youth program.

Bounce Back is funded by the Ministry of Health and Provincial Health Services Authority.

### IMPACT



# 5,870

**Bounce Back referrals received this year**

- 93% of participants rated their satisfaction with coaching as good or very good
- Participants report around a 50% decrease in depression and anxiety symptoms
- 1,819 people accessed Bounce Back Online

*My coach worked with me to adjust the program to work for me. I engaged with the reading material and the things we discussed in our coaching sessions and found my mood and attitude lifting. My coach was easy to talk to and listened intently to what I said. [My coach] helped me work out what was going on with me, and to develop skills to continue dealing with things. I feel better than I have in a long time.*

—Bounce Back participant

*In the beginning of the school year, I was feeling overcome by anxiety and stress from a new grade and a new environment. Bounce Back and the wonderful coach checked in with me on a bi-weekly basis, and with the cute and easy-to-read workbooks, I saw myself improving more and more. My self-confidence saw a boost when I began to think more and more positively. Thank you Bounce Back!*

—Bounce Back youth participant





## Bounce Back Today Campaign

Following on the heels of last year's successful Bounce Back Today campaign and accompanying radio and television public service announcements, which urged British Columbians to go to [bouncebacktoday.ca](http://bouncebacktoday.ca) and take a short quiz to determine whether they needed support, our 2017 campaign focused on helping connect young people an updated, more youth-friendly version of the quiz and related information and supports.

The goal of this awareness raising campaign was to change how people think about mental illness and start a conversation about early intervention. We aimed to encourage young people between the ages of 15–24 years to check in on their mental health by taking a short online quiz and then connect them with free tools and resources which will support them to bounce back—to get the help they need and prevent the escalation of their illness. We also hoped to connect them to resources to help them maintain their positive mental health.

The campaign featured an online video, which showed two youth trying unsuccessfully to escape the “CloudCopter”—a drone disguised as a cloud. The looming dark cloud was meant to represent the sometimes isolating feelings that can come with

### IMPACT

**18,000+**  
Bounce Back Today  
quizzes taken



- The CloudCopter campaign made over 1.7 million impressions through Facebook



Check in on your mental health  
at [BounceBackToday.ca](http://BounceBackToday.ca)

depression. In order to reach a younger audience, the campaign focused on paid promotion through Facebook and Twitter and sharable animated images. We also reached out to teachers and counsellors through paid print ads in targeted publications.

The CloudCopter campaign made over 1.7 million impressions through Facebook, and increased the percentage of youth completing the Bounce Back Today quiz.

 A still from Bounce Back Today YouTube ads for youth audiences. Watch the ads at [youtube.com/cmhabc](http://youtube.com/cmhabc)



## CONFIDENT PARENTS THRIVING KIDS

Confident Parents: Thriving Kids is a free, family focused phone-based coaching service effective in reducing mild to moderate behavioural problems and promoting healthy child development in children ages 3–12. Through a series of 6, 10 or 14 weekly coaching sessions, along with exercises and workbooks, trained coaches empower parents and caregivers to learn effective skills and techniques that support social skills and cooperation in their child. The program is grounded in the Parent Management Training–Oregon Model (PMTO), shown to be effective in preventing, reducing and reversing the development of mild to moderate behaviour problems.

To serve the ever-growing list of referrals from across the province, our in-house PMTO Specialist trainers trained two cohorts of new coaches in May 2017 and March 2018. These additions to the coaching team supported the program in clearing out a backlog of waitlisted families, and supports CMHA BC to serve more families than ever before.

CMHA BC has partnered with researchers at the University of British Columbia to further measure the efficacy of the program and evaluate outcomes. All families who completed an intake interview in 2017 were invited to participate in the study by completing a set of surveys at five different time points in their journey through the program. Results are anticipated in 2019.

Confident Parents: Thriving Kids is funded by the Ministry of Children and Family Development.


 The Confident Parents: Thriving Kids team proudly displays the 2017 BC Health Care Award for Top Innovation: Affiliate, presented to CMHA BC for the success of the Confident Parents: Thriving Kids program

### IMPACT

**79%** said their child showed significant improvements or problem behaviours had been resolved 

- 1,277 referrals were received this year
- 512 primary health care providers made referrals to the program in 2017–18

[Watch a short video about the program and outcomes at confidentparents.ca](http://confidentparents.ca)

*When I started the program I was very frustrated as a parent and feeling overwhelmed and feeling at the bottom of the barrel energy-wise—really depleted and overwhelmed. I just found the guidance helped me and just the consistent exercises that helped me kind of whittle away and work/improve with the kids' behaviour helped me feel better about myself as a parent.*  
—Confident Parents participant 

# LIVING LIFE TO THE FULL

## VIVRE SA VIE, PLEINEMENT

Living Life to the Full is a fun, interactive community-based course that provides simple, practical skills for coping with stress, problem solving, boosting your mood, and busting bad thoughts. Living Life to the Full facilitators bring the skills to life through booklets, worksheets, group activities and discussions. The courses are currently available in nine provinces and one territory. The courses and booklets are available in French, Cantonese and Mandarin, and will soon be available in Punjabi.

The course is based on principles of cognitive-behavioural therapy (CBT), and has been shown to be effective at improving resilience, well-being, mood, social support and reducing anxiety. The CMHA flagship program for youth, adults and older adults has been adapted for such diverse settings as schools, prisons, reserves and addiction recovery programs.

In the past fiscal year, we delivered seven Living Life to the Full facilitator training workshops—three in Toronto, two in Vancouver, one in Winnipeg, one in Fredericton—and trained 43 facilitators for a total of 212 active facilitators.

Due to the success of a pilot project conducted in seven military bases last year, courses will be offered through the Veteran Family Program and available nationally in 32 military family centres. The course will be available to medically releasing Canadian Armed Forces members, medically released Veterans and their families, to help them successfully transition from military to civilian life.

### IMPACT

**1,500** participated in the course in the past year



- Over 125 courses delivered in the past year
- 30,588 Living Life to the Full booklets sold in 2017–18
- Available in 80 locations—urban, rural and remote—across 9 provinces and 1 territory

### For youth

A new version of the Living Life to the Full for Youth course was successfully piloted in Victoria in fall 2017 and will soon be offered across the country. The new course is more engaging and includes icebreakers and group challenges. It's also more accessible and we hope to reach more vulnerable and under-served youth over the next year. A special thank you to our Victoria staff who participated in the pilot and provided genuine feedback.

We secured some funding to support the delivery of the new youth course through BC branches thanks to a grant from the Morris Foundation. Four additional youth facilitators will be trained and will deliver the course in six communities over three years. We hope to reach a mix of mainstream and under-served youth. The grant will help us reach 270 BC youth.

*The course has started to bring me out of my shell, made me more willing to express my own views and feelings. —course participant*

*The material was helpful and the facilitator was very interactive, supportive and a great teacher. I have learnt valuable tools moving forward that will definitely impact my life. —course participant*

*Some of the lessons have helped me plan things out better, how to get things done better. Also to look at where I can make improvements in my life. —youth course participant*

*The course was impactful and made me more aware on how to deal with situations. —youth course participant*





## Learning to Live Life to the Full—Eliette’s Story

*I am a mother and I have two children. I’m also a caregiver as I look after one of my children in particular. I live in Toronto and I work full-time.*

*I’ve always been looking for courses or books that can help me to live my life with more pleasure and happiness. When I came across the course title I was interested straight away: I sometimes want to make some changes in my life but I can’t do it on my own.*

*I met people there who face similar life challenges, we shared our experiences, and I learned a lot about myself. This course is practical, easy and clear. It’s really clear and you don’t have to think a lot. The vicious cycle was not something new to me as I already read about that in magazines but it never had such an impact. I don’t know if it’s because it’s visual with bright colours but it sticks in my head now.*

*I am now able to identify my emotions. Before, it used to take me some time to label a feeling:*

*I was able to tell myself, “Oh I felt angry yesterday,” but it was taking me 24 hours to identify this feeling. I could not say that it was anger at the time I was experiencing it. Now, I understand the process and emotions don’t control me. Now I understand what’s happening, I can take a break and go for a walk.*

*The social connection was also important. Each time someone missed a session, we could feel the absence had left a void. I loved this weekly meeting when I knew that I would feel good and that I would be able to share my thoughts.*

*It also gave me hope. At my age you often feel like things will never change and that you should be happy with what you’ve got. But I realized that you can just change one thing to feel happier: you can look at yourself in the mirror and be kind to yourself, you can learn how to look at things differently when you walk down the street. I realized that I can still learn things and that I am not alone. My life is not dull so I have hope that positive things will still happen.*

”

📺 Eliette shares her experience. Watch the video under the Testimonials section at [www.livinglifetothe-full.ca](http://www.livinglifetothe-full.ca)



## WORKPLACE TRAINING AND WORKSHOPS

Organizations across BC continue to reach out to CMHA for our expertise in workplace mental health. This year, our workplace mental health training sessions reached over 3,500 employees through 136 sessions.

We continued to deliver a strong suite of training to municipalities through the BC Municipal Safety Association. We also partnered with the Health Sciences Association of BC to support their commitment to implementing the National Standard for Psychological Health and Safety in the Workplace.

Our intensive Psychological Health and Safety Advisor training sessions equipped 19 new leaders in workplace wellness. We continued to respond to need from industry and employers, and developed a new course on compassion fatigue.

### Resilient Minds

Resilient Minds is a comprehensive mental health training program designed to support first responders in the areas of psychological trauma and workplace stress. The course is co-delivered by a CMHA trainer and a firefighter.

This trauma-informed program for professional firefighters was taken out across BC this year. With funding from Worksafe BC and the BC Professional

#### IMPACT



**3,500+** reached through workplace training this year

- Over 136 workplace training workshops, presentations or webinars delivered this year



Learn more about workplace training at [cmha.bc.ca/workplace](https://cmha.bc.ca/workplace)

Firefighters Association, train-the-trainer sessions were held in the Interior, Lower Mainland and Vancouver Island.

The initial evaluation of this project has shown very strong results, with participating firefighters reporting that the program has helped them manage stress and reach out to others in the workplace. CMHA Vancouver–Fraser continues to manage this program.



# UNDERSTANDING ADDICTION

Understanding Addiction is an online course that equips non-specialist workers and volunteers with the knowledge, skills, and attitudes to confidently help people who face challenges with substance use and addiction. The goal of the course is to ensure that anyone in a “helping role” will be able to respectfully support individuals and help shape environments that promote healthier relationships with psychoactive substances like alcohol and other drugs.

Through eight interactive lessons that include downloadable resources, a facilitated forum, and time for personal reflection, participants learn about topics such as the factors behind addiction and control, the dynamics involved in helping people change their behaviour, and what to do in difficult situations. Participants are also given opportunities to practice skills they learn so they feel confident and comfortable in having conversations that promote inclusion, respect, safety, and healthy communities.

## IMPACT

**400+**  
participants have  
taken the online course



- 207 participants registered in 2017–18

Understanding Addiction was developed by CMHA BC in partnership with the BC Non-Profit Housing Association, BC Government and Service Employees’ Union, Canadian Institute for Substance Use Research, 7th Floor Media (Simon Fraser University), and Walden Media Group, with funding provided by Community Action Initiative.

*I feel I have a more open, comprehensive (global) understanding of addiction as opposed to my previous judgmental attitude. I have learned that there are a lot of factors to consider when dealing with substance abuse (i.e., environmental, socio-economic, relationship, community, personal background, etc.). There is often no one easy answer to the problem. —course participant*

*My understanding as a helper has changed from taking control to enabling the client to take control. It has challenged me to increase my listening capacity instead of having pre-conceived ideas of having the solutions to their issues. —course participant*





## BOTTOM LINE CONFERENCE

Bottom Line Conference reached our 15<sup>th</sup> year in 2018 with *Navigating the New Workplace: We All Have a Part* on March 13–14<sup>th</sup>. Participants reported the best conference experience so far, as we celebrated CMHA’s 100 year anniversary and fifteen years of shifting the conversation about workplace mental health. With yet another sold-out event and a packed exhibitor room, this conference clearly has a momentum of its own.


Some key highlights from the participants feedback:

- Engaging keynote speakers on workplace culture, the new digital reality, the #MeToo movement and the role of women in changing the workplace
- Powerful personal stories about mental health from the worlds of IT, justice and corrections, event management and firefighting
- Skills-based, practical breakout sessions led by knowledgeable and engaging facilitators
- Rich conversations and knowledge sharing in a World Café discussion format
- A moving CMHA 100<sup>th</sup> anniversary multimedia performance combining images and live performers

This conference and the progress in workplace mental health would not be possible without the incredible support of our sponsors. For 15 years, Morneau Shepell has been with us. Coast Capital and the BCFED joined us 13 years ago, Great-West Life our Diamond Sponsor 12 years ago, WorkSafeBC our

📷 *Top-rated plenary speaker Dr. Linda Duxbury presented research on what work-life balance really means in today’s workplaces, and innovative approaches to creating more healthy and supportive work environments*

### IMPACT

**99%** would recommend the conference to a friend or colleague 

- 385+ conference attendees
- 95% said they increased their understanding of how to move forward their organizational mental health strategy

*This conference has achieved critical mass. Things are changing. Let’s keep up the momentum. — conference delegate*

*Outstanding convention—educational and energizing. — conference delegate*



Emerald Sponsor 11 years ago and First West Credit Union and Best Service Pro 8 years ago. Thank you for your leadership in increasing awareness around mental health and for committing to building psychological health and safety in the workplace. We would also like to recognize the support of our many labour partners who promote the conference with their members.





## COMMUNITY GATEKEEPER SUICIDE PREVENTION TRAINING

The Community Gatekeeper training program aims to help make BC communities safer by preparing key members of every community with skills to help people who are at risk of suicide. Two levels of training are available:

**safeTALK** basic half-day workshop for anyone to help recognize a person who might be at risk and help connect them to life-saving community support and resources.

**ASIST** two-day practice-focused workshop in suicide intervention and personal safety planning.

Of the 118 communities in which we have delivered workshops, 74% have been rural and remote with 31% being Indigenous. Many of these communities are small and more difficult to reach, for example—Dease Lake, Bella Coola, Fraser Lake, Cape Mudge, Burns Lake, Alert Bay, Fort St. John, Elkford—and yet we have delivered two or more workshops in each of these listed, as well as in many others.

The community of Salmon Arm hosted its 2<sup>nd</sup> annual Lantern Walk for World Suicide Prevention Day, organized by Community Gatekeeper Regional Coordinator, Shannon Hecker. More than 150 participants came to remember those loved ones who have died by suicide and to share stories of hope and resilience. After presenting on this initiative at a

### IMPACT



**7,385+**  
participants trained in  
suicide prevention

- 71% participated in safeTALK; 29% in ASIST
- 94% of safeTALK participants said they feel mostly or well prepared to talk directly with someone about their risk of suicide
- 96% agree or strongly agree that they feel confident they could help someone at risk of suicide after taking an ASIST Workshop

conference on suicide prevention, a Lantern Walk is planned to be held in Ottawa as part of World Suicide Prevention Day 2018. A similar walk took place in Vernon last year and will take place again this year, with other communities considering similar events in other parts of the province.

The Community Gatekeeper program is funded by the BC Ministry of Health.

## suicide prevention is everybody's business



### Ask About Suicide campaign

This social media campaign, launched for World Suicide Prevention Day 2017, focused on raising awareness and decreasing the stigma around asking about suicide. Generously supported by London Drugs and Red Line Media, the campaign included an original video, “I Want You To,” which targeted a key audience of people close to men over 40—a group at higher risk for suicide. The campaign resulted in 4,443,432 impressions across BC, Alberta, Saskatchewan and Manitoba with 10,000 clicks to our custom landing page [AskAboutSuicide.ca](http://AskAboutSuicide.ca) and 2.1 million video views.

All 80 London Drugs stores in Western Canada now carry Ask About Suicide suicide prevention brochures, with BC wellness services brochures in every BC store. The campaign was covered by eight media outlets including Global TV, News Morning Winnipeg and the Times Colonist newspaper in Victoria. 24 key London Drugs staff were trained in basic suicide prevention. CMHA BC was invited to present on the project and on suicide prevention to 150 Pharmacist Managers at London Drugs’ annual educational retreat.

### Ask About Suicide—Putting skills into action

In November 2017, London Drugs invited 22 of their pharmacists to attend safeTALK training with CMHA BC. Not long after this half-day workshop, one of those pharmacists found herself using her new skills.

*A young woman came into the London Drugs pharmacy asking to refill her prescription for psychiatric medication. She was visibly upset and in the course of chatting with her, I felt more and more strongly that something wasn't right.*

*As the conversation continued, the young woman handed me the Ask About Suicide brochure from the display and asked, “What number do I call?” My gut feeling validated, I understood this customer was talking about suicide.*

*I took her into a private space where I helped her call the local crisis centre. I then consulted with the another pharmacist, who had taken safeTALK training. While the young woman was on the phone, we kept an eye on her to make sure she was ok. After a time, she indicated the call was not helping.*

*Based on her safeTALK training, my colleague knew that it was critical to make sure the young woman was not alone until she could be connected with another helpful resource. With her permission, a family member was contacted and accompanied her to the hospital. We later learned that it had been the young woman's intent to overdose on the medication she had requested.*

*We are very grateful that London Drugs chose to provide training for us and imagine the young woman and her family are also. I believe every pharmacist should have suicide prevention training, because we can all have a great impact on people's lives. We have to take the extra time to ask more questions if something doesn't feel right.*

—pharmacist



 Ask About Suicide brochures feature a still frame from the video. Watch the video at [askaboutsuidce.ca](http://askaboutsuidce.ca).



# CMHA IN VICTORIA

## At Work | Au Travail

The At Work | Au Travail program works with people living with mental illness or addiction and employers, to help remove barriers to meaningful employment. CMHA BC's Victoria office is one of 13 national sites selected to implement the pilot program.

At Work offers individualized services to adults recovering from mental illness or addiction including help with career counselling, resume building, job interviews and work placements, training and transitioning into the workplace. We also help connect clients to a network of employers, volunteer and training opportunities, and mental health and addiction services. Through the project, we have helped over 40 adults find meaningful work.

At Work | Au Travail is funded by Service Canada and CMHA Toronto.

## Living Life to the Full

Living Life to the Full is a fun course shown to improve mood and well-being and reduce stress and anxiety. See p.20 for more on this program.

This past year CMHA BC's Victoria office has been pleased to offer three Living Life to the Full courses for adults, as well as six courses for youth through local schools.

We are very grateful to the Margaret Roche Heywood Foundation, the Victoria Foundation, as well as four Victoria Noodlebox locations for their financial support in making living Life to the Full possible in Victoria.

### IMPACT

helped over  
**40** adults secure  
meaningful work



- Ride Don't Hide in Victoria raised a record \$85,000 and attracted 350 cyclists to the signature CMHA fundraiser

## Headstrong

In January 2018, CMHA brought together six schools for a youth anti-stigma summit called Headstrong to raise awareness and help break down the stigma associated with mental illness. The event was presented in partnership with the Mental Health Commission of Canada and NEED2.

## Ride Don't Hide

Victoria Ride Don't Hide 2017 was a huge success with a record 350 registered riders, over 25 volunteers and over \$85,000 raised for local mental health programs. See p. 36 for more on Ride Don't Hide.

Our top fundraiser was CMHA BC Board Member Judy Moore, who raised over \$5,000. New teams this year included a team of firefighters and a local media team.

In honour of CMHA's 100<sup>th</sup> Anniversary, Shaggy and the Rap Traps team captain Neil Paterson vowed to recruit a team of 100 for the 2018 event.

# A TRIBUTE TO LORNE FRASER

## VISIONARY AND DIFFERENCE MAKER

Lorne Fraser, visionary behind the Lorne Fraser Educational Fund and friend to CMHA for 35 years, passed away on October 28, 2017. He was 80 years old. He was surrounded by extensive family; we hope their memories of his caring, philanthropic spirit bring some solace. Lorne was a champion for people living with mental illness and the fund that he initiated in the early 1980s that still bears his name has provided over 200 British Columbians with mental illness a bursary or scholarship to return to their education.



I met Lorne in 1992 shortly after I first came to work for CMHA BC. Lorne wanted CMHA in BC to do more to help young people with a mental illness to complete their education. Lorne had fabulous periods of

health dotted with periods of illness and, at times, disability. He worked hard at building a whole life. He had friends, family and followers who watched with amazement as he recruited so many to join his vision to grow the Lorne Fraser Educational Fund. He loved country music and even made a recording to sell with the profits going to the fund. Also for many years, just prior to Thanksgiving, he and his friends would sponsor the Great Turkey Rally in Surrey, raising thousands of dollars annually for the fund.

My last memory of Lorne is at our 2017 Annual General Meeting, where we present the bursaries and scholarships. He never missed one meeting. He was healthy, very happy, and deeply touched as each person walked up to receive their award. I remember he laughed when he saw a much younger photo of himself on the screen; his energy was so infectious that we all laughed with him.

I want you to imagine this for yourself: imagine being at the beginning of your professional career as an accountant, owning a home and having a young family, and then being faced with an emergency



hospitalization due to mental illness. Now imagine, shortly after leaving hospital, to be asked by your employer to not return to work because you can no longer be trusted to be good at your job. This was Lorne's journey. Maybe you can also imagine the many additional losses that cascaded through his life from that one hospitalization. Lorne lived with all the harms associated with stigma and discrimination. These very aspects of the illness force many to hide their journey in shame—but not Lorne.

Lorne decided early on to talk about his journey and he made his cause the education and recovery of young adults. Lorne, often living on very limited means, took his hard-earned dollars and made the first contribution to the fund. The fund has grown from that first \$100 to nearly \$225,000. The interest from the fund will fund annual bursaries in perpetuity, allowing us, in Lorne's name, to provide around \$8,000 in scholarships and bursaries each year. His legacy will live on for years to come and, because of him, many British Columbians will be given a financial gift towards their education. Many will also receive the gift of hope and encouragement that comes from others believing in your success—in spite of the stigma, shame, and discrimination. It is one of the few bursaries where a history of and recovery from mental illness is not only a requirement, but an asset. Some of the award winners will change the world because Lorne believed in them. We are proud to continue the legacy he so courageously started.

I will miss Lorne and no CMHA BC Annual General Meeting will ever be the same.  
—Bev Gutray, CEO, CMHA BC



# SCHOLARSHIPS AND BURSARIES

## Lorne Fraser Scholarships and Bursaries

The Lorne Fraser Educational Fund provides financial assistance to post-secondary students living with mental illness or addiction to help further their pursuit of higher education. Scholarships in the amount of \$2,000 and \$1,000 are awarded to two post-secondary students whose educational and career goals are related to mental health promotion, and several \$700 bursaries are available to individuals aged 18 or over who are currently enrolled in or have applied to post-secondary education or job training.

Lorne Fraser started the fund in 1982 using his own money, plus donations collected from his neighbours.

### Lorne Fraser Scholarship for Mental Health Promotion

**Olivia**, Vancouver (\$2,000)

- Career goal: Psychologist who works with queer individuals in a counselling capacity
- School of choice: University of British Columbia
- Program: Master of Arts in Counselling Psychology

**IMPACT**

**200+** people with lived experience of mental illness or addiction helped to pursue post-secondary education



The Lorne Fraser Educational Fund has helped more than 200 British Columbians since its inception in 1982.

**Varenka**, Kelowna (\$1,000)

- Career goal: Registered Nurse in mental health
- School of choice: University of British Columbia - Okanagan
- Program: Bachelor of Science in Nursing

## Lorne Fraser Educational Bursary

**Amanda**, Vancouver

- Career goal: Paralegal in legal advocacy
- School of choice: Capilano University
- Program: Paralegal Diploma

**Emilie**, Victoria

- Career goal: Nurse practitioner
- School of choice: BC Institute of Technology
- Program: Diploma in Diagnostic Medical Sonography

*My mental health problem has been a very personal and frightening experience; with the loss of my career I didn't just lose my income, I lost my community and focus. Thank you to CMHA and the Lorne Fraser Educational Bursary for being there to help me start the journey back to myself. Thank you for your support.*

– John, 2017 bursary recipient



**John**, Burnaby

- Career goal: Return to television industry
- School of choice: BC Institute of Technology
- Program: Broadcast and Media Communications

**Jordynn**, Kamloops

- Career goal: Neurological rehabilitation nurse
- School of choice: Thompson Rivers University
- Program: Bachelor of Science in Nursing

**Lauren**, Vancouver

- Career goal: High school English teacher
- School of choice: University of British Columbia
- Program: Master of Arts in Literature and Education

**Paul**, Surrey

- Career goal: Peer support worker
- School of choice: Clearmind International Institute
- Program: Vulnerable leadership workshop

**Tanya**, Victoria

- Career goal: Music therapist
- School of choice: Camosun College
- Program: Certificate in Mental Health and Addictions

## Mental Health Fine Arts Bursary (FAB) Award

Thanks to a generous annual donation from a private family donor, the \$1,000 Mental Health Fine Arts Bursary (FAB) Award was created in 2017 to assist individuals aged 18 and over who may not be able to obtain the funds needed to support their studies because of challenges related to mental illness. The FAB Award also recognizes the efforts of individuals

who can use their skills in the fine arts to support those experiencing mental illness.

**Kathleen**, Vancouver

- Career goal: Own photography studio
- School of choice: Emily Carr University
- Program: Fine Arts in Photography

## Janice Lee Blue Wave Youth Bursary

The Janice Lee Blue Wave Youth Bursary honours the legacy of Janice Lee, an 18-year-old who struggled with depression and anxiety and took her own life in 2006. The vision of the bursary program is to invest in the resilience, wisdom, and potential of young people, and to reduce some of the barriers during the major transition from high school to higher education by offering several \$700 bursaries.

**Alberto**, Surrey

- Career goal: Working in the makeup industry
- School of choice: John Casablancas Institute
- Program: Fashion and Beauty Makeup Certificate

**Cheyenne**, Burnaby

- Career goal: Criminologist
- School of choice: Douglas College
- Program: Academic Foundations

**Megan**, Victoria

- Career goal: Medical professional
- School of choice: University of Victoria
- Program: Humanities / Bachelor of Science

**Meryssa**, Courtenay

- Career goal: Clinical Psychologist
- School of choice: University of Victoria
- Program: Bachelor of Science in Psychology




## TALK TODAY

CMHA teamed up with local sports leagues to raise awareness about the importance of mental health with the Talk Today program. Talk Today provides mental health support to players and raises awareness about mental health and suicide throughout BC Hockey League and Western Hockey League communities.

This was our third year where CMHA BC and 11 CMHA branches partnered with the **BC Hockey League** in 16 communities across BC. Through Talk Today, CMHA branches connect with their local team and community through safeTALK suicide prevention training workshops for players, coaches, billet parents and team staff; mental health and addictions 101 workshops for players; and game-day awareness events to break down stigma and reach out to fans.

CMHA also partnered with the **Western Hockey League** (WHL), bringing Talk Today game-night awareness events to WHL home arenas.

 (top, clockwise) Merritt Centennials, Vancouver Giants, and Kootenay ICE players help raise mental health awareness at their local Talk Today game-day awareness events

 Talk Today hockey puck stress toys were a popular item at community events



*It is very important that our team and our league participates in this important initiative. Every day we strive to provide a safe, enjoyable and healthy environment for our players, and the Talk Today initiative provides an excellent resource for all of us so that we can continue to have an open, honest conversation about mental health. — Jason McKee, Vancouver Giants head coach*





## RIDE DON'T HIDE

On June 25, 2017, CMHA hosted 30 Ride Don't Hide events across Canada, bringing together 7,450 cyclists together in celebration and support of mental health.

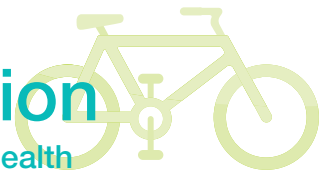
The goal of the annual community bike ride is to raise awareness of mental health, reduce the discrimination and stigma around mental illness and raise funds to benefit CMHA's many community programs and services.

The Ride Don't Hide movement began in 2010 as Michael Schratte embarked on a global journey to cycle 40,000 km, crossing six continents and 33 countries and to raise funds for CMHA. Michael's mission was to bring awareness to the stigma surrounding mental illness by sharing stories around the world.

CMHA began hosting Ride Don't Hide community bike rides in 2012, with two events in BC. The annual event has since grown to become a national flagship program for CMHA across Canada. CMHA BC provides centralized support and resources to local Ride Don't Hide event coordinators across Canada.

### IMPACT

over  
**\$1.6 million**  
raised for mental health



- 30 events across 6 provinces
- Over 161 media stories across Canada
- 190,000 website visits

We would like to thank our national sponsors Cliff Bar, FrontStream, Rocky Mountain Bicycles and Scimitar Sports Canada, and provincial media sponsor Global BC, for supporting our movement to keep mental health top of mind for all Canadians.





**30 RIDES WERE HELD ACROSS CANADA:**

**Alberta**

- Calgary

**British Columbia**

- Greater Vancouver
- Kamloops
- Nanaimo
- Penticton
- Port Alberni
- Prince George
- Salmon Arm
- Vernon
- Victoria

**Manitoba**

- Winnipeg

**Newfoundland and Labrador**

- St. John's

**Saskatchewan**

- Regina

**Ontario**

- Greater Toronto
- Brant Haldimand-Norfolk
- Cochrane-Timiskaming
- Grey Bruce
- Halton
- Hamilton
- Kenora
- Lambton Kent
- Middlesex
- Niagara
- Oxford County
- Peel Region-Caledon Hills
- Peterborough
- Sault Ste. Marie
- Sudbury/Manitoulin
- Waterloo/Wellington
- Windsor



Join the movement! Register your team at [RideDontHide.com](http://RideDontHide.com)

*When I'm not mentally healthy, I'm not really living. I'm 56, but I've only lived about 45 of those years. I'm bipolar myself and when you have mental illness it's just a part of who you are. You live with it, but when I'm mentally strong, I love to give back and try and help out. Ride Don't Hide has given me a place to try and pull a positive out of my own patchy mental health. —Neil Paterson, team leader and a three-year returning rider from Victoria, BC*



# COMMUNITY PARTNERS

Endless thanks is needed to properly recognize our community partners for their dedication to CMHA BC. Thank you for your commitment and leadership in bringing awareness and funding to mental health and addictions services and programs. You make it possible for our work to continue so that together, we can work towards mental health for all British Columbians.

## BCGEU

We were thrilled to welcome back our Gold Sponsor BCGEU who made an outstanding impact with 31 members attending our Bottom Line Conference.

## Coast Capital

Thanks to Coast Capital Savings grants and an additional gift of \$30,000 we developed a lower literacy version of Living Life to the Full for Youth to increase our reach and impact. The course delivery and materials were reviewed by an enthusiastic youth panel and a professional panel and the new version was successfully piloted in Victoria.

## Great-West Life

As workplace mental health leaders, Great-West Life develops best practice policies at their Great-West Life Centre for Mental Health in the Workplace, and they continue to demonstrate this kind of leadership with their support and volunteer engagement at our Bottom Line Conference. Over the past 13 years, they've contributed countless volunteer hours and over \$1 million to the conference as a Diamond Sponsor.

## London Drugs

We are proud to be working closely in partnership with London Drugs to address and build awareness around suicide prevention in BC. London Drugs brought \$100,000 in critical funding towards "Ask About Suicide," an online awareness campaign around World Suicide Awareness Day on Sept. 10, 2017. With their support we were also able to create and print co-branded suicide awareness brochures available at London Drug pharmacy counters, provide safeTALK suicide prevention training to 22 London Drugs pharmacy managers, and be part of a powerful video retelling of a London Drugs pharmacy team supporting a young patient who was distressed and contemplating suicide (see p.26 for more on this initiative).

## Province of BC

Our provincial government continues to invest in CMHA. Their support helps us deliver evidence-based services and programs and work to help strengthen public policies. With additional investments in Confident Parents: Thriving Kids, we are grateful for the government's support in ensuring that timely access to evidence based treatments is available to BC families.

## Provincial Health Services Authority

As funder of the Bounce Back program for the last two years as well as a long time funder of CMHA's work with the BC Partners for Mental Health and Addictions Information, the Provincial Health Services Authority is a critical ally of our organization.

## Sun Life

A longtime supporter, Sun Life has provided us with a grant to deliver a total of 50 Living Life to the Full | Vivre sa vie, pleinement courses over two years. The goal of the project is to reach 750 participants, specifically French and English-speaking young adults in rural and urban areas, who are in the workforce.

## Vancouver Airport Authority (YVR)

We are thrilled to be working with YVR in creating an online platform, flycalm.ca to support travelers and help reduce airport stress. The flycalm.ca website will provide tips and tools for reducing stress as well as articles and videos including a guided box breathing exercise and a trip around YVR to see all the great places travelers can visit in the airport to help reduce their stress. The exciting partnership has also seen YVR become a community partner of CMHA's Ride Don't Hide with great participation from the staff team.

## WorksafeBC

For 12 years WorkSafeBC has played an integral role in the success of our Bottom Line Conference. To celebrate 15 years of our Bottom Line Conference, WorkSafeBC increased their commitment by becoming our Emerald Sponsor.



## DIY FUNDRAISERS

The power of the individual is clearly demonstrated through our third party fundraising events, or DIY fundraisers. These courageous individuals are advocates for change and dedicate time and resources to raising their voice and funds for CMHA BC.

In 2017, innovation and ambition were on display as champions hosted events, faced challenge and pushed the limits to raise funds for CMHA BC. To our DIY fundraisers:

*You are mental health heroes*

*You are getting LOUD for mental health*

*You are normalizing the conversation around mental health so more people get the help they need*

### **Bradley Braich and Kyle Cleggett** **BIGGER THAN BASKETBALL**

High School students Bradley and Kyle partnered up with the Abbotsford Basketball Association to put on both a basketball camp and a city wide All-Star Game to raise awareness and funds for mental health. The event raised over \$2,000 for CMHA BC.

📷 (Top) This year marked Elizabeth Krauch's second annual bungee jump for mental health

📷 *The Bigger than Basketball event was organized by high school students Bradley Braich and Kyle Cleggett*



*We want to get the message out that basketball, or any sport you play, does not define who you are, and that it is okay to not be okay. Hopefully coaches and parents can better help their players cope with failures and understand this; hopefully athletes suffering from any mental issue can become comfortable enough to speak out about it, and get the immediate support they need, even if it means missing practice or a game. —Bradley Braich, Bigger Than Basketball*



**Teri Brigden, Dayna Egyed, Courtney McQueen and Hailey van Dyk**  
**RUN LIKE A GIRL**

Teri, Dayna, Courtney and Hailey challenged themselves by running marathons to raise funds for CMHA.

**Shirley Friesen**  
**SHEILA'S 55<sup>TH</sup> BIRTHDAY CELEBRATION**

In memory of her best friend, Sheila, Shirley along with friends and family hosted her 55<sup>th</sup> birthday party and raised \$7,1220 towards CMHA's policy work.

**Elizabeth Krauch**  
**BUNGEE JUMPING FOR MENTAL HEALTH**

Elizabeth faced her fear of heights with a 160-foot bungee jump off a bridge in Whistler for the second year in a row. Elizabeth hopes that by facing her greatest fear she will inspire others who are afraid to seek help to face their fears as well.

**Jim Hayden**  
**NOODLEBOX CHARITY DAY**

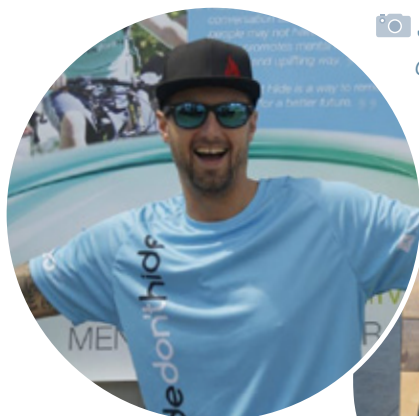
A part owner of four Noodlebox locations in Victoria, Jim started a fundraiser to honour of his brother, Will, who died by suicide in 2010. Jim holds annual CMHA fundraisers at the restaurant in his brother's memory—to encourage those struggling to speak out and seek help, and others to listen and lend support. In 2017 Noodlebox Charity Day expanded to all 11 locations in BC and Alberta. Noodlebox has raised over \$50,000 for CMHA with the goal of reaching \$100,000 by 2020.

**Gen Katagiri and Sean Thomas**  
**MUSIC FOR MENTAL HEALTH**

Gen and Sean held a lively benefit concert in Langley, featuring Tina Turner impersonator, Luisa Marshall.

**Trevor Neuman**  
**DRIFTWOOD PENS**

Trevor collected driftwood and transformed them into beautifully unique handcrafted pens, donating proceeds from sales to CMHA BC.



📷 Jim Hayden, founder of Noodlebox Charity Day, also supports Ride Don't Hide in Victoria



*This means so much to me as I have struggled greatly with the loss of my brother and have fought tirelessly to ensure no human has to suffer through the pain of feeling alone...We as Canadians need to step up and recognize people's needs for support as mental health comes in all forms, affects all people and ultimately can become a silent killer.*

—Jim Hayden, Noodlebox Charity Day



📷 Trevor Neuman's driftwood pens find beauty in imperfection. Watch his story at [youtube.com/cmhabc](https://youtube.com/cmhabc)



*Depression can leave you feeling empty, alone and without purpose—as if you were a piece of driftwood. On bad days, you float aimlessly across the water with no land in sight...On good days, the winds can gently direct you towards the shore, where you may be pushed up high on the beach where the waves can't grab you and drag you back in. If you land on the right beach, someone may pick you up and offer you the tools you need to apply meaningful change. It isn't easy, and it takes effort, but like this driftwood pen, with all its knots and imperfections, you can rediscover the value and beauty that you present to the world.*

—Trevor Neuman, Driftwood Pens



# ENDOWMENT FUNDS

CMHA BC has established a number of endowment funds to help support mental health for generations to come. Donors can designate contributions to any of the funds to help build the sustainability of programs they care most about. By leaving a bequest in your will, making a gift of life insurance or designating CMHA BC as a beneficiary of your RRSP, RRIF or TFSA, your gift can help us save lives and advocate for change now and well into the future. Your gift today will make a difference in the lives of British Columbians tomorrow.

## CMHA BC Endowment Fund

CMHA BC has established an endowment fund with the Vancouver Foundation, the largest community fund in Canada. The conditions of the fund provides donors with the security that their initial donation will not be eroded as only the interest from the fund is available for CMHA BC to draw on annually. As of March 2018, the value of the fund was \$511,075.

## Lorne Fraser Educational Fund



The Lorne Fraser Educational Fund provides bursaries and scholarships to help people with mental illness achieve their post secondary goals, whether at college, university or a trade school. Bursaries and scholarships are

funded from the annual interest from the fund, so as not to erode the capital. The fund was created by Lorne Douglas Fraser using his own money plus donations from his neighbours in Surrey. Lorne's passion for increasing opportunities for people with mental illness stemmed, in part, from his own experiences with bipolar disorder. Since 1982, the Lorne Fraser Educational Fund has helped over 200 British Columbians pursue their educational dreams. The value of the fund as of March 2018 was \$224,670.

## Dr. Jean Moore Endowment Fund in Child and Youth Mental Health



This fund honours outstanding CMHA volunteer, Dr. Jean Moore, and her passion for child and youth mental health. The fund supports CMHA BC activities that enhance, through innovation, the lives of children and youth living

with or at risk for mental illness. CMHA BC is truly fortunate to benefit from the wisdom, commitment, leadership and dedication of one of the most outstanding volunteers in Canada. Her volunteer activity with CMHA has spanned over 30 years in Alberta and British Columbia, at branch, provincial and national levels of CMHA. With a further \$10,000 contribution by CMHA BC in 2015 along with other contributions, the value of the fund as of March 2018 was \$109,520.

## Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund



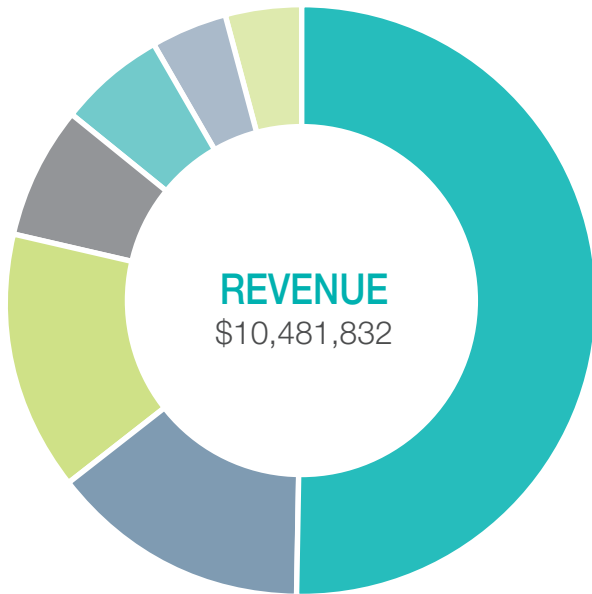
Named in Dr. Nancy Hall's honour for the voice she brought to people with mental illness, this fund supports CMHA's continued work in public policy and systemic advocacy at the provincial level, and provides an informed independent

voice on the impact of the public mental health system on the lives of people with mental illness and substance use problems and on their families. In March 2011, CMHA BC made an initial investment of \$50,000 for the establishment of the fund plus a further \$50,000 in 2012, and \$25,000 in 2015. The value of the fund as of March 2018 was \$238,004.



Invest in mental health across BC! Donate online at [cmha.bc.ca/donate](https://cmha.bc.ca/donate) or email [fundraising@cmha.bc.ca](mailto:fundraising@cmha.bc.ca) to learn more

# FINANCIALS



- **50%** Grants—Ministry of Health, Ministry of Children and Family Development \$5,224,000
- **14%** Grants—Other \$1,513,000
- **14%** Grants—Provincial Health Services Authority \$1,476,000
- **7%** Donations, bequests and sponsorships \$753,000
- **6%** Fee for service \$657,000
- **4%** Registration fees \$457,000
- **4%** Other income \$401,000



- **30%** Bounce Back \$3,014,000
- **21%** Confident Parents: Thriving Kids \$2,070,000
- **13%** Child and Youth Mental Health Collaborative \$1,357,000
- **10%** Community Gatekeeper \$994,000
- **9%** Core programs (education, policy, communications, Living Life to the Full, sustainability, administration) \$942,000
- **6%** BC Partners communications and projects \$651,000
- **6%** Projects and administered programs \$572,000
- **5%** Workplace services \$499,000

# BOARD OF DIRECTORS

## **BARB KEITH (CHAIR)**

Barb has a Masters degree in social work and stepped down as President of the BC Association of Social Workers in 2014. She has over 25 years of experience in the addiction field, having worked in residential treatment, outpatient and support recovery in Prince George and Vancouver.

## **JOAN HILL (VICE-CHAIR)**

Joan has been in a leadership role in the not-for profit sector for the past 18 years. She is a CPA, CA who works for the Centre of Excellence for Women's Health. Prior to that she was the Director of Finance, Facilities and IT for Canuck Place Children's Hospice and while there she won the 2015 BC CFO Award in the not-for-profit category. She has experience in quality improvement initiatives.

## **TOM MORTON (TREASURER)**

Tom joined the CMHA BC Division Board in 2011. Tom is a CPA, CA with over 30 years experience as an accountant in public practice and has been a Tax Partner at Smythe LLP for over 15 years. Tom works with private and family-owned businesses in a variety of industries. His focuses is business succession planning as well as trust and estate planning. Tom also provides tax advice to charities, union and not-for-profit clients of Smythe LLP. Tom has been an author of two papers for the Canadian Tax Foundation and has written numerous articles and is a frequent speaker addressing current tax topics.

## **FRED SMITH (SECRETARY)**

Fred retired in 2018 from Great-West Life where he was the Vice-President National Accounts. He has been an active Steering Committee member of CMHA's Bottom Line Conference providing valuable input and helped sign on several organizations as sponsors to our yearly Bottom Line Conference. As Vice-President National Accounts for Great-West Life, Fred was directly responsible for Group Benefit revenue and services for their largest clients, nationally. With 40 years of experience at Great-West Life along with his Master's Degree in Business, Fred is well equipped to bring with him valuable skills and expertise in finance and governance to the CMHA BC Division Board.

## **PETER A. CSISZAR**

### **(NATIONAL REPRESENTATIVE)**

Peter is a founder and partner of Harris Workplace Law. He advises and represents employers on human rights matters, collective agreement interpretation, discipline and collective bargaining strategy. He has clients in numerous sectors, including health care, food, broadcasting and education. He has won several awards, including Best Lawyers in Canada for labour and employment law. Peter has been a guest lecturer at UBC on labour and employment topics and is a member of the Labour Law Section of the Canadian Bar Association, BC Branch.

## **JUDITH MOORE (PAST CHAIR)**

Judith is a retired Deputy Minister of Education (Yukon) and Social Services (Saskatchewan). She has served on numerous Boards, including the Saskatoon Centennial Auditorium and Convention Centre, the Canada-Saskatchewan Agri Food Fund and Ag Infrastructure Program, and the Regina Volunteer Centre (Chair). She is active in the volunteer community in the Comox Valley.

## **OMAR ALASALY**

Omar is a Pharmacist-Owner of three Shoppers Drug Mart franchises. He has been recognized by his peers at Shoppers Drug Mart as being a pharmacy and business leader and he was elected as the BC Peers Chair for Shoppers Drug Mart where he serves as Chair of the Board for all elected Pharmacist-Owner Representatives in BC and also serves as one of seven Pharmacist-Owners on the National Pharmacist-Owner Board representing over 1,100 Shoppers Drug Mart Pharmacist-Owners in Canada. Omar was awarded the prestigious British Columbia Pharmacy Association (BCPhA) Pharmacy Leadership Award and has also been awarded several other national and regional pharmacy awards. As a pharmacy student at UBC, Omar's internship focused on the treatment of mental health patients.

## **DAVID DELONG**

David is the Director, Human Resources, Zinc Business Unit at Teck. Experienced in board governance, policy and strategic planning, he is currently on the Selkirk College Board of Governors as Chair of the Advocacy Committee and member of the HR Committee. David

has a Master of Science – Safety Management, BA, BPE, and diploma in Strategic Human Resources Management. With over 20 years of experience in managing employee assistance and health and wellness programs, David has a strong understanding of aboriginal affairs, corporate relationships, and mental health in the workplace.

### CANON FUNG

Canon is a business owner and senior finance executive with a CPA, CA and over 25 years of business experience in consulting firms, public and private companies, and non-profits. He is the President of Bella Turf and is currently a Board Director with the Canadian Liver Foundation, BC Division. Canon was formerly on the Board of Canadian Diabetes Association, BC Yukon Division as the VP Finance, a Finance Committee Member at Vancouver Lawn Tennis Club, and a mentor with the Sauder School of Business.

### ALEXA GEDDES

Alexa Geddes has a Bachelor's of Science in Biology and is completing her Doctor of Medicine at the University of British Columbia. She currently volunteers at the REACH Community Health Centre, and acts as a Research Assistant at the Centre for Applied Research in Mental Health and Addictions. Alexa's past community involvement has included founding UBC

Okanagan's Peer Support Network as well as roles in research, fundraising, and leadership. She spent one year as an elected Senator with the UBC Okanagan Senate, and has previously served as Secretary and Director-at-Large for CMHA Kelowna.

### JESSE MCDONALD

Jesse McDonald is enrolled in the Rural Pre-Medicine Program at Selkirk College. She has spent a time in South Africa as a Project Assistant with the Sinovuyo Teen Project, which aims to develop an evidence-based parenting and teen program for HIV/AIDS-affected youth and their families. Jesse is a current member of the Healthy Minds | Healthy Campuses initiative, and is involved with facilitating campus discussions around mental health and substance use.

### JACKI MCPHERSON

Jacki is from the Okanagan Nation. She has worked in Aboriginal health for approximately 30 years. Jacki currently manages all health programs for the Osoyoos Indian Band, and is part of the Okanagan National Wellness Committee. In her previous role as President of the First Nations Health Directors Association of BC, Jacki was involved with the transfer of health services from Health Canada to the First Nations Health Authority. She has also worked closely with Interior Health Authority in all areas of health.

## Committees of the Board

### Finance and Audit

- Tom Morton (chair)
- Canon Fung
- Joan Hill
- Jesse McDonald
- Barb Keith (ex-officio)
- Judy Miller (staff resource)
- Bev Gutray (staff resource)

### Governance and Bylaws

- Peter Csiszar (chair)
- Alexa Geddes
- Jesse McDonald
- Judy Moore
- Barb Keith (ex-officio)
- Bev Gutray (staff resource)

### Nominating

- Judy Moore (chair)
- Willy Berger
- Alex Berland
- Annie McCullough
- Barb Keith (ex-officio)
- Bev Gutray (staff resource)

### Personnel

- Dave DeLong (chair)
- Judy Moore
- Barb Keith (ex-officio)
- Gail Young (staff resource)
- Bev Gutray (staff resource)

### Strategic Planning

- Omar Alasaly (chair)
- Dave DeLong
- Jacki McPherson
- Fred Smith
- Canon Fung
- Barb Keith (ex-officio)
- Kendra Milne (staff resource)
- Bev Gutray (staff resource)

### Fundraising / Sponsorship

- Joan Hill (chair)
- Omar Alasaly
- Fred Smith
- Graeme Bullus
- Barb Keith (ex-officio)
- Megan Brown (staff resource)
- Bev Gutray (staff resource)



# JOIN US!

**Together we can make a difference.**  
Just fill out this form and send it to our office at the address below:

Canadian Mental Health Association,  
BC Division  
905 - 1130 W Pender Street  
Vancouver, BC V6E 4A4

Tel: 604-688-3234  
or 1-800-555-8222 (toll free in BC)  
Fax: 604-688-3236  
Email: [info@cmha.bc.ca](mailto:info@cmha.bc.ca)

**[www.cmha.bc.ca](http://www.cmha.bc.ca)**

## I WOULD LIKE TO SUPPORT CMHA BY:

- Signing up for email updates
- Becoming a member of CMHA

- \$20 Individual\*\*
- \$5 Subsidized individual
- \$50 Organization\*\*

### Making a donation of

- \$200    \$100    \$50    other \$ \_\_\_\_\_
- \$85    \$150    \$35
- I would like this to be a monthly donation\*

### Learning about volunteer opportunities at CMHA

### Learning about including CMHA in my will

## I WOULD LIKE MY CONTRIBUTION TO GO TO:

- Dr. Jean Moore Endowment Fund in Child and Youth Mental Health
- Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund
- Lorne Fraser Educational Fund
- CMHA BC Endowment Fund

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

I would like to pay by:

Cheque      Card no: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ 3-digit security code (CVC) \_\_\_\_\_

VISA

MasterCard      Expiry date: \_\_\_\_\_ / \_\_\_\_\_      Signature: \_\_\_\_\_

Please do not list me as a donor in CMHA Annual Reports or donor recognition projects

**Please feel secure.** We only use your personal information to provide services and to keep you informed and up to date on the activities of CMHA, including programs, services, special events, funding needs, opportunities to volunteer or to give, and more through periodic contacts. If at any time you wish to be removed from any of these contacts simply contact us by phone at 1-800-555-8222 or at [info@cmha.bc.ca](mailto:info@cmha.bc.ca).

**We do not trade or sell our donor lists.**

\* For monthly donations by cheque, please send a cheque marked "void" and this completed card by mail. Your charitable receipt will include all monthly donations made, to Dec. 31<sup>st</sup> for each calendar year. You can increase, decrease, cancel or restart your monthly donation at any time by notifying us at 1-800-555-8222.

\*\* **Memberships expire March 31 of each year.** New, non-subsidized memberships that begin between September 1 and March 31 need only pay half of the regular membership fee.





# CMHA BRANCHES IN BC

## CARIBOO CHILCOTIN (WILLIAMS LAKE)

250-398-8220 | [www.cariboo.cmha.bc.ca](http://www.cariboo.cmha.bc.ca)

## COWICHAN VALLEY (DUNCAN)

250-746-5521 | [www.cowichanvalley.cmha.bc.ca](http://www.cowichanvalley.cmha.bc.ca)

## KAMLOOPS

250-374-0440 | [www.kamloops.cmha.bc.ca](http://www.kamloops.cmha.bc.ca)

## KELOWNA

250-861-3644 | [www.cmhakeLOWNA.com](http://www.cmhakeLOWNA.com)

## KOOTENAYS (CRANBROOK)

250-426-5222 | [www.kootenays.cmha.bc.ca](http://www.kootenays.cmha.bc.ca)

## MID-ISLAND (NANAIMO)

250-244-4042 | [www.mid-island.cmha.bc.ca](http://www.mid-island.cmha.bc.ca)

## NORTH AND WEST VANCOUVER

604-987-6959 | [www.northwestvancouver.cmha.bc.ca](http://www.northwestvancouver.cmha.bc.ca)

## PORT ALBERNI

250-724-7199 | [www.portalberni.cmha.bc.ca](http://www.portalberni.cmha.bc.ca)

## PRINCE GEORGE

250-564-8644 | [www.princegeorge.cmha.bc.ca](http://www.princegeorge.cmha.bc.ca)

## SHUSWAP-REVELSTOKE (SALMON ARM)

250-832-8477 | [www.shuswap-revelstoke.cmha.bc.ca](http://www.shuswap-revelstoke.cmha.bc.ca)

## SOUTH CARIBOO (100 MILE HOUSE)

250-395-4883 | [www.southcariboo.cmha.bc.ca](http://www.southcariboo.cmha.bc.ca)

## SOUTH OKANAGAN SIMILKAMEEN (PENTICTON)

250-493-8999 | [www.sos.cmha.bc.ca](http://www.sos.cmha.bc.ca)

## VANCOUVER-FRASER (VANCOUVER)

604-872-4902 | [www.vf.cmha.bc.ca](http://www.vf.cmha.bc.ca)

## VERNON

250-542-3114 | [www.vernon.cmha.bc.ca](http://www.vernon.cmha.bc.ca)

## VICTORIA OFFICE (CMHA BC)

250-216-4228 | [www.victoria.cmha.bc.ca](http://www.victoria.cmha.bc.ca)





**Canadian Mental  
Health Association**  
British Columbia  
*Mental health for all*

Charitable Registration No. 88844 1995 RR0001

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Vancouver, BC, V6E 4A4 Canada

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Fax: 604-688-3236

[www.cmha.bc.ca](http://www.cmha.bc.ca)