



**Canadian Mental
Health Association**
Newfoundland and Labrador

ANNUAL REPORT

2011 - 2012

October 5, 2012

CMHA-NL Annual Report 2011-2012

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About CMHA-NL



**Canadian Mental
Health Association**
Newfoundland and Labrador

Canadian Mental Health Association, Newfoundland and Labrador Division (CMHA-NL), is a voluntary, non-profit, charitable organization established in 1964 to promote a better understanding of mental health and mental illness in the province. As a division of the national CMHA, our mission is to promote the mental health of all our citizens, and to support the resilience and recovery of people experiencing mental illness. This mission is accomplished through advocacy, public education, research, and service.

For more information on CMHA-NL, please contact us or visit our website at www.cmhanl.ca.

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President's Report

I am once again pleased to introduce the Canadian Mental Health Association – Newfoundland and Labrador Chapter yearly report.

Throughout my time as a member of the board of the Canadian Mental Health Association here in the province, I have been consistently impressed by the ongoing and escalating growth of our organization. 2011 and 2012 was no different. This year has witnessed further expansion of all of our programs and initiatives.

Our new offices in Grand Falls – Windsor and Stephenville have been opened and are serving their communities. This is a major step for our organization, one pointing towards our inevitable physical growth throughout the province. We are now reaching people directly in a fashion we never have before.

Meanwhile, the pace of advocacy advances across the country. We have been pleased to endorse the Canadian Mental Health Association National's strategic plan, and even more so to witness the arrival of the Mental Health Commission of Canada's Mental Health Strategy for Canada. This policy structure was created with input from the Canadian Mental Health Association and other stakeholder groups. It is a hopeful first. We have been honoured to play a direct role in that accomplishment.

Our Justice Program is meeting with fantastic success in its outreach efforts. We currently provide support services to over twenty individuals. Our program has successfully impacted recidivism. In particular, in the last year, none of the individual's we were supporting were involved in any recidivist event of a violent nature and less than twenty percent were involved in any recidivist event of any kind beyond the breach of release terms. This must be regarded as a success, particularly our very low rate of recidivism respecting release terms. As an attorney, I can advise that compliance with release terms is often a major challenge for persons with mental health concerns. Acts that are perfectly legal for all of us are criminalized for them. They are often address matters prone to be aggravated by stress. I am very impressed the rate of breach has been so low amongst the people we help. Our program workers have been engaged continuously in all aspects of the processes our clients endure. They are to be commended.

Our Workplace Mental Health Program continues to advance. At current count, over 2,100 people have been directly impacted by our presentations in this area. Similarly, our Think Twice school outreach program has now reached over 13,000.00 students, over 7,000 in the last year alone. We have been active from St. John's to Goose Bay and recently presented in Memorial University to students and staff. Fundraising is up across the board with enhanced collections reported in all areas. Things are going well.

As always, we would like to thank all those who support us: Our staff, our volunteers, our colleagues at Eastern Health, our very supportive government, and all of those who have helped us in any way.

Here's to a great year. Let's get ready for another.

Mark Gruchy
President of CMHA – NL.

Executive Director's Report

I am very pleased to provide this my third report as Executive Director of the Canadian Mental Health Association-Newfoundland and Labrador Division. As I write this report I am approaching my third anniversary as Executive Director of CMHA-NL.

Over the past year we have experienced several developments that have directly, and indirectly impacted positively upon CMHA-NL specifically and the mental health field in general. One of the most significant accomplishments of CMHA-NL throughout 2011-2012 was the planning, development, implementation and official openings of our Regional Offices in Grand Falls-Windsor and Stephenville. This process included the recruitment of two Regional Coordinators for each location. I am pleased to say that we received applications from quite a few very qualified candidates which resulted in the hiring of Tia Morris and Mary-Beth Fallon in Grand Falls-Windsor and Stephenville respectively. Both Tia and Mary-Beth have already made a very valuable contribution to the CMHA-NL team.

“Think Twice”, our anti-stigma program delivered to high school students throughout the province, had another busy year. I am pleased to report that we presented to approximately an additional 10,000 youth during the year. This continues to be a very significant initiative with continual positive feedback from across the entire province. We look forward to a continued partnership with the Department of Health and Community Services in providing this awareness to the youth of our province at a very critical stage in their life cycle.

This has been the second year of the Justice Program and I am pleased to report that it continues to provide critical support to the clients referred to it from within Her Majesty's penitentiary. The relationship with, and support from both the Department of Justice and Her Majesty's Penitentiary (HMP) officials continues to be very encouraging. We continue to receive referrals of clients from HMP, and our Justice Program staff is to be commended for the professional services they provide their clients. It is encouraging to see several clients of the Justice Program visit our office on a regular basis. It remains my hope that CMHA-NL, with support from the Department of Justice is able to expand this Program to other correctional centers within the province in the not too distant future. I believe it is critical that these services, with the dedication of the staff, are provided to anyone within our Province within the Justice system who has a mental illness. I commend our staff with the Justice Project for their excellent work and involvement with our clients. It remains one of my many highlights as Executive Director of CMHA-NL in 2011-2012.

Our Workplace and Mental Health Initiative continues to expose employers and other related groups to information and knowledge pertaining to work place balance and respectful workplaces. In today's fast paced technological world this continues to be a significant CMHA-NL program in advocacy and anti-stigma. These workplace issues are gradually being recognized by industry as affecting significant revenue loss to the bottom line.

Similarly, our own efforts and contributions to several policies, research, advocacy and fund raising initiatives have impacted positively on CMHA-NL and the mental health areas in our province. The year saw continued dialogue amongst various stakeholders in the mental health area. I trust such dialogue will continue and greater partnerships will evolve. Additional information can be found within specific areas of this annual report.

The CMHA National Conference was held in Kelowna, B.C. in October which was a significant event for CMHA in 2011. This event had a number of delegates from across the country as well as Newfoundland and Labrador. One of the primary purposes was to provide a forum to commence discussion on the development and implementation process of a long term strategic plan to guide CMHA over the next number of years throughout Canada.

During the year, I was involved in a number of issues and media interviews regarding mental health and mental illness. I want to, again, commend the media for making mental health issues a key area of their reporting. It is only through constant public attention will we ever educate and reduce the stigma associated with all aspects of mental illness. CMHA's major goal continues to be to normalize mental illness so that all of us consider mental illnesses in the same category as physical illnesses.

The Key Program, with Steele Communications, has again proven to be a major success for CMHA-NL during 2011-12. We have continued to receive significant air time and very positive comments on the various ad content. In June 2011, we switched our ads from VOXM AM to Hits FM. In June of 2012, with financial support from the Department of Health and Community Services, we will expand our listening audience across the province particularly throughout Central and Western.

CMHA-NL's web site – continues to contain a wealth of information concerning the work that CMHA-NL has carried out during this year and in previous years. The reports from our various committees will provide an account of their activities undertaken on behalf of the Association. I would like to again thank all Chairs and Committee Members for their time and expertise throughout the year. Your involvement and commitment is very much appreciated by the Association.

In closing, I thank the Board members of CMHA-NL for their commitment to the Association, in particular, President Mark Gruchy. Thank you to the numerous Committee Members of CMHA-NL, and especially our staff, who often go beyond what is asked and who have all played a major role in CMHA-NL activities throughout the year. Their efforts on behalf of the Association are extremely commendable. Over the years, CMHA-NL would not have progressed if it had not been without this dedication and commitment from all of you.

As a fellow Newfoundlander I trust that all Newfoundlanders and Labradorians share my view that someday we will all consider mental illnesses in the same way that we consider physical illnesses. This is my rendition of a quote made by Dr. Clarence Meredith Hincks, one of the founders of CMHA, in 1918.

Respectfully Submitted,
George W.N. Skinner
Executive Director
CMHA-NL

Staff Reports

Workplace Mental Health Program Report

2011-2012 was a great year for the Workplace Mental Health Program. The provincial government continues to value our work, and the message of work-life balance, stress reduction and healthy workplaces. During the 2011-2012 fiscal year, 594 individuals attended our presentations. Since 2007, 2195 people have seen at least one of our presentations – this translates to one in every 234 Newfoundlanders and Labradorians.

The number of individuals we reach increases on a yearly basis. In 2011-2012, 594 individuals attended a presentation delivered by the workplace mental health coordinator; the highest number of attendees for the program in one year to date. The program continued to provide presentations to students, and staff of non-profit groups. CMHA-NL supports workers in the community who may have issues with secondary trauma, and compassion fatigue. I also attended an incredible workshop on Compassion Fatigue that was hosted by CMHA-NL during Mental Health Week 2011.

Travelling was successful during the fiscal year. CMHA-NL organized two comprehensive provincial site visits, one to Labrador and another to the Clarenville area and the Corner Brook area. It was wonderful to travel to these areas, and meet with individuals in rural communities. Twelve presentations were delivered in these three communities. Health care professionals continue to have high attendance at our presentations. Evaluations were positive.

Our Depression in the Workplace presentation was, once again, helpful to members of the Public Service of Canada, and the Parkinson Society.

Mental-illness-specific presentations were created and delivered to the School of Social Work, School of Medicine, Human Rights Commission, and Memorial University.

My personal highlights in 2011-2012 were our Bell/Aliant presentations during Mental Health Week 2011, and our presentation to North Atlantic Petroleum staff. It is also inspiring to see more workplaces implementing supportive work environment initiatives, whether it is a quiet room to go to if an employee is feeling overwhelmed, or a lunch and learn or health fair supported by the employer.

When I told people in rural Newfoundland and Labrador that I worked for Canadian Mental Health Association, I received interesting reactions. The public are much more receptive to talking openly about their mental health, and want to learn more which is very encouraging, inspiring, and heartwarming.

I finished the year by attending the CHANNAL Today and Tomorrow Too Training Program in Peer Support and Recovery Theory, and also presented at an Atlantic Canada Diversity Training conference for Federal Government employees.

Total attendees of Workplace Mental Health Program during 2011-2012:	
Session 1. (Work-life balance)	
Session 2. (Supportive workplaces)	
Session 3. (Stress reduction)	218
Total amount of attendees for additional WMHP events	376

Total amount of attendees for 2011-2012	594
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Fiscal Year	Total Attendees
2007-2008	307
2008-2009	394
2009-2010	401
2010-2011	499
2011-2012	594
	2195

Respectfully Submitted,

Roger Baggs
Workplace Mental Health Coordinator

Education Facilitators Report

“Think Twice”, has been presented to various youth groups, high schools, and junior highs throughout the province. It was introduced to the high school population through the Human Dynamics and Healthy Living classes. Teachers and guidance counsellors observed that there was a need to expand the scope of the presentation to include all students in high schools across the province.

Many teachers have stated that because of the high volume of students they are seeing with mental health issues on a day-to-day basis, a teacher presentation would be very beneficial in understanding the mental health issues that are present in the student population. To address this issue CMHA-NL has developed a teacher presentation corresponding with the student model so that a complete understanding of these illnesses can be achieved by the school as a whole.

At the request of Minister Jerome Kennedy, CMHA-NL has targeted younger students, and the presentation was changed to suit a junior high population. This new presentation has been given to junior high school students across the province, and has been well received by the teachers and students alike.

Teachers continue to report that the program is unique, effective, and needs to be kept and expanded in provincial high schools. Much of the program’s effectiveness can be attributed to the fact that it is the only program that delivers information about anti stigma, mental health, and mental illness concerns among the teenage population in a format that the students like and understand. Fear is the number one reason youth don’t talk about mental health issues. Think Twice is specifically designed to alleviate that fear, and promote understanding in a format that

youth find inviting and engaging in areas of their day to day life to which they can relate. The program is designed to give teens the tools to help themselves and their friends should the need arise, and includes such examples as rock icons, pop culture figures, and the use of mass media such as cell phones and face book. A new modern text survey is currently being evaluated to be used as an accurate evaluation tool for students in a way and language that they will both understand and hopefully embrace.

Teachers have reported that the presentations generated much discussion about mental health and mental illness among student's days after the students had seen the presentation. The program has helped some students realize that they may, in fact, have a mental illness and offers them the opportunity to initiate discussion, or even take the first step to seeking help.

The presenter has been approached many times after a presentation in the classroom by students who have been diagnosed with a mental illness. They have discussed issues such as how their peers relate to them, and stated that they now have a better understanding of their illness. Students have said that they no longer fear the fact that there is a student with a diagnosed mental illness in their class or school. Guidance counsellors are reporting that students have initiated contact with them, and requested support after a presentation.

There is a significant need for parents of students to be informed about mental health and mental illness issues in high schools. This need is currently being addressed by the Think Twice program through a newly developed parent presentation, which complements the high school presentation.

We have also received requests from other areas, such as Adult Basic education Programs offered at the YMCA, and Brother TI Murphy. These organizations have included Think Twice as a way to help students understand mental health issues and how to seek help should the need arise. Think Twice has been presented at several school health fairs around the province and student development days. All indications point to increased demand in these areas. Think Twice also received a request from Mental Health Services at Memorial University to give an open presentation to staff and students at the Thompson Student Centre which was received very well by both groups.

Think Twice has been presented in high schools and junior high schools from St. John's to Goose Bay, making the program truly provincial. A comparison of peak periods from 2010 -2011 and 2011-2012 shows that presentations increased from 5905 students from Sept-June 2010-2011, to 7262 in the same time frame from Sept 2011-June 2012. Requests for presentations continue to increase as the program becomes more available province wide. Our hope is that we will be able to fulfill the rising demand in 2012-2013.

Respectfully submitted by;

**Grant Fitzpatrick
Education facilitator
Canadian Mental Health Association**

Justice Project Report

The Canadian Mental Health Association's Justice Program has been in operation since November 2009. This initiative serves to address the needs of 25 individuals with mental illnesses, and very complex needs who come into conflict with the law. The Justice Program provides in-reach, individualized support services to persons diagnosed with a mental illness, concurrent disorder, or dual diagnoses, and who are within the correctional system at Her Majesty's Penitentiary. During the individual's incarceration, the coordinator and case managers provide mental health counseling, advocacy and support, as well as a needs assessment to ensure appropriate services are in place for release. Upon release from Her Majesty's Penitentiary, the Justice Program staff meets the individuals "at the gate" and intensive case management is provided in the community for one year post release to promote recovery and a reduction in recidivism.

During the 2011-2012 reporting period, the Justice Program was very busy. We provided supports to 22 individuals – 16 of these have not reoffended or incurred new charges. The case managers provided assistance that addressed individuals' complex, multiple, and changing needs, and often played a pivotal role in coordinating services. We assisted individuals with getting their first apartments, and receiving treatments that, in the past, were not an option for them as they returned to incarceration. We ensured all the individual's basic needs were met, such as food and services appropriate to their needs.

The direct involvement of the individual and the development of a caring, supportive relationship with the case manager are integral components of the intensive case management process. The Justice Program's case managers work toward building a trusting and productive relationship with the individual, and provide the support and resources they need to achieve goals, stabilize and improve the quality of their life. Some individuals have reported their longest period in the community without reoffending or re-incarceration. They are participating in programming and services in the community. Clients receive our consistent, fair, and unconditional support, and regularly tell us how important that support is to them. We celebrate successes, and support them through the difficult and challenging times.

The past year has seen a staffing change. Jill Richards began a new position with another organization in June. The Justice Program has since welcomed Rick Parsons to the role of case manager in the 2011-2012 fiscal year. The team now consists of coordinator Heidi Edgar, and case managers Tara Bolt and Rick Parsons. The Justice Program has collaborated with the MUN School of Social Work- Bachelor of Social Work program. During this reporting period, the Justice Program has mentored three students through their field placements. We look forward to continuing this mentorship in the fall.

The Justice Program had many opportunities over the past year to present at national and local conferences/workshops, and to be part of several consultation groups to make positive changes for offenders. We provided a voice for improved services for those with mental illness. Continuing education and best practice continue to be priorities for the Justice Program. Staff participated in workshops relevant to their work so they may provide current and effective services, in accordance with best practice, to individuals. We have fostered excellent collaborative relationships with our stakeholders, and have continued steering committee meetings. The relationships that have been established with the staff at Her Majesty's Penitentiary allow for a positive collaborative relationship. We look forward to expanding into

other regions of the province as the Program continues to grow. The Justice Program will continue to focus upon fundamentals such as the social determinants of health, and implementing a client-centered approach incorporating both the recovery and strengths-based models.

**Respectfully Submitted,
Heidi Edgar, C.crm; BA; BSW; MSW; RSW**

Manager of Corporate Services Report

This has been another busy and exciting year for CMHA-NL. Our organization and promotion of mental health and wellness continued to expand. We were very pleased to announce the opening of two regional offices in Grand Falls Windsor, and Stephenville. These regional offices help CMHA-NL extend its reach to more regions and communities throughout the province. Local support was evidenced by the overwhelming attendance at the grand openings in both Grand Falls Windsor and Stephenville. These two regional offices look forward to the years ahead as they provide supports and services to their areas.

Fundraising and donations throughout the year were once again strong. Our organization depends on donations to operate and offer some of our programs. Financially, CMHA-NL's revenue and expenses both increased this year as our organization carried out more programs and promotional ads related to mental health and mental illness. Radio ads were broadcast on local radio stations with messages related to everyday tips for one's mental health and well being. It is our goal to try to expand this initiative in the coming years.

The Education Facilitator's "Think Twice" program was funded again for another year, and the program is doing great things, reaching thousands of high school students across the province and educating them to help break down the stigma of mental illness. The Justice Program continues to grow, and do great work - its case managers currently help almost 30 clients. The Workplace Mental Health Coordinator continues the important task of educating local businesses and employees on mental health across the province.

Our organization continues to grow and strives to promote mental health for everyone. It is an exciting time for CMHA-NL, and our organization is looking forward to the upcoming year and helping as many individuals as we can.

Respectfully submitted:

Paul Fifield
Manager of Corporate Services
Canadian Mental Health Association-NL

Policy and Program Analyst Report

From 2011 to 2012, I was involved in many areas of mental health in the province. I continued my work on ongoing projects and played key roles in new developments for CMHA at the provincial and national levels. While there were many activities to report, I will outline the key highlights to give an overview of my work during the past year.

Strategic Planning - Beginning in June 2011, I helped coordinate the CMHA National Strategic Planning consultation process at the Division by gathering and compiling input from the CMHA-NL Board of Directors and staff members. At the national level, the strategic planning process will culminate in a new vision and directions for all Divisions and Branches to help carry out CMHA's mission across the country.

Housing and Homelessness - I became a member of the Homelessness Partnering Strategy Regional Advisory Board (RAB) for this province. A program of Human Resources and Skills Development Canada, the Homelessness Partnering Strategy aims to prevent and reduce homelessness across Canada. The purpose of the RAB is to help implement the Strategy at the community level in rural and remote Newfoundland and Labrador. One of the central activities of the RAB will be the review of proposals for funding of projects that are in alignment with the goals of the Strategy. I also attended several Homelessness Partnering Secretariat sponsored teleforums on housing and homelessness programs, and research being conducted in Canada, such as the Mental Health Commission's pilot project At Home/Chez Soi, and metro Vancouver's Pathways Out of Homelessness study.

Seniors' Mental Health - In partnership with Western Health, I established a working group to develop a regional seniors' mental health education pilot program. This program will draw from and build on CMHA-NL's foundation of evidence-based work in this area in recent years. The program is intended for seniors, health care workers, family members and caregivers, home support workers and others interested in this important topic. In the long term, it is hoped that this pilot can become a provincial education program that will be delivered in various settings throughout Newfoundland and Labrador.

Mental Health Week – For Mental Health Week 2011 (May 1 – 7), I participated in the planning, promotion, and facilitation of the Compassion Fatigue workshop. To complement the workshop, I wrote an article on the topic of compassion fatigue for *Downhome Magazine* that was published in the May 2011 issue. I was also involved in the planning and promotion activities of the day-long RELAX! Retreat workshop for Mental Health Week 2012 (May 7 – 13).

Stakeholder Consultations - I participated in sessions held by the Department of Health and Community Services to discuss the development of a mental health public awareness campaign and internet-based e-mental health initiatives that were announced in the Government of Newfoundland and Labrador's 2011 Provincial Budget. I also attended Eastern Health's Community Partnership Event where community stakeholders were invited to network with the health authority's Board of Trustees and discuss community organization needs, roles, and solutions to common issues.

Rare Birds – I continued in my role on CMHA-NL's Rare Birds committee. The group focused on developing a strategy, expanding the membership, promoting the initiative, and networking opportunities. We also began to look at other ways to support entrepreneurs and other

business-minded people in their recovery, such as through fitness, nutrition and other related educational activities that promote overall health and well-being.

Bachelor of Nursing Students - I continued in my supervisory role of Bachelor of Nursing students from the Centre for Nursing Studies and Memorial University during their community agency placements with CMHA-NL. Under my guidance, each semester the BN students took on a different project that contributed to CMHA-NL's work in the province. In one semester, the students developed and delivered a presentation and survey on the topic of seniors and depression to first year nursing students at Memorial. Other students researched family support issues and offered recommendations to CMHA-NL for developing a group support program. Finally, a booklet for family members on the topic of supporting someone with a mental illness and caregiver mental health was developed.

I look forward to the challenges of the upcoming year and hope to be involved in many areas and initiatives once again.

Respectfully submitted by
Heather Pollett, B.A., M.A.
Policy and Program Analyst, CMHA-NL

Central and Western Region Coordinator Report

We are pleased to provide CMHA-NL's very first regional annual report from Central and Western Newfoundland. Although CMHA-NL's divisional offices have been established for a short time, we have been very busy setting up the new offices and meeting with individuals and organizations throughout the province. We have been promoting CMHA-NL's existing programs and services through presentations, media interviews and community events. We have also taken the time to become involved in committees, creating partnerships for future initiatives. The response from the communities has been overwhelmingly positive and, has provided us with the support needed to bring CMHA-NL's provincial expansion to reality.

Our work began on November 2, 2012 at CMHA-NL's provincial office in St. John's. At that time, we received training, orientation and an opportunity to meet with our new coworkers. It was at this time that we were able to learn more about CMHA-NL and to develop work plans that would guide our responsibilities for the next year.

The first order of business for both regions was to set up office space - a brick and mortar presence in Grand Falls-Windsor and Stephenville. Although we were met with many challenges during this process, we formed a collaborative working relationship with one another. This partnership set the course for ongoing endeavors within our respective regions. Once we were on the ground, we began networking. CMHA-NL was represented in provincial, regional, and local partnerships with organizations such as CHANNAL, the Regional Health Authorities, the Stephenville Women's Centre, and the Central West Committee Against Violence.

Planning for our Grand Openings began soon after. The events were held in March 2012. We welcomed community members, partners, leaders, and media to our new offices. Each regional event hosted more than 60 people who wanted to learn more about CMHA-NL, meet the staff,

and tour the new office space. After words of support from local leaders, CMHA-NL board members, and our Executive Director George Skinner. A ribbon cutting ceremony took place to mark the official openings. The success of these events truly demonstrated the community's desire to welcome our organization and to engage in important dialogue about mental health and mental illness in our province.

Since the opening of our regional offices, we regularly receive calls from community members and professionals who are seeking information about mental health, mental illness and the services/resources that are available to them. We offer an opportunity for community members to talk about mental health and discuss concerns in a safe and open environment. As we learn more about each region's strengths, resources and needs related to mental health, we develop plans for new projects, programs and initiatives.

As we prepare for the coming year, we look forward to continuing mental health promotional efforts throughout Central and Western Newfoundland. We will continue to connect with the community, provide necessary resources, and work collaboratively with our valuable partners. We will continue to impart anti-stigma messages across the province and explore new opportunities for growth within our regions.

Respectfully submitted,

Tia Morris, B.S.W., R.S.W.
Central Regional Coordinator

Mary-Beth Fallon C.C.R.M., B.A., B.S.W., R.S.W.
Western Regional Coordinator

Events Manager Report

The past year has been one of change in the area of fundraising. While we have said goodbye to some events that have been with us for quite some time, we have seen much growth in other areas. These endeavors would include individual and corporate monthly donations, in memoriam donations, bequests, MIAW Annual Gala, Hot Soup Cool Jazz, annual mail out campaigns as well as grants and foundation requests. CMHA-NL fundraising efforts and revenues continue to increase each year.

Hot Soup Cool Jazz is an annual event that supports youth homelessness and poverty initiatives across our province. The beneficiaries of this year's event were Jimmy Pratt Memorial Soup Kitchen, Choices for Youth, Wreck House Jazz and Blues, Jimmy Pratt Foundation, and CMHA-NL. This event continues to grow each year as we receive increasing support from the corporate and private sectors. CMHA-NL is grateful for the opportunity to participate in this event, and we acknowledge the positive impact that the event and its participating agencies have in the community.

Mindscapes Exhibit and Gala was again a huge success. The Mindscapes Exhibit took place at the Rogue Gallery at Eastern Edge where 25 amazing art pieces were displayed. CMHA-NL would like to thank Eastern Edge and the artists for their continued support of this endeavor. Marking the 5th year for this event, CMHA-NL was please to bring Nancy Ratey, renowned author and ADHD coach, to Newfoundland and Labrador. Nancy presented a keynote address at our Gala, and participated in several other engagements throughout Mental Illness Awareness week.

We were very pleased that Bell Aliant was our event presenting sponsor. CMHA-NL is very thankful for Bell Aliant's commitment to this event and our work provincially. We would also like to thank the *Telegram* for supporting Mindscapes over the past 4 years.

Social Media-This year marked a big step in communication for CMHA-NL when we entered the realm of social media. CMHA-NL is pleased to be building a Face book page and social network whereby we can communicate with the community, promote events, share good news stories, information, tips, and so on. We have also begun to dabble a little in other social media areas, and will continue to do so in the near future.

Training and future goals - The Association of Fundraising Professionals (AFP) remains a great resource for both information and networking and I would recommend it to all fund development professionals. From local monthly professional development offerings, to online resources and seminars AFP is a great, affordable resource to non profits of all sizes. In March I had the privilege of attending the AFP International Conference in Vancouver, and gained a wealth of information. Some of the strategies I learned there are already being implemented while others, including further expansion into social media and use of fundraising software to improve donations and donor communications, are goals for the future.

Respectfully submitted by:
Beverley Hiscock, B.A., C.crm
Events Manager, CMHA-NL

2010-11 AGM Minutes

Canadian Mental Health Association
Newfoundland and Labrador Division (CMHA-NL)
Annual General Meeting
Multi-Purpose Room, CMHA-NL Office, 70 The Boulevard
October 7, 2011
Minutes

1) Call to Order

The 2011 Annual General Meeting was called to order by CMHA-NL President, Mark Gruchy, at 2:10 p.m. Mr. Gruchy welcomed those in attendance, and directed their attention to the delegate kits which had been distributed. He noted that the kits contained the agenda, the 2010/2011 Annual Report, and Minutes from the 2010 Annual General Meeting.

2) Approval of Agenda

Mr. Gruchy suggested that everyone review the Agenda; he then called for a motion to approve the Agenda as presented.

MOTION: to approve the Agenda as presented; moved by Ms. Frankie O'Neill; seconded by Ms. Eileen Kavanagh. Carried.

3) Adoption of the Minutes from the 2009 – 2010 Annual General Meeting

Mr. Gruchy asked everyone to review the Minutes. Mr. Abbott pointed out that item 7 from last year's Minutes should be amended, as it offered only the first name of the Research Scholarship recipient. The Minutes will be corrected to reflect the full name of the recipient – Ms. Kim Bonia.

Mr. Gruchy called for a motion to adopt the amended Minutes.

MOTION: to adopt the minutes as amended; moved by Ms. Frankie O'Neill, seconded by Ms. Eileen Kavanagh. Carried.

4) Adoption of the Annual Report 2010-2011

Mr. Gruchy noted that this was a more substantial item, and invited the assemblage to review the Annual Report. He pointed out that CMHA-NL had had a very good year, and had moved forward in a cohesive manner. With more support from Government, programs had continued apace, and regional offices were planned for Stephenville and Grand Falls-Windsor. Mr. Gruchy then introduced Mr. George Skinner – Executive Director of CMHA-NL. Mr. Skinner offered an overview of activities for the past year. He noted that that the past year had been rewarding for CMHA-NL, and that he was honoured to be the Executive Director. He observed that it was encouraging to see CMHA-NL expand its presence to Stephenville and Grand Falls – Windsor, and that Ms. Tia Morris had been hired as the Regional Coordinator for the Grand Falls-Windsor office.

Mr. Skinner provided a brief update on the Justice Project and the Think Twice Program noting that both were extremely well received and quite successful. The Key program with Steele Communications was also proving to be quite successful. Mr. Skinner had received positive feedback from people who had heard CMHA's promos on the airwaves.

Mr. Skinner stated that it was an honour to work with Mr. Vince Withers who is the Chair of the Provincial Advisory Council on Mental Health and Addictions. The Council has met monthly since mid 2010 and has drafted 10 to 12 policy papers which have been forwarded to Government.

At the national level, Mr. Skinner noted that CMHA-National has hired a new CEO – Mr. Peter Coleridge, from St. John's, NL. The Executive Directors from each CMHA Division across the country met on approximately three occasions and held monthly conference calls.

Mr. Gruchy called for a motion to adopt the Annual Report as presented.

At this point, Mr. Paul Vincent stood and discussed the CMHA-NL office space situation, noting that the space was quite confining, and that staff required more space to work properly, particularly in light of the fact that CMHA-NL was in a growth process. He questioned whether there were any options to break the lease agreement.

Mr. Gruchy assured Mr. Vincent that he understood his concerns, that three legal opinions had been attained, and that staff would need to be consulted with regard to space requirements. He noted that the damages associated with breaking a lease could be quite onerous, as leases are usually iron-clad. Mr. Gruchy did concede, however, that there was a possibility for negotiation of the terms.

Mr. Gruchy called for a motion to further examine options with regard to the lease.

MOTION: that an examination of alternate office space take place; moved by Mr. Blake Cryderman, seconded by Ms. Eileen Kavanagh. Carried.

Mr. Gruchy then asked for a motion to adopt the Annual Report.

MOTION: moved that the Annual Report be adopted; moved by Mr. Don Wadden, seconded by Ms. Sharon Barnes. Carried.

5) Auditor's Report

Mr. Gruchy directed everyone's attention to the Auditor's Report which was contained in the Annual Report. He called for a motion to adopt the Report.

MOTION: moved that the Auditor's Report be adopted; moved by Mr. John Abbott, seconded by Mr. Blake Cryderman. Carried.

6) Appointment of Auditors 2011 – 2012

Mr. Gruchy asked for a motion to appoint Smith, Bussey, and Muir as the auditors for CMHA-NL until the next annual meeting, or until a successor is appointed.

MOTION: moved that Bussey, Muir be appointed auditors for the year 2010-2011. Moved by Ms. Frankie O'Neil; seconded by Ms. Eileen Kavanagh. Carried.

7) Board of Directors 2011 – 2012

Ms. O'Neill informed those in attendance that the Board of Directors has a potential membership of 20 people according to CMHA-NL by-laws. She noted that members continuing on to serve their second year on the Board were Charles Feltham, Eileen Kavanagh, Edward Sawdon, David Vardy, Mary Keefe, and Wendy Groves. The nominations committee was now proposing; Mark Gruchy, Frankie O'Neill, Elizabeth Gray, Tammy Drover, John Abbott, Cal Barrett, Ted Callanan, Patrick Fleming, Lisa Wiggins, Jenny Vincent, and Blake Cryderman for election to the Board for a two year term.

MOTION: to approve the nominations to the Board of Directors as proposed by the nominations committee. Moved by Ms. Frankie O'Neill; seconded by Ms. Sharon Barnes. Carried.

8) Adjournment

By-Laws

Before a motion could be made to adjourn the meeting, Ms. Frankie O'Neill pointed out that there was a need for a review of the by-laws to ensure they are clear with regard to ongoing procedures. She said it was an issue for the entire membership; as such a review would help members to understand all procedures. Mr. Gruchy noted that, in the past, questions had arisen with regard to procedural steps for the Nominations Committee. Ms. O'Neill noted that proposed amendments to by-laws should be articulated so that they could be ratified.

MOTION: moved that the necessary steps be taken to clarify the by-laws. Moved by Ms. Frankie O'Neill; seconded by Mr. Blake Cryderman. Carried.

Mr. Gruchy asked for a motion to adjourn the 2012 Annual General Meeting.

MOTION: moved that the 2011 Annual General Meeting of CMHA-NL be adjourned. Moved by Mr. Ed Sawdon. Carried.

Submitted

Approved

Financial Reports

**THE CANADIAN MENTAL HEALTH
ASSOCIATION NL DIVISION CORPORATION**

**FINANCIAL STATEMENTS
MARCH 31, 2012**

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**FINANCIAL STATEMENTS
MARCH 31, 2012**

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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of:

Canadian Mental Health Association NL Division Corporation

We have audited the accompanying financial statements of **Canadian Mental Health Association NL Division Corporation** which comprise the statement of financial position as at **March 31, 2012** and the statements of changes in fund balances, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

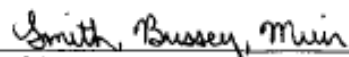
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of **Canadian Mental Health Association NL Division Corporation** as at **March 31, 2012** and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

August 20, 2012

Mount Pearl, NL



CERTIFIED GENERAL ACCOUNTANTS

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2012**

ASSETS

	2012	2011
CURRENT		
Cash	\$ 1,556	\$ 158,474
Marketable securities (Note 1 & 2)	234,758	65,725
Accounts receivable (Note 3)	65,746	48,958
Prepaid expenses	3,489	7,776
	305,549	280,933
CAPITAL ASSETS (Note 1 & 4)	26,347	24,929
DEFERRED CHARGES (Note 5)	3,741	3,741
LONG TERM INVESTMENT(S) (Note 1 & 6)	83,571	87,645
	\$ 419,208	\$ 397,248

LIABILITIES

CURRENT		
Bank overdraft	\$ 31,676	\$
Accounts payable and accruals (Note 8)	18,289	13,955
	49,965	13,955
DEFERRED REVENUE (INTERNALLY RESTRICTED) (Note 9)	88,571	88,945
	138,536	102,900

FUND BALANCES

INVESTED IN CAPITAL ASSETS	26,347	24,929
UNRESTRICTED	254,325	269,419
	280,672	294,348
	\$ 419,208	\$ 397,248

APPROVED ON BEHALF OF THE BOARD

_____ Director _____ Director

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED MARCH 31, 2012**

	Capital Assets	General	2012	2011
FUND BALANCES, beginning of year	\$ 24,929	\$ 269,419	\$ 294,348	\$ 222,593
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	(14,116)	440	(13,676)	71,755
INTERFUND TRANSFERS	15,534	(15,534)		
FUND BALANCES, end of year	\$ 26,347	\$ 254,325	\$ 280,672	\$ 294,348

See accompanying notes to financial statements

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2012**

	2012	2011
REVENUES		
Grant revenue	\$ 775,004	\$ 545,298
Other revenue (Note 11)	81,996	82,792
Corporate donations	26,228	44,117
Individual donations	45,893	56,850
Interest	2,334	99
	931,455	729,156
EXPENSES		
Advertising and promotion	22,023	22,233
Amortization	14,116	8,801
Equipment expenses	8,457	2,666
Insurance	9,888	10,899
Interest and bank charges (Note 12)	4,146	3,374
Professional fees	26,370	11,477
Miscellaneous expenses	894	465
National support	5,575	5,575
Projects and events	51,433	32,020
Supplies	28,400	13,198
Rent	52,118	44,892
Repairs and maintenance	2,187	2,583
Training and development	6,031	4,193
Salaries and benefits (Note 13)	639,799	453,146
Travel	48,482	28,256
Utilities	24,565	12,612
Local transportation	647	1,011
	945,131	657,401
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (13,676)	\$ 71,755

See accompanying notes to financial statements

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2012**

	2012	2011
CASH PROVIDED BY (USED IN):		
OPERATING ACTIVITIES		
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (13,676)	\$ 71,755
Adjustments for:		
Amortization of capital assets	14,116	8,801
	440	80,556
CHANGES IN NON-CASH WORKING CAPITAL		
(Increase) in marketable securities	(169,034)	(99)
(Increase) in accounts receivable	(16,789)	(8,907)
Decrease in prepaid expenses	4,287	775
Increase (decrease) in accounts payable and accruals	4,336	(4,188)
Increase (decrease) in deferred revenue	3,700	(82,700)
	(173,500)	(95,119)
	(173,060)	(14,563)
INVESTING ACTIVITIES		
Acquisition of capital assets (Note 1)	(15,534)	(10,513)
	(15,534)	(10,513)
DECREASE IN CASH AND CASH EQUIVALENTS		
	(188,594)	(25,076)
CASH AND CASH EQUIVALENTS, beginning of year	158,474	183,550
CASH AND CASH EQUIVALENTS, end of year	\$ (30,120)	\$ 158,474
CASH AND CASH EQUIVALENTS ARE COMPRISED OF:		
Cash	\$ 1,556	\$ 195
(Bank overdraft) cash in bank	(31,676)	158,279
	\$ (30,120)	\$ 158,474

See accompanying notes to financial statements

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

NOTES TO FINANCIAL STATEMENTS MARCH 31, 2012

2012 2011

GENERAL

The association is incorporated, without share capital, under The Corporations Act of the province of Newfoundland and Labrador. The association's status as a registered charity make it exempt from income tax under the Income Tax Act. Its mandate is to promote a better understanding of mental health and mental illness in the province. The association operates from rented premises located in St. John's, NL, Grand Falls - Windsor, NL and Stephenville, NL.

Canadian Mental Health Association NL Division Corporation is considered to be economically dependant on the Government of the Province of Newfoundland and Labrador with which the association depends for ongoing financial assistance.

1. SIGNIFICANT ACCOUNTING POLICIES

The accounting policies of the association are in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO). Outlined below are those policies considered particularly significant.

(a) **Marketable securities and Long term investments** - At the end of the current fiscal year, the association's investments, consisting of Guaranteed Investment Certificates (GICs) and Mutual Funds, are carried at fair market value. The Association's GICs are classified as marketable securities (See Note 2 below), while its mutual funds are considered Long-Term Investments (See Note 6 below).

(b) **Capital assets** - Amortization of capital assets is recorded in the capital asset fund on a declining balance or straight line basis as indicated at the undemoted rates except in the year of acquisition when one half of such rates are applied to the cost of additions. No amortization is recorded in the year of disposition.

		Additions (Disposals)	
Furniture & Fixtures	20%	\$ 4,898	\$ 3,294
Computer Equipment	30%, 100%	10,636	6,656
Leaseholds	S/L		563
Increase in capital assets		\$ 15,534	\$ 10,513

(c) **Use of estimates** - when preparing financial statements according to Canadian ASNPO, estimates and assumptions are made relating to reported amounts of revenue and expenses, reported amounts of assets and liabilities and disclosure of contingent assets and liabilities. Assumptions are based on a number of factors including historical experience, current events, actions that the association may undertake in the future, and other assumptions that are believed to be reasonable under the circumstances. Estimates were used when accounting for certain items, such as the useful lives of capital assets. Actual results could differ from these estimates.

(d) **Revenue recognition** - unrestricted contributions are recognized when the amount of the contribution is determinable and collection is reasonably assured. Restricted contributions are recognized using the deferral method of accounting. Contributions of goods in kind and services by volunteers are not recognized in the accounting records unless they represent goods and services which would otherwise be purchased by the organization, in which case they are recognized at fair market value.

2. MARKETABLE SECURITIES

Marketable securities at fair value	\$ 234,758	\$ 65,725
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CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**NOTES TO FINANCIAL STATEMENTS
MARCH 31, 2012**

	2012		2011	
3. ACCOUNTS RECEIVABLE				
Trade and other receivables	\$	55,395	\$	42,562
Federal & provincial sales taxes receivable		10,351		6,396
	\$	65,746	\$	48,958
4. CAPITAL ASSETS				
	Cost	Accumulated Amortization	Net 2012	Net 2011
Furniture & Fixtures	\$ 70,080	\$ 56,000	\$ 14,080	\$ 11,849
Computer Equipment	24,664	17,035	7,629	6,631
Leaseholds	9,051	4,413	4,638	6,449
	\$ 103,795	\$ 77,448	\$ 26,347	\$ 24,929
5. DEFERRED CHARGES				
Final month's rent for St. John's office paid in advance- lease expires in August 2014		\$ 3,741	\$	3,741
6. LONG TERM INVESTMENT(S)				
Long term investments at fair value		\$ 83,571	\$	87,645
7. OPERATING LINE OF CREDIT				
The Association has available to it an operating line of credit from the Canadian Imperial Bank of Commerce in the amount of \$40,000, bearing interest at an annual rate of prime plus 2.5% and secured by a Borrowing Resolution signed by the executive officers of the Association. As at March 31, 2012 the balance outstanding on the line of credit was nil.				
8. ACCOUNTS PAYABLE AND ACCRUALS				
Trade and other payables		\$ 14,552	\$	10,721
Payroll and (or) related withholdings		3,737		3,234
		\$ 18,289	\$	13,955

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**NOTES TO FINANCIAL STATEMENTS
MARCH 31, 2012**

	2012	2011
9. DEFERRED REVENUE (INTERNALLY RESTRICTED)		
Represents the balance of amounts received against which future expenditures will be charged in accordance with the fund's purpose:		
Think Twice program receipts	\$ 5,000	\$ 1,300
Compassion Fatigue receipts		1,300
	5,000	1,300
Bequests from the estates of Clare Neville Smith & Catherine Strong	83,571	87,645
	\$ 88,571	\$ 88,945

10. FINANCIAL INSTRUMENTS

The association's financial instruments consist of cash, marketable securities, receivables, long-term investments and payables and accruals. Risk management is used by the association to monitor and manage its risk arising from financial instruments. These risks include credit risk, interest rate risk, liquidity risk and market risk. The association does not use any derivative financial instruments to mitigate these risks.

Credit risk

Credit risks arise from four sources: cash and cash equivalents, accounts receivable, marketable securities and long-term investments. Cash and cash equivalents are deposited with reputable, major financial institutions to limit the credit risk exposure. The credit risk from counter parties not paying accounts receivable is not considered to be significant. The marketable securities consist of Guaranteed Investment Certificates and the long-term investments consist of Mutual Funds, and the risk of non-performance of these instruments is considered to be remote.

Interest rate risk

The association is exposed to interest rate risk with respect to the following financial instruments: cash and cash equivalents and investments in interest bearing securities. Changes in interest rates can affect the fair value of investments and the cash flows related to interest income and expense.

Liquidity risk

Liquidity risk exposure is dependent on the receipt of funds from provincial government grants, donations and other sources to enable the association to pay its liabilities as they become due.

Market risk

The association is exposed to market risk as the investments it holds are subject to fluctuations due to changes in market conditions.

CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION

**NOTES TO FINANCIAL STATEMENTS
MARCH 31, 2012**

	2012	2011
11. OTHER REVENUE		
Compassion fatigue	\$ 8,505	\$
Workshops and luncheons	4,525	
Peace of mind		23,440
Gala and events	46,872	36,061
Changing minds	9,899	15,458
Bequests	7,722	6,369
Holiday raffle		50
Books sales and Giclee cards	4,473	1,414
	\$ 81,996	\$ 82,792
12. INTEREST AND BANK CHARGES		
Interest on short term loans and bank charges	\$ 4,146	\$ 3,374
13. SALARIES AND BENEFITS		
Salaries and benefits	\$ 630,567	\$ 441,216
Group insurance	9,232	11,930
	\$ 639,799	\$ 453,146

14. COMMITMENTS

The Association's commitments for the next four years are as follows:

	Rental	Equipment	Total	
2012	\$	\$	\$	\$ 48,124
2013	65,665	3,233	68,898	48,124
2014	65,665	3,233	68,898	48,124
2015	14,964	3,740	18,704	18,704
2016		539	539	539

The rental obligation referred to above is for the Association's leased premises. The office lease for the St. John's location commenced September 1, 2009 and covers a sixty month period. The office lease for the Grand Falls location commenced November 14, 2011 and covers a twenty four month period, with an option to extend the lease term an additional twenty four months. The office lease for the Stephenville location commenced October 1, 2011 and covers a twenty four month period with an option to extend the lease term an additional twenty four months. The equipment lease obligation referred to above is for a colour copier. The lease commenced June 1, 2010 and covers a sixty month period.



**Canadian Mental
Health Association**
Newfoundland and Labrador

St. John's, NL - CMHA-NL 2012

