

An illustration of two hands holding a yellow rectangular sign. The hand on the left is red and wears a green sleeve with a yellow cuff. The hand on the right is light skin with pink nail polish and wears a purple sleeve with a yellow cuff. The background is a teal gradient.

*Stronger
Together*



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

ANNUAL REPORT
2020–21

ANNUAL REPORT 2020–21

EXECUTIVE MESSAGE

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EXECUTIVE MESSAGE

ANNUAL REPORT 2020–21

This year, there has been a profound impact on British Columbians' mental health and well-being, and a stark awareness of the need for increased support. In response, the CMHA BC team approached the critical work that needed to get done inclusively, proactively, compassionately, steadfastly and collaboratively; this report is largely a testament to our unwavering commitment to mental health for all.

A growing need

COVID-19 not only had a significant impact on people's physical health, but on their mental health as well. People were isolated from friends and family; grieved for people who died; experienced job loss, stress and anxiety; lost access to many of their usual coping mechanisms; and were faced with a myriad of constant changes and information. Canadians in quarantine were twice as likely to have suicidal thoughts, and 71% of British Columbians reported feeling "negative" emotions as a result of the pandemic.

And though COVID-19 dominated the headlines, it was just one of many mental health stories this year. Illicit drugs killed 5.3 people a day, and statistics revealed an increase of 74% in 2020 in unintentional overdose deaths, along with an increased toxicity of street drugs. Black people, Indigenous people, Asian people, and people of colour continued to experience systemic racism and discrimination impacting their access to care. Housing, death by suicide, wildfires and climate change all continued to impact mental health and create overwhelming feelings of stress for many people. CMHA BC was often a trusted resource and voice as people faced these challenges, and was mentioned in the media over 800 times in relation to mental health issues, strategies and initiatives.

A hope for change

Yet, there's hope. In the midst of the pandemic, 31% of British Columbians said they were hopeful. CMHA BC employees and volunteers rose to the

COVID-19 not only had a significant impact on people's physical health, but on their mental health as well.

CMHA BC employees and volunteers rose to the challenge of the last year, ramping up, expanding, and adjusting services and resources, advocating for policy changes, and inclusively standing alongside and amplifying the voices of those who needed to be heard.

”



Jonny Morris
Chief Executive
Officer
CMHA BC



David DeLong
Board Chair
CMHA BC

challenge of the last year, ramping up, expanding, and adjusting services and resources, advocating for policy changes, and inclusively standing alongside and amplifying the voices of those who needed to be heard.

We're incredibly proud of the proactive work of CMHA BC employees. Notably, so much of our work this year was the result of collaborations with branches, CMHA National, and community partners—these partnerships are so critical to our ongoing work and effectiveness. We look forward to continuing to expand those relationships in the coming years.

We also worked with the Province and the Ministry of Mental Health of Addictions on key issues

including suicide prevention, legislative reform, and service design and we presented on issues related to mental health to major employers, unions, and health and safety associations. In recognition of need, CMHA BC secured \$8.72 million overall in net new project funding focused on workplace mental health, suicide prevention, Living Life to the Full for Youth and Lower Mainland-focused initiatives.

Thank you

This has been a challenging year for all of us across the province, yet a lot of important progress has been made, as evidenced in these pages. We continued to do all that we can to

ensure mental health and substance use care are prioritized as much as physical health care. We maintained our focus on improving key drivers of mental health, including housing, education and employment. And we worked with our partners to ensure a strong response for populations experiencing vulnerability and marginalization.

We would like to say a huge thank you to all of the staff and volunteers at CMHA BC. We would also like to express great appreciation to all of our donors and funders, without whom our work towards mental health for all would not be possible. Thank you.

SIX WORD STORIES

Who better to tell the stories of the year than CMHA BC employees? We challenged employees to write a six-word story about the year, and the submissions we got were full of uncertainty, sadness, joy and hope. Watch for them throughout this report!

SIX WORD STORIES

Finding strength from within these walls.

Perry Wong, Operations

SIX WORD STORIES

Supporting myself to support others: community.

Ailsa McLellan, Confident Parents:
Thriving Kids

SIX WORD STORIES

Life gets harder, become ever gentler.

Jessy Knight, Public Policy
and Research



ABOUT US

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, including 14 branches in BC, CMHA provides a wide range of innovative services and supports tailored to and in partnership with our communities. Together we are making a difference by changing the way we think about mental health and substance use, and how we treat people in communities, at home, at work, at school and across BC.

The Framework for Support is the central philosophy guiding our activities. This philosophy holds that the person experiencing mental illness

is at the centre of any supportive mental health system. The goal of the Framework is to ensure that people experiencing mental illnesses live fulfilling lives in the community.

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 experiencing mental illness. We are unique not only in our approach, but 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 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.



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 and substance use issues
- 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

BC Partners for Mental Health and Substance Use Information



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

The BC Partners for Mental Health and Substance Use 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.

Projects led by CMHA BC on behalf of the BC Partners in 2020–21 include:

- HeretoHelp Website (p.11)
- BC Partners Public Outreach (p.11)
- Visions Journal (p.11)
- Beyond the Blues: Education and Screening Days (p.12)
- Healthy Minds | Healthy Campuses (p.13)

In addition to CMHA BC, the BC Partners include:

- Anxiety Canada
- BC Schizophrenia Society
- Canadian Institute for Substance Use Research, University of Victoria
- FamilySmart (Institute of Families)
- 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 is provided by BC Mental Health and Substance Use Services, a program of the Provincial Health Services Authority.

SUPPORTING COMMUNITIES TOGETHER

Thanks to generous funding from the BC Ministry of Mental Health and Addictions, we launched a wealth of resources to support mental health during the pandemic

including a new mental health assessment tool, increased capacity for BounceBack and Living Life to the Full, resources and services for continuing care workers, grants for virtual peer support and system navigation, approximately \$1.2M in grants for campus suicide prevention, approximately \$13M in grants for substance use treatment and recovery, and a new workplace mental health hub.

We also reinforced key partnerships with new organizations including Métis Nation BC, Ismaili Council for Canada, YVR Airport Authority, SafeCare BC, Go2HR, WorkSafeBC, Canadian Journalism Forum on Violence and Trauma, Goldstream Working Group (Suicide Prevention), Makeway, BC Patient Safety and Quality Council, OSI-Can, Greater Victoria Acting Together, and Healthy Schools / Healthy People.

SIX WORD STORIES

*Weaker when alone,
stronger when together.*

Michael Nishi, Confident Parents:
Thriving Kids



LEADING CHANGE AND RAISING VOICES

This year, we launched a community-based research project on peer employment to help shine a light on the value of lived and living experience of mental illness and substance use and support employers and peer workers to achieve equitable partnerships where they design, deliver and evaluate services together.

As a peer worker in the BC mental health system for over 10 years, I have often struggled with feeling stigmatized, tokenized, and under-valued. CMHA has really shown me that when they say they value the expertise of lived and living experience they mean it. The level of support and stability I have experienced working for this organization has improved my quality of life and the quality of my work. I am so grateful for this opportunity to make a real difference.

—Kat Golik, Peer Researcher

”

Pandemic Reponse

In spring 2020, we hosted a webinar series to highlight the disproportionate impacts of COVID-19 on people living with mental illness and substance use. Our webinar series engaged 381 people to learn about these impacts and public policy interventions to address them.

During the provincial public consultation on BC's recovery from the COVID-19 pandemic, we urged British Columbians to join CMHA BC in calling on the Provincial Government to partner with people with lived and living experience of mental illness and substance use to strengthen our social supports and healthcare system. 89 people sent letters to Minister Judy Darcy in support of this movement.

2020 Provincial Election

In October 2020, leading up to the General Provincial Election, we launched an advocacy campaign to call on candidates to commit to increased investment for mental health care and social supports for persons with disabilities.

CMHA BC hosted an online All Candidates Forum with representatives from the BC NDP, BC Liberals and BC Greens. An independent journalist, Moira Wyton, guided a lively debate on topics such as harm reduction, mental health care, substance use treatment options, housing, homelessness, and policing. Over 180 people attended our online All Candidates Forum and participated by viewing, commenting, posing questions to the candidates and posting on social media.

Peer Employment Research

In April 2020, we launched a community-based research project on peer employment and empowerment within BC's mental health and substance use sector. Our team developed and piloted a Power Assessment Framework to support employers and peer workers to assess power distributions within their workplaces and design strategies to achieve equitable partnerships where they design, deliver and evaluate services together. Thank you to the Vancouver Foundation for funding this work.

CALLING FOR ENHANCED SUPPORTS DURING AND AFTER THE PANDEMIC

In the early days of the pandemic, there was a rapid roll out of policy interventions and programs to meet the changing needs of British Columbians who found themselves isolated and facing an uncertain future.

We stepped up our advocacy and called on the Provincial Government to prioritize mental health alongside economic stability and recovery, and upscale supports for populations living with mental health and substance use conditions.

Our advocacy took the form of public education, digital campaigns, online forums and letters to and briefings for Ministers and senior Ministry staff. This included a webinar series that brought together community leaders, researchers and policymakers on how to better support people living with mental health and substance use conditions during COVID-19 and how the pandemic could change the future of our social safety net.

SIX WORD STORIES

Working together for a better tomorrow.

Clara Chalifour, Administration



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. 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 Mind Matters e-newsletter sign-up.

Mind Matters connected 3,466 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. This year, the number of people following us on Facebook grew by 44% to 5,222, and our Instagram community grew by 76% to 3,249 followers. When combined with our 8,358 Twitter and 1,086 LinkedIn followers, we reached over 17,915 followers across these platforms.



**Sign up for Mind Matters
e-news at cmha.bc.ca/newsletter**

Mental Health Information and Referral

Each year, CMHA BC receives hundreds of direct requests for information, support, and referrals by phone, email and social media. We continued to respond to requests for mental health and system navigation, including complex requests around COVID-19 financial support, housing, workplace discrimination, and more.

This year, we adapted the service by quickly creating content on available COVID-19 mental health supports—including free and low-cost counselling and financial supports. By researching these pandemic supports, we were able to provide members of the public who were disproportionately impacted by COVID-19 access to more resources and services. The knowledge base was further enhanced by updates to 90% of the articles used for responding to public queries—314 articles in total.

- 75% of people said that the person who responded to them was knowledgeable
- 71% said that the person responding seemed caring and/or supportive

The email I received was so caring and accepting. It was a breath of fresh air to receive.

—Information requester

It felt like I was dealing one-on-one with someone instead of just being another form response, as is so common these days. Thank you for providing these services. I really appreciate that I was given so many different types of options. That immediately lifted my stress and made me feel better.

—Information requester

”

285,000+
CMHA BC website visits
and 465,000+ page views

17,906+
followers reached
through social media

962
responses to requests via
CMHA BC information and referral



HELPING PEOPLE STAY WELL IN UNCERTAIN TIMES

In April 2020, we added a new COVID-19 section to our website to help connect British Columbians with trustworthy mental health information and helpful resources—including our new and expanded service offerings. We developed and shared tips and resources to help people cope with the uncertainty and anxiety they were feeling.

The section includes a mental health check-in tool to encourage visitors to check in on how they are feeling and direct them to the information most useful to them.

This COVID-19 section and its sub-pages were viewed over 60,000 times over the past year. Visit it at www.cmha.bc.ca/COVID-19

HeretoHelp.bc.ca

For 17 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 close to 2,000 plain-language resources including personal stories, *Visions* articles, info sheets, workbooks, screening self-tests, and multilingual content.

This past year, we updated two modules on Managing a Mental Illness and Depression, as well as developed several new resources on mental health and COVID-19 including two info sheets and nine articles.

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. These requests are over and above the ones we provide via CMHA channels, and saw a 39% increase in demand in 2020–21.

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 and displays.

Visions Journal

Visions: BC's Mental Health and Substance Use Journal celebrated 25 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 via print, web, email, or e-book formats.

Visions continued to respond to the needs and interests of its readership by releasing issues on topics identified by readers as being relevant:

- Rural, Remote and Northern Communities
- COVID-19
- Systemic Racism
- Responding to Feelings

According to our reader survey:

- 60% of Canadian readers have already used something they read to improve their well-being.
- Among Canadian service providers, 74% recommend *Visions*, and 67% have already used information from *Visions* to help patients/clients/families.

This year, 22,650 printed copies of *Visions* were distributed, and the email version was opened 10,110 times. We also redesigned the *Visions* website to be more user-friendly.



Read the latest issue of *Visions* at HeretoHelp.bc.ca/Visions

I found this website to be a friendly, welcoming, non-judgemental place with good resources and info. I most definitely refer people to it.

With the COVID situation I have found myself a bit stressed on occasion and a little blue. I know how to care for myself but I like that I can come here for some reassurance.

—HeretoHelp website visitor

”

5.9 million+

HeretoHelp website visits
and 9.4 million+ page views

2,344

responses to requests via
HeretoHelp information and referral



BEYOND THE BLUES EDUCATION & SCREENING DAYS

Beyond the Blues: Education and Screening Days is an annual awareness campaign featuring a series of free community events across BC. Beyond the Blues builds community capacity and helps people start conversations about mental well-being, mood, anxiety, stress, and risky drinking and drug use, 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.

In 2020, we adapted to COVID-19 by shifting to completely virtual screening events for the first time. Allowing participants to participate in screenings from the privacy of their homes meant that we reached vulnerable people that would not normally attend an in-person event.

We supported 32 education and screening events across BC, and added a new body-image screening tool self-test in partnership with Jessie's Legacy. 83% of planners agree that they would recommend Beyond the Blues to a colleague, and 89% of planners agree that the support they received from us was helpful.

Many thanks to the additional funding support from the Provincial Health Services Authority and Ministry of Children and Family Development.



Try our online screening tools
at heretohelp.bc.ca/beyond-the-blues

The mental health crisis on post-secondary campuses has been exacerbated by the COVID-19 pandemic, and now, more than ever, it is important for community organizations to come together and support each other in increasing awareness and accessibility of mental health services.

I greatly appreciate all the support that CMHA BC provides non-profit and post-secondary organizations like us to help us increase mental health literacy on our campuses.

—Beyond the Blues event planner

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1,324
participants across 32
education and screening events

21,157
mental health and substance use
education materials distributed



HEALTHY MINDS HEALTHY CAMPUSES

Healthy Minds | Healthy Campuses (HM|HC) is a province-wide community of practice that learns and works together to promote mental wellness and healthier relationships with substances across BC post-secondary institutions. CMHA BC and Canadian Institute for Substance Use Research together provide a support team for this community of practice.

This campus-based initiative engages students, service staff, faculty and administrators in a collaborative and innovative endeavor to build capacity and sustainable mechanisms to advance well-being. HM|HC draws on sound theory and broad research as well as local experience and insight to enhance campus culture and shape environments conducive to all members thriving. Equipping post-secondary students to contribute to the wellness of their communities is a vital part of developing productive citizens and leaders.

This year we hosted five HM|HC Talks and HM|HC Info Session health literacy learning events with over 400 registrants from across BC and Canada. Topics included Coping with COVID-19, Canadian Campus Well-being Survey, Here2Talk, MHCC/CSA Standard for Post-secondary Student Mental Health and Campus Suicide Prevention.

We also partnered with BC's Ministry of Mental Health and Addictions to launch the Campus Suicide Prevention Initiative. The intent of this project is to assist public post-secondary institutions in developing and implementing new or expanded campus suicide prevention frameworks and strategies with a focus on student populations. \$1,250,000 in campus suicide funding was dispersed through this initiative.

 **Join the community at
healthycampuses.ca**

Very well executed all around. Give yourselves a pat on the back for all the hard work that goes into coordinating an event of this scale and caliber. I look forward to attending future Summits.

—Summit participant

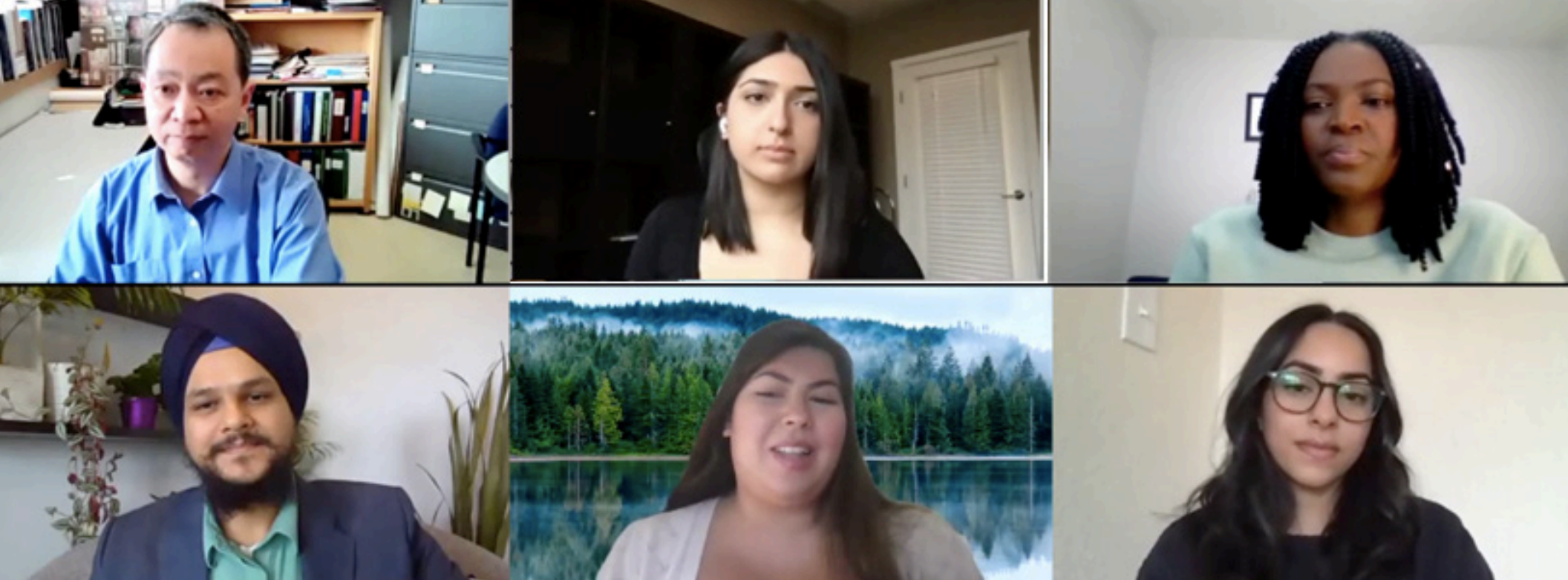
Have been involved every year for the past few years and have learned so much every year. I find the summit also refreshes what I already know.

—Summit participant

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1,687
e-news subscribers reached

43,000+
pageviews and 10,000 visits on the Healthy Minds | Healthy Campuses website from 7,800 visitors



KEEPING CAMPUSES CONNECTED, VIRTUALLY

The Healthy Minds | Healthy Campuses Summit 2021, *We Belong to Each Other: Cultivating Campus Communities for Mutual Well-Being*, took a different shape this year as the world continued to grapple with the unpredictability of the COVID-19 pandemic. This year we had to abandon the classic conference environment and held the four-day summit virtually over Zoom from February 22–25, 2021.

Through the summit, 194 campus stakeholders—including students, faculty, staff, and senior administrators from across BC— came together to mobilize collective action in pursuit of promoting mental health and well-being and healthier relationships with substances on campus.

93% of participants agreed that the summit was good value for their time and 89% of participants were satisfied with their experience.



BOUNCEBACK RECLAIM YOUR HEALTH

BounceBack® 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, BounceBack Online, and a program for youth aged 15–18 are also available. BounceBack is available across BC in English, French, Mandarin, Cantonese, and Punjabi.

BounceBack successfully implemented program enhancements in 2020–21 through additional surge funding to help support British Columbians during the COVID-19 pandemic.

In order to expand program access, we launched an e-referral system reducing barriers for people across BC to self-refer to the program, and making it easier for practitioners to connect people to BounceBack.

BounceBack staff successfully managed a transition to virtual work to continue serving program participants, and increased their capacity to meet growing demand.

Despite these changes, BounceBack staff maintained a high level of collaboration and successfully managed a number of highly complex program improvements, including launching the e-referral system, recruiting and onboarding new staff, and significant updates to the electronic health records system, Input Health.

BounceBack received an unprecedented 8,633 referrals in the 2020–21 fiscal year, an increase of 52% from the previous year.

BounceBack is funded by the Ministry of Health, the Ministry of Mental Health and Addictions, and the Provincial Health Services Authority.



Learn more about BounceBack
at bouncebackbc.ca

I think this is a valuable program and service, especially for people who don't necessarily live right in an urban area, and/or for people who are busy or overwhelmed by the thought of seeking help in other ways.

The program helped me to not feel alone (the importance of this cannot be overstated) and was very positive and encouraging.

—BounceBack participant

”

8,633
people were referred to
BounceBack this year

Program participants reported
a 46% decrease in depression
symptoms and 50% decrease in
anxiety symptoms

Average rating was 4.62 out of 5
for the quality of the service overall



CONFIDENT PARENTS THRIVING KIDS

Behaviour Program

Confident Parents: Thriving Kids - Behaviour program 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.

Over the past year, the program focused on continuing service delivery as we operated remotely in response to COVID-19, as well as improving processes, stabilizing staffing levels, and building capability for full community transfer of PMTO to the province of BC.

Families were supported through continuous communication while the program staff transitioned to working remotely. A series of email newsletters provided support and program-related content during this time. The newsletter was well-received by families who reached out to share their experiences and appreciation.

In response to increased referral rates, we collaborated with the BC Patient Safety & Quality Council to examine and implement processes to support families awaiting services. We are continuing to evaluate further recommendations and plans for process improvements.

In our participant survey, 89% reported the overall quality of the program as very good or excellent. 89% said the program taught them skills to manage the behaviours that led them to seek support.

Anxiety Program

The Confident Parents: Thriving Kids - Anxiety program supports families whose children have

I can remember back before this program and just how lost we felt, how hopeless we felt about the future thinking, ‘what’s going to happen in the years ahead.’

I don’t think I can thank this program enough for what it’s done for my son, for my family. Things are completely different—unbelievably different. There is calm in the house. I feel we as a family have really come together and we bond so much more now.

—Confident Parents: Thriving Kids -
Behaviour program participant

”

1,338

families served and 2,240 referrals received by the Confident Parents: Thriving Kids - Behaviour program

1,205

families served and 2,731 referrals received by the Confident Parents: Thriving Kids - Anxiety program

anxiety that impacts their development and happiness at home, school, and in the community.

The program includes online educational videos and weekly telephone coaching sessions to help parents learn effective skills and techniques and manage anxious behaviours. The program incorporates principles from cognitive-behavioural therapy (CBT), and is based on the latest evidence on effective treatment for anxiety.

Throughout the past year, the program has continued to grow as our referrals continued to increase. We have focused on creating process improvements, new video content and launched an online referral system. We have worked hard to

respond to the needs of parents and caregivers, while also maintaining strong working relationships among our team members when working remotely.

Program referrals have increased to 2,731 this year from 1,979 last year, with double the monthly referral rate. A total of 1,205 families have started and 807 families have completed the program in the past year. We've streamlined our intake process to increase efficiency and reduce wait times.

Participant satisfaction scores remain high. In an online questionnaire, 83% of parents and caregivers rated their overall satisfaction with the program as very good to excellent.

In response to feedback from our focus groups, we created five additional videos addressing concerns specific to families with younger or older children.

We have also worked to finalize the curriculum for We Are Indigenous: A Big Worries program—a tailored program to support Indigenous families. The Indigenous Reference Group has been instrumental in leading and guiding this development process. We are excited to host a virtual launch for this program in fall 2021.

CMHA BC thanks the Ministry of Children and Family Development for funding the Confident Parents: Thriving Kids program.

WORKING REMOTELY IN RESPONSE TO COVID-19

Within two weeks of the onset of COVID-19 safety restrictions, the Confident Parents: Thriving Kids team equipped its full staff complement with the necessary technology to deliver coaching sessions from home to families throughout BC. Despite this transition to remote work, we provided support to 2,543 families through over 10,000 coaching sessions.

To reduce barriers to our services, we collaborated with EQ Care Access Virtual Clinic to provide clinical guidance for families who do not have access to a physician and require additional supports, including providing referrals to our program.

We also found new ways to connect with families and among our staff teams. The Behaviour program developed a series of email newsletters providing support and program-related content to families, while the Anxiety program organized ways to maintain a positive work atmosphere through check-in meetings and team building activities.

SIX WORD STORIES

*Zoom, zoom
for work and play.*

Angela Miranda, Confident Parents:
Thriving Kids



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. All materials and in-person training can be found in English, French, Cantonese, Mandarin, and 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 and social support, and reducing anxiety. The CMHA flagship program for youth, adults, and older adults has been adapted for diverse settings such as schools, prisons, Indigenous reserves, and addiction recovery programs.

Thanks to provincial funding from the Ministry of Mental Health and Addictions, 72 virtual courses were offered across BC, reaching over 1,400 BC residents. Courses were delivered through CMHA branches, strategic partners and contractors, reaching adults aged 18–85, in both English and French. Some closed courses were delivered in partnership with organizations such as the Young Adult Stroke Survivors, and the Disability Foundation or Résosanté. Along with the launch of the virtual course format, a digital booklet platform was created for participants to access course supporting material from the comfort of their home. In 2020, e-books were made available in English for both the adult and youth courses and in French for the adult course.



Learn more at
www.livinglifetothefull.ca

My husband and I both took Living Life to the Full together. What we found was we actually got concrete ways how we could stop negative and unhelpful behaviours and thoughts. Change and reframe.

At the beginning of the class, I remember looking at everybody's faces on Zoom and we all had a sense of heaviness and sadness and just feeling overwhelmed. I remember by the very last class I looked around and people just seemed lighter and happier and more hopeful about the future and the ways that they could proceed.

—Living Life to the Full participant

”

150
courses delivered in the
past year—mostly virtual!

Over 2,000 people took the
course in the past year

80 facilitators were trained and
delivered their first course online

Back in 2018, CMHA BC received funding from Sun Life to train facilitators and reach millennials aged 18–35 in the workforce. In total, 48 courses were delivered, reaching over 630 young adults through British Columbia, Alberta, Ontario, Newfoundland and Labrador, and Yukon. A course adaptation guide has been developed in collaboration with branches involved in the project and is now available to facilitators working with this specific demographic.

Our facilitator training workshop used to be delivered in person over two days. The pandemic pushed us to adapt and the training is now a self-paced course, with two videoconference calls that give a chance to meet and review the curriculum. The new online format allowed us to

train new facilitators across the country, removing geographic barriers and the travel costs for agencies located in remote areas. The next logical step was to also transition the youth add-on certification from a live webinar format to online self-paced training. This new format has already proven to be highly effective. In an effort to equip our facilitators and maintain high quality assurance standards, a facilitator guide was created for each version of the course. These guides are now used as the point of reference to deliver the course.

For Youth

The youth course is now fully available in French. The new edition is catered to Francophone youth and strong efforts were put into using gender-

inclusive language. These language changes will be replicated in the next French edition for adults.

Thanks to a multi-year grant from the Morris Foundation, several youth courses have been successfully delivered in BC. These courses reached a mix of mainstream and vulnerable youth across the province in Victoria, Williams Lake, Vernon, Salmon Arm, and Fort St. James.

We want to thank Sun Life for their support to help us reach millennials, as well as their additional donation to create an online platform to host e-books. This was especially appreciated in a time where shipping hardcopies to participants was challenging.

We are grateful for all the individual donations we received this year.

FIGHTING ISOLATION DURING COVID-19

Living Life to the Full was designed as an in-person group course and hadn't been offered online before 2020. As a result of the pandemic, CMHA BC has transitioned to delivering the course virtually. The course has always been a way to alleviate loneliness, social isolation and the group format has been a key component for individuals to recognize their challenges and enable positive behavioural changes.

In light of COVID-19, the program had to adapt quickly to ensure those most impacted by social isolation due to the pandemic could participate.

The priority was to develop a new virtual format so facilitators would be able to serve people while meeting the program's standards. Virtual guidelines were also developed to ensure participants' safety and a COVID-19 adaptation guide was created to support facilitators while delivering the course during this unprecedented time.



WORKPLACE TRAINING AND WORKSHOPS

Over 500,000 Canadian employees per week are unable to work due to mental health problems. At CMHA, we prioritize workplace mental health to ensure that employees get the support they need to thrive in a psychologically healthy and safe environment.

Although COVID-19 restrictions prevented in-person trainings, we were able to adapt to the ever-changing circumstances and continued to deliver effective and engaging workshops by responding to industry and employer needs and customizing trainings for specific sectors.

This year, our workplace mental health training sessions reached 1,953 employees through 78 sessions. Our intensive Psychological Health and Safety Advisor training sessions were not offered in 2020 due to the pandemic, but we are currently revising the program to offer a virtual option.

Responding with Respect: Workplace Mental Health Skills for Managers

With the support of all 14 CMHA branches in BC, we developed a new workshop called Responding with Respect: Workplace Mental Health Skills for Managers. This workshop was designed specifically for managers and supervisors to build on their knowledge and skills to support an employee who might be struggling with a mental health challenge, or with a situation that is affecting their mental health.

This workshop is a collaborative effort between CMHA North and West Vancouver, CMHA Vernon, CMHA South Okanagan Similkameen, CMHA Vancouver-Fraser, CMHA Kelowna, CMHA Kamloops, and CMHA BC.

The encouragement for participation and engagement was refreshingly useful. It encouraged a lot of helpful advice and insightful questions.

—Care for Caregivers webinar participant

It's a really good feeling knowing that I can be there for someone else who is having a hard day. It's important to know that you're not alone. We're here to listen, and we understand what you're going through. We're all in this together.

—Care to Speak peer supporter

”

1,953
employees reached through
78 workplace training sessions

18,181
Care for Caregivers
website visitors

Workplace Training: Resiliency During Unusual Times

In response to the pandemic, we also created another workshop called Resiliency During Unusual Times, which teaches how to build resiliency even while experiencing normal reactions to this unusual time in the midst of COVID-19. Participants develop an understanding of the impact that the current stressors have on their well-being, how to recognize the signs of stress, and how to react appropriately.

Understanding Addiction

Understanding Addiction is an online training program that equips those in a “helping role” with the knowledge, skills, and attitudes to better support and provide services for people facing challenges with addiction and substance use. Through eight interactive lessons, 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 so they feel confident and comfortable having conversations that promote inclusion, respect, safety, and healthy communities.

In March 2021, we updated and revamped the website to provide a better learning experience for the participants. 50 participants completed the Understanding Addiction course in the past year.

The course 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.

Care for Caregivers / Care to Speak

In response to the COVID-19 pandemic, we also developed the Care for Caregivers website to provide free information, webinars, and support for healthcare providers and frontline workers facing pandemic-related mental health challenges.

Additionally, we launched Care to Speak, a free and confidential peer support service allowing users to interact through a hotline or online chat with volunteers experienced in healthcare. The service connected healthcare workers through 125 calls and online chats.

This initiative is a partnership between CMHA BC and SafeCare BC, and is proudly supported by the BC Ministry of Mental Health and Addictions.

CARING FOR CAREGIVERS

Continuing care workers in British Columbia have been significantly affected by the devastation caused by the COVID-19 pandemic. To help support them, we partnered with SafeCareBC to launch Care for Caregivers—a website providing free webinars and evidence-based mental health resources designed to support workplace mental health and resilience for healthcare workers responding to stressful environments.

The program also includes Care to Speak, a free and confidential peer support service connecting healthcare workers through phone and online chat.

The Care for Caregivers website provided support to over 18,000 visitors, with 2,183 participants registered across 49 webinars. Learn more at www.careforcaregivers.ca.



BOTTOM LINE CONFERENCE

Dismantling Barriers, Opening Doors: Inclusion at Work was the theme of the 17th annual Bottom Line Conference on workplace mental health. Scheduled one week before BC declared a state of emergency, we made what felt like a difficult decision to postpone the conference.

The virtual conference was held October 5–6, 2020 and was our first-ever large virtual event. We were thrilled that participants told us the virtual format still delivered an intimate, powerful learning experience. The conference focused on those who have experienced exclusion in the workplace and speakers gave powerful presentations about inclusion of trans workers, Indigenous people, Black and racialized employees and others.

The graphical recording image above was crafted at the conference by Corrina Keeling.

We gratefully acknowledge our sponsors for the 2020 Bottom Line Conference:

- Diamond Presenting Sponsor: CanadaLife
- Gold Sponsors: BCGEU, WorkSafeBC
- Silver Sponsor: Teck Resources
- Bronze Sponsors: BCTF, HSABC, Hub International
- Friend Sponsors: MoveUP, MNP LLP, Teamsters, United Steelworkers District 3

Thanks so much...
I have to say this conference is the BEST organized conference I have ever attended and I attend a lot of stuff in my line of work. Your team is amazing!

—Bottom Line Conference participant

”



LINKS TO EMPLOYMENT

More commonly known as Links to Employment, this Community and Employer Partnership Research and Innovation project, “Co-designing new systems of mental health supports for people with long-term barriers of complex barriers to employment,” launched in 2020 and is a unique collaboration between CMHA and the University of British Columbia (UBC).

Links to Employment helps job seekers with persistent and multiple barriers reach their goals of obtaining meaningful training, volunteer work or employment. By offering these services in primary care settings, the program offers a more holistic approach to wellness and helps connect people to a network of support earlier on in their recovery.

The program is based on the evidence-based Individual Placement and Support (IPS) model

which offers individual, customized support to participants that focuses on connecting participants with meaningful employment as a way to aid in recovery, strengthen confidence, and overcome barriers to overall well-being. Employment support is seen as a way to enhance specific determinants of health related to financial stability and employment.

Over the past year we have established partnerships with primary care operators, hired and trained program staff and successfully launched services in Vancouver. Program staff include an occupational therapist, a vocational counsellor and a job developer. Staff work alongside other clinicians to connect participants to services that promote health and wellness and provide participants with individualized support

in areas such as job searching, job readiness and skill-building. The process is used to build confidence, gain employment skills, and develop resilience. Demand for the service is high and the program is at full capacity.

Links to Employment includes a two-year UBC research study to understand the effectiveness of an IPS intervention within primary care. This study will measure how effective the service is in helping people secure sustainable employment and will also assess participant mental health, personal recovery, and quality of life measures for the duration of the study.

This program is funded by the Government of Canada and the Province of British Columbia.



SCHOLARSHIPS AND BURSARIES

The Lorne Fraser Educational Fund

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. The fund has helped more than 200 British Columbians since its inception in 1982.

Lorne Fraser Scholarship for Mental Health Promotion

Jessica, Vancouver

- Career goal: Doctor, Mental Health Advocate
- School of choice: University of British Columbia
- Program: Doctor of Medicine

Zosia, Vancouver

- Career goal: Lawyer
- School of choice: University of British Columbia
- Program: BA in Sociology, Law and Society minor

Lorne Fraser Educational Bursary

Tayvie, Vancouver

- Career goal: Lawyer
- School of choice: Langara College
- Program: Women's Studies

Jayme, Castlegar

- Career goal: Peacekeeper in UN
- School of choice: University of Fraser Valley
- Program: Peace and Conflict Studies

Jessica, Burnaby

- Career goal: Registered Massage Therapist
- School of choice: Langara College
- Program: Registered Massage Therapy

Thank you for having faith in me, and for supporting me as I work towards my social work degree. I am eternally grateful to everyone who read my story and believed in me. I've overcome a life of addiction and mental illness, and it is thanks to people such as yourselves that I am alive, healthy, and truly myself once again. I look forward to the day when I too can give back, and support those who need it most.

On behalf of those still struggling with addiction and mental health issues, thank you. Thank you for still believing in us, and for treating us like humans, no matter the paths we are on. Thank you.

—Lorne Fraser Bursary recipient

”

200+

people with lived experience helped to pursue post-secondary education

Maude, Victoria

- Career goal: Social Worker
- School of choice: Camosun College
- Program: Pre-Social Work

Julie, Vancouver

- Career goal: Pharmacist
- School of choice: University of British Columbia
- Program: Pharmaceutical Sciences

Shelley, North Vancouver

- Career goal: Art Therapist
- School of choice: Capilano University
- Program: Interdisciplinary Studies

Meaghan, Squamish

- Career goal: Physiotherapist
- School of choice: Capilano University
- Program: Associate's Degree in Biology, Psychology minor

Mental Health Fine Arts Bursary (FAB)

Thanks to a generous annual donation from a private family donor, the FAB Award was created in 2017 to help bring post-secondary education within reach for individuals aged 18 and over facing financial challenges related to mental illness. The \$1,000 award recognizes the efforts of individuals who can use their skills in the fine arts to support those experiencing mental illness.

Annika, Maple Ridge

- Career goal: High School Teacher
- School of choice: Capilano University
- Program: Musical Theatre

Kefira, Calgary

- Career goal: Performing Arts
- School of choice: Vancouver Institute of Media Arts
- Program: Acting for Film & Television

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 died by suicide in 2006. The vision of the program is to invest in the resilience, wisdom, and potential of young people, and to reduce some of the barriers they may face during the transition from high school to higher education by offering \$700 bursaries.

Cassie, Barrie

- Career goal: Psychiatrist
- School of choice: University of British Columbia
- Program: Psychology

Tara, Richmond

- Career goal: Veterinarian
- School of choice: Langara College
- Program: Biology

A number of years ago I started to suffer from anxiety and panic attacks, to the point where I could barely leave the house without my best friend. Since I started school, I have noticed a dramatic positive effect on my anxiety.

My courses and teachers have been amazing! I truly feel that this is a wonderful learning environment that is extremely supportive, and I am very grateful for being here. The First Nation's department has been able to offer several opportunities for me to explore part of my heritage in a safe and supportive environment such as drum making and cedar hat weaving.

I hope that I will be able to stay at Capilano U and graduate with my BA in Psychology. Afterwards, I hope to attend Adler University to get my Master's in Art Therapy. My goal is to work with seniors and/or First Nations communities. It means a lot, not only financially, but emotionally as well. Thank you for supporting and believing in me.

—Lorne Fraser Bursary recipient

”



CMHA IN VICTORIA

At Work/Au Travail Employment Program

The At Work/Au Travail Program is funded by Service Canada and CMHA Toronto. Through 13 sites across Canada, the program works with those living with mental illness or addiction, as well as employers, to remove barriers to meaningful employment. At Work offers help with career counselling, resume building, job interviews and work placements, training and transition into the workplace.

In Victoria over the past year:

- 16 new clients enrolled in the program
- 8 clients were employed
- 5 previous clients were re-employed due to COVID-related lay-offs
- 4 employers received wage subsidies

With \$25,000 of additional support from Victoria Foundation's Rapid Relief Fund, At Work clients were able to access an additional \$20,000 in rent subsidies.

Headstrong Youth Anti-Stigma Program

In partnership with the Mental Health Commission of Canada, CMHA BC continues to support mental health awareness through the Headstrong Youth Anti-Stigma Program. This year, we helped pilot a Headstrong Virtual Summit with four Victoria secondary schools.

The program was delivered over Zoom with students hearing stories from youth with lived experience and taking part in thought-provoking activities. The final session was designed for action planning to help break down the stigma surrounding mental health in their schools and

*This program provided me with
so many options, many that I
hadn't even considered.*

—At Work/Au Travail program participant

”

95
older adults reached through
Living Life to the Full in Victoria

127
Victoria youth reached through
Living Life to the Full and the
Headstrong Virtual Summit

communities. Through three 45-minute sessions over the week, 70 students and counsellors took part in the summit.

Living Life to the Full for Youth and Older Adults

This past year, five Living Life to the Full for Youth courses were delivered in Victoria—two virtually and three in-person. Thank you to the Morris Foundation for supporting youth with strategies to manage mood and worry through this important program.

We also offered three in-person and three virtual programs at Silver Threads Services for Seniors. These courses reached 95 older adults thanks to funding from the Victoria Foundation.

Ride Don't Hide 2020

Despite the pandemic, Victoria's 8th Annual Ride Don't Hide raised \$59,993, with 140 registered virtual riders and 15 teams, and \$9,000 in business sponsorship.

Special thanks to longstanding dedicated committee members Steve Mahovlic, Gillian Carleton, Scott MacInnis, Neil Paterson, Hugh Turner, Don Tufford, Linden Turner and Wendy Schulz.

Thank you to our sponsors:

- Clinic 805
- Island Floor Centre Ltd
- McConnon Bion O'Connor & Peterson Lawyers
- MOD Pizza

- Island Window Coverings
- Times Colonist
- Royal Bank
- 10 Acres Bistro
- Tulipe Noire
- Scotty Manufacturing

Special thanks to the Margaret Roche Heywood Foundation for their generous donation of \$36,000 to CMHA programs and services in Victoria.

Noodlebox Charity Day

In September, Noodlebox held their Annual Charity Day supporting CMHA branches across BC and Alberta. Four locations in Victoria raised \$4,430 to support mental health for youth and older adults.

Ride Don't Hide Victoria





PARTNERSHIPS THAT MAKE A DIFFERENCE

Thank you to our community partners for your commitment and leadership in bringing awareness and funding to our mental health and addictions services and programs. Together, we are working towards better mental health for all British Columbians.

BC Centre for Substance Use (BCCSU)

With the opioid poisoning epidemic continuing to have a devastating impact across our province, BCCSU remained a priority partner helping inform our work. As advisors, they provided content expertise and workshops for Bottom Line 2020.

BC General Employees' Union (BCGEU)

Without the BCGEU, our Bottom Line Conference would not be the same. In addition to being Gold level sponsors, its members were a wonderful group of conference participants who brought their valuable work experience to discussions.

BC Municipal Safety Association

Mental health is a large focus of the work of this safety authority. As a training partner with BCMSA, CMHA BC is proud to deliver mental health content to municipal government employees across BC.

CanadaLife

As workplace mental health leaders, CanadaLife provides best practice policies and tools at their Workplace Strategies for Mental Health website. We are so grateful for their Diamond Presenting Sponsorship of Bottom Line 2020.

Margaret Roche Heywood Foundation

This Victoria-based foundation provides core funding for our programs in the Victoria region supporting community-based collaborations, outreach and education for priority groups such as youth and seniors.

People are profoundly affected by the pandemic and drug poisoning crises, feeling anxiety, stress, grief and loss. The Canadian Mental Health Association is a vital part of the solution, helping workplaces, healthcare workers, and people of all ages build mental health and wellness. I'm grateful to the Canadian Mental Health Association for their partnership, compassion and commitment.

”



Sheila Malcomson
Minister of
Mental Health
and Addictions

Mental Health Commission of Canada

Adapting to the realities of the pandemic, CMHA in Victoria hosted the first virtual Headstrong Youth Summit with the Mental Health Commission of Canada. This collaboration to develop a successful virtual format was testament to a wonderful ongoing working relationship.

Morris Foundation

This Saskatoon-based foundation supports mental health and addictions programs delivered to youth. Funding from the foundation allowed us to deliver five Living Life to the Full courses to youth in the Victoria region this year.

Province of BC

Funding from the Province of BC makes it possible for us to deliver our core, evidence-based programs—BounceBack, funded by the Ministry of Health, Ministry of Mental Health and Addictions and Provincial Health Services Authority, and Confident Parents: Thriving Kids, funded by the Ministry for Children and Family Development.

Provincial Health Services Authority

As funder of the BounceBack 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 an important ally.

Service Canada

Funding for the At Work | Au Travail employment support program is provided by Service Canada and CMHA Toronto. With their help we supported 21 individuals in the Victoria area.

Sun Life Financial

Sun Life helped us meet unfunded needs during the pandemic. Their support allowed us to expand Living Life to the Full | Vivre sa vie, pleinement courses to young people across Canada who were at higher risk from isolation, bringing them together for community and skill-building.

Teck Resources

As a Silver level sponsor of Bottom Line 2020,

Teck Resources continued to be a loyal multi-year partner to CMHA. Their support has been integral to developing the field of workplace mental health in BC.

Traction on Demand

This leading Salesforce implementation partner has been by our side for a key project to upgrade our customer relationship database. The upgrade will provide a full picture of our supporters and partners, deliver better service to donors and make more efficient use of donations. A generous contribution from Traction on Demand brought the project within our budget.

WorkSafeBC

A valued long-term partner with CMHA BC, WorkSafeBC's leadership in psychological health and safety is being felt in workplaces across the province. WorkSafeBC supported Bottom Line 2020 as a Gold level sponsor and also funded exciting new offerings for BC workers.





DIY FUNDRAISERS AND DONORS

Ashleigh Fasken's 7th Annual Beach Fundraiser for CMHA

In this pandemic year, we are grateful to the people and organizations who stepped up with their ideas, creativity, energy and personal networks to raise funds for mental health.

Facebook birthday parties and more

Facebook's ability to turn personal posts into a direct fundraiser brought us support from thousands of donors. See more at www.facebook.com/CMHABCDIVISION

DIY Mental Health Heroes

Every year, individuals organize their own events, celebrations or campaigns to raise funds for mental health in BC. This year brought support from these amazing people and organizations.

- Blackbird Interactive
- Keven Eden's Run for Mental Health Awareness
- F45 and Cheryl Nieva
- FuelLife Canada's fitness workshop
- Kim Harvey's birthday celebration
- Noodlebox's Noodle Day
- RTown Digital
- Samsung – Techpong 2020
- Freddy Stone's You Rock 24-hr fundraiser
- Truffle Group
- Annabelle Wilson's candle sales fundraiser
- UBC Microbiology and Immunology Students Association move-a-thon

Employee, Community Group and Corporate Giving

Work is one place where people come together around the causes most important to them. We deeply appreciate the generosity of employees, teams and companies at the following organizations:

- ASCEND Canada
- BC Nurses Union
- BC Post-Secondary Counsellors Association
- The City of Lougheed
- College of Physicians and Surgeons of British Columbia
- Eldorado Gold Corporation
- IATSE 891

- IDH Investment
- ISL Engineering
- Labourers International Union
- Leon's Furniture Group
- McNiven Law office
- MOD Pizza
- SD42 Maple Ridge and Pitt Meadows School Trustees
- Smythe LLP
- United Way of Greater Toronto
- United Way of Greater Victoria
- United Way of the Lower Mainland

Major Gifts

Thank you to these individuals for supporting mental health in BC:

- Dr. Christiaan Avenant
- Gloria Aldrich
- Murray Banting

- Eoin Brady
- Stuart Bonner
- Charlotte Burns
- Gilles Deshon
- Jasedeep Dhaliwal
- Peter Dittaro
- Kyle Downie
- Tanesia Ghadban
- Bri Glazier
- Roger Hughes
- Janice Hunter
- Moeen Marcus Karimifar
- Elizabeth Heather Kralik
- Jesse Laframboise
- Marilyn Leung
- Colin MacAskill
- Trevor McBride
- Michelle Malpass
- Doug Morris

- Mel O'Keeffe
- Beth Retallack
- Craig Ryomoto
- Sheila Saunders
- Glenn Stogryn
- Timothy Thakker
- Sunny To
- Hugh Turner
- Vizier Solutions
- Katayoon Webb
- Laura Zajac

CMHA staff pitch in

In addition to their dedicated work for the organization, many employees at CMHA BC contribute their own charitable giving. We are grateful for your generous one-time donations as well as those given through payroll deductions.

CONTINUE YOUR LEGACY WITH PLANNED GIVING

Every year we receive donations from donors who chose to continue their story of charitable giving by including CMHA as a beneficiary in their will.

For information on the simple language needed to include a bequest in your will, contact the donor support team at donations@cmha.bc.ca, call us at 1-800-555-8222, or visit www.cmha.bc.ca/donate

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.

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 2021, the value of the fund was \$563,640.

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 2021 was \$266,974.

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 of developing 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 BC, 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 2021 was \$133,024.

Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund



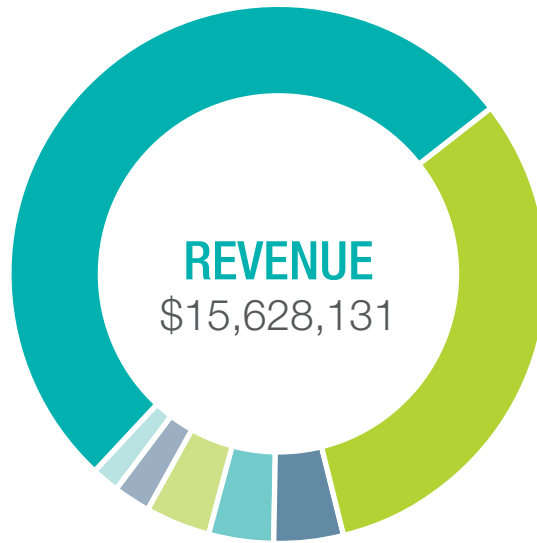
Named in Dr. Nancy Hall's honour for the voice she brought to people with mental illness, this fund supports CMHA's continued work in public policy and systemic advocacy at the provincial level, and provides an informed

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 2021 was \$240,940.

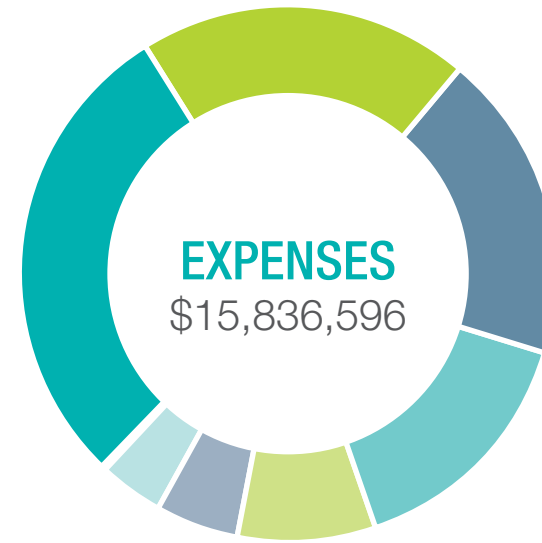


Your gift makes a difference!
Donate at cmha.bc.ca/donate

FINANCIALS



- 53%** Grants—Ministry of Mental Health and Addictions, Ministry of Health, Ministry of Children and Family Development
\$8,202,953
- 31%** Grants—Provincial Health Services Authority
\$4,951,241
- 4%** Grants—other
\$659,443
- 4%** Fee for service
\$615,281
- 4%** Donations, bequests and sponsorships
\$627,334
- 2%** Registration fees
\$312,526
- 2%** Other income
\$259,353



- 29%** BounceBack
\$4,584,361
- 20%** Confident Parents: Thriving Kids - Behaviour
\$3,148,734
- 19%** Core programs (education, policy, communications, Living Life to the Full, sustainability, administration)
\$2,949,550
- 15%** Confident Parents: Thriving Kids - Anxiety
\$2,380,933
- 8%** Projects and administered programs
\$1,329,180
- 5%** Workplace services
\$825,611
- 4%** BC Partners communications and projects
\$611,229
- <1%** Community Gatekeeper
\$7,000

BOARD OF DIRECTORS

David DeLong (Chair, National Representative)

David is the Director, Human Resources, Base Metals at Teck Resources. Experienced in board governance, policy and strategic planning, he served on the Selkirk College Board of Governors for six years. David has a MSc in Safety Management, BA, BPE, and diploma in Strategic Human Resources Management and a certificate in Workplace Mental Health Law. With over 30 years of experience in managing employee assistance and health and wellness programs, David has a strong understanding of Aboriginal affairs, addictions, corporate relationships and workplace mental health.

Jacki McPherson (Vice Chair)

Jacki is from the Okanagan Nation. She has worked in Aboriginal health for 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 National 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.

Errol Olsen (Treasurer)

Errol currently serves as Chief Financial Officer at Traction on Demand, one of North America's largest Salesforce consulting and application development firms. Errol brings more than 25 years of experience managing the finance and operations of companies ranging from start-ups to multi-national corporations. Prior to leaving public practice, he was a manager in the audit and advisory services group at KPMG LLP. Errol holds a CPA, CA designation and a BBA from SFU. He brings broad experience in finance, operations, technology and governance.

Jesse McDonald (Secretary)

Jesse holds a BHSc in Biomedical Studies from UNBC and an advanced diploma in Rural Pre-Medicine from Selkirk College, which she pursued after her snowboard career ended due to injury. Her education focused on rural and Indigenous health and healing, particularly how Indigenous teachings can be incorporated for a more inclusive approach to health care. Jesse has worked at the Skookum Jim Friendship Center in Whitehorse and the Ki-Low-Na Friendship Society in Kelowna, specializing in Aboriginal supported child development and youth emergency shelter services. She has experience in facilitation with Northern Indigenous youth. Jesse currently works for the Interior Health Authority as the Coordinator of the Aboriginal Health Program.

Omar Alasaly

Omar is a Pharmacist-Owner of three Shoppers Drug Mart franchises. He has been recognized by his peers as being a pharmacy and business leader and 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 on the National Pharmacist-Owner Board representing over 1,100 Shoppers Drug Mart Pharmacist-Owners in Canada. Omar was awarded the prestigious BC Pharmacy Association Pharmacy Leadership Award as well as several other national and regional pharmacy awards. As a pharmacy student at UBC, Omar's internship focused on the treatment of mental health patients.

Jane Atherton

After a 30-year career as an executive in the newspaper industry, Jane followed her passion and studied interior design. She recently opened her own design firm, where she focuses on solving real problems which in turn can improve mental wellness.

Jane has a personal connection to mental health as her youngest son suffers from depression. When she saw that there was a gap between child and adult services for 18–19 year-olds, Jane joined the CMHA Vancouver-Fraser board to see how she could make a difference in the lives of young people. Jane brings her business acumen and skills in leadership and communication. She moved to Courtenay two years ago and is very much enjoying Island living.

Kelli Bodnar

Kelli is a lawyer and Vancouver resident. As a former Legal Counsel with Justice Canada for over a decade, she practiced in the areas of Indian Residential Schools and Indigenous rights and title claims. Prior to that, she was a social worker at Alberta Hospital Edmonton and After-Hours Emergency Mental Health Services. Kelli has skills in law, government relations, human resources, treating people with mental health/addiction issues, and working as a team member and manager. As a previous Director of Vancouver Writers Fest for five years, and as a current Director of Mago Foundation, she has experience with board governance and fundraising. Kelli lost a brother to suicide.

John Douglas

John spent 23 years working for BC Ambulance Service and the Justice Institute of BC as a Paramedic and Paramedic Facilitator. His political career spanned six years as a City Councillor and Mayor. John has sat on numerous boards, including the local CMHA. John also spent some time as a consultant for two First Nations in the field of education and economic opportunities. For the past six years John has been engaged with a local non-profit to work with housing, mental health and addictions, particularly focusing over the last three years on the opioid crisis.

Canon Fung

Canon is a business owner and a former finance executive with a CPA, CA and a Bachelor of Commerce from UBC. He has over 25 years of business, financial, and operational experience in consulting firms, public and private companies, and non-profits. He is the President of Bella Turf and Shift Supplies. Canon has been on the Board of Directors of Canadian Liver Foundation, BC Division including two years as Treasurer. Canon was also 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.

Martin Mroz

Martin is a dad and therapy dog handler with personal experience of severe anxiety, supporting a child through suicide attempts, depression, borderline personality disorder, and mental health systems. Martin is a principles-driven leader with over 20 years of experience within complex health, research, and education organizations. He has been a student well-being director at SFU for the

past 11 years. Martin loves building relationships, innovation, fostering settings of caring and kindness, and human-centered design. He is a Chartered Professional Accountant (CMA), MSc and BSc with board experience on the SFU Board of Governors, Fairtrade Canada, and the Burnaby Hospice Society.

Sophia Noel

Sophia is a registered nurse and she is a graduate from the UBC Master of Health Administration program. Sophia is working in Quebec as a chief of service for mental health external clinics and the day hospital. She previously worked for Vancouver Coastal Health Early Psychosis Prevention program. Her practice experience includes mental health programs in hospital departments and outpatient clinics. In Quebec, Sophia helped create training for health professionals, health workers and managers to understand and eliminate mental health stigma.

Raegan Paul

Raegan is based in Langley, BC and works with TELUS Health as a Senior Program Manager leading operational improvement initiatives. He has 15 years

of cross-industry and international experience in strategic planning and business analysis and holds an MBA and Telecommunications Engineering degree. His passion for community wellness and mental health and experience in the IT sector motivated him to develop a mental health app. Through this experience he learned more about the mission and community work of the organization and felt encouraged to serve on the board.

Navi Rattan

Navi is a physician who works in rural communities, emergency departments and with Aboriginal peoples. He is the older brother to a victim of suicide. His younger brother died by suicide nine years ago. Navi has helped start youth mentorship groups, organized youth gang violence forums and has volunteered at numerous organizations including Big Brothers. Additionally, he has worked within the government. He is experienced in the areas of academic research, clinical research and addiction medicine. Navi's professional and personal goals are to bring awareness to mental health and suicide.

Committees of the Board

Finance and Audit

- Errol Olsen (chair)
- Canon Fung
- Kelli Bodnar
- Jane Atherton
- Sophia Noel
- Jesse McDonald
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)

Governance and Bylaws

- Kelli Bodnar (chair)
- Jesse McDonald
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)

Nominating

- Raegan Paul (chair)
- Kelli Bodnar
- Jesse McDonald
- Jeffrey Wayow
- Overy Yeung
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)

Human Resources

- John Douglas (chair)
- Martin Mroz
- Navi Rattan
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)
- Gail Young (staff resource)

Strategic Planning

- Canon Fung (chair)
- Jacki McPherson
- Jesse McDonald
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)

Fundraising/Sponsorship

- Jane Atherton (chair)
- Omar Alasaly
- Navi Rattan
- Raegan Paul
- Richard Costello
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)

EDI

- Omar Alasaly (chair)
- Sophia Noel
- Martin Mroz
- Dave DeLong (ex-officio)
- Jonny Morris (staff resource)

Executive Committee

- Dave DeLong (chair)
- Jacki McPherson (vice-chair)
- Jesse McDonald (secretary)
- Errol Olsen (treasurer)
- Jane Atherton
- Jonny Morris (staff resource)

CMHA BRANCHES IN BC

CARIBOO CHILCOTIN (WILLIAMS LAKE)

250-398-8220 | www.cariboo.cmha.bc.ca

COWICHAN VALLEY (DUNCAN)

250-746-5521 | www.cowichanvalley.cmha.bc.ca

KAMLOOPS

250-374-0440 | www.kamloops.cmha.bc.ca

KELOWNA

250-861-3644 | www.cmhakelowna.com

KOOTENAYS (CRANBROOK)

250-426-5222 | www.kootenays.cmha.bc.ca

MID-ISLAND (NANAIMO)

250-244-4042 | www.mid-island.cmha.bc.ca

NORTH AND WEST VANCOUVER

604-987-6959 | www.northwestvancouver.cmha.bc.ca

PORT ALBERNI

250-724-7199 | www.cmhaportalberni.ca

PRINCE GEORGE AND QUESNEL

250-564-8644 | www.princegeorge.cmha.bc.ca

SHUSWAP-REVELSTOKE (SALMON ARM)

250-832-8477 | www.shuswap-revelstoke.cmha.bc.ca

SOUTH CARIBOO (100 MILE HOUSE)

250-395-4883 | www.southcariboo.cmha.bc.ca

SOUTH OKANAGAN SIMILKAMEEN (PENTICTON)

250-493-8999 | www.sos.cmha.bc.ca

VANCOUVER-FRASER (VANCOUVER)

604-872-4902 | www.vf.cmha.bc.ca

VERNON

250-542-3114 | www.cmhavernon.ca

VICTORIA OFFICE (CMHA BC)

250-216-4228 | www.victoria.cmha.bc.ca





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

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www.cmha.bc.ca

The CMHA BC office is located on the traditional, unceded lands of the xʷməθkʷəy̓əm (Musqueam),
Skwxwú7mesh (Squamish) and səliłwətaʔ (Tsleil-Waututh) Nations