

CANADIAN MENTAL HEALTH ASSOCIATION WATERLOO WELLINGTON

ANNUAL REPORT 2021-2022



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A SNAPSHOT OF WHO WE ARE:



336
full-time
staff

58
part-time
staff



8
service
sites



22,535
people
supported



3,678
people
waiting

for ongoing
mental health
and addictions
care in Waterloo
Wellington



A MESSAGE FROM THE BOARD CHAIR & CEO

As we continued to navigate our way through a challenging pandemic, 2021-2022 was a year of great growth, collaboration and leadership for the Canadian Mental Health Association Waterloo Wellington. It was also an exhausting year!

There was no better way to represent growth and hope for the future than our ground breaking ceremony for our new Centre for Children’s Mental Health and Developmental Services building that took place in July of 2021. It was a highlight for us for so many reasons – but primarily because children and youth have been so deeply impacted by the pandemic. This Annual Report will highlight how we are leading the way to recovery, leveraging a number of initiatives to support mental health and wellbeing.

We have been able to get through this year because of our staff. And this was a tough year. We celebrate their hard work and dedication to the wellness of our clients and community. Along with other frontline healthcare workers, our staff have carried a tremendous weight over the past two years. The need for mental health support and treatment has never been as vital as it is now, and the pressure to care for those in our community who are struggling is very real and very heavy. It comes at a time that our staff are also very tired and often struggling as well. We have worked hard to maintain effective services in the community while supporting our staff.

Our clients and community have shown incredible resiliency throughout the pandemic, receiving care virtually and working with our staff on their own paths to recovery. It is a privilege to walk alongside someone during this time. Their stories give us strength and hope.



Helen Fishburn
CEO




Our community has stepped up in many ways to support our collective mental wellness. We have had incredible support in our advocacy efforts for enhanced and permanent government funding, demonstrating that our voice is louder when it is united.

We have also experienced tremendous generosity from our community. Every big and small gift has meant the world to us: from Amandah and Ben donating to CMHA WW in lieu of wedding gifts; to Santa Doug donating funds he raised; to Robert Eilers, owner of the Vesterra Group of Companies, pledging to donate the Centre for Children’s Mental Health and Developmental Services building. Many people organized third party fundraisers for us including The Shopper’s Run for Women, The Debney Family and McFadden’s Movement. We are incredibly grateful for the kindness and generosity of our community during this most difficult year, as you helped us reach more people in need.

It has also been deeply important to us to continue our listening and learning journey. Our justice, equity, diversity and inclusion work (JEDI) has been a priority for our organization and for our system, and although this work is complex, moving it forward is deeply meaningful. We hired a JEDI Lead this year, and have also humbly acknowledged the need to partner in this work with leaders from communities that experience social oppression. We have also deepened our awareness and understanding through training opportunities such as Unconscious Bias, Anti-Racism Certification, Indigenous Cultural Safety, and 2SLGBTQI+ Foundations.

With your support will we advocate for more resources and recognition of the importance of mental health services so we can continue to lead the way in our collective recovery.



David Pell
Board President



VISION, MISSION, VALUES



VISION

Imagine a community where: When you need support, wherever you are, there's someone.



MISSION

We work to build a community in which everyone has what they need to live meaningful lives. We build human connections that make it possible for people to achieve their greatest potential. We inspire and support people in achieving the quality of life that they desire. We are there when you need someone.



VALUES

Mutual Respect | Accountability | Integrity | Excellence and Innovation

When people come to CMHA WW, it's because they need more. More support, expertise, community or hope. More than what they and the people around them can provide. Whatever more is for each person, we're here to provide it and if we cannot provide it, we help them find it. Our vision and mission reflect that we are striving to be more for our communities.

BOARD OF DIRECTORS

David Pell, President
Kathy Markowiak, Vice-President
Anthony DiCaita, Treasurer
Irene Thompson, Board Member at Large

Neil Dunsmore, Board Member
Dana Hardy, Board Member
Lisa Hood, Board Member
Somkene Igboanugo, New Professional on Board
Dr. Jibran Khokhar, Board Member
Laura McNeilly, Board Member
Stacey Rous, Board Member

CENTRE FOR CHILDREN'S MENTAL HEALTH AND DEVELOPMENTAL SERVICE – GROUNDBREAKING CEREMONY

In July 2021, we held a groundbreaking ceremony for the Centre for Children's Mental Health and Developmental Services Building. To be completed by early 2023, the three-floor building will be a hub for the full range of CMHA WW's Children's Services, and will also be the host site for a youth wellness hub called The Grove which has over 30 service providers focused on youth wellness and resilience. Our new Centre for Children will welcome 9,000 local children, youth and their families needing mental health and developmental services, support and treatment each year.

"What a fantastic day for children and youth mental health," said Helen Fishburn, Chief Executive Officer of CMHA WW. "Considering the impact of the pandemic on the wellness of our children and youth, there is an urgent need for increased access to mental health care and treatment. This new building will have a substantial impact on children and their families in Guelph and Wellington County."

Prior to the pandemic, it was estimated that one out of five youth suffered from mental health or substance use issues. Today, the isolation and uncertainty due to the pandemic have increased that number to four out of five youth struggling.

Michael Tibollo, Associate Minister of Mental Health and Addictions attended the groundbreaking. "Now, more than ever, it is absolutely critical that we make

the necessary investments to support the mental health of Ontario's children and youth," he said. "I extend a heartfelt congratulations to CMHA WW and all those involved in turning this project into a reality."

The developer and owner of the building, Robert Eilers with the Vesterra Group of Companies, has pledged to donate the value of the building to CMHA WW. The pledged donation is valued at \$50M and is the largest single donation to community mental health in Canada to date. "Without the generous donation from Robert Eilers and the Vesterra Group of Companies, CMHA WW's new children's mental health and developmental services building simply would not be possible," said Fishburn.

Located at 737 Woolwich Street North, the building features a variety of services for children and youth ranging from 0-26 years of age. Offerings within children's services include:

- children and youth crisis support
- youth outreach support
- service coordination
- mental health support in child care and early years
- child psychiatry
- family support options
- infant and child development support and a walk-in service for children, youth and families.

OPENING OF THE GROVE YOUTH WELLNESS HUBS

The Grove is a collaborative project with the aim of providing youth ages 12-26 with the support they need to build positive, bright futures. With seven sites across Wellington County and Guelph, The Grove's goal is to build a more effective health and social service system through integration and collaboration, to better meet the needs of youth. The Grove Hubs are modeled after The Youth Wellness Hub Ontario's innovative and evidence-based "one-stop shop" service hubs, addressing the needs of youth related to mental health, community and social services.

Featuring the benefit of "one door," the sites will be networked together so youth only need to tell their story once to access programs and services that provide guidance and support for the future. From education and career support to counselling and peer-to-peer programs, the facilities provide help and encouragement to every youth in the community.

OPEN NOW

East Wellington Community Services – Town of Erin

Minto Mental Health – Palmerston

CMHA WW – Fergus

University of Guelph



CMHA WW's Centre for Children's Mental Health and Developmental Services Building will be home to The Grove – Guelph, one of the seven dedicated youth wellness hubs set to open and support local youth, made possible by a combined \$1M investment from the provincial government and County of Wellington.

In addition to this support, members of the local community have stepped up to help provide access to the 46,000 youth in the area, with the involvement of local partners including The Rotary Club of Guelph, The Guelph Community Foundation, Big Brothers Big Sisters of Centre Wellington, East Wellington Community Services, University of Guelph, The YMCA of Three Rivers (formerly the Guelph Y) and Shelldale Family Gateway.

Four sites are now open in Wellington County, with three more sites opening over the coming years.

FUTURE SITES

The YMCA of Three Rivers – Guelph Location

CMHA WW – North Guelph

Shelldale Family Gateway

Website: www.thegrovehubs.ca



INNOVATIONS IN CARE

BRIEF SERVICE – REDUCING WAIT LIST FOR CHILDREN’S MENTAL HEALTH SERVICES

When a child experiences mental health difficulties with emotions, socializing, or self-regulation, the need for help is often immediate and support for the whole family is usually required. The pandemic has taken a significant toll on the mental health of children. Before the pandemic began, half of Ontario’s children and youth were at risk for mental health issues. Sadly, the number of young people struggling with their mental health has only been increasing over the past two years.

In June 2021, CMHA WW introduced a Brief Service model to reduce the wait list in children’s services.

Brief Service builds a child’s skills and reduces their immediate needs. It also builds a caregiver’s understanding about how to help their child. Brief Service includes up to 10 counselling sessions. This could be therapeutic support for children 0 to 6 years of age and their parent/caregiver, or one to one counselling for children/youth 6 to 18 years of age, including the parent/caregiver as needed.

Connecting the family with other community services and resources such as housing, financial support, food security, and school supports is also provided if needed.

“ *A lot of great work can be done in a Brief Service model which can allow families to move forward with their lives rather than continue to feel stuck while waiting for services. Through this program, I have been able to see and support children and youth to better understand themselves, their experiences, and the impacts of their experiences. I have seen children and youth begin to positively cope with and work through their anxieties, trauma, depression, and other mental health complexities. Parents are able to better understand, support, and connect with their child or youth as well as their own self-care needs, and families receive the help they need and deserve in a timely manner.*

- Sarah Popowich, Mental Health Clinician, Children’s Services CMHA WW

Since the introduction of Brief Service, we are very proud to report that wait times have been reduced for children’s mental health services from 8 to 9 months to 3 months in Guelph, and less than 2 months in Centre Wellington. This is a significant improvement for families who desperately need this care.



3,609

children and youth served

HERE4HOPE

In 2021/2022 Here4Hope, Wellington's life promotion and suicide prevention project, joined the community mental health response to COVID-19. Unable to host in-person awareness events and training, the project shifted to providing curated workplace mental health content for the County of Wellington staff. To ensure we continued to engage the community, the team created a social media campaign on resilience and launched Stories4Hope, a new podcast series. A refresh to the Here4Hope website has allowed visitors to have access to information on suicide, resources from our Support After Suicide team, check out the podcast, send a message of hope postcard through social channels, or email and donate to the project.

Our annual Power of One award recognizes individuals in the community that have made a difference and this year's recipient, Myrna Hutchins from Get in Touch for Hutch, has done so much to raise awareness and funds to support youth in Wellington.

The Support After Suicide team was able to continue to offer both in person and virtual supports to community members impacted by suicide.

The team also stepped up and provided much needed supports through our Here4Healthcare service for local healthcare workers.

In a recent survey of those supported in the aftermath of a death by suicide, 100% indicated that they received information and resources that were helpful to their grief journey. Here is what some had to say....



- The individual support is helping me walk a journey I never would have imagined, dealing with the fears of the future, trying to understand what happened and why and just the roller coaster of emotions.
- The group sessions really helped to deal with the loneliness of suicide.
- The help was immediate - we had no idea what to expect nor where to turn. Without the help of Kim (for my wife) and Jane (for me), we would not be in our current position of our grief journey. Thank you.



STORIES4HOPE NEW PODCAST SERIES

EPISODE #3
How unimaginable
grief can be turned
into service.



IMPACT at U of G

On October 21, 2021, CMHA WW and the University of Guelph started a pilot project to introduce an Integrated Mobile Police and Crisis Team (IMPACT) worker onto the campus to provide afterhours crisis and mental health support for students in real time. IMPACT workers are specially trained clinicians who have expertise in crisis intervention. Distress calls from anywhere on campus are taken by the Campus Safety Office dispatcher, who notifies officers and the IMPACT worker to respond together.

Since 2015, CMHA WW has partnered with local police to respond to crisis, mental health and addictions needs. The partnership has successfully diverted people from hospital about 75% of the time, and has ensured people get the right care at the right time. The new partnership with the University of Guelph builds on this partnership at a crucial time for students.

IMPACT creates seamless access back and forth with clinical services at the University to better support student mental health, especially after hours. Our University of Guelph IMPACT team

also provides training to residence managers on managing mental health crisis situations with students. They are also able to access IMPACT directly for consultation/assessment. All partners within this initiative are committed to and obligated to ensure student privacy rights are in compliance with applicable Ontario Privacy Legislation.



100+

visits with university students in 5 months



75%

of live calls have diverted students from Guelph General Hospital Emergency Department



We are thrilled with the opportunity to partner with the University of Guelph to respond to the mental health needs of students outside of regular business hours. The added pressures that the ongoing pandemic challenges bring demand the need for accessible mental health care across the board, says Director of Service at CMHA WW Jeff Stanlick



PEER SUPPORT: SOUTH ASIAN WELLNESS SUPPORT GROUP

Iman Grewal, entrepreneurship facilitator with Self Help, saw a gap in service and initiated a peer support group for those who identify as South Asian. Grewal is fluent in Punjabi, Hindi and Urdu. The group focuses on coping, recovery and fostering hope from a South Asian lens. It is a regular opportunity to talk about how to deal with stress and worry and to share stories of hope and struggle. The group is intended for folks to connect and build community with one another.



FAMILY COUNCIL: FAMILY ENGAGEMENT PROJECT

In the Winter of 2021, the CMHA WW Family Council embarked on a project to engage families/caregivers of CMHA WW clients with the goal of understanding how CMHA WW could better meet their needs.

Members of the Family Council conducted 12 standardized interviews. Transcriptions of the interviews were reviewed, and statements of need were developed. Five key themes emerged:

- Authentic relationships with staff
- Opportunities to learn
- Support in time of crisis

- Enhanced service features
- More service options

These themes and suggestions have been shared with our Service Advisory Group, who are working to implement required changes with our teams and staff at CMHA WW to improve service delivery. We sincerely appreciate the partnership with our Family Council members, and those who participated in the project, as they all truly want the very best for their loved ones who are struggling, and value the partnership with CMHA WW as we work towards our common goal.

GENDER – AFFIRMING NAMES FOR TRANS AND NON-BINARY CLIENTS

When delivering service to clients whose gender is trans or non-binary, it is very important that CMHA WW staff use the name the client identifies with. Individuals who identify as transgender experience stigma, discrimination, violence, and “everyday transphobia.” These experiences of discrimination and violence can result in exclusion from social spaces, unemployment, avoidance of health care, and poor mental health.

Clients who are transgender or non-binary often use a name that is different from their legal name. A new process at CMHA WW ensures that staff are alerted to a client’s authentic name when they are in the file. During the intake process, we also include the client’s preferred pronouns in the personal information tab.



JUSTICE EQUITY DIVERSITY INCLUSION AT CMHA WW

Sarah Halabi joined CMHA WW as our new Justice Equity Diversity & Inclusion (JEDI) Lead in December. Sarah comes to us from the post-secondary education field. She is also currently a professor at Fanshawe College in London, ON where she created and teaches courses on Racism in Canada and Race and Inequality along with writing, sociology, psychology, and interdisciplinary courses. Sarah holds a PhD in Critical Policy, Equity, and Leadership Studies, a MEd in Teaching, Learning, and Development and a BA in Psychology.

We are happy to have Sarah's expertise in this new, important role. Sarah is co-chair of the JEDI committee along with Parminder Bharta, and together, with our dedicated committee members, they are leading the JEDI work.

The JEDI committee's purpose is to encourage and foster diversity while ensuring the principles of equity, justice and inclusion are upheld.

Some of the work that is being completed by our JEDI committee includes:

- Seeking JEDI expertise and guidance from community leaders who represent groups with lived experience of social oppression
- Staff training:
 - Unconscious Bias
 - Anti-Racism Certification
 - Indigenous Cultural Safety
 - 2SLGBTQI+ Foundations (for front line staff – extending out to more staff over 2022-23)
- Guidelines on Microaggressions, Cultural Competence and Land Acknowledgements

TRUTH AND RECONCILIATION DAY

CMHA WW joined Canadians across the country in observing the first National Day for Truth and Reconciliation on September 30. The physical, psychological and spiritual violence experienced by Indigenous children and their families due to residential schools and cultural genocide has caused pain that has passed from generation to generation. Every day, Indigenous people live with the very real impacts of systemic racism and colonialism, which affect their mental health and well-being.

As part of our own commitment to advance reconciliation, CMHA WW engages in meaningful partnerships with Indigenous organizations and leaders in the development and implementation

of cultural programs and services. This includes supporting Indigenous-led mental health promotion within communities, and valuing Indigenous healing practices and ways of working rooted in the principles of cultural safety and self-determination.



STORIES CONNECT US

PANDEMIC'S IMPACT ON EATING DISORDERS & CMHA WW'S ROLE IN RECOVERY

Referrals to our Eating Disorders program have tripled since the beginning of COVID-19, and there has been a 60 per cent increase in hospitalizations.

But there is hope...

The following is a firsthand account from a client who received services from our Eating Disorders program:

The past year of my life has held the most prominent hardships and growth. I have always been a high achieving perfectionist. When I was young this meant crying over an eighty percent on a test, but as I got older it seemed the focus switched from grades to food and my body. It became a competition between me and myself. The funny thing about eating disorders is it's always a competition but there is no winner and no finish line.

As I'm sure many people relate to this, my eating issues were minimal before COVID-19 and became maximized when I had no distractions of school, social events, or other activities. Suddenly, this issue that was lingering in the background of my thoughts was the main focus of all of my time, energy and emotions. Food and my body became my only source of control. Which I often find ironic because my only source of control was actually controlling me.

Upon starting the eating disorders program at CMHA WW, although my team was telling me this,

there was no chance that I would have believed that I could recover. I felt, deep down, that this was what I wanted and that this would be my life forever.

However, with pure perseverance, somehow I made it out and I have never been more grateful for the team that never gave up on me.

The program allowed me to understand where my eating disorder was coming from, I really appreciated that insight as the eating disorder can create tunnel vision. I think the program helped me see myself from a different perspective.

“

As a parent the program offered the invaluable resource of support. Our team was a constant in our lives that kept us afloat. Each time we slipped, they provided us the tools. They planned our goals with us and helped us reach them,” says the client's parent. ”

I have learned that self-worth and positive self-image do not come from anywhere except inside of me. That my years of searching for things, people, sports, grades and more to tell me I was good enough led me nowhere. I am my best self to all those around me when I am not looking for their validation.

As someone who has been through the eating disorders program at CMHA WW, I have never been so sure that going through the program is worth it. I discovered joy during my struggles while I recovered with my team, and I know that the hard work can yield love, joy and happiness.



325

adults and children received eating disorders support

VIRTUAL PEER SERVICES AND SKILLS FOR SAFER LIVING CONTINUES

THIS STORY INCLUDES MENTION OF SUICIDAL IDEATION. PLEASE TAKE CARE AS YOU READ.

James moved to Kitchener in late 2019 to live with his extended family after a 6-week stay in the psychiatric unit of a Hamilton hospital following a suicide attempt.

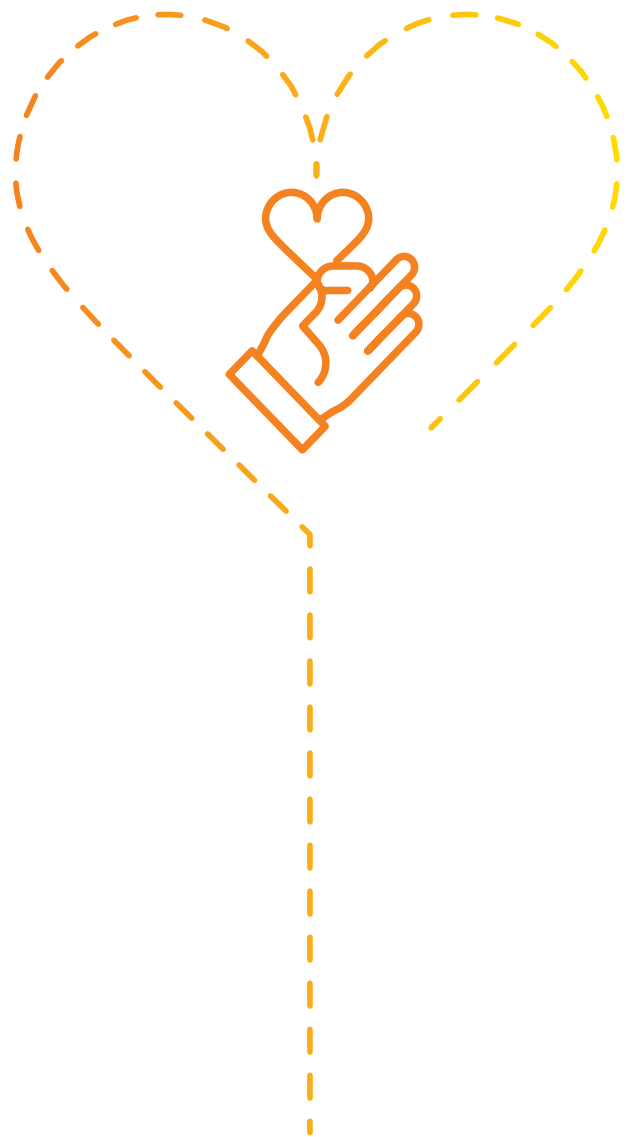
“I was connected to CMHA WW and started to attend Peer Support groups 2-3 times a week. This was part of my routine, pre-COVID-19 you could walk-in for the groups which was hugely beneficial to me. Being out of hospital in a new city, it was good to be around people and chat with those who understood what I was experiencing. It created a sense of place in a new community, and this is where I learned about the Skills for Safer Living program.”

Skills for Safer Living is an innovative skills-based group and peer support program for individuals with recurring suicidal thoughts and behaviours. James started with Skills for Safer Living in March 2020, and after just one in-person session, the COVID-19 pandemic hit. While this could have derailed his steps towards recovery, CMHA WW staff quickly pivoted and began offering virtual sessions, a true testament to our commitment to client care. Although he preferred the in-person sessions, he showed great resiliency and remained dedicated to the virtual sessions. Through the program, James has learned ways to identify emotions and feelings and learn the behaviours that were masking real true emotions. He is working on coping with these emotions and feelings.

“

I want people to know that suicidal ideation is not one size fits all, it is so personal that people have those thoughts, you can't pigeonhole the reasons. For some it is an acute experience and for some it can be chronic for years. You can't judge why or how people are going through that. People have very complex reasons for why they come to this place.

”



CMHA WW SENIORS TEAM PROVIDES ONGOING SUPPORT

“People can struggle with their mental health at any age, including the senior years. Much like any stage in life, seniors experience ups and downs, but it is important to remember that recovery can happen at any age. Throughout the pandemic, I have received many expressions of gratitude from clients who are appreciative that someone is there to listen. Seniors need to know that there is support available and that they can continue to find joy even during dark times.

Both caregivers and residents of long-term care have really experienced difficult times throughout the pandemic. I have been privileged to spend time supporting both. I have been touched by the resilience of staff, residents and caregivers. Holding space for their stories is incredibly important and a beautiful way to validate their experiences. The CMHA WW Seniors Team is committed to providing this ongoing support.”

Marie Nolan, Intensive Geriatric Service Worker.

Intensive Geriatric Service is a regional service that supports seniors who have complex medical and/or mental health needs.

FIRST STEP PROGRAM OFFERS WRAPAROUND CARE

When you are a mom, you would do anything for your child and when you see your child in pain you feel it too. The teenage years can be particularly hard on a family. When *Matt was 14 years old he began using marijuana, and by the time he was 15 his parents noticed a significant difference in him. Their once athletic and studious son began to struggle in school and there was an increase in conflict with his family. Was this difference brought on by the marijuana use? Hormones? His mother began searching for answers and help.

Advice from their family doctor and psychologists indicated that if the marijuana use decreased, things would improve for their son. Tumultuous years passed, and as a mother, *Jane wanted to do everything she could to help her son by participating in counselling and allowing the harm reduction method of marijuana use to occur in their home despite being very much against drug use.

Things progressed and reached a boiling point when Matt was 21 years old. He had encounters with the law. On one occasion, after being prescribed anti-anxiety medication he experienced mania and psychosis. The mania ramped up at the hospital – he was clean and sober, but verbally abusive at the hospital, so they sent him back home. Police and a CMHA WW crisis response coordinator were called again, and the CMHA WW worker recognized the mania he was experiencing, and he went back to the hospital with the worker’s help. Jane is very thankful to CMHA WW crisis response coordinators who accompany police for their support through two calls and trips to the hospital.

After three days waiting in a 6X6 room, Matt was finally placed in the mental health ward – for three weeks at the Grand River hospital. What came next, Jane credits with saving her son, her, and their family.

*Names have been changed to protect privacy.

“Matt’s probation officer asked me if I had heard of the First Step program offered by CMHA WW. I had not heard of it but, after speaking with her I asked the hospital for a referral. Matt was released from the hospital and sent home.”

First Step is an assessment and treatment program for people who are experiencing a first episode of psychosis — an experience where you might have trouble telling the difference between what is real and what is not. The First Step team develops a treatment plan. Treatment may include counselling, medication, group activities, family education and finding support for day-to-day living. The goal is to support you and your family in finding balance in your life and recovery from psychosis.

“In order to enter the program, my son had to accept his illness, it took three months and my request for his amazing probation officer to mandate it for him to start the program.”

The First Step program has had a huge impact on Matt and his mom. “Meeting volunteers who have lived experience, it is so helpful for my son and us to know there is treatment and people who come out the other side and have a very successful life. My son and I have benefitted from peer/family support groups – meeting other people who have been through it – they are individual stories, but so many things that are mirrored among them. Sharing makes you feel like you are not alone.”

“The biggest impact is my son is alive and that is because of this team. We would not be here without the incredible team. It is an understatement to say that they have saved our family’s life. The education and dedication they provide, I cannot thank them enough. It is a three-year program, after a year and a half, we can sleep at night and see him grow and gain insight into his illness.”



OUTREACH AND AWARENESS

EDUCATION AND PROMOTION TEAM

For the first time in history, we are standing on common ground - everyone knows someone whose mental health has been impacted by the challenges of COVID-19. The need for mental health promotion and education is more important now than ever.

Our Education and Promotion Team continues to support the community by providing mental health

education and training. Over the past year, the team held 237 virtual education sessions with 8,638 participants.

This important work is critical to our collective mental health recovery. Increasing awareness and capacity to provide support to individuals experiencing mental health challenges in our community helps those who may otherwise fall through the cracks and not receive care.

MEDIA OUTREACH

Our media exposure has increased dramatically as we have become more sought after as mental health experts.

Through social media we have been building awareness and having important conversations with our community.



ADVOCACY

Given the significant increase in crisis mental health and addictions presentations in our community, it has been impossible to meet the current need. Although we respond to crisis needs in real time, there is often a significant wait for ongoing care, given the increase in volumes and complexity in our community. This increased demand over the past two years has also been exhausting for our staff, who have done their very best to hold this space, and to be innovative and creative on a daily basis.

Advocacy has become an extremely important role for us at CMHA WW. Along with all other CMHAs in Ontario, we continue to advocate for an increase in base funding from the Ontario government as well as funding for specific services and programs, so we can address increasing costs, be innovative and strengthen our continuum of services. The volume, intensity and acuity of the mental health needs in our community are at record levels.

As a result of this urgency, with the leadership of our CEO, a group of health system leaders across Waterloo Wellington developed a proposal to address the unmet mental health and addiction needs across our continuum of care. This group met with the Associate Minister of Mental Health and Addictions, MPP Michael Tibollo, along with local politicians to clearly identify our needs, and the resources required to address these gaps in care. We also met with Ontario Health and the Centre for Excellence to advance our advocacy.

Calls to our Here 24/7 crisis line have increased by 20% and our IMPACT calls have increased by 33% since the onset of the pandemic. Referrals for Eating Disorders programs at CMHA WW have tripled since the start of the pandemic and this is now being identified in younger children. There is overwhelming need for First Episode Psychosis treatment and support, with our team seeing 133% more clients than in past years.

Our goal is to meet the mental health and addictions care needs of our community as early and comprehensively as possible.

Recognizing the growing needs in our community, we have also put an increased emphasis on diversifying funding through active fundraising campaigns and the incredible generosity of third-party fundraisers, where donors held their own events with proceeds going to CMHA WW.



FUNDRAISING – THE HEART OF OUR COMMUNITY

ANSWER THE CALL HOLIDAY CAMPAIGN SUCCESS

CMHA WW recognizes the toll the COVID-19 pandemic has taken on our community’s mental health. Right now, we are answering more calls, in more ways, for more people. On Giving Tuesday in December, we asked our supporters: Will you answer the call this holiday season? You Answered the Call and together we raised \$63,000! Your generosity has helped us answer the call for those suffering from mental health issues.

SANTA DOUG RAISES MONEY FOR CMHA WW

What started over 26 years ago as a family tradition of dressing up as Santa and Mrs. Claus for friends and family has evolved into a fundraising initiative for an Elmira couple. Doug and his wife have raised money for various local organizations for many years and last year CMHA WW benefited from the donations.

Doug put an ad on Facebook Marketplace advertising his Santa service, with the proceeds being donated to CMHA WW. He received such an incredible response that he had to take the ad down because he could not fulfill all the requests! “We decided to donate the money because of a

family member who has benefited from CMHA WW services and we wanted to give back. We also recognize the great strain families have faced over the past couple of years with COVID-19 and the impact that has had on their mental health.”

ROBERT EILER’S PERSONAL STORY OF GIVING

The Vesterra Group of Companies is developing the new Centre for Children’s Mental Health and Developmental Services, and its owner, Robert Eilers, is passionate about investing in the community and children’s mental health. He has pledged to donate the value of the building to CMHA WW! The pledged donation is valued at \$50M and is the largest single donation to community mental health in Canada to date.

“I am proud to be part of this project, because I was one of those kids that organizations like Canadian Mental Health Association helped when I was a teenager. I would not be here if it wasn’t for the dedication and hard work that organizations such as CMHA do day in, day out. So, I’m privileged to be able to give back to the heroes that were there for me. And in today’s world after this global pandemic, this is needed more than ever,” says Robert Eilers, President and Director of Vesterra.



AMANDAH AND BEN'S WEDDING - PERSONAL STORY OF GIVING

In 2019, Amandah and her long-time love Ben became engaged. Like many couples they began to plan their wedding without a thought of a pandemic interfering with their dreams of celebrating with their closest family and friends. After some delays, they found a pocket of time last fall where they were able to have the wedding they envisioned.

While planning their big day the couple discussed the idea of collecting donations for a charity in lieu of gifts. "Ben and I decided to donate to CMHA WW because so many people have had their mental health impacted by the pandemic as well as my own personal experience," says Amandah.

Amandah first experienced anxiety and depression in junior high and began self-harming to cope. During her final year of university, she became very anxious and depressed and began self-harming again. When she experienced suicidal ideation, she courageously reached out to her family doctor for help. Through medication and healthy lifestyle habits, she was able to find ways to manage her anxiety and depression.

"When you start talking about mental health struggles with people, you realize you are not alone. At some point, we all deal with struggles, that is the importance of talking. So much harm can come from not talking, and so many amazing things come from sharing. A lot of the stigma is that only certain people will experience mental health issues, that you are somehow weaker than others. I imagine if we talked about it more, the stat would be even higher than 1 in 5. The pandemic has opened many people's eyes to mental health," says Amandah.

Many of Amandah and Ben's guests commented on how nice it was for them to contribute to their community in this way. Amandah and Ben expressed their gratitude to their guests and shared the incredible impact that the collective donation from the wedding made for CMHA WW.

Photo Credit: Daring Wanderer (www.daringwanderer.com).



DEDICATED SUPPORT – MULTI-YEAR THIRD PARTY FUNDRAISERS

DEBNEY FAMILY

In September, The Debney Family held their 8th Annual Suicide Prevention Fundraiser, in loving memory of Gordon Clarke Debney. The event pivoted online due to the ongoing pandemic, but it did not stop the Debney's from putting on an incredible event and raising \$13,758.13 for CMHA WW.

We are so grateful to the Debney family for their ongoing fundraising efforts for our organization and their strong advocacy for mental health awareness and ending the stigma associated with it.

[The Record – 2021 Fundraiser](#)



SHOPPER'S RUN FOR WOMEN

Our third annual Shopper's Run for Women in support of CMHA WW was held in July 2021. This was the second year we held a virtual walk/run due to the pandemic. Seven hundred and seventy seven people participated on their own and over \$106,000 was raised!



MCFADDEN'S MOVEMENT

For the past five years, McFadden's Movement (MM27) has raised over \$78,000 for CMHA WW and WES for Youth Online. Garrett McFadden has been a mental health champion and has partnered with CMHA WW on speaking events and awareness campaigns. Having to pivot fundraising efforts mid-pandemic, McFadden's Movement was able to host its inaugural MM27 Celebrity Charity Golf Classic presented by Skyjack on July 26, 2021. The golf tournament, with an incredible showing of support from sponsors, former and current teammates, and participants, raised over \$18,000.

"We are super excited to be able to donate to WES For Youth Online and CMHA WW again this year," McFadden, founder of McFadden's Movement shared. "With lots of hard work and navigating the pandemic it has definitely been a challenge, but something we were able to meet head on thanks to the support of all who have donated, come out to events, and volunteered their time to the Movement. We look forward to next year and keeping the conversation around mental health going." Thank you McFadden's Movement for your dedicated support to CMHA WW!



STAFF – HERE FOR OUR CLIENTS AND EACH OTHER

“During the pandemic, it has been very rewarding to assist clients with connecting to psychiatry and mental health services safely and virtually during a province-wide lockdown. I appreciate being part of such a skilled and compassionate team!” — Julia Gallant, Registered Practical Nurse

“I have the privilege of working with the most incredible team and Manager at Self Help CMHA WW who I get to learn and grow with every day, working towards the common goal of supporting ourselves and our community on the most important thing there is to all of us, our health, our mental health.” – Iman Grewal, Entrepreneurship Facilitator

“I am truly proud to work with and collaborate with the most caring teams at CMHA and within the community. It is an honour to walk alongside someone in their journey, listening to their personal

experience and reach mental health stability.” — Julie Brasil, Support Coordinator

“I am proud of the Here 24/7 team and our ongoing support to the community. I also feel a sense of pride in the individuals who are calling for support, that they made me a part of their journey and the courage it took to reach out.” — Jessica Grabowski, Here 24/7 Service Coordinator

“Hearing the stories of individuals that are doing well and living a meaningful life after really struggling and seeing the support that the teams provided to assist the individual is truly the best part of my job. As well, supporting my staff as they provide amazing service especially during the ongoing challenging times.” — Tania Resendes, Guelph Adult Intensive Services Manager

CMHA WW CEO HELEN FISHBURN

WINNER OF THE 2021 CHAMPIONS OF MENTAL HEALTH: COMMUNITY INDIVIDUAL AWARD

Each year the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) recognizes seven Canadians whose work has helped to advance the mental health agenda across the country. In 2021, CMHA WW CEO Helen Fishburn was recognized as one of these remarkable people. Helen was the recipient of the 2021 Champions of Mental Health: Community Individual Award.



For over 26 years, Helen has worked in numerous roles in the mental health and addictions field, including various leadership roles for the past 20 years with the CMHA WW. Helen feels honoured to be the Chief Executive Officer of CMHA WW as it allows her to drive health care system change forward while working with an incredibly committed and skilled team to oversee care for people of all ages with complex needs. Helen accepted this award on behalf of all the staff at CMHA WW, who have worked tirelessly and heroically to support the growing mental health, addictions and crisis needs of our community during the last two difficult years.

EMPATHY IN ACTION – VOLUNTEERING AT CMHA WW: ALISHA'S STORY

About three years ago I knew I wanted to change things in my life. It was at this time I decided to apply to become a Youth Mentor with the YouthTALK program while finishing the last year of my psychology degree at the University of Guelph. I walked into this position unsure of what to expect as most of my experience had previously been working with children. However, we were all immediately connected as we knew we had the same purpose of being there, we are all passionate about mental health and making a positive change.

Fast-forward three years and I am proud to say that I am still a youth mentor with YouthTALK today. This amazing program has brought together youth who are all interested in making a difference in their community. We support and guide one another. The youth have made such an impact on me and how I view the mental health world. I listen to the youth discuss relevant and relatable topics that are important to them and guide them in connecting these conversations to each other. This group comes up with amazing ideas to support youth mental health such as social media initiatives, engaging

social media content, and creating lesson plans for teachers to use in schools.

I am so grateful for this opportunity to mentor youth who are just as passionate about mental health and change, as I am. I have learned so much from these valuable youth members that I will carry forever. During my volunteer time with YouthTALK, I decided I wanted to work with youth in a professional capacity, which led to me pursuing a Master of Teaching so that I can implement and enforce mental health importance in the education system. I owe a big thanks to CMHA and the mentors I have had in the past three years for all their continued support.

4,972 
Total
number of
volunteer
hours

49 
Total
number of
volunteers

MAKING IT POSSIBLE

Thank you to our annual donors and supporters for their significant contribution to mental health in our community.

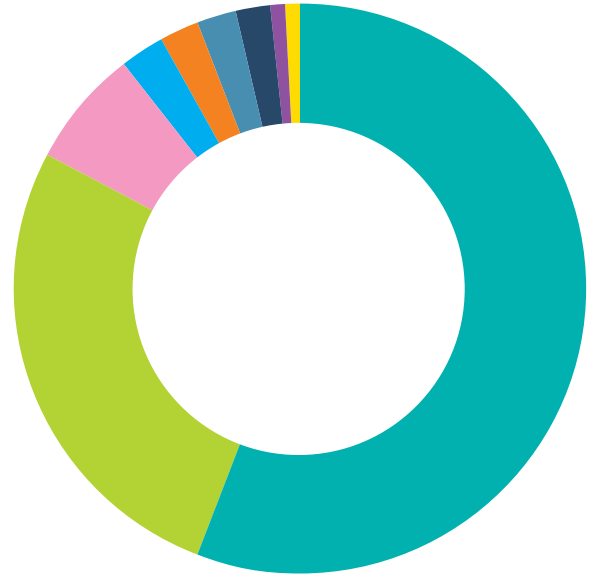


FINANCIAL REPORT

Sources of Revenue

MOH (CYMH) & MCCSS COVID Funding	\$296,104 [1%]
MOH, Homelessness & Addiction	\$440,790 [1%]
MLTSD	\$830,423 [2%]
Municipal Government	\$953,824 [2%]
Other Funders	\$1,031,933 [2%]
The Grove	\$1,108,314 [2%]
Other Income	\$3,040,614 [7%]
MCCSS & MOH-CYMH	\$12,132,536 [27%]
Ontario Health	\$25,292,571 [56%]

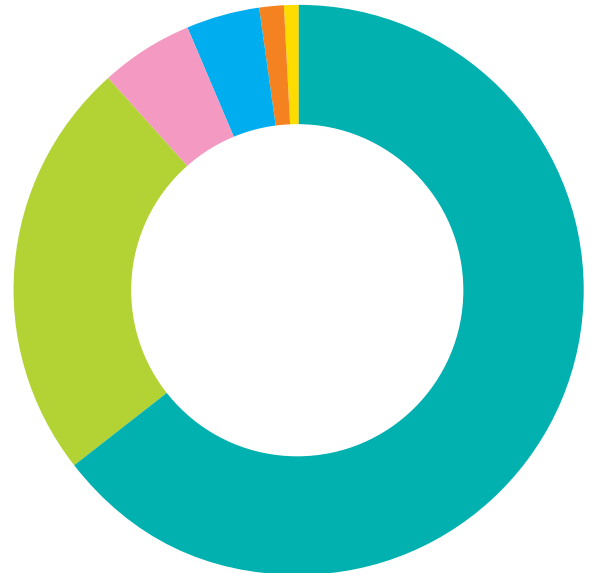
TOTAL \$45,127,109



Sources of Expenses

MOH (CYMH) & MCCSS COVID Expenses	\$296,104 [1%]
Other	\$653,419 [1%]
Corporate Services & General Admin	\$1,814,411 [4%]
Building Occupancy Costs	\$2,393,061 [5%]
Program Expenses	\$10,729,478 [24%]
Salaries and Benefits	\$29,079,620 [65%]

TOTAL \$44,966,093



Excess of revenue over expenses	\$161,016
Net assets, beginning of year	\$1,105,412
Net assets, end of year	\$1,266,428

CANADIAN MENTAL HEALTH ASSOCIATION WATERLOO WELLINGTON

Guelph

80 Waterloo Ave. Guelph, ON N1H 0A1

147 Wyndham St. North. Guelph, ON N1H 4E9

485 Silvercreek Pkwy North, Unit 1 Guelph, ON N1H 7K5

Cambridge

1 and 3-9 Wellington St. Cambridge, ON N1R 3Y4

Fergus

234 St. Patrick St E. Fergus, ON N1M 1M6

Kitchener

67 King St. E Kitchener, ON N2G 2K4

130 Weber St. W., Suite 202, Kitchener, ON N2H 4A2

Mount Forest

392 Main St. N., Suite 1, Mount Forest, ON N0G 2L2

Waterloo

1 Blue Springs Dr., Unit 100

Waterloo, ON N2J 4T3

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Waterloo Wellington
Mental health for all

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