



Canadian Mental Health Association
British Columbia
Mental health for all

ANNUAL REPORT 2013-14

BE MIND FULL

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918

www.cmha.bc.ca
1-800-555-8222

EXECUTIVE MESSAGE

Looking back on this full and busy year, it really has been a “Mind Full” year, fitting so well with our launch of CMHA’s new brand promise, “Be Mind Full.” You will see all of the key elements of “Be Mind Full” throughout our annual report, and we think this new branding helps to unify our voice and tell the powerful story of our organization. Our focus this past year has been two-fold—implementing the nationwide CMHA Strategic Plan and strengthening our federation. We have realized these significant objectives in a number of key ways:

- We ensured mental health and addictions were an integral part of the BC Provincial General Election 2013 campaign conversation
- We continued to deliver high quality services with Bounce Back™ and Living Life to the Full, resulting in their selection as new National Flagship Programs ready for implementation at a national level
- We raised \$424,532 for CMHA programs and services one pedal at time with our other National Flagship Program, Ride Don’t Hide
- We prepared to go forward for accreditation with Imagine Canada

You can learn more about each of these activities, and more of our accomplishments this past year, in our full 2013-14 annual report at www.cmha.bc.ca.

We thank CMHA BC’s board of directors, volunteers, staff, and community champions, who tirelessly work to make a difference in the lives of the 80,000 British Columbians who seek us out each year.

Sincerely,



JM Moore.
Judith Moore
Chair, CMHA BC
Board of Directors



B Gutray
Bev Gutray
CEO, CMHA BC

VISION AND MISSION

VISION: Mentally healthy people in a healthy society.

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.

MANDATE AND SCOPE: In BC, mental health, substance use and addictive behaviours are within scope of the Association.

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

BOARD OF DIRECTORS

CHAIR

Judith Moore

VICE CHAIR, NATIONAL BOARD REPRESENTATIVE

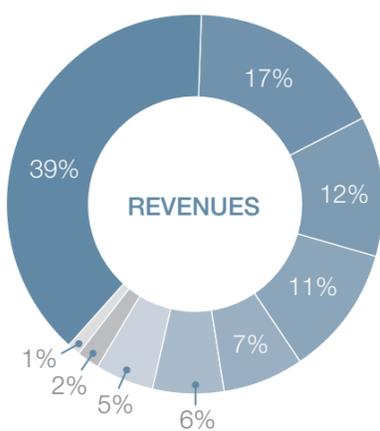
Peter A. Csiszar

TREASURER

Tom Morton

Omar Alasaly
Laura Benson
Janine Cunningham
Andrew (Sandy) Hilton
Ronald Joe
Ann Johns
Barb Keith
Aidan Scott
Liz White

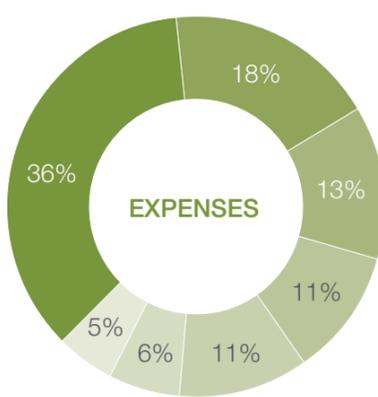
FINANCES



\$6,220,607

total revenue

- Fee for service **\$2,402,000**
- Grants—Ministry of Health, Ministry of Children and Family Development **\$1,082,000**
- Grants—Provincial Health Services Authority **\$747,000**
- Grants—Public Health Agency of Canada **\$643,000**
- Donations, bequests and sponsorships **\$466,000**
- Other income **\$384,000**
- Registration fees **\$291,000**
- Grants—other **\$114,000**
- Gaming **\$92,000**



\$5,953,957

total expenses

- Bounce Back™ **\$2,166,000**
- Core programs (public education, policy, sustainability, administration) **\$1,058,000**
- Strongest Families **\$803,000**
- BC Partners **\$664,000**
- Connecting the Dots **\$643,000**
- Workplace services **\$333,000**
- Projects and Administered Programs **\$287,000**

CMHA’S FUNDS

CMHA BC ENDOWMENT FUND

A fund established with the Vancouver Foundation, the largest community fund in Canada. CMHA BC’s goal is to contribute to and seek donations for the fund until it reaches \$5 million—the amount expected to earn enough investment income to help ensure CMHA BC’s long-term sustainability.

\$353,793
market value of the fund as of March 2014

DR. JEAN MOORE ENDOWMENT FUND IN CHILD AND YOUTH MENTAL HEALTH

Honouring outstanding CMHA volunteer, Dr. Jean Moore, and her passion for child and youth mental health. Contributions to the fund support CMHA BC activities that enhance the lives of children and youth living with or at risk for mental illness.



\$58,232
market value of the fund as of March 2014

Learn more and donate at www.cmha.bc.ca/donate

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. The fund supports CMHA’s 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.



\$129,262
market value of the fund as of March 2014

LORNE FRASER EDUCATIONAL FUND

Providing bursaries and scholarships to help people with mental illness achieve their post secondary goals. Bursaries and scholarships are funded from the annual interest from the fund, so as to never erode the capital. The fund was created by Lorne Douglas Fraser using his own money plus donations from his neighbours in Surrey.



\$201,146
market value of the fund as of March 2014



SHOPPERS DRUG MART

ride don't hide

Supporting Women's Mental Health
a community bike ride for women and their families

The June 23, 2013 Shoppers Drug Mart Ride Don't Hide aimed to raise awareness and confront stigma around mental illness, while raising the funds necessary to support women and their family's mental health.

13 RIDES IN BC COMMUNITIES:

Greater Vancouver: representing Vancouver, Burnaby, Delta, North and West Vancouver and New Westminster • Victoria • Duncan • Port Alberni • Nanaimo • Penticton • Kelowna • Vernon • Salmon Arm • Kamloops • 100 Mile House • Williams Lake • Prince George

1,227

riders in BC

\$424,532

raised in BC

50+

news stories in BC media

37,000

visits to ridedonhide.com

454

Facebook fans

1,537

Twitter followers



RIDE DON'T HIDE IN ONTARIO

CMHA York Region hosted Ride Don't Hide on June 23, with 203 riders raising \$93,682 for mental health programs in Ontario.

BounceBack™ reclaim your health

Bounce Back™ is a free, evidence-based, skill-building self-help program for adults experiencing low mood or stress with or without anxiety. A series of educational workbooks, an instructional DVD, and support from trained telephone coaches provide participants with cognitive-behavioral strategies for overcoming difficulties such as inactivity, avoidance, worry, and unhelpful thinking. Resources and referrals are accessible via BC Family Physicians.

The program is funded by the BC Ministry of Health—Integrated Primary and Community Care.

4,492

program referrals

1,700

estimated referring clinics

8,212

DVDs distributed

Bounce Back™ was awarded 'flagship' program status and the 2014 'Excellence in Health Promotion' award by Doctors of BC for its role in improving the mental health of BC.

LIVING LIFE TO THE FULL

helping you to help yourself

Living Life to the Full is a 12-hour, eight-week course that gives participants tools and skills to maximize their ability to deal with life's daily challenges and improve their well-being. It was designed by Dr. Chris Williams, a UK psychiatrist and expert in cognitive behavioural therapy. CMHA BC holds the exclusive license to Living Life to the Full in Canada to train and certify facilitators and sell publications. 48 CMHA branches deliver the course across 6 provinces.

100+

courses delivered

1,200

people helped

125

facilitators

ENJOY YOUR BABY

BY DR CHRIS WILLIAMS
Canadian Mental Health Association
Mental Health BC et al

Living Life to the Full started developing a new course based on the Enjoy your Baby booklet for new mothers needing skills to cope with low mood, stress, worry or isolation. It will be piloted in BC in fall 2014.

Bottom Line 2014

Workplace Mental Health. It's Personal.

The 11th annual and second national Bottom Line Conference took place March 5–6 in Vancouver. The theme, "Workplace Mental Health. It's Personal" built on CMHA's contribution to making personal stories the catalyst for change. It asked each person to connect to the issue and to use this insight to make a difference at an individual or organizational level.

SPEAKERS INCLUDED:

- Jan Wong, journalist and author
- Dr. Max Cynader, Director, Brain Research Centre, UBC
- Miku restaurant, Teck Resources Ltd. and the Canucks
- Dr. Michelle Haring, Registered Psychologist

280+

delegates attended March 5 plenary

160+

delegates participated in March 6 workshops

99%

of delegates would recommend the conference

90%

of delegates rated the conference as 'very good' or 'excellent'

1000+

participated in year-round workplace workshops



"I didn't know what to expect from this but it was awesome! Exceeded my expectation!"

"Really enjoyed hearing from personal experiences to determine how, as an organization, we can offer programs and services to employees to support them early on."

Strongest Families INSTITUTE

Strongest Families BC is a self-management intervention addressing disruptive behaviour and attention deficit difficulties in children 3–12. Trained telephone coaches give parents support and guidance to work through structured, cognitive-behavioural therapy, evidence-based, self-management materials. Strongest Families BC is delivered free-of-charge to parents and/or caregivers via telephone.

The program is funded by the Ministry of Child and Family Development and the Ministry of Health.

499

program referrals

232

referring physicians

59

physicians made multiple referrals

73%

parents saw very good or good improvement in their children

29%

of referrals from rural or remote communities

bluewave™

www.ok2bblue.com

Supported in part in 2013–14 by grants from Bell Let's Talk and RBC Children's Mental Health Project

Blue Wave works to provide youth with skills and support to face life challenges, normalize the discussion of mental health problems, and involve youth at every stage of its programs. Beginning as a foundation run by Jack and Margaret Lee, who lost their 18-year-old daughter to suicide, it was gifted to CMHA BC in May 2103.

LIVING LIFE TO THE FULL COURSE FOR YOUTH

The successful Living Life to the Full course was adapted for use with youth with help from Blue Wave's Youth Team. Five young people aged 20–25 were trained to deliver the course alongside experienced adult facilitators. It will be a low-cost, high-impact intervention for CMHA branches to deliver in 2015.

The new **JANICE LEE BLUE WAVE BURSARY** is for BC youth under 19 who have experienced a significant mental health or substance use problem and wish to continue on to higher education. In Spring 2013, four bursary recipients received \$500 each.

Healthy Minds / Healthy Campuses Summit 2014

Healthy Minds/Healthy Campuses works with post-secondary institutions and key stakeholders to foster mentally healthy campus communities where all students can learn and thrive. Led by CMHA BC in collaboration with the Centre for Addictions Research of BC on behalf of the BC Partners for Mental Health and Addictions Information, the initiative builds on a strong foundation in knowledge exchange and innovation.

SUMMIT 2014—JANUARY 23–25

The 5th annual learning event focused on the theme "From Vision to Action: Implementing a Systemic Approach." The 3-day Summit included a keynote change maker panel, catalyst presentations, a coffee house, design labs, spoken word poetry, an open space and a new presentation session highlighting student-led research and initiatives.

200+

summit 2014 participants

21

BC post-secondary institutions

60+

student participants

Lorne Fraser Educational Bursaries and Scholarships

Each year, the Lorne Fraser Educational Fund awards several \$700 bursaries and \$1,000 or \$2,000 scholarships to people with a mental illness to help further their pursuit of post-secondary education. Over 150 British Columbians have been helped by the fund since it was started in 1982 by Lorne Douglas Fraser, whose passion for increasing opportunities for people with mental illness stems, in part, from his own experiences with bipolar disorder.

2013 RECIPIENTS

Lorne Fraser Scholarship for mental health promotion

- \$2,000—Scott Hoodless, Burnaby
- \$1,000—Eva Au, Burnaby

Lorne Fraser Continuous Learning Bursary—\$700 each

- Denise Scozzafava, Victoria
- Marla Jagers, Qualicum Beach
- Jathinder Sandhu, Delta
- Alden Chow, Prince Rupert
- Jody Konarshki, Burnaby