



Canadian Mental  
Health Association  
Calgary  
*Mental health for all*

# 2021 - 2022 Report to the Community



September 2022

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# Executive Messages

*Canadian Mental Health Association - Calgary Region (CMHA Calgary) is led by passionate, hard-working people to make sure that our community can access the mental health supports they need. **Dr. Michael Trew**, CMHA Calgary Board Chair, and **Sara Jordan**, CMHA Calgary Executive Director, take a look back on our 2021 - 2022 year.*



## A Message from CMHA Calgary Board Chair

The need for mental health programs and services has never been greater. Throughout the many ups and downs in the past two years, many people have experienced grief, loss, loneliness, and hardships because of the COVID-19 pandemic. Many people have reached out for support and assistance, but there are also many who have not.

In March 2022, our National CMHA team and the University of British Columbia told us that in the past 12 months, 54% of Albertans were unable to receive the mental health support they needed because they couldn't afford to pay.

This is why the programs at CMHA Calgary are so important. Everything is available at either no cost or on a sliding scale.

Throughout the past year, CMHA Calgary has carried on offering our virtual Peer Support services and Recovery College courses, while our Counselling programs have been able to operate with limited in-person offerings. As restrictions lift, we are excited to offer both in-person and virtual programming for Peer Support, Community Education, Recovery College, and Counselling.

I also want to particularly recognize the staff in our Post-Discharge and Supportive Living Homes, Apartments, Continuing Connections, and Independent Living Support programs. CMHA Calgary staff and clients safely and successfully dealt with all of the restrictions and ever-changing health and safety measures thrown at us through the pandemic. Thank you.

We know that the number of people facing mental health concerns has increased during the pandemic. According to Statistics Canada, at the end of 2021, 1 in 4 Canadians, which would equal to about 336,000 Calgarians, identified symptoms of depression, anxiety or post-traumatic stress disorder. This is an increase from 1 in 5 in 2020.

# Executive Messages

## A Message from CMHA Calgary Board Chair - *Continued*



With this increase, we know more people in Calgary are going to require help from CMHA Calgary. As a Board, we know the leadership team and staff at CMHA Calgary will continue to rise to the challenge with these vital and accessible mental health services.

Despite the ups and downs of the pandemic, inflation, and other global factors, CMHA Calgary is in a solid financial situation. Our teams continue to solidify and find diverse funding and development opportunities to see how we can expand and grow our services. As an organization, we are exploring ways to connect with parts of our community who we know need further access to mental health programs, including younger children in Grades 4 – 6, and Indigenous groups.

I would like to thank my fellow Board Members for all their time and hard work over the past year dedicated to mental health in Calgary and surrounding communities. As a Board, we are committed to moving CMHA Calgary forward with the changing times and landscape in our society. During our yearly Board Retreat, we dove deeper into philanthropic and stewardship opportunities to help us grow our mental health support for Calgarians. We explored how to bring Diversity, Equity, and Inclusion training into all levels of the organization as a way to learn, educate, and expand our knowledge about the communities we strive to serve.

On behalf of the Board of Directors, I want to thank our Executive Director, Sara Jordan, and all our CMHA Calgary staff members who have worked tirelessly with all the obstacles that have come your way over the past year. May we also celebrate the resilience, the successes, the rewards, and the smiles this year has given us all.

**Dr. Michael Trew**  
CMHA Calgary Board Chair

# Executive Messages



## A Message from CMHA Calgary Executive Director

As we at the Canadian Mental Health Association - Calgary Region close out our 2021 – 2022 year, I'm honoured to reflect back on the many successes the organization has seen, despite another year of the COVID-19 pandemic and all the challenges that have come with it.

This was the first year of our 2021 – 2025 Strategic Plan and we have made tremendous progress on both this plan and all of the operational elements that lie within it.

We continue to grow in our role as a mental health gateway for the clients in our community. This past October, we launched a new and improved website that is user-friendly and more streamlined for those seeking information or accessing our services. We are thankful to work with other organizations like The Distress Centre and 211, Catholic Family Service (Kindred), and Immigrant Services Calgary to provide our clients with easier pathways to receive help and the support that they require.

CMHA Calgary is proud of our inclusive, integrated client-focused services. Our housing programs have once again provided a place for individuals to learn new skills and work towards becoming more independent in their every day lives. We are pleased to continue to partner with Alberta Health Services to provide these important services to our clients and have opened a new Group Home over this past year and moved to provide awake-at-night staffing in our houses.

As a role model employer, we have made great strides to provide an inclusive, engaging, wellness-oriented culture for all of our employees. We take pride in providing real time, transparent communication to all staff, while we continue to roll out our new Human Resources Framework, which will provide an anchor for the culture in our organization.

We have actively sought out and are approached regularly to partner with other organizations to ensure that clients are served across the whole continuum of community health services. CMHA Calgary wants to be seen as a preferred, collaborative partner, and we have shown this through our leadership role we have taken on with the City of Calgary Action Plan on Mental Health and Addictions, the integration of Community Connect YYC with our Counselling program, and with The Alex through our School of Peer Support.

This past year saw another successful year of virtual events, including our second Annual Energize Don't Hide Challenge, which raised over \$150,000 through our spring wellness campaign. Participants were challenged to complete 3,330 minutes of physical activity through May and June while raising \$330 individually or \$3,300 as a team. This year's Energize Don't Hide Challenge ran from May 2 to June 30, 2022.

# Executive Messages

## A Message from CMHA Calgary Executive Director - *Continued*

Our Counselling Team held their 17th Annual Survivors of Suicide Loss Day again this past November. We were extremely appreciative to host Dr. Michael Ungar from Dalhousie University present on Resiliency in an Ever-Changing World.

We were very fortunate to be selected as the charity of choice for numerous in-person community events held during the summer months. We were selected as a recipient for the Cody Snyder Charity Bullbustin' event, and the ATB Financial Classic Golf Tournament. We are incredibly thankful to all of the community fundraisers who continue to choose and support CMHA Calgary. We would not be able to provide our programs and services without your help and generous support.

I would like to thank the Board of Directors at CMHA Calgary for their guidance and mentorship this past year. Your ongoing passion and commitment toward CMHA Calgary's mission in promoting mental health, wellness, and recovery through community-based services is evident and most appreciated.

Most importantly, on behalf of our Executive Leadership Team, I would like to sincerely thank every single one of our employees at CMHA Calgary. The past year has once again come with numerous challenges as we continued to navigate through the COVID-19 pandemic.

Everyone has shown their strength and ability to be resilient, capable, and adaptable while continuing to provide an excellent quality of care to all of our clients. You are the reason why we are successful at CMHA Calgary.

As we move forward into our next year, there are many things that we are looking forward to at CMHA Calgary. We are looking forward to opening up our Welcome Centre and Recovery College again for in-person delivery, and welcoming our staff back into our main office.

I look forward to the next year with CMHA Calgary with excitement. It will be amazing to see what we will accomplish together with all of you and our partners.

**Sara Jordan**

**CMHA Calgary Executive Director**

# 2021 - 2025 Strategic Plan

CMHA Calgary is making strides to find innovative ways to serve our community. Last year, we launched the 2021 - 2025 Strategic Plan that will guide our efforts as we move forward together. With this plan, and our values of respect, recovery, empowerment, self-awareness, partnership, excellence, client-focused and teamwork, we can achieve our mission of promoting resilient and mentally healthy communities through wellness and recovery-oriented supports and services.

In the following pages, we are pleased to share how we have been making strides towards our goals.

## CMHA Calgary's 2021 - 2025 Strategy

Promoting resilient and mentally healthy communities through wellness and recovery-oriented supports and services.



Canadian Mental Health Association  
Calgary  
*Mental health for all*

	 <b>Mental health gateway</b>	 <b>An inclusive integrated client-focused model</b>	 <b>A role model employer</b>	 <b>A preferred collaborative partner</b>	 <b>Sustainable evidence-based funding model</b>
<b>Ideal Future State</b>					
<b>Supporting Strategies</b>	1) Communicate consistent CMHA Calgary value proposition 2) Confirm and communicate core services and identify areas for innovation	3) Implement inclusive, integrated programs	4) Implement multi-directional, transparent, and intentional communications 5) Implement a collaborative, strategic Human Resource Framework 6) Define expectations, coaching, and measure success	7) Develop and evaluate partnerships with intent	8) Communicate CMHA Calgary's social value, community impact, and demonstrate fiscal responsibility
<b>Success Indicators</b>	Stakeholders, clients, and team members understand the value that CMHA Calgary brings to people	Measurable impact is demonstrated for people using our services	Organizational Human Resource metrics defined, measured, and reported	CMHA Calgary is seen as a collaborative partner of choice	Donors and funders invest in CMHA Calgary because of our demonstrated social value and community impact

# Strategic Pillar 1: Mental Health Gateway

For anyone dealing with mild to moderate mental health challenges, CMHA Calgary is here to act as a gateway to wellness. For us as an organization, this means ensuring that CMHA Calgary's value, services, and supports are clearly and consistently communicated to help our clients find the supports they need, wherever they maybe on their wellness journey. We are also exploring ways to become a larger gateway in our community so that clients have connections to other supports, and more organizations know about CMHA Calgary's services.

In the past year, CMHA Calgary has launched our new user-friendly, streamlined website to help everyone find the services they need.

We have also partnered with other Calgary agencies such as Immigrant Services Calgary and Gateway, and The Distress Centre and 211, to provide warm hand-offs for clients looking for additional services in the community.



## 14,335

**Youth and adults reached**

through our Community Education Sessions, which include Mental Health Awareness, Skills for Being There, Stress Management and Healthy Coping, and Suicide Prevention

## 465

**New registrants within our Peer Support services**

## 2,847

**New individuals signed up for services with CMHA Calgary**

## 1,485

**New Recovery College participants**



# Strategic Pillar 1: Mental Health Gateway

A conversation with **Michelle Wagner**, Director, Operations - Community Mental Health & Wellness



"CMHA Calgary has the proven ability to engage, empower, and support the community in building capacity to further help individuals understand what it's like to live with mental health and/or a substance use challenge.

Services like our Community Education, Peer Services, Outreach, and Supported Living help build mental health literacy as well as support for individuals on their mental health journey.

I love the Recovery College courses; I think that they have so much to offer. They are very experiential in nature and provide an opportunity for individuals to start to explore their own thoughts and beliefs. The courses really build those skills so that it allows those individuals to start to focus away from that idea of having a diagnosis towards building their own strength and their own resiliency.

All these new skills actually allows them to build more courage for themselves and have that strength to reach out for further supports when they are ready to do so."

“

I'm very grateful I can take these courses because there's a lot of things I think should be learned in school so you know how to deal with the real world.

Recovery College Participant

”

# Strategic Pillar 2: Inclusive Integrated Client-Focused Model

In everything we do, CMHA Calgary wants to be that safe space for anyone to find the support and resources they need. In our Strategic Plan, this means that we need to ensure our programs follow an inclusive, integrated client-focused model, meeting people where they are at, supporting their individual journey, and providing navigation to other services where applicable.

We have continued our long-term partnership with Alberta Health Services through our Supportive Living and Post-Discharge Homes, our Continuing Connections support in long-term care facilities, and through our Independent Living Support programs.

This past year, we were excited to open our new Supportive Living Group Home (Pine Ridge), along with introducing Awake-at-Night staffing in certain homes. Our teams continue to work to incorporate the Peer model throughout all of our programs and services, along with establishing warm transfers.

“ I don't know where I would have gone to live if I hadn't come to (Supportive Living). It certainly gave me time to work on myself and realize that...you did have the skills, you just needed time to work on yourself to realize that you did have them all along.

Supportive Living Client ”

In our Outreach, Supportive Living, and Recovery College programs, through the Recovery Assessment Scale, clients showed a

**4.2%**

Increase in personal confidence and hope

**9.5%**

Increase in not being dominated by their symptoms

# Strategic Pillar 2: Inclusive Integrated Client-Focused Model

A conversation with **Azucena Rocha Vielma**, Team Lead, EDGE House Supportive Living



"The biggest work here for this program is to not just connect the clients back into the community, but it's life skills. A lot of the individuals that are facing mental health, it happens that their life skills decrease, so it is giving them back their power back. And we're not giving it to them, we're just participating in the development and we're just part of it. So the idea is that when they are going back in the community, they are capable to live in a completely independent environment with life support, and they're connected with community where they can succeed.

We start from the beginning. For instance, creating a schedule for them like waking up early in the morning and taking medication, the idea of being in constant contact with a clinical support, or different supports in the community. It doesn't have to be just a clinical support. It could be going to school, attending Money Matters... whatever it is that's going to help their own journey. All of this is with the client in mind."

**In the past year, we supported:**

**184**

**Clients in our  
Apartment program**

**59**

**Clients in our  
Post-Discharge  
Transition Homes**

**50**

**Clients in our  
Group Homes**

# Strategic Pillar 3: A Role Model Employer

CMHA Calgary is committed to becoming a role model employer known for equipping employees to empower clients. We have recently created a Human Resources Framework that sets targets for us to pursue excellence in talent management, employee engagement, total rewards, employee wellness, and diversity, equity, and inclusion. Throughout all of this work, we are putting the mental health of our clients and our staff at the forefront of what we do - because we believe in mental health for all.

## A conversation with **Andrea Gordon**, Team Lead, School of Peer Support



"I think CMHA Calgary works really hard to create a community and a really inclusive atmosphere for everyone who works here. They value wellness and individuality and personal circumstances, so it's never a one size fits all for everyone.

There's opportunity for growth and for advancement and for personal development. I really value the communication; it's clear, it's concise, it's compassionate, and it's consistent, and it's been that way throughout the time that I've worked here, and importantly throughout the time of the pandemic when there's been a lot of uncertainty. It is by far the most rewarding job that I've ever had and my favorite place to work."

“ We offer really impactful work that can align with a person’s values. But we also work really hard to take care of the people doing that work. ”

**Jennifer - Human Resources Generalist**

# Strategic Pillar 4: A preferred collaborative partner

We can achieve much more together than we can individually. This applies to employees, as well as other organizations and agencies in the mental health space. As such, we work hard to cultivate and maintain strong partnerships that create efficiency in service delivery and expand our reach (and our partners' reach) to our community and region. This year, we continued our partnership with Community Connect YYC to provide barrier-free access to book our Counselling services, and moved forward with a partnership with The Alex through our School of Peer Support.

## A conversation with **Vanessa McConnell** Director, Family Mental Health & Social Inclusion at Catholic Family Service (Kindred)



"Community Connect YYC is a collaborative of Calgary affordable counselling agencies. CMHA Calgary was one of the organizations that partnered with us on that initial needs assessment...(and) was part of all of those conversations and really committed to the vision of what we were trying to achieve: that it should be easier to get the help you need when you need it."

In the past year, our **Counselling Team** provided

**569**

Different services to  
clients over 412.7 hours\*

**33**

Drop-in Suicide Bereavement  
sessions for 129 clients

\*This includes assessments, crisis interventions, daily living supports, and individual treatments.

# Strategic Pillar 4: A preferred collaborative partner

A conversation with **Michelle Wagner**, Director, Operations - Community Mental Health & Wellness



"We really value our partnership that we have with The Alex. They've accepted our emerging peers into their workplace to help them develop their own skills...I also feel that our partners have really strengthened the Peer Support profession by recognizing and demonstrating the power of Peer Support in practice - how it differs from that clinical lens, and the significant impact that it can have on a client's mental health journey."

**Over the past year, CMHA Calgary has partnered with the following organizations to provide School of Peer Support practicums**

The Alex  
The Distress Centre  
Shift Calgary  
The Pregnancy and Infant Loss Centre  
Street Cats YYC

**Our School of Peer Support expects to graduate 30 students in 2022.**

“

"We partner with other organizations that we can work with synergistically and in complement. We are very mindful, just as I know CMHA Calgary is as well, we don't ever want to duplicate. We just need to communicate and collaborate so we can we can make sure our community members have all the services that they need."

**Jennifer Eyford**

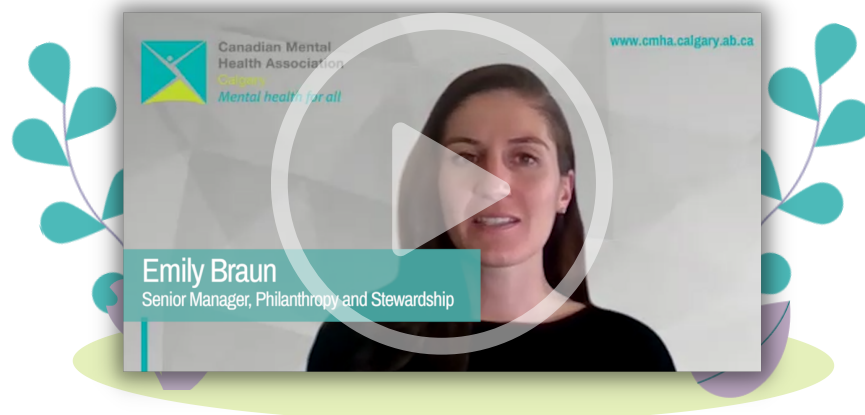
Associate Director, Mental Health, Addictions & Outreach at The Alex

”

# Strategic Pillar 5: Sustainable, Evidence-Based Funding Model

In the past year, CMHA Calgary has attracted funding because we have demonstrated the impactful change we provide to our clients and the community. We carefully set parameters, track our progress, and report back on the outcomes we are seeing. By doing this, all of our funders, donors, and supporters can feel the confidence that your dollars are making a real impact on someone's life. In fact, for every dollar we raise, we provide \$3.36 in a social return on investment back to the community. We thank everyone who continually steps forward to help us provide the mental health services in our community.

## A conversation with **Emily Braun**, Senior Manager, Philanthropy and Stewardship



"CMHA Calgary's mission is to be a leader in reducing the impact of mental illness and addiction within Calgary and surrounding communities. Mental health affects every single person every day. And it's important for individuals, youth, and families to have access to affordable and available mental health resources when they need it. This is why CMHA Calgary values financial support from diverse streams such as individual donors, corporations, grant providers, Alberta Health Services, and many more - because it demonstrates how a collective impact can make a world of difference to each one of us seeking support when we need it."



Donation from the FORM Tournament



Sagium and Kinsted - Top 2021 Energize Don't Hide Team

# Strategic Pillar 5: Sustainable, Evidence-Based Funding Model

“

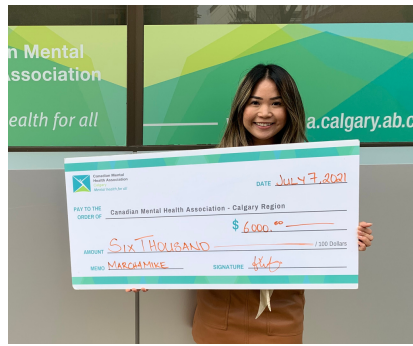
From our perspective...CMHA Calgary is really a key player in the mental health sector... You know what's really required to address mental health at both an individual level but also at a community level as well.

**Susan Brooke, Vice-President of Community Impact & Partnerships  
United Way Calgary**

”



Donation from Well Minded



Donation from March4Mike



Donation from Michael Clifford's  
Ride for Mental Health

## Thank you to our Funders, Supporters, and Partners

Alberta Health Services  
Benevity  
Calgary Foundation  
City of Calgary  
Government of Alberta  
Morris Foundation  
RBC Foundation  
United Way Calgary and Area  
TC Energy  
Gibson Energy  
ATB Financial  
Cody Snyder's Bullbustin' Inc.

Flames Foundation  
Jim and Vicki Wilson Family Fund  
Flair Foundation  
Rosebridge Fund  
Brown and Williamson Family Flow Through Fund  
Like a Rock Fund  
Caron Education Foundation  
Emissaries of Divine Light of Alberta  
Rocky Mountain Charitable Giving Fund  
The United Church of Canada Foundation  
Individual and Corporate Donations



# Financial Information

## Financials

Year ended March 31, 2022, with comparative figures for 2021

	2022	2021
<b>Revenue</b>		
Alberta Health Services	\$ 4,088,011	\$ 4,158,069
Fund Development	1,769,382	957,718
City of Calgary	449,890	885,202
Grants	343,366	474,943
Province of Alberta	327,228	878,746
United Way	300,000	601,000
Government of Canada (note 16)	234,627	430,083
Other Revenue	900,389	491,854
	<b>8,412,893</b>	<b>8,877,615</b>
<b>Expenses</b>		
Salaries and benefits	6,309,733	6,060,389
Purchased services	909,403	723,867
Building occupancy	651,263	645,038
Purchased services - provincial project	---	404,865
Other program expenditures	344,231	306,203
Depreciation	154,553	154,553
Office and administrative	213,116	148,770
Divisional fees	45,284	46,558
Program travel and education	88,480	37,994
Promotion and education materials	12,539	18,822
Recruitment and recognition	64,994	9,768
	<b>8,793,596</b>	<b>8,556,827</b>
(Deficiency) excess of revenue over expenses	\$ (380,703)	\$ 320,788

See accompany notes to the financial statements.

[Read the Full Financial Statements here](#)

# Conclusion

## Board Members

Debasis Bhaumik  
Kerry Brown  
Ted Bobier  
Joanne Dial  
Fraser Gordon  
Nancy Laird  
Asheley Newmarch  
Wayne Patton  
Hope Sanderson  
Heidi Schubert  
Kerilee Snatenchuk  
Steve Sproule  
Dr. Michael Trew  
Sandra Umpherville  
Rick Wise

## Officers

**President and Chair:** Dr. Michael Trew  
**Past President:** Rick Wise  
**Provincial Board Representative:** Kerry Brown  
**Provincial Board Representative:** Heidi Schubert



## Canadian Mental Health Association – Calgary Region

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Registered Charity Number: 122013139RR0001

### About CMHA Calgary

It is Canadian Mental Health Association – Calgary Region's (CMHA Calgary) mission to be a leader in reducing the impact of mental illness and addiction in community. For more than 65 years, we have provided a person and family centered integrated service model focused on early intervention and prevention of a mental health or substance use concern that delivers a measurable increase in community resiliency. We believe that we have an obligation and duty to provide a platform for advocacy and leadership in the community. We have a proven ability to engage, help organize, empower and support the community in building the capacity to understand and support those living with mental health and substance use challenges.

Please [Join our Newsletter](#), visit our website ([www.cmha.calgary.ab.ca](http://www.cmha.calgary.ab.ca)), and follow us on social media ([Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#)) to receive news and stay informed on CMHA Calgary updates.

