

Canadian Mental Health Association **Kelowna**

Annual Report

2012 - 2013



Title: Imagine
Group Art Project from
WDC Artists, Sept. 2012



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

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Canadian Mental
Health Association
Kelowna
Mental health for all

1

VISION:

Mentally healthy people in a healthy society

MISSION:

The Canadian Mental Health Association, a nation-wide, volunteer organization, promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. CMHA accomplishes this mission through advocacy, education, and community-based research and services.

A message from our President and Executive Director

CMHA Kelowna has much to celebrate this past year and we are excited about the direction of the organization in the coming years. I invite you to review these highlights from this past year, all of which are only possible by the commitment to excellence shown by our staff, dedication of volunteers, wisdom and guidance of our Board of Directors and support of our funders and donors.

This past year we were able to operationalize the key strategic directions of our organization.

1. Strengthen our voice through community education and public presence
2. Ensure quality service and excellence through evidence-based practice.
3. Enhance our organizational health so that our volunteers and staff are supported and equipped to be the best they can be.

This year we really focused on strengthening our reach as an organization. We created the Community Education Facilitator position, which meant that over 5000 people attended our various workshops and presentations about promoting mental health and understanding mental illness to people of all ages in the Central Okanagan. This was more than double the number of people we reached last year. We also enhanced our social media presence and increased our Facebook and Twitter followers by more than three times the previous year.

This past year, approximately 2000 people regularly use our wide variety of services including housing, navigation, wellness programs and grants, peer support and nutrition services. This is almost double the year before in large part due to our focus on providing quality services to meet the needs of our community.

We are seeing a growing number of people in our community who are increasingly at-risk and socially isolated. We had approximately 15,000 people call or walk-in to our office looking for information on a wide variety of issues, referrals, service or support. These are people who are struggling to stay well and are having a hard time staying housed, properly nourished, connected to friends, family and services.

This year we really focused on our organizational health by ensuring our staff are equipped to provide the best quality service with adequate support and training to provide outstanding service. We have a great team. This past year we created the Volunteer Coordinator position to ensure that our volunteer workforce is also supported to match their talents to the tasks and equipped to thrive and flourish.

Our Board of Directors focused significant efforts on ensuring governance excellence to strengthen public confidence in our organization. Each member of the Board of Directors are very committed to their role as leaders of this organization. They dedicate many hours to ensuring that CMHA Kelowna is relevant and effective.



Shelagh Turner
Executive Director



Wendy Creelman
President

Board of Directors 2012 - 2013

President: Wendy Creelman

Vice President: Russ Impett

Treasurer: Jason Cahill

Secretary: Allison Taylor

Board Members:

Debra Pyper

Jack McLaughlin

Jody Pihl (past president)

Kimberley Priebe

Megan Brisebois

Sandy Hilton

Shawn Audette

Susanne Zimmermann



The Community Navigation & Outreach Team works with people who are homeless or at risk of homelessness to connect them with appropriate and affordable housing, income assistance, health care, and community services in order to improve their quality of life.

With financial support from BC Housing, we help some of the most marginalized and vulnerable people in our community by providing safe, affordable housing in long-term or transitional increments through Willowbridge and Rosemead.

In 2012-2013, we focused on assisting people to better navigate the complex systems required to help them stabilize and find and maintain housing. **372 new clients** in our community received ongoing support (this is **up 33% from last year**) and we continue to support many long-term clients on an as-needed basis. We provided **279 rent subsidies and utility relief grants** throughout the year valued at more than \$79,000.

Willowbridge

Willowbridge is a 40 unit transitional housing facility that CMHA opened in August 2010. Our belief is that with the necessary time, and provision of a safe and supportive environment, individuals facing homelessness can begin to regain aspects of their lives that have been barriers, preventing them from maintaining housing. Monthly and weekly events and programs at Willowbridge provided opportunities for personal and life-skill development, such as problem solving and communication skills. Specialists in a variety of topics provided educational workshops and many social activities offered opportunities for connection. Participation ranged from **3-8 people** for the more challenging subjects and **12-20 for the social activities**. **Two dinners for Willowbridge alumni** enabled connection between past and current participants in a positive and supportive environment.

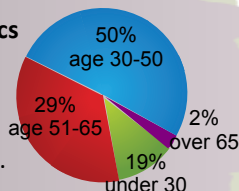
Rosemead

Rosemead is a 23 unit residential housing unit that provides long-term housing for people with mental health issues living on a limited income. Between Willowbridge and Rosemead this year we housed **119 individuals**.

Scattered-Site Housing

Willowbridge Age Demographics

Our youngest Willowbridge program participant was 18 years old and our oldest was 89.



We developed a strategic partnership with Associated Property Management this year through a grant from the federal government's Homelessness Partnership Strategy. It allowed us to pilot a new program called Scattered-Site Housing.

This **unique and cost-effective program** provides individuals coming out of our Willowbridge Transitional Housing Project with a home in the community. Participants pay monthly rent and sign a program agreement, while CMHA provides rental subsidy and support from a Housing Navigator to work on individual goals with each one.

At the end of the lease agreement, when the participant has successfully completed their program, they have the opportunity to convert the lease in their name, and the housing becomes a permanent option.

Scattered-site housing is a model that we see as holding much value now and in the future, as it **taps into existing rental stock within the community** while providing the key supports required to break the cycle of homelessness.

SUCCESS STORY

My name is Robin and I not only have lived at Willowbridge for 19 months, but have felt like room 210 has been a safe haven and home for a very difficult time in my life. Needing help from others was not easy for me to take, but this program has made it easier for me to accept.

Moving into Willowbridge provided me with many wonderful things. Having a safe place to be was the start to my healing. Having kind, considerate, compassionate and loving staff around me was a great asset in healing my wounds and getting me ready for life in the community once again. I was treated with the utmost respect with a considerable amount of dignity and I was also pushed, in a good way, to look at my personal issues in a realistic and straight-forward manner.

I cannot continue on my journey without everyone knowing that it was the Willowbridge program and their hard work and dedication that has helped me become a better man, a more independent man. Thank you from the deepest part of my heart.

-Excerpt from letter received from former Willowbridge resident, Robin M.



Connected by 25 (CB25) serves young people between the ages of 16 and 24 in the Central Okanagan who face risks in their transition to adulthood. This group includes, but is not limited to:

- Young people in care or on a youth agreement,
- Those with unstable living environments,
- Aboriginal youth,
- Youth with learning disabilities,
- Substance-dependent youth or youth with FASD
- Young people recovering from mental health or substance use disorders.

In January 2012 CMHA Kelowna was awarded a two-year Community Action Initiative (CAI) grant. Agency representatives, who provide services to vulnerable youth transitioning into adulthood, met together to identify major issues and needs. CB25 developed from those discussions in partnership with **The Bridge Youth and Family Services**. CMHA Kelowna hired a **full-time Youth Transitions Navigator** to work one-on-one with youth, and a **part-time Community Coordinator** to work with key leaders and decision makers on how systems can change to assist youth in the navigation process.

Our Connected by 25, Youth Transitions program exceeded our expectations in terms of the feedback from at-risk youth in our community and the magnitude of referrals. We projected serving 75 young people over the duration of the CAI grant agreement. However, by March 31, 2013 we have received **136 requests for service** and **accepted 80 young people**. The need for service is clear.

CB25 Participants:

55% Aboriginal or Metis Ancestry
70 % are male
90% are 18-19 years of age
70% have had some connection to MCFD in their lives
80% unemployed or never employed
60% with diagnosed or suspected Mental Health issues
75% are homeless or at-risk

75% of CB25 Participants are **homeless** or are **at risk** of homelessness



Project Impact: Early Outcomes

93% experience an increase in community-based resource knowledge
84% experience a connection to community-based resources
81% experience an increase in life skills
84% experience an increase in health and wellness
100% of youth surveyed rated the project as excellent (81.8%) or good (18.2%)

From the outset, CB25 built upon our strengths at CMHA as well as those of The Bridge Youth and Family Services. Our focus on innovation, community, and meeting unmet needs in the population has driven us to expand the programs.

The initial \$200,000 over 2 years investment by the Community Action Initiative grant has been leveraged to create an additional \$350,000 of funds and in-kind support to enable us to hire 2 Youth Transition Navigators, create a Supper Club and the Nexus Wellness program 2 evenings per week. Our challenge will be to keep this program going beyond 2013.

The **CB25 Supper Club** was piloted in late 2012. It is a weekly skill development and social group focused on nutrition, food security, and helping youth learn knowledge and skills to make nutritious meals on a budget. The participation in **CB25 Supper Club** has **nearly tripled** since we began offering it.

Other Leveraged Funds to Date:

Vancouver Foundation: \$80,000
TELUS: \$ 5,000
First West Foundation: \$ 5,000



CB25 Supper Club focuses on skill development surrounding nutrition, food security, and meal planning on a budget



100% of youth surveyed rated CB25 as **excellent** (81.8%) or **good** (18.2%)

CMHA Kelowna provides programs and services for individuals who need a supportive environment that promotes mental health. Our Wellness Programs help people develop skills, build resilience, learn responsible wellness management, and lead more meaningful lives. Programs and services happen both through our Wellness Development Centre and in locations around the community. This year, the Consumer Facilitation Council approved 178 Wellness Grants totalling \$21,500. This impacted 242 people on limited incomes.

The Wellness Development Centre (WDC)

The Wellness Development Centre has continued to grow and develop as it serves to equip participants with the tools, skills, and supports needed in discovering their own paths to wellness. We offered a wide variety of groups based in social, emotional, physical and mental learning and opportunities. This year, the WDC had 490 participants, 262 of which were new.

Woven throughout the WDC activities and groups, we highlighted 2 themes this year: **peer support** and **community connection**; the importance of creating personal support networks and feeling a sense of belonging within one's community.

The Wellness Development Centre saw an increase in community involvement through guest facilitators, volunteers, and community collaborative events. Participant-driven peer support groups were created to provide participants with a vehicle to improve social arrangement and support skills. With **financial support from the Kiwanis Club of Kelowna**, we implemented monthly cultural awareness days at the WDC. The cultures of Trinidad & Tobago, China, and Ireland have been celebrated so far; offering opportunities to experience food, music, art, dance, story-telling, historical, geographical, and other firsthand learning from our special guests. The events have been a huge success, with an **average participation at cultural events of 36**.

Our **Meals Matter** program receives financial assistance from the Vancouver Foundation to provide an opportunity for volunteers to learn transferrable skills such as workplace readiness, meal planning, food preparation and kitchen management. This year, Meals Matter served **3,172 lunches** in the Wellness Development Centre. We also **sold 1,581 meals** through the program.



Peer Mentors and CMHA staff organize outings and social activities in the community

Peer Support

The **Peer Support** program offers support from one person with lived experience and who has taken specialized training to support a peer in similar circumstances. CMHA Kelowna provides peer support one to one, in groups, and in the hospital through presentations in the McNair Psychiatric Unit.

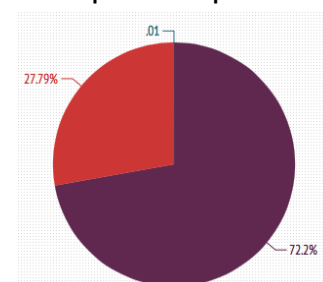
In the past year, we have expanded and evolved this program. We revised the peer mentor training program, reducing the length of training from **13 weeks down to 7**. This allows for better retention of volunteer mentors and more efficient service. To that end, **9 new mentors** were trained by the end of April. We continue to offer weekly peer

support groups and one to one peer support sessions. This year we hosted **86 peer support groups** with a total attendance of **1031 participants**, or an average attendance of **13 individuals per group**.

This year, we implemented an afternoon Peer Support Group at Willowbridge. **8 groups** have been held with a total of **49 who attended**.

In partnership with the Postpartum Depression and Awareness Project, we developed a Perinatal Mood Disorder Support and Education Group. **8 sessions** have been held to date.

Service Recipient Participation Satisfaction



Very Satisfied Mostly Satisfied Other

ArtWorks Studio

The Canadian Mental Health Association's Artworks Studio is part of the Wellness Development Centre program. The Artworks Studio is a safe and welcoming space for those who wish to learn new skills, have an avenue for self-expression, and create art as a pathway to wellness.

The studio is open **4 hours per day, 3 days per week** and offers art classes taught by local artists, covering a wide variety of techniques and mediums. In 2012, the studio offered **32 art classes**. The overall attendance has increased approximately **96%** since 2011, accommodating an average of **90 artists per month**.

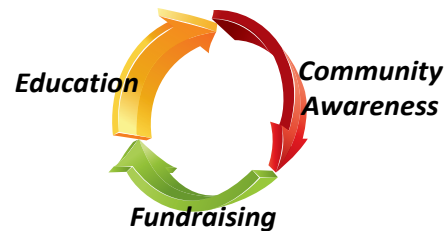
ArtWorks Gala

As part of Mental Illness Awareness Week, CMHA partnered with the Kelowna Art Gallery to present the "Artists Among Us" exhibit, a collection of art created by **46 participants** in the ArtWorks Studio. This exhibit hung in the Front Project Space of the Kelowna Art Gallery from **September 7th to October 14th, 2012**. The exhibit demonstrated themes of community, belonging, and hope, challenging visitors in their assumptions about people with mental illness.

We have been able to spend more time at Kelowna General Hospital, providing info sessions, tea times, and MACS program. In addition, peer support staff have initiated a 'Meet and Greet' whereby people staying at McNair are brought to CMHA to learn more about our programs and services and see firsthand what our organization has to offer. In total, there were **64 visits** this year to KGH, with a total of **311 participants**.

Next year, we will continue to evaluate the program and look for growth opportunities. We are looking to add youth peer support to the mix and support in the area of mindful eating.

CONNECTING our cause to the community ... and the COMMUNITY to our cause



We have made significant progress on every front in our fundraising, communications, and community education strategies. The art of this department lies in navigating the interplay between each of these areas. To fundraise, the community needs to know who we are, what we do, and that they can trust us. Building community awareness and trust is accomplished as we employ a variety of strategies that solidify our position as a leader in promoting mental health and preventing mental illness.

Community Education works with 2 main objectives in mind:

1. Reducing the stigma associated with mental illness, and
2. Providing tools, resources, and education to prevent mental illness and promote mental health.

We carry out this mandate several ways. The number of events and presentations we held increased from **69 to 105** this year. The total number of people we engaged with in our community through these events **more than doubled** over 2011-12. The largest increase came from Living Life to the Full course attendees, general presentations, and student groups.

2012-13 saw a marked increase in our attention to providing education to student groups. **410 students** from schools throughout SD23 and Peachland attended our presentations. Recognizing and responding to the need to promote mental health in young people will continue to be a top priority for us as we seek new, innovative ways to work with schools.

Following the public announcement of mental health issues in professional athletes, we responded with raised awareness of the need for tools addressing mental health in athletes. **12** of our presentations focused on the importance of mental health in sports. We will continue to meet the needs of athletes of all levels as we move forward with more sports-specific education and resources.

We held **5 Knowledge is Power (KIP)** community forums, which had **257 people** in attendance. KIP forum topics included nutrition, excessive exercise in athletes and eating disorders, resilience, and

depression in youth. Thanks to a grant from TELUS we recorded these forums, enabling us to reuse these presentations and show them on our website.

Connecting the Dots seeks to promote the mental health and well-being of urban Aboriginal youth and families in partnership with the Ki-Low-Na Friendship Society. We held **2 Photovoice Projects** this year, giving youth the chance to express themselves and reflect their sense of belonging and identity in the community through pictures and digital story-telling. We held several community events and presentations geared specifically toward promoting cultural awareness, sensitivity, and competency.

Combined attendance for CMHA Community Education was **3,976 attendees**. This is a **242% increase** over last year for these same groups.

46 people attended **Living Life to the Full** courses, learning how to better manage the daily challenges of life.

7 Mental Health First Aid courses educated **67 people** on how to respond appropriately to a mental health crisis.

While **workplace mental health** presentations have been available through CMHA for several years, this year we launched a bundle of services and training opportunities specifically targeted for corporations and businesses. This was prompted by changes in the Worker's Compensation Act that expanded the definitions of mental disorders for which employees can file claims. We have **2 staff trained** to deliver "Safe and Sound" training - a program developed by CMHA B.C. Division.

In a unique community initiative, we distributed **700 Balance Points Cards** during Mental Health Week 2012. Our Balance Points Campaign was designed to engage businesses, media, and the community in discussion about balance as it pertains to mental health. **6 local media outlets** participated, giving coverage and promotion that was worth more than **\$13,000**. Local businesses donated more than **\$2,400** in prizes. We held **10 community mental health week events** and connected with hundreds of people.

Corporate Social Responsibility

We had the privilege of being selected to be part of a pilot project through **Kelowna Community Resources** that engaged 10 local businesses and 10 charities with the objective to build a mutually beneficial partnership. We developed a positive relationship with The Women's Place in Kelowna and it has proven so successful we approached other businesses with the same mindset and have now strengthened relationships with several other local businesses.

In fall 2012 we formed a **fundraising committee** to identify and drive future fundraising plans. Key opportunities were identified, including creation of a women's philanthropy circle.

This idea was pitched to the founding women of **Common Bond** (women who began meeting in 2010 for the purpose of increasing mental health conversations among women). These women pledged to move forward and build Common Bond as leaders in our community for giving **financially** and **advocating** for mental health and the work of CMHA. To date, Common Bond has **14 women**.



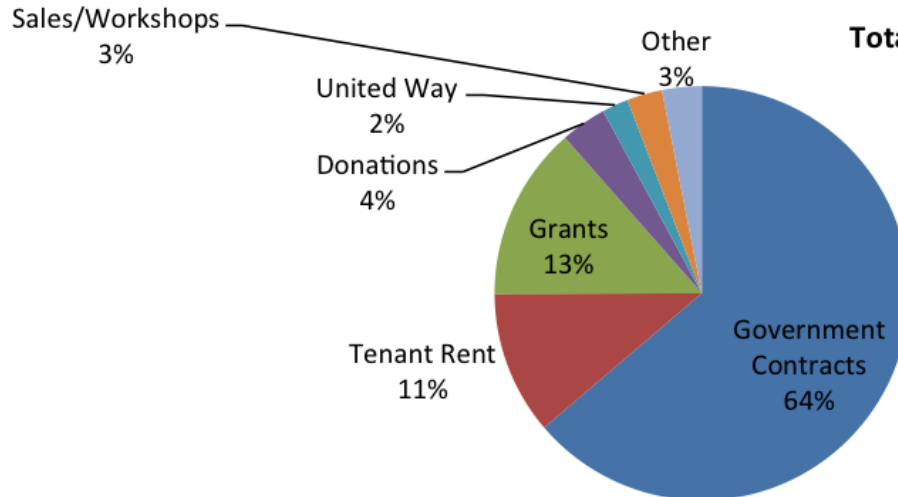
Common Bond is a courageous group of philanthropic women that formed in 2012-13; committing to **financial support** and **advocacy** of the work of CMHA Kelowna.

Number of people directly reached through Community Engagement

2011-12	2,596 people
2012-13	5,216 people

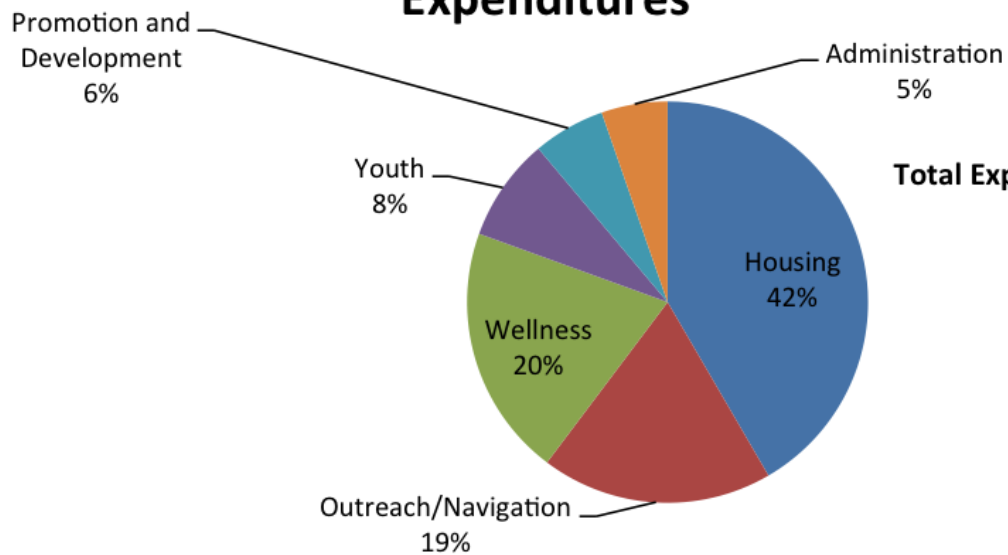
Revenue Sources

Total Operating Revenue \$2,198,143



Expenditures

Total Expenditures \$2,101,135



CMHA Kelowna Staff 2012-13

7

Adda Dostal
Ali Zielinski
Alison Kyte
Amanda Swoboda
Amy Gunn
Ana Frias
Andrea Hess
Andrew Fallis
Angie Kleinfelder
Ashley Sherbino
Bill Guest
Brittany Stanway
Candace Giesbrecht
Cathie Harkness
Charly Sinclair
Chelsey Miller
Cheryl Longeway
CJ LeBlanc
Clare MacDonald
Danica Whalen

Davina Kula
Deborah Linthout
Denise Scott
Gary Hamilton
James Lamey
Jamie McGregor
Jason Williams
Jayme Metzger
Jessica Sage
Jill Howell
Julie Broadway
Karen Robertson
Katharine Lewall
Katie Davis
Kim Parker
Kim Stayner
Linda de Groot
Mark Dewitt
Meghan McKenzie
Melissa Forsyth

Melissa Michaud
Memory Uglene
Mike Gawliuk
Nancy Lawrence
Natalie Maxey
Priya Kainth
Sandra Wilcox
Scott Davis
Shaz Burchell
Sheila Adams
Shelagh Turner
Shelley Van Dulken
Stacie Ziemer
Stephanie Hopkins
Stephanie Matthews
Tasha McAdam
Tina Siddiqui
Tracey Begg
Traci Cooke
Trinity Bradfield



CMHA Staff participated in "MoVember" by growing mustaches to support Men's Health Awareness

Volunteers 2012-13

Adam Hiebert
Adam Soames
Al Schmidt
Alex Barclay
Allison Taylor
Amanda Zimmer-Goldberg
Andre House
Ashley Willis
Bal Momrath
Beth Flynn
Beth Lam
Brendan Hay
Carolyn Davies
Catherine Duchesne
Chelsey Neiser
Chris Mitchell
Cindy Richards
Courtney Laboucane
Darlene Bensmiller
David Madison
David Westin
Debbora Bednar
Debra Pyper
Dennis Gannon
Dona McIntyre
Duane Zilm
Eimert Koops
Elaine Walker
Elysia Flechner
Emily Millard

Eric Pan
Greg Shea
Harold Naka
Jack McLaughlin
James Tarrant
Jason Cahill
Joan Crockford
Jodie Lewis
Jody Pihl
John Bodtker
Jonathan Rath
Karl Koenigbauer
Katie Hogan
Kelly Burkett
Kento Sera
Kerry McCabe
Kimberley Priebe
Kinnu Malhi
Laura Livingstone
Laura Martini
Laura Spence
Lee (Ellen) Kaiser
Lisa Chrenek
Lisa Guidi
Lisa Pillott
Logan Schunk
Lynn MacKlem
Mariela Torres-Bell
Martin Wachla
Matt Shay

Megan Brisebois
Michelle Johnson
Mine Enders
Monica Grombach
Natasha Ray-Sorenson
Navi Kandola
Nick Kostiuik
Patricia Lalonde
Patricia Schmold
Paul Moore
Paul Stapley
Quinn Bailey
Quintana Causton
Robin Gibson
Russ Impett
Ryan Ennis
Sandy Hillis
Sandy Hilton
Sara Braeuer
Sharon Parker
Shawn Audette
Sherilyn Williams
Steve Iwan
Susanne Zimmermann
Suzanne Paulson
Sytyl Ironside
Tania Kozie-Slobadzian
Trevor Budworth
Wendy Creelman

"I am very impressed with the caliber of volunteers we have at CMHA, from the dedicated board who contributes so much to the organization, to our amazing staff who give of their free time, to others working in direct service. We couldn't provide the quality of services we do without volunteers."

So many volunteers want to give back because someone has helped them or someone they love. It is truly inspiring to see our volunteers give so much of themselves. Thank you for all you do."

- Denise Scott
Volunteer Coordinator, Kelowna

The number of volunteer hours increased by 104%. We had 92 total volunteers this year, up from 43 in 2011-12



1,739 hours
2011-12



4,101 hours
2012-13

Thank you to each individual, family, and business who have given so generously to CMHA in this past year. Your donation has helped improve the lives of those in our community who are experiencing mental health issues. Together, we are building a mentally healthier society.

Our Donors

Alpha & Terry Anderson
Andrew Hilton
Anita Marie Hertzog
Astral Media
Cairine Powell
Carol Butcher
Carolyn Ivy
Castanet
Cathie & Bob Harkness
Chaibaba
Chaparral Industries
City of Kelowna
Club Penguin
Commissionaires
CupCasions
Darrell Eason
Donna Denison
Doris Karolat
Dragonfly and Amber Gallery
E.R. (Ted) Grimwood
Eleanor Fox
Extra Foods
Gateway Foundation
Global Fitness
Granville Island Candle Corp.
Harvest Golf Club
Hettie de Jong

Jack McLaughlin
Jas Khunkhun
Jessica Sage
Jim Mosher
Jody Pihl
John A. Downes
John Ferdinands
Karen Christiansen
Karen Robertson
Kelowna Capiat News
Kelowna Church of Christ
Kelowna Cycle
Kiwanis Club of Kelowna
Linda Mendez
Marla O'Brien
Maureen & Jim Bradbury
Maximus Canada Employment Services
Miriam Bowles
Moksha Yoga Kelowna
Okanagan Health & Performance
Oranj Dance & Fitness
Pam Sjoberg
Philip MacDonald
Purdy's Chocolates
Sara Embury
RBC
Rick Rauser

Robert & Jessie Crawford-Brown
Robert Beairsto
Royal Canadian Legion - Branch 26
Royal Canadian Legion - Branch 69
Russ Impett
Scorched Sole Ultra Marathon
Scotia Bank
Seymour & Joan Zidle
Sharon Varette
Shelagh Turner
Smart Betty
Steve Thomson
Sue Sherriff
Susanne Zimmermann
Sydney McMahon

Tania Kozié-Slobodzian
TELUS Community Affairs
The Bay
The Colin & Lois Pritchard Foundation
The Medicine Shoppe
The Woman's Place
Tony Roberts
Top Guns Charity UBCO
Total E'clips
Total Office
Trinity Church Kelowna
Tutt Street Optometry / Okanagan Optical
UBC - Okanagan

Workplace Giving

Bell Canada - Sonia Orchant and Darcy Grainger
BMO Employee Charitable Foundation - Jeff Nelson
Capri Insurance

Donations were made in memory of ...

Dawn Slingsby Shawn Foster
Phyllis Beairsto Shayla Driver

Our Funders



CMHA Kelowna is thankful for each one of our Corporate and Individual donors and funders