



CANADIAN MENTAL  
HEALTH ASSOCIATION, ONTARIO  
ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE, ONTARIO

# Out of the Shadows: Into the Light

CMHA, ONTARIO ANNUAL REPORT 2010/2011

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## a message from our CEO

### Is Mental Illness “Out of the Shadows at Last”?

The answer very much depends on how you view the situation. If we consider the question in terms of public dialogue and media coverage, we can conclude that light is being cast upon the issue. If we consider the policy work being done by many of the Canadian provinces and the Mental Health Commission of Canada (MHCC) on new mental health strategies, I believe we would also draw the same conclusion.

Witness the investments by Bell Canada, Canada Post, Desjardins Financial Securities, Great West Life and other corporations; these all show a growing corporate commitment to mental health unlike anything we have seen previously. These are important milestones in taking mental illness out of the shadows and, as such, should be celebrated.

But what about other measures that might be used? What happens if we examine investments in mental health services compared to physical health; public outcry for action; decreased discrimination or societal acceptance of those living with mental illness? These measures do not provide as positive a picture.

Progress is being made. But let us probe more deeply. Let us ask “Are we making *enough* progress; is it truly “changing the game” and is it sustainable?”

## a message from our CEO cont'd

The Canadian Mental Health Association, Ontario (CMHA, Ontario) continues to ask these questions, and to work with many partners to seek solutions that ensure that mental illness never again retreats into the shadows. We are proud of our commitment to furthering work begun in previous years, as well as our approaches to improved public understanding and enhanced public sector action. This annual report addresses the many actions that CMHA, Ontario has taken in fiscal year 2010/2011 to ensure that client-centred progress continues for today and for the future.

Reaching out to inform Ontarians in their homes, offices and schools is a daunting challenge that requires innovative partnerships and methods. To achieve this, CMHA, Ontario worked closely with a number of media partners to raise awareness and understanding. In partnership with the *Reader's Digest*, we reached millions of Ontarians in three special reports. We established new partnerships with *Chatelaine Magazine*, *Best Health*, *Zoomer Magazine*, among others. And, of course, we continue to work closely with our colleagues at *The Globe and Mail*, *The National Post*, *The Toronto Star* and *Metro Newspapers* to inform, educate and spark constructive dialogue in the public eye.

Youth are an essential element of our strategy to shine a light on mental illness. We need to reach out and adopt new forms of communications that are meaningful and relevant to them. With that in mind, we are developing social media strategies and are partnering with telecommunications experts to assist us in connecting with young people.

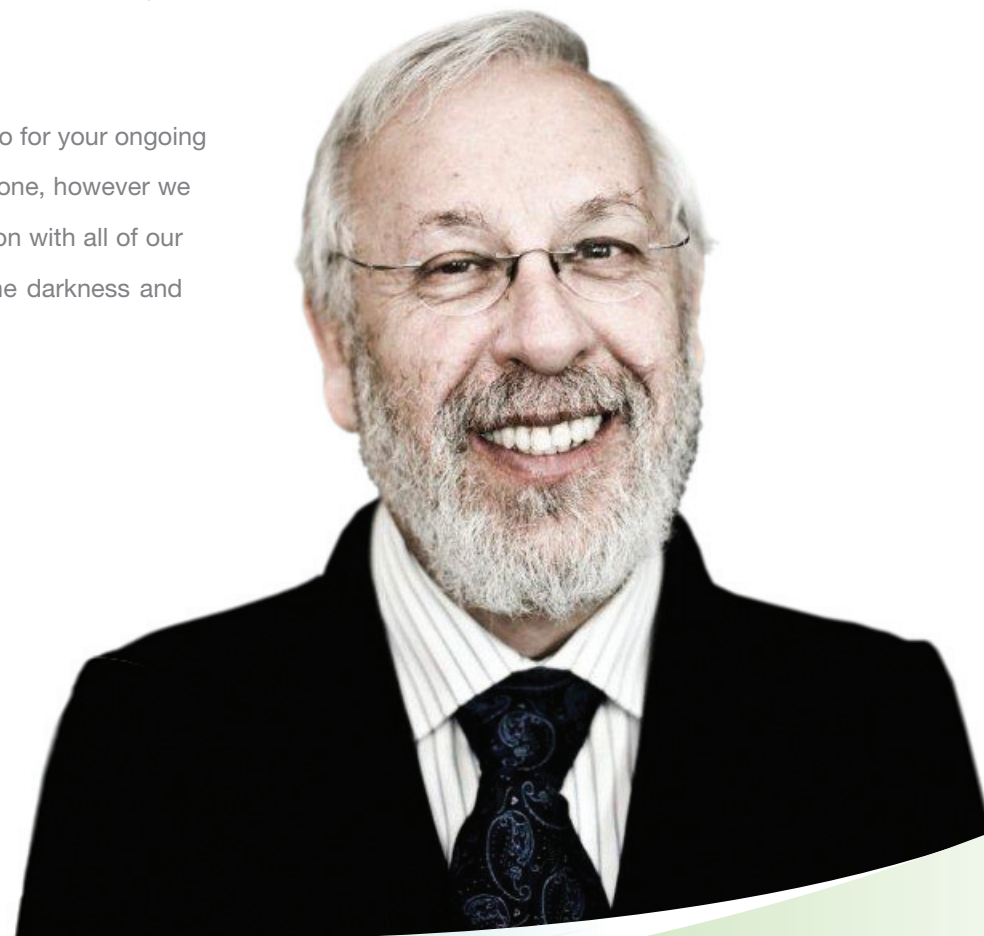
## a message from our CEO cont'd

In keeping with new government policies integrating mental health and addiction, CMHA, Ontario is also realigning our approach. While we continue to work very closely with provincial addiction organizations, we are also engaging with our branches working in the areas of concurrent disorders and addiction services. This will bring our work more closely in line with the current paradigm shift taking place at the provincial level.

I want to close by thanking the Board and the staff at CMHA, Ontario for your ongoing support and efforts in fiscal year 2010/2011. Our work is far from done, however we can take great satisfaction in knowing that our actions, in conjunction with all of our stakeholders, consumers, donors and partners are driving away the darkness and bringing mental illness out into the light.



**Lorne Zon**  
CEO, CMHA, Ontario



# a message from our President

## Casting Out the Shadows

The past year has been marked by significant progress in an environment of growing challenges to the Canadian Mental Health Association (CMHA) family. Ontario Division was pleased to support our colleagues at CMHA National during the transition period between the unfortunate departure of CEO Taylor Alexander and the new arrival of National CEO, Peter Coleridge. We are grateful to Ontario CEO, Lorne Zon, for his contributions as Acting CEO for National, and to the staff of Ontario Division who helped maintain the agency's forward momentum during this time.

We are pleased that the completion of our Strategic Plan for 2010-2013 and its translation into a comprehensive operating plan for the current year has positioned Ontario Division for solid progress during the next three years. The assumptions in our planning are, of course, subject to the outcomes of a Provincial election, finalization of the **10-year Provincial Strategy on Mental Health and Addictions** and consolidation of the variety of LHIN approaches to integration of related services. The coming year will be marked by the need to monitor the environment carefully while expanding strong collaborative relationships with leaders in our sector.

CMHA, Ontario has consistently emphasized the importance of access and quality as primary criteria in evaluating service integration. This has been reflected in presentations at the Presidents' Branch Forum, consultations with individual branches and position papers aimed at system decision-makers. Much remains to be done, including development of appropriate branch and Ontario division provincial "election strategies" on mental health issues.

## a message from our President cont'd

We are pleased to bring forward a revised Branch Accountability Agreement for consideration at this year's Annual General Meeting. The Commitment of the Branch Accountability Task Force and the cooperation of the branches have made this success possible.

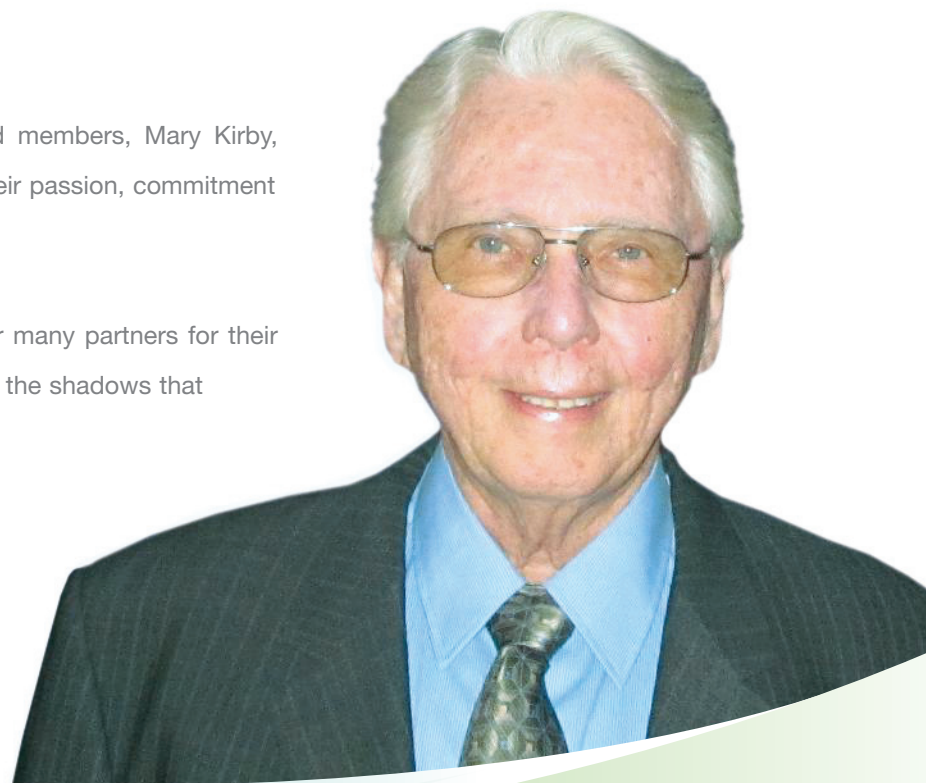
In the coming year, emphasis on the role of Board members as Ambassadors for the organization will be increased. We will also engage in a re-examination of fund development strategies including an update of "cases for support" for our initiatives. Ontario Division must ensure that it is adequately resourced to carry out its responsibilities including our role as a key advisor in the development and implementation of effective, client-centred policy.

To move forward with our agenda, we are pleased to welcome new Board members, Mary Kirby, Joan Patrick and David Korn. These colleagues have already demonstrated their passion, commitment and skill in their work with Ontario Division.

In closing, I want to thank the members of the Board, the staff, and all of our many partners for their outstanding work in the past year. Our collective efforts are vital to casting out the shadows that cloak mental illness and bringing light to a brighter future.



**Tom McCarthy**  
President, Board of Directors  
CMHA, Ontario



## policy and planning, and knowledge transfer

### Collaborating for a Brighter Future

Over the past year, Canadian Mental Health Association, Ontario (CMHA, Ontario) has led a number of collaborative projects to develop tools and resources for quality programs. This included the **Diabetes and Mental Health Peer Support** project ([www.diabetesandmentalhealth.ca](http://www.diabetesandmentalhealth.ca)), which is increasing the skills of mental health peer support workers to provide support for the prevention and self-management of diabetes in people living with a serious mental illness.

In addition, we continued with phase two of the **Minding Our Bodies** project ([www.mindingourbodies.ca](http://www.mindingourbodies.ca)), whose goal is to promote active living and healthy eating for people with serious mental illness. Our project has developed resources, toolkits, training and a community of practice to help the mental health sector work with local partners to deliver evidence-based physical activity and healthy eating programs.

Both of these projects are part of CMHA, Ontario taking action on a key issue in Ontario – developing effective strategies to address chronic disease prevention and management. We have also worked within the Ontario Chronic Disease Prevention Alliance to support the development of a policy toolkit for communities to influence healthy public policy and create supportive environments that promote healthy eating, physical activity and good mental health.



## policy and planning, and knowledge transfer cont'd

Children and youth are another population for which CMHA, Ontario is working to make a difference. We are serving as mental health conveners and advisors to an Ophea-led project to provide curriculum guides and resources to teachers and community leaders working with Ontario children that can enhance healthy, active living. These resources support healthy communities and will include strategies for supporting mental and physical health, as well as creating supportive social environments. We have also begun to work with others in new alliances to introduce an enhanced and more integrated focus on mental health in after school programming, and to address needs in the post-secondary environment.

Employment provides a sense of self-esteem and social meaning, in addition to providing a means of economic participation and financial stability. However, for people with serious mental illness, lack of education and skills training, under-employment, and inability to secure long-term employment are common. Ontario currently has a number of public programs providing employment services. However, employment supports need to be more responsive and coordinated to meet the needs of people with mental illnesses.

Over the past year, CMHA, Ontario continued to support a **Mental Health Employment Support Network** of employment support specialists. We also convened a forum which brought together employment service providers and the Ontario ministries that fund them, to exchange information and identify issues and options that can strengthen Ontario's employment support system for job seekers living with mental health disabilities.

## policy and planning, and knowledge transfer cont'd

Health equity is about reducing the differences in health outcomes that result from unequal economic and social conditions that are systemic and avoidable. CMHA, Ontario values social justice and we are committed to removing barriers and discrimination so that people can fully participate in society. That is why one of our strategic directions is to further equitable access to mental health services and champion the reduction of mental health disparities.

We have a number of equity-related initiatives currently underway. Over the past year, we served as advisors to a provincial project led by Health Nexus and the Health Equity Council to promote health and mental health, and increase awareness about the impact of marginalization and social exclusion experienced by racialized communities. Through this project, CMHA, Ontario helped to generate dialogue for action to reduce health inequities in Ontario communities, including individuals living with mental illnesses.

As health system transformation proceeds, CMHA, Ontario continues to share information across the community mental health sector that informs innovation and enhancements in the field. Through our websites, policy submissions, newsletters, magazine and face-to-face forums, CMHA, Ontario reaches a large and diverse audience of key stakeholders. We also continue to meet requests from multiple ministries and other provincial decision-makers for data and advice to inform the implementation of existing policies, as well as the anticipated new mental health and addictions strategy in development for Ontario.

# fund development

## Your Contributions Spread the Light

On behalf of the Canadian Mental Health Association, Ontario (CMHA, Ontario) Board of Directors, staff and volunteers, we would like to thank our loyal supporters who have contributed so generously this year. By donating to CMHA, Ontario, you have shown your interest and concern about the issues of mental health. Your financial support is an investment in your mental health both now and in the future.

There are so many talented and enthusiastic individuals from communities across Ontario who have helped raise and contribute funds to CMHA, Ontario. They include the generosity and loyalty of 4,518 individuals who renewed their support this year, which helped us to continue to achieve our mission to make “mental health possible for all.”

For the year ending March 31, 2011, net contribution from fundraising programs (excluding bequests), totalled \$119,932.

In the year ahead, we look forward to the continued participation and support from our loyal and thoughtful community members to ensure that mental health continues to be a priority in the lives of all Ontarians. Together, we spread the light to help bring mental illness “out of the shadows.” Thank you!

**“There is a way forward. CMHA can help.”**

~ quote from a CMHA, Ontario donor

# mental health WORKS

## Shedding Light on a National Workplace Mental Health Strategy

The 2010/2011 fiscal year was a year filled with a number of exciting new initiatives for **Mental Health Works (MHW)**. In the early part of the year we were in planning mode preparing MHW for continued positive growth and sustainability. The latter part of the year was devoted to “working the plan.”

This included action around the introduction of a new business model; development of a new website, with a planned launch of fall 2011; a brand new look and upgraded content for our presentations; and exciting new partnerships to work with us as we forge ahead on many of these fronts.

We are also excited to be working with the Ontario Human Rights Commission to ensure that all of our materials are grounded in a human-rights based approach that speaks to the needs of employers and employees. We have been invited to participate in several advisory committees to offer our expertise and support for various workplace mental health focused projects and research.

We look forward to continued strength and growth of the Mental Health Works program over the next year as we move towards building the foundation of a new national workplace mental health strategy for the Canadian Mental Health Association.

# treasurer's report

## A Message from our Treasurer, Roger Miller

The Canadian Mental Health Association, Ontario Division financial statements provide our stakeholders' with important insights into the Organization's financial health and well-being. This year's results continue to reflect the sound financial principles and policies that our management and Board of Directors have put in place.

CMHA, Ontario's financial results for the fiscal year ended March 31, 2011 reflect a surplus of \$127,206 which is primarily a result of our fundraising efforts and our work with the Ministry of Health and Long-Term Care associated with the Community Care Information Management (CCIM) projects. Fundraising and bequests resulted in a net contribution of \$214,754 and our work with the CCIM projects generated \$294,618 in revenues. Part of this income was used to fund branch support activities, strategic initiatives and various programs including **WorksWell, Communities In Action and Mental Health Works.**

Our financial statements also reflect two important Board of Directors' objectives. First, we have maintained a restricted reserve of \$775,000 to provide a financial cushion in these times of economic uncertainty. Second, the Board of Directors have setup two additional restricted reserves totalling \$700,000 to support our three year strategic plan. We have not needed to utilize any of our reserve this year as we have been able to support these activities using current year unrestricted revenue sources.

In closing, I am pleased to report that CMHA, Ontario Division continues to maintain a strong financial position to provide the foundation necessary to meet our continuing strategic goals and directions.

# statement of revenue & expenses

Year ended March 31, 2011

	<u>2011</u>	<u>2010</u>
<b>REVENUE</b>		
Ministry of Health and Long Term Care <i>Grants</i>	<b>\$ 1,770,236</b>	\$ 1,770,922
Ministry of Health Promotion and Sport <i>Special Projects</i>	<b>140,911</b>	54,859
Other <i>Special Projects</i>	<b>56,764</b>	-
Fundraising	<b>305,567</b>	288,177
Bequests	<b>94,822</b>	250,188
Branch membership fees	<b>155,000</b>	153,750
Investment income	<b>33,938</b>	18,090
Unrealized investment gains	<b>42,532</b>	64,723
Mental Health Works programs	<b>131,100</b>	326,154
Other	<b>440,120</b>	291,614
	<b>3,170,990</b>	3,218,477
<b>EXPENSES</b>		
Knowledge Centre	<b>1,474,968</b>	1,508,288
Communications and marketing	<b>270,167</b>	220,100
Management, operations and support services	<b>458,006</b>	440,829
Volunteer support	<b>101,927</b>	85,098
National office support	<b>93,878</b>	93,878
Mental Health Works programs	<b>209,284</b>	345,046
Mental health education and capacity building projects	<b>197,675</b>	88,600
Amortization of capital assets	<b>23,649</b>	26,634
Revenue Share Program	<b>28,595</b>	28,566
Fundraising	<b>185,635</b>	177,624
	<b>3,043,784</b>	3,014,663
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>\$ 127,206</b>	\$ 203,814

# statement of financial position

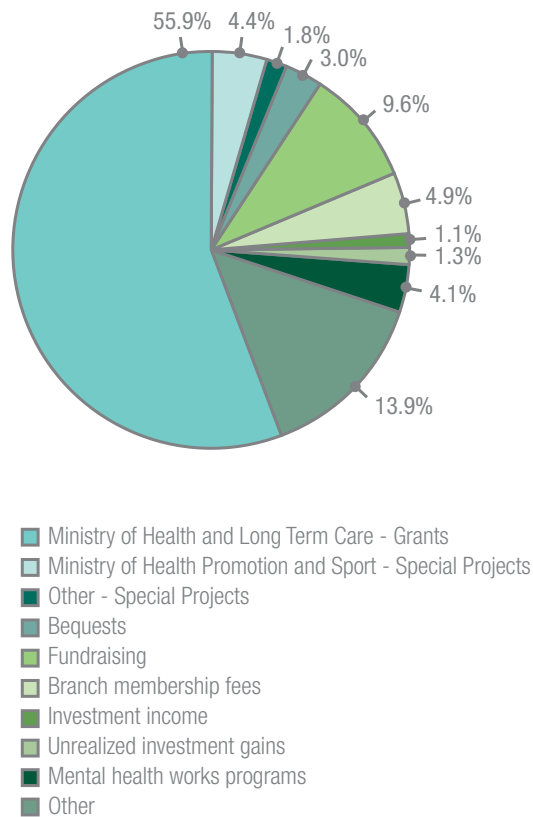
March 31, 2011

	2011	2010
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 11,442,807	\$ 10,276,423
Accounts receivable	1,361,446	423,480
Prepaid expenses	7,736	32,593
	<b>12,811,989</b>	10,732,496
<b>INVESTMENTS</b>	<b>1,331,041</b>	1,262,119
<b>CAPITAL ASSETS</b>	<b>74,057</b>	84,533
<b>TOTAL ASSETS</b>	<b>\$ 14,217,087</b>	\$ 12,079,148
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued charges	\$ 5,908,961	\$ 3,201,879
Amounts held on behalf of the Government of Ontario	5,658,369	6,319,239
Due to Government of Ontario	42,448	8,734
	<b>11,609,778</b>	9,529,852
<b>DEFERRED CAPITAL CONTRIBUTIONS</b>	<b>18,696</b>	25,421
<b>DEFERRED CONTRIBUTIONS</b>	<b>313,318</b>	375,786
<b>TOTAL LIABILITIES</b>	<b>11,941,792</b>	9,931,059
<b>NET ASSETS</b>		
<b>INVESTED IN CAPITAL ASSETS</b>	<b>55,361</b>	59,112
<b>INTERNALLY RESTRICTED</b>	<b>1,475,000</b>	1,475,000
<b>UNRESTRICTED</b>	<b>744,934</b>	613,977
<b>TOTAL NET ASSETS</b>	<b>2,275,295</b>	2,148,089
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 14,217,087</b>	\$ 12,079,148

Copies of the audited financial statement for fiscal year ended March 31, 2011,  
are available upon request to [info@ontario.cmha.ca](mailto:info@ontario.cmha.ca).

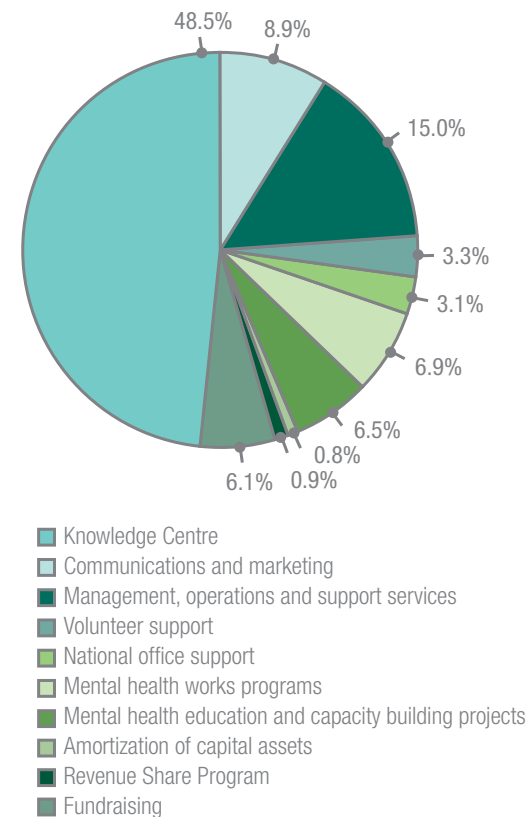
## revenue by source

Fiscal 2010/11



## expenditure by program

Fiscal 2010/11





## eleventh annual CMHA, Ontario achievement awards

**The CMHA, Ontario Achievement Awards** were held on **June 11, 2010** in Toronto. These awards recognize volunteers, consumers, staff and organizations who contribute to the ongoing work of enhancing mental health for all Ontarians. Each year, these awards give CMHA, Ontario and its 32 branches the opportunity to recognize people within the CMHA family, and those individuals and organizations in their community, who best exemplify the spirit of CMHA, Ontario.

### **The 2010 Achievement Award Recipients were:**

**The Windsor Star**, a daily newspaper in Windsor-Essex county regions and **Metro News**, Canada's #1 free national daily newspaper, both received the **Media Award** that honours a media representative who has made an outstanding contribution to the coverage of mental health issues.

**Stanley Security Solutions** from Peel Region, received the **Workplace Health And Wellness Award** which identifies an organization that has demonstrated the promotion of mental health in the workplace and co-operation between employers, employees and community agencies within the workplace.

**Neil Howard** from CMHA, York Region, received the **Outstanding Employee Award** which acknowledges the exemplary efforts of a CMHA staff person in Ontario.

## eleventh annual CMHA, Ontario achievement awards cont'd

**John Clark**, a volunteer with CMHA, Windsor-Essex County Branch and a CMHA, Ontario Division board member, received the **Outstanding Volunteer Service Award** that commends a deserving volunteer who has acted with responsibility and enthusiasm, vision and integrity in the service of CMHA.

**The Thompson Family**, received the **Special Recognition Award** which acknowledges the special contribution of an individual or organization who exemplifies the vision and mission of CMHA throughout Ontario.

**Stan Gore III** from CMHA, Chatham-Kent Branch, received the **Consumer Participation Award** which honours a consumer who has participated and contributed time and energy to promote and advocate for mental health services.



From left to right:  
Neil Howard, Stan Gore III  
Don French, *Stanley Security Solutions*,  
Levon Stevenson, *Marketing Solutions  
Manager at METRO News*,  
The Thompson Family

## board of directors

### CMHA, Ontario Board of Directors

**president**

Tom McCarthy

**past president**

Russel DeCou

**vice-president**

Ron Wyborn

**treasurer**

Roger Miller

**provincial directors**

Jim Hunt

Donald Jones

Joan Jones

Mary Kirby

David Korn

Michael Lewkin

Joan Patrick

Ronald Wyborn

**provincial branch forum chair**

Karen Murphy

**executive director liaison**

Marion Quigley

## contact information

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Senior Communications Advisor, CMHA, Ontario

**email:** [kbaun@ontario.cmha.ca](mailto:kbaun@ontario.cmha.ca)