

# Annual Report

2011—2012

Canadian Mental Health Association Kelowna & District Branch

## Executive Message



Canadian Mental  
Health Association  
Kelowna

This has been another great year for CMHA. Our 40 unit supportive transitional housing program, Willowbridge has been open more than a year; we hosted a very successful national conference on mental health in September; we've finished our strategic planning; we've been building our navigation services, particularly for at-risk youth; and our community education and mental health promotion capacity has doubled. Throughout it all, we've managed to be solid fiscal stewards especially in these tough economic times. Our strength as an organization lies in our ability to innovate and stay true to our organizational mission and values.

We have developed a talented team at CMHA. We have made it a priority to focus on our organizational health by supporting and equipping our staff and volunteers so that together we provide the best possible service in Kelowna. It's important that we "walk the talk" and create a psychologically safe workplace and that we continually challenge and improve what we are doing by seeking feedback and evaluating our services.

Our efforts were rewarded in 2011 when CMHA Kelowna received the national Edward J. Pennington award in recognition of exemplary team leadership and innovation in the field of mental health. We are really proud of our team and the work that we do. It's taken a long time but we are seeing that momentum is building about mental health in workplaces, schools, and communities, and slowly the stigma associated with mental illness is being lifted.

We want funders and donors to know that when they invest with CMHA Kelowna, they are investing in a vibrant and viable organization. We have been fortunate to have support from all levels of government, sponsorship from the private sector and donations from individuals and membership of the United Way. We will continue to grow and develop these critical relationships so that we can provide the best possible services and supports to our community.

Many thanks go to the Board of Directors for their unwavering support of the organization and community. They give their time and talent so generously to CMHA and to making our community one that cares and supports all of its citizens.

We look ahead to continuing our efforts to make a positive difference in our community.



Shelagh Turner  
Executive Director

Jody Pihl  
President



## 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, community-based research and services.

## Our Key Values and Principles

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

## Bounce Back Participant Story

Dan \* took his health care into his own hands and found a way to move forward.

Married, well-educated and employed in a field he enjoyed, Dan had been struggling with low-grade depression for most of his life. When his wife was diagnosed with breast cancer he decided it was time to seek help. Dan spoke with a friend who participated in *Bounce Back: Reclaim your Life* (a telephone coaching program for people with low to moderate depression, with or without anxiety) and decided to try it for himself. "I'd always been a shy person, and also quite self-critical. I wasn't fully engaging with people and was pre-occupied with the 'mental noise' in my head."

During the program, Dan developed his strengths and also learned some new skills. "*Bounce Back* is a great program. It helped me to cope with life's stressors and, most importantly, I learned to cut myself some slack."

Having completed the program, Dan is now exploring yoga and meditation as part of his continued self-care. "Bounce Back really helped me to move forward."

\* Name has been changed at the participant's request



Canadian Mental  
Health Association  
Kelowna

## Navigation & Outreach

The Navigation & Outreach Team works with people of all ages 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.

The Navigation & Outreach team had a total of **471 requests** for service. **279 New clients** in our community received ongoing support through this program. This is up 67% from last year and we continue to support many long term clients on a as needed basis.

**318 rent subsidies** and **utility relief grants** were provided. Rent subsidies are short-term crisis grants paid directly to the landlord to offset the high cost of housing for people on limited incomes. The subsidies have proven to be a successful tool in assisting people to acquire or maintain their housing and to cover unforeseen expenses that contribute to creating a crisis situation.

The **Utility Relief Program** was reinstated and we were able to add **Fortis** with the **City of Kelowna** as partners in this program.

CMHA received a convening grant through the **Community Action Initiative** to bring together service providers in the youth and adult systems to explore options for more effectively supporting young people from 16-24 who are at risk when they make the transition at 19 from the youth to the adult service system. As a result of this grant, CMHA was successful in receiving a 2-year service innovation grant from the Community Action Initiative to hire a **Youth Transitions Navigator** and build community capacity as part of the **Connected by 25 Project**.

## Daily Requests

Our reception responded to well over 10,000 requests from the general public seeking information on a variety of topics or advice on how to access services and supports in the community. This number is steadily growing each year as people in the community increasingly find it difficult to navigate services and supports and CMHA staff become more effective at providing appropriate and valuable information.

## Donors National Conference:

CMHA BC Division  
CMHA Shuswap / Revelstoke branch  
CMHA Vernon  
Commission for Public Complaints Against the RCMP  
Fortis BC  
Medicine Shoppe  
Mylan Pharmaceuticals  
Norlien Foundation  
Pacific Blue Cross  
Union of Psychiatric Nurses



## National Conference on Mental Health

September 14-16, 2011, CMHA Kelowna, in partnership with CMHA BC Division, hosted almost 400 people from across Canada at the National Conference on Mental Health. CMHA Kelowna took a lead role in the planning, organization and implementation of the conference, which set a new bar for conferences. From the outset, our aim was to provide current, relevant learning opportunities to reflect the diversity of our country and of our branches, to provoke thought and promote a sense of unity throughout the organization. The conference was a great opportunity for CMHA Kelowna to build capacity and a deep connection with the national and provincial mental health community.

## Community Education

We organized various activities designed to break the stigma associated with mental health issues and tools to help recognize and prevent mental illness and promote mental health.

**100 people** attended a reception and celebration of **Michael Schratter's** epic **Ride Don't Hide** journey around the world. As an expression of support, an amazing gang of over **50 people** rode with Michael from CMHA to the event. The event was hosted by a new partner, Kelowna Cycle with food provided by Valoroso Foods and Summerhill Wine.

The **Connecting the Dots** project, in collaboration with Ki-Low-Na Friendship Society created "Take Time out for Aboriginal Mental Health" tent cards including 11 tips for mental health. The team also worked with abo-

riginal youth on a Photovoice project that culminated in a gala presentation at Okanagan College.

**910 people** attended our various presentations and workshops on a wide range of topics related to mental health promotion, wellness, self-management and recovery from mental illness. As a result of this significant demand, we hired a **Community Education Facilitator** in early 2012 to focus effort in promoting mental health in young people.

Almost **300 people** attended four **Knowledge is Power** presentations this past year on topics focused on youth that ranged from bullying to ADHD and anxiety disorders.

**53 people** attended our **Beyond the Blues Depression and Anxiety Screening day**.

**145 people** registered and completed our award winning **Mental Health First Aid** course to build skills on how to recognize mental health issues and know how to respond with respect. The number of people participating in this course is up 74% over last



year.

**45 guests** attended our **Mental Health Voices breakfast** in October to honour **Senator Larry Campbell** as the recipient of the provincial Voices award for speaking out about the stigma associated with mental illness.

We had **12,266** unique visitors on our website in 2011-2012. This is an 60% increase over last year





Artist: Johanne Pillon

## CMHA Participant Story

**Robbee Gibson was seeking employment. What she found was a whole new way of life.**

A year and a half ago, Robbee was struggling so badly with depression that she wouldn't even open her curtains. Due to an accident, she had lost a well-paying job as a forklift operator and had divorced from her husband. Her EI payments had run out and she was living alone in a dingy basement apartment. She was referred to CMHA's Outreach and Community Navigation services: "I thought I needed a job; what I found out was that I needed help."

Working with a Community Navigator, Robbee was starting to put her life back together. A member of the Wellness Centre and Peer Support programs, Robbee is learning about nutrition, enjoying the Art Studio, has increased her support system and strengthened her skills. "[At CMHA] I've learned to respect my own boundaries as well as others'...I've learned to trust myself with the decisions I make. Also, I'm not so scared of people anymore." In fact, she intends to become a mental health advocate, speaking up for others who are where she once was. Robbee was recently talking with a long-time friend who remarked, "You've changed so much, but it's such a good change!"

## Wellness Programs

CMHA Kelowna provides a variety of programs and services for individuals that focus on well-being and promote mental health.

We provide a supportive environment where people learn and develop skills for healthy relationships, responsible wellness management and enhanced individual capacity for leading meaningful lives.

**243 individuals** participated in **900 different activities** in our Wellness Development Centre throughout the year reducing isolation and improving their wellness and quality of life.

The Consumer Facilitation Council approved **193 separate Wellness Grants** impacting more than 550 people on limited incomes. Grants are provided to people identified as having a mental illness and their family members to enhance their well-being through physical fitness, arts and crafts, courses and workshops. **The number of grants** provided is **up 23%** compared to last year.

The **ArtWorks Studio** continues to be a popular program with over **100 regular** participants enhancing their well-being through exploration of various artistic media.

**34 seniors** meet weekly to reduce isolation and take part in social activities and explore their artistic skills.

**CMHA and the IHA Mental Health & Substance Use teams** co-hosted our annual **Christmas gathering** for over **130 clients** and participants. Together we prepare a traditional turkey lunch decked out with all the trimmings, and provide everyone with a small gift. For many, this is the highlight of the year.

The **Peer Support program** offers support from one person with lived experience who has taken specialized training to support a peer in similar circumstances. CMHA Kelowna provides peer support through one-to-one, in a group and in the hospital through presentations on the McNair Psychiatric Unit. This year we had **14 Peer Mentors/Leaders** who hosted **89 groups** with an average participation of **12 per group** and facilitated **69 presentations** in the McNair Unit of the Kelowna General Hospital, attended by **330 patients**. The impact of this program is significant particularly considering the program is sustained by volunteers.

In 2011-2012, the **Bounce Back Coach** provided telephone coaching support for **272 individuals** experiencing symptoms of depression and/or anxiety. Over **90%** of those who completed the Bounce Back program indicated improved mental well-being as a result of their participation. The program receives referrals from 97 family doctors as well as staff from IHA Mental Health and Substance Use team.

pared meals, we have financial challenges to keep our costs low while delivering an affordable product to individuals on limited or fixed incomes.

**Meals Matter**, a social enterprise, provided **1517 meals to 169 individuals**. While sales are down almost 40% over last year, we doubled the number of customers. We received financial assistance from the Vancouver Foundation, to provide a great opportunity for volunteers to learn transferrable skills such as workplace readiness, meal planning, food preparation and kitchen management.

Our kitchen program within the Wellness Development Centre served **3210 healthy lunches** in 2011-2012. This is up 30% over last year. We have **more than 50 individuals** who assist our staff to prepare the lunches. This provides an opportunity to learn basic food safety techniques, tips on food preparation and menu planning while gaining confidence and working as part of a team.

## Nutrition

Having access to healthy, nutritious and affordable meals is fundamental to maintaining well-being. In 2011-2012, we provided **4727 meals** to individuals in our community living on limited incomes. We know how important food is but with the rising cost of food and competition in the marketplace for pre-





## Willowbridge Participant Story

Karl Koenigbauer has hope where once there was loss. Homeless and struggling with alcoholism, Karl had lost his job, his savings, and his sense of self.

In 2010 Karl was accepted into Willowbridge; he had a place to call home and participated in the skills-building opportunities provided.

“At Willowbridge, I learned how to depend on myself...The staff provide the tools to help, but you’re the one that has to put in the effort.” Along with establishing boundaries and learning how to communicate more effectively, Karl says the most important skill he is taking away is patience – with himself and others.

Karl was selected as a tenant of Rosemead, CMHA’s long-term housing for people with mental health issues living on limited incomes. Today, Karl has been sober for more than two years, is enjoying his new home and has become a member of the Wellness Centre. He expresses a great deal of appreciation for the support from staff, and believes he is a stronger person in turn. “It wasn’t easy and there were a lot of roadblocks,” he admits, “but you’ve always gotta stay positive.”



## Housing

Without a place to live, it’s hard to move forward in life. With financial support from BC Housing, CMHA Kelowna provides safe, affordable housing both long term and transitional, to some of the most marginalized and vulnerable people in our community. In 2011-2012, CMHA Kelowna provided housing for (or) shelter to (or) a home for 172 people in total.

In August 2010, we opened the doors of Willowbridge, providing 40 bachelor units of affordable, transitional housing. 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 to being successfully housed. Our role is to provide that environment.

Each year we set targets for evaluating the service at Willowbridge. We are pleased with the level of satisfaction and impact of the program. We will continue to push for service quality and focus on the needs of participants and the community.

Highlights include:

- 87% tenants successfully transitioned to longer-term housing
- Very low eviction rate of 15%
- Extremely high satisfaction rate by program participants and community stakeholders
- Strong relationships and connections with community service providers
- **156 referrals** - 58% from community agencies, 22% from shelters, 15 % from the hospital and 5% from probations and corrections
- 22% under the age of 30
- 51% between 30 and 50 years old
- 24% between 51 and 65 years old
- 3% over 65 years old

Since the opening, Willowbridge has been extremely fortunate in engaging with the community at large in our operations. From community-based service providers assisting with the care and support of program participants, to community-minded groups adding value to the program through move-in or move-out kits, food etc, the program participants have benefited significantly from the kindness, compassion and commitment of the community.

CMHA Kelowna operates 23 units of safe, secure and affordable long-term housing at 540 Rosemead Avenue. With funding from BC Housing to support tenants who live independently.



## Our Funders



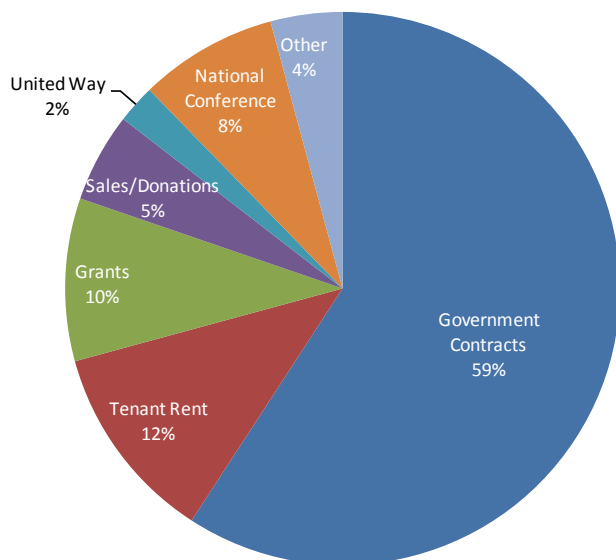
## Staff Members 2011 / 2012

Alex Lipsett	Danica Whalen	Linda de Groot
Alison Kyte	Davina Kula	Lucy Luo
Alison Ruks	Deborah Linthout	Mark Dewitt
Amanda Swoboda	Denise Scott	Melissa Forsyth
Amy Gunn	Gary Hamilton	Melissa Michaud
Andrea Hess	James Lamey	Memory Uglene
Andrew Fallis	Jamie McGregor	Mike Gawliuk
Angie Kleinfelder	Jessica Sage	Mirjam Brightha
Ashley Sherbino	Jill Howell	Sandra Wilcox
Bill Guest	Jim Spangler	Shaz Burchell
Bill Wilson	Julie Broadway	Sheila Adams
Candace Giesbrecht	Kara Keam	Shelagh Turner
Carol Rosher	Karen Robertson	Stacie Ziemer
Charly Sinclair	Katharine Lewall	Stephanie Matthews
Chelsey Forsyth	Katie Davis	Tamara Jansen
Cheryl Longeway	Kelly Hamilton	Tina Siddiqui
Clare Overton	Kim Stanyer	Trinity Bradfield

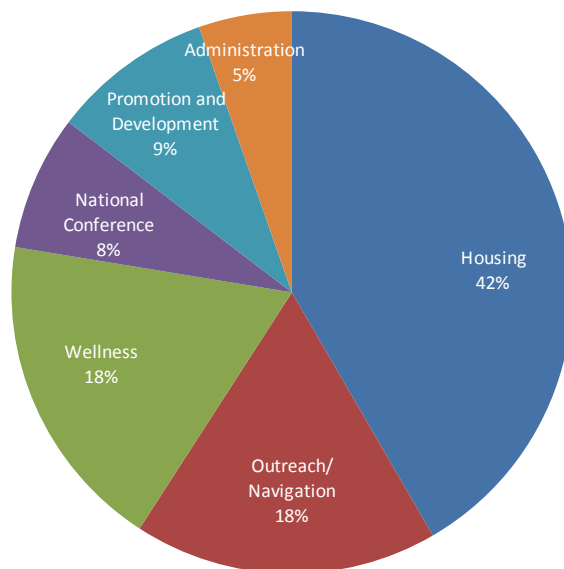
## Financial Highlights

The audited financial statements are available on request.

### Revenue Sources



### Expenditures



Total Operating Revenue \$ 2,182,485

Total Expenditures \$ 2,063,142

## Our Donors

Thank you to our donors who, through their extraordinary generosity, allow us to help improve the lives of people in our community experiencing mental health issues. With your help CMHA touched the lives of over 2,200 people in our community. A special thanks to the following donors:

Amyotrophic Lateral Sclerosis Society	Emelia Gazsity	Mark Stephens	Shelagh Turner
Fortis BC	ExtraFoods	Mary Beres	Similco Mines
Andrew Keenan	Fernando Diaz	Maureen & Jim Bradbury	Sonia Orchant
Bell Canada	Frank Armitage	Moksha Yoga Kelowna	St. Andrews Church
Beyond50 Magazine	Gayle Tissington	Momo Sushi	St. Vincent de Paul
Carla Eissler	Green Table	Okanagan Office Systems	Susanne Zimmermann
Candace Giesbrecht	Home Instead Senior Care	Okanagan Christian Church Family	SW Audio Visual
Carsta and Mark Wong	Interior Savings	Patricia Tillotson	Ted Grimwood
Castanet	James Mann	People's Pharmacy	Telus Community Affairs
Chaparral Industries	James Stait & Lani Williston	Philip MacDonald	The Colin & Lois Pritchard Foundation
Charly Sinclair	Jason Cahill	Pursuit of Excellence Hockey Academy	The Thomas Alan Budd Foundation
Christine Jenner	Jody Pihl	Red Giraffe Marketing	Total E'Clips
Commissionaires	Karen Cairns	Ride into the Light: — Jan Nilsson — Gerry Owen — Charly Fox	Trish Crick
Dean & TJ Wallis	Karen Robertson	Robert Carlson	UBCO Top Guns
Deb Linthout	Kelowna Church of Christ	Ron Schlitt	Unitarian Fellowship of Kelowna
Desire2Read	Kelowna Cycle	Royal Canadian Legion - Branch 26	Walmart Charity Committee
Desjardin Financial Security	Kelowna Pool Tables	Sandra Turk	Wendy Creelman
Dini Steyn	Kenneth Jones	Service Canada Staff	
Donna Denison	L.P. Laserprint	Shane Worman	
Dr. Sally Godsell	Laury Weisgarber		
Eleanor Fox	Linda Udala		

### Donations in memory of:

Bobby Serfontain  
Dawn Slingsby



## Board of Directors 2011 / 2012

President	Jody Pihl
Treasurer	Marketa Pimer
Secretary	Allison Taylor
Board Members	Jason Cahill Lisa Horvath Russ Impett Sandy Hilton Susanne Zimmerman Wendy Creelman

## Workplace Giving

**Club Penguin / Disney Online Studios:** Ellen Sequeira / George Achtymichuk / Katie Ross / Landon Bradshaw / R. Rustad  
**Bank of Montreal:** Jeff Buskell / Jeff Nelson  
**Fortis:** Jason Cahill  
**InSite Housing:** Jayne Hintz  
**Telus:** Andrew Devlin

Thank you to our **volunteers** who contributed more than **1400** hours of community service.

Al Schmidt	Eimert Koops	Nick Kostiuik
Alex Chambers	Elaine Walker	Pamela Hansma
Allison Taylor	Jason Cahill	Papa Tom
Alya Ramadan	Jody Pihl	Paul Stapley
Andre House	John Ferdinands	Philipe Boulianne
Andrea Mikkelsen	John Bodtker	Russ Impett
Andrew Keenan	Kerry McCabe	Sandy Hilton
Bobbie-Sue Menard	Lauren Martini	Sharon Parker
Carole Helmer	Leanne Adams	Susanne Zimmermann
Carolyn Davies	Lisa Horvath	Suzanne Bigras
Chris Mitchell	Mariella Torres-Bell	Suzanne Smith
Cindy Richards	Mari Glynn-Morris	Sydney Rankmore
Darlene Bensmiller	Marketa Pimer	Sytel Ironside
David Madison	Matt Sinclair	Wendy Creelman
David Robb	Michael Hintringer	
Don Hilton	Mine Enders	



**Canadian Mental  
Health Association**  
Kelowna

504 Sutherland Avenue - Kelowna, BC V1Y 5X1  
Phone: 250-861-3644 - fax: 250-763-4827  
kelowna@cmha.bc.ca - www.kelowna.cmha.bc.ca