



**CANADIAN MENTAL  
HEALTH ASSOCIATION**

**ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE**

**NEWFOUNDLAND AND LABRADOR DIVISION**

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# Annual Report 2010-11

Updated September 20<sup>th</sup>, 2011



CANADIAN MENTAL  
HEALTH ASSOCIATION  
ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE  
NEWFOUNDLAND AND LABRADOR DIVISION

Promoting the mental health of all  
and supporting the  
resilience and recovery  
of people experiencing  
mental illness  
in Newfoundland and Labrador

[www.cmhanl.ca](http://www.cmhanl.ca)

## Annual Report 2010-2011

### PRESIDENT'S REPORT

• MARK GRUCHY•



I am honoured to introduce the 2010 – 2011 Canadian Mental Health Association – NL Division operating report. On behalf of the Board of Directors, and the many dedicated staff and volunteers whom make the Association an effective engine of change, thank you for your continuing support.

I commented in our 2009 – 2010 report that the CMHA – NL was going through a period of growth and change. This continues apace. The last year has seen the commencement of an ambitious and much needed expansion of the Canadian Mental Health Association – NL into Grand Falls – Windsor and Stephenville.

CMHA – NL will soon have a brick and mortar presence in these communities. This historic expansion will greatly enhance our ability to both deliver our services and enlarge our ongoing campaign against the evil of stigma on a province wide basis.

This expansion signifies the continuing success of the humanization of the reality of mental illness in our culture, no small part of which is the direct result of the generational efforts of organizations such as ours. The community increasingly expects that mental health concerns be addressed in a socially supported, truly committed and humane fashion. It has become a common – sense presumption in the minds of the vast majority of our people. The consensus is perfectly expressed in the success of our recently promoted essay collection *Out Loud: Essays on Mental Illness, Stigma and Recovery*. This work has generated tremendous interest and raised awareness of the reality of the lived experience of mental health concerns in our community. We applaud all those with the basic decency, esteem and courage to recognize that their lived experience has great value in our continuing efforts to inform the perspective of society. It still takes courage to speak out. Yet, we are rapidly approaching a time when the decision to share and speak will be less one of courage than one of basic decency. It is truly the right thing to do. I personally thank all who contributed for possessing the wisdom it takes to understand this burgeoning reality.

The consensus is such that today we regularly receive generous and much appreciated support from our provincial government. From our in-reach efforts at Her Majesty's Penitentiary through our Justice Project, to our presence in the school system through direct engagement with the students of the province in our Think Twice program, to other daily initiatives to numerous to mention, our government, as representatives of the people of our home, honourably give meaningful life to the ever widening consensus that the issue of mental health in Newfoundland and Labrador must be met head on in a meaningful fashion.

We are also significantly supported by citizens who share our vision for a society where the experience of mental health concerns is completely socially normalized. The support comes in many forms, from significant financial contributions, to the contribution of that most priceless of commodities: Time. The CMHA – NL deeply values its volunteer support. Indeed, we are deeply grateful for all the support we receive from the community.

None of this would be possible without the very dedicated team of professionals who generously contribute their time and skill to making this organization a practical success. We are all indebted to George Skinner, our Executive Director, and the team of professionals working tirelessly with him and each other every day. Without them, CMHA – NL could not be. We thank you.

In the coming year, CMHA – NL will continue its efforts. It is my firm belief that the best is yet to come. Stigma is dying. One day, we will all feel great pride to have presided over a small part of the greatest positive social transition in the history of mental health. It is occurring all around us. The day approaches when mental illness will be completely normalized. On that day, all will intuitively realize that those who must confront mental health concerns are truly fellow human beings who are to be respected for their intrinsic human worth. May those who come after us, years from now, stand guard and never allow the progress made to erode or recede.

We will win the struggle together.

Respectfully Submitted,  
Mark Gruchy  
President, Board of Directors

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## EXECUTIVE DIRECTOR'S REPORT

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• GEORGE W. N. SKINNER •

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I am very pleased to provide this my second report as Executive Director of the Canadian Mental Health Association-Newfoundland and Labrador Division. It is hard to believe that as I write this report I am fast approaching my second anniversary as Executive Director of CMHA-NL. While time has passed very quickly, I believe it has been very productive and rewarding for CMHA-NL.

Over the past year we have experienced several developments directly and indirectly impacting positively upon CMHA-NL. One of the most positive events during the year was a conference held by the Minister of Health and Community Services in June of 2010 on mental health and addictions. Subsequent to the conference The Honourable Jerome Kennedy announced the establishment of the Provincial Advisory Council on Mental Health and Addictions under the Chair of Mr. Vince Withers. I have had the privilege of serving on the Council for the past year.

“Think Twice” is our anti stigma program delivered to high school students throughout the province during the year. I am pleased to report that we presented to approximately 5000 youth during the year. I believe this is a significant initiative with very positive feedback. I would like to commend and thank the Department of Health and Community Services for refunding this initiative.

This has been the first full year of the Justice Project and I am pleased to report that it has exceeded my expectations. The reception by the Department of Justice and Her Majesty's Penitentiary (HMP) officials has

been very encouraging. We are continuing to receive referrals of clients from HMP and our Justice Project staff are to be commended for the professional work that they perform with these clients. Indeed, it is encouraging to see several of our clients from the Justice Project visit our office on a regular basis. It is my hope that this Project can be expanded to other correctional centres 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.

Our Workplace and Mental Health Initiative had a very successful year including a trip to Labrador East and West. This continues to be a significant program in advocacy and anti-stigma of CMHA-NL. 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 area in our province. Additional information can be found within specific areas of this annual report.

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

The Key Program, with Steele Communications, has proven to be a major success for CMHA-NL during 2010-11. We have continued to receive significant air time and positive comments on the ad content. Commencing in June 2011, we will be switching our ads from VOXM AM to HITS FM.

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.

Another significant event for CMHA-NL in 2010 was the formation of Rare Birds. Under the dedicated leadership of Mr. Paul Vincent and others, this group is becoming a valued initiative within CMHA-NL's programming. Its primary focus is on the relationship between mental health/illness and entrepreneurship. The intent is to educate business leaders to understand their work with persons with mental illness wishing to establish businesses. The group has met several times during the year and I feel very optimistic that their efforts on behalf of CMHA-NL will prosper over the years to come.

In September 2010, the Mental Health Commission of Canada met in St. John's, and during the meetings, sponsored a reception for groups involved in mental health. Senator Michael Kirby and his staff provided a number of public presentations while in St. John's. This again provided significant exposure to the mental health area.

The CMHA National Conference was held in London, Ontario in October which was a significant event for CMHA in 2010. This event had a number of delegates from across the country as well as Newfoundland and Labrador. The primary purpose was to provide a forum to discuss and network on issues impacting upon CMHA throughout Canada.

Senior Management Team (SMT) – SMT is the Executive Group of CMHA National and the Provincial Divisions, comprised of the National CEO and the Divisional Executive Directors. Early in 2011 CMHA welcomed our new National CEO, Mr. Peter Coleridge. Since that time I have had considerable contact with Peter and I am certain he will make a significant contribution during his tenure. Within the reporting period, I have participated in a number of face-to-face meetings and several conference calls of the SMT group. I remain committed that this is a critical group to be meeting regularly.

Consistent with our Strategic Plan, we have requested the establishment of CMHA-NL offices in Grand Falls-Windsor, Stephenville, and Happy Valley-Goose Bay. I am pleased to report that we were successful in obtaining funding from the Department of Health and Community Services for the establishment of a Regional Coordinator position in both Grand Falls-Windsor and Stephenville. I believe these offices will provide support to CMHA programming across the Province.

In closing, I thank the Board members of CMHA-NL for their commitment to the Association, in particular, President Mark Gruchy and the Executive. Thank you to the 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 commendable. Over the years, CMHA-NL would not have progressed if it had not been without this dedication and commitment from all of you.

Respectfully Submitted,  
George W.N. Skinner B.Sc.; B.S.W; M.S.W; R.S.W  
Executive Director

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## POLICY AND PROGRAMING REPORT

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• HEATHER POLLETT •

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2010 - 2011 was a busy year for me that held a dynamic combination of new initiatives and ongoing work that built on CMHA-NL's capacity to advance our mandate. This past year also involved rewarding teamwork opportunities with both CMHA-NL coworkers and colleagues in the broader health field. Some of the highlights of my year included the following projects and activities:

- Identifying key policy areas for CMHA-NL with the intent to develop official position statements that will help guide the decision making of the Division and inform public consideration and debate on mental health issues in the province.
- Contributing to several research projects being carried out at the national level such as a provincial/territorial scan conducted by the Centre for Suicide Prevention in partnership with the Mental Health Commission of Canada (MHCC) and research conducted by the University of Victoria with funding from the MHCC related to improving services for seniors with mental health issues.
- Working with Breakwater Books Ltd. to coordinate the launch and promotion of the book *Out Loud: Essays on Mental Illness, Stigma and Recovery*. The collection of essays, which was published in partnership with Breakwater, was officially launched during Mental Health Week May 2010. The large turnout for the launch at the Johnson GEO Centre and, the positive response to, and support for, the book were overwhelming. In March 2011, it was announced that *Out Loud* had been shortlisted as a finalist for the Best Atlantic-published Book Award which is presented annually by the Atlantic Publishers Marketing Association. *Out Loud* was Breakwater's highest selling title of 2010 and CMHA-NL shared the royalties with the Pottle Centre, CHANNAL and the Schizophrenia Society of NL.

- Completing a report with recommendations on further development of the seniors and depression video based on findings from the pilot evaluation that took place during the previous year. The report was submitted to the Government of Newfoundland and Labrador and is now available to read on the CMHA-NL website. The findings indicate that the video itself is effective, but there needs to be a more structured education program around the video to address the gaps in awareness and professional development opportunities related to seniors' mental health in this province. I gave presentations on the development of the video and the evaluation findings to different groups in government and community; and I continued to supervise the work of nursing students during their community agency placements with CMHA-NL in the Fall 2010 and Winter 2011 semesters as they helped move forward related program development work.
- Working with Roger and consultant Don Gallant of Don Gallant and Associates to facilitate the evaluation of the Work Well NL website ([www.workwellnl.ca](http://www.workwellnl.ca)) and Roger's Workplace Mental Health Program. The final report is expected by September 2011, and it is hoped that the findings will provide future direction for the website.
- Becoming a member of CMHA-NL's newest committee, Rare Birds. The mission of Rare Birds is to become a provincial business support network for persons with mental health issues through advocacy, education, peer support, and mentoring, as well as to promote the creation of respectful environments in the business sector to foster recovery and success. A strategic planning session was held during the winter of 2011 to determine the interests, mission, goals, activity and membership of the committee.
- Attending the Government of Newfoundland and Labrador's "Working Together for Mental Health" Conference in June 2010; the Schizophrenia Society of Canada (SSC)/Schizophrenia Society of NL (SSNL) Conference in July 2010; and the Association of Registered Nurses of NL (ARNNL) and the Newfoundland and Labrador Nurses Union's (NLNU) Innovations Conference in September 2010.  
In addition to attending the Innovations conference, I had the honour of participating on the planning committee with representatives of the ARNNL and the NLNU. The theme of the Innovations conference was "Mental health: our common denominator." I also facilitated several presentation sessions at the conference, and I gave a brief presentation on mental health ethics that was followed by participation in a panel discussion on the same topic. The conference was a huge success and was well attended by nurses and others in the health field from all over the province.
- Having an article that I wrote on Seasonal Affective Disorder published in the November 2010 edition of *Downhome Magazine*.
- Helping George and Roger organize a panel of presenters for International Social Work Month in March 2011. The theme of the presentation was "Working Together for Dignity and Inclusion: Personal and Professional Perspectives on Mental Illness, Stigma and Recovery."
- Finally, working with Beverley during the winter to start planning for Mental Health Week in May 2011 and our featured event, the compassion fatigue workshop in partnership with SSNL.

Respectfully submitted  
 Heather Pollett  
 Policy and Program Analyst

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# CORPORATE SERVICES REPORT

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• PAUL FIFIELD •

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2010-2011 was another successful year for CMHA-NL making strives to increase the awareness and services provided by the mental health system in Newfoundland and Labrador. Our staff has worked tirelessly to strive to make a difference in the lives of those who live with mental illness, as well as to promote mental health for all.

At our annual Gala, held during Mental Illness Awareness Week, CMHA-NL was pleased to recognize the achievements and contributions that winners of the Association's annual awards made to mental health in the province. The four awards given out at the Gala were:

- The Pottle Award: awarded to Edward Sawdon for his continued volunteer work in mental health.
- The Mental Health Research Scholarship: awarded to Kimberley Bonia for her research entitled: "Informal Caregiver Networks' Experiences of Involuntary Psychiatric Admission of People Living with Schizophrenia in Newfoundland and Labrador: A Multi-Case Study".
- The Media Award: awarded to Rebecca Rose from Breakwater Books who helped put together a book of essays on mental health and illness entitled *Out Loud: Essays on Mental Illness, Stigma and Recovery*.
- The Mental Health Leadership Award: awarded to Dr. Kris Luscombe for his clinical work in mental health in the rural areas of Newfoundland and Labrador.

For a listing of these awards and their criteria please visit CMHA-NL's website at [www.cmhanl.ca](http://www.cmhanl.ca).

This year was another great year for fundraising and donations. CMHA-NL was surprised and humbled this year when Chris and Dylan Penney contacted our organization and told us they would like CMHA-NL to receive the proceeds from donations for a country wide bike tour they were undertaking to raise awareness for mental health. The name of their bike tour was "Miles for Minds", and their efforts raised nearly \$40,000 in donations. This, along with the continued support and donations from individuals and businesses, helped CMHA-NL to continue its promotion of mental health throughout the province.

This coming year will see CMHA-NL face new obstacles and challenges which, as a group, we will face head on and overcome. With the help of all our employees, dedicated Board Members, and unwavering support from our volunteers, I am excited to be part of CMHA-NL and look forward to helping the Association move forward to help promote and support mental health.

Respectfully submitted  
Paul Fifield  
Manager of Corporate Services

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# WORKPLACE MENTAL HEALTH REPORT

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• ROGER BAGGS •

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## Annual Report 2010-2011, Workplace Mental Health Program

The Workplace Mental Health Program had another successful year in 2010-2011. In April, we offered a presentation on work-life balance to the staff of the Hungry Heart Café which went very well. Also in April, a presentation was delivered to the Union of Taxation Employees National Conference in St. John's regarding mental health, stress and the workplace as well as current work-life balance and work-life conflict realities.

The beginning of fiscal year 2011 gave a lot of attention to the theme and activities of Mental Health Week. The theme was **Building Your Mental Health... One Support At A Time**. One hundred and fifty people attended our provincial symposium with 17 sites across the province logging in. June brought a half-day seminar to a Skills Link group run by the Y Community Services. Students learned about stress techniques and respectful workplace protocol, as well as what to expect in potential workplaces.

The summer months were dedicated to planning for the annual Mindscapes Exhibit, an entrepreneurial venture of local artists who showcase their work at a local gallery and then auction their work at our annual Gala during Mental Illness Awareness Week, splitting the value of the art with CMHA.

September brought a half-day workshop to the Department of Fisheries and Oceans which was received positively. Workplace Mental Health Program staff supported the project from start to finish, with comprehensive packages distributed to all participants.

In late October/early November, an in-service took place with New Beginnings and HopeWorks students (Stella Burry Community Services). They received education on the topics of work-life balance. In November, we provided a work-life balance presentation to managers in the Federal Government. The work-life balance presentation and the respectful workplace presentation were delivered at the conference. It was the first presentation delivered to a large group of managers in the history of the program.

February and March brought us in touch with the students at the Brother Murphy Centre, and March into Mental Health Week Planning once again. Peer support presentations were also made on "Recovery and work" to the Community Youth Network 'Intensity' youth group. Two seminars were delivered to the LGBT group at Memorial. A stress reduction seminar and a work-life balance seminar. Both groups were well received. A panel presentation and discussion on mental health and the LGBT community was also delivered. The Murphy Centre invited us in as well to speak to the Ready Set Work Group. Thanks again to the 35 businesses and corporations that partnered with us to bring the message of stress reduction, work-life balance and supportive workplaces to Newfoundlanders and Labradorians.

## Statistics

### April 1, 2010 – March 31, 2011

People who attended the Work-Life Balance session only	8
People who attended the Supportive Work Environment only	0
People who attended both Session 1 and Session 2	158



Total amount of attendees for Session 1 and 2

166

**Additional Events coordination related to the Workplace Mental Health Program in 2010-11**

Union of Taxation Employees – April 10, 2010	
Stress, Mental Health, and Mental Illness in the Workplace	100
Mental Health Week Symposium 2010	150
Mindscapes Exhibit	50
Stress Reduction Seminar (LGBT Memorial University)	8
Sexual Orientation, Gender Identity and Mental Health Panel	15
Bipolar, Recovery, and Work (Community Youth Network)	12
<b>Total amount of attendees for additional WMHP events</b>	<b><u>335</u></b>
<b>Total amount of attendees for work-life balance seminar, And supportive workplace seminar and additional public Seminars during 2010-2011</b>	<b><u>499</u></b>

Respectfully Submitted,  
Roger Baggs  
Workplace Mental Health Coordinator

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## EVENTS MANAGEMENT AND FUNDRAISING REPORT

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• BEVERLEY HISCOCK •

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The 2010-2011 fiscal year has been a remarkable year for CMHA-NL in many areas including fundraising. While we continue to build upon a strong foundation in the areas of individual and corporate monthly donors, in memoriam donations, bequests, Mindscapes Exhibit and Gala, annual mail out campaigns and our Peace of Mind, and the Holiday Raffles, we have also had the pleasure in participating in two new events. These events would be Hot Soup Cool Jazz and Miles for Minds.

**Hot Soup Cool Jazz-** Hot Soup Cool Jazz is an annual event in support of youth homelessness and poverty across our province. The beneficiaries of the event are Jimmy Pratt Memorial Soup

Kitchen, Choices for Youth, Wreck House Jazz and Blues, Vibrant Communities, and most recently, CMHA-NL. This year's event took place at the Convention Centre, St. John's where over 500 supporters came out to enjoy a gourmet soup competition amongst local restaurants and community soup kitchens, plus a live and silent auction, not to mention a great cause. CMHA-NL is grateful for the opportunity to participate, and looks forward to working with the steering committee for next year's event.

**Miles for Minds** - On October 5<sup>th</sup>, during Mental Illness Awareness Week 2010, and after a four month bike journey from Nanaimo BC, to Manual NL Chris and Dylan Penney crossed the finish line at the Town Hall in Conception Bay South NL. The Penney family, CMHA-NL staff, representatives from the media, and many other supporters was on hand to congratulate Chris and Dylan on their inspiring personal accomplishment and commitment to spread awareness and raising funds in support of mental health. The final amount raised from the event was over \$38,000. CMHA-NL honoured the Penney Family at our Gala on October 6<sup>th</sup> for their tremendous contribution and ongoing commitment to our work.

**Mindscapes Exhibit and Gala-** marking the second Mindscapes Exhibit and 4<sup>th</sup> Annual Gala CMHA-NL kicked off another amazing week in support of Mental Illness Awareness Week. In its second year, the Mindscapes Exhibit took place at the Anna Templeton Centre. This event featured 20 works from artists from the Open Windows Studio and Healing Expressions. After the five day display at Anna Templeton, these pieces were all successfully auctioned at the Mindscapes Gala. On behalf of CMHA-NL I would like to thank the Anna Templeton Centre and staff for the opportunity to use your facility and all your efforts in making this event the success that it was.

The 4<sup>th</sup> Annual Mindscapes Gala took place on October 6<sup>th</sup> at the Holiday Inn. In addition to the Mindscapes Exhibit, more than 220 guests came out to celebrate our work, MIAW, as well as to hear our keynote speaker Shelagh Rogers. Shelagh, best known as a CBC personality, spoke to our audience about her personal struggles with depression. The feature artwork this year was "Summer Kite", an exquisite watercolor donated by Mary Pratt. Many thanks to all of our guests, sponsors, donors, and the tireless efforts of the steering committee, our fabulous team at CMHA-NL where no job is too big or small, and other dedicated volunteers on such a successful event.

**Future plans-**CMHA-NL will continue to build upon our various fundraising initiatives into the next fiscal year. In efforts to improve our fundraising capacity we have recently joined the Association of Fundraising Professionals (AFP). We look forward to the opportunities ahead through the resources, professional development, and networking events with AFP.

Respectfully submitted,  
Beverley Hiscock  
Events Manager

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## JUSTICE PROJECT REPORT

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• HEIDI EDGAR •

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

During the 2010-2011 reporting period, the justice project has been very busy. We have provided supports to 22 individuals during this past year. Of these, 16 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. Through intensive case management, the individuals worked with the case managers to ensure all their needs were met. This past year we assisted individuals to get their first apartments, and to receive 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 case managers of the justice project 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. It is through the relationship-building process that individuals of the program have been able to find success. 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. Our clients regularly tell us how important the support they receive is to them. Clients receive our consistent, fair, and unconditional support. We celebrate successes, and support through the difficult and challenging times.

The past year has seen a change in our staffing. Jill Peckford began a new position with another organization in July. The Justice Project has since welcomed Tara Bolt to the role of case manager in August of 2010. The team now consists of coordinator Heidi Edgar, and case managers Tara Bolt and Jill Richards.

The Justice Project has 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, and provide a voice for improved services for those with mental illness. Continuing education and best practice continue to be a priority for the Justice Project. This has allowed the staff to participate 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 in May 2010 will have our first meeting of the steering committee. The relationships that have been established with the staff at Her Majesty's Penitentiary allow for a positive collaborative relationship. The Justice Project is looking forward to expanding into other regions of the province as the program continues to grow. The Justice Project 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  
Justice Project Coordinator

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## EDUCATION REPORT

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• GRANT FITZPATRICK •

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The Think Twice program was created in August 2010, and developed to address stigma in high school settings in Newfoundland and Labrador. The format was a highly experiential, interactive program, designed to be educational, yet engaging to participants. Think Twice uses rock music, pop culture, teen trends, recent events, and examples to teach teens about many different aspects of stigma that exist surrounding mental illness.

The program was initially trial tested with groups and teens around the St. John's area, as well as people with a mental illness, to ensure that the message was going to reach the target audience.

A unique evaluation system was developed to get feedback from the participants consisting of a graffiti sheet at the beginning where the participants draw, or write, their ideas about what mental illness is. At the end, they draw in a picture frame to show how they have reshaped their views. Teachers provided feedback on a standard evaluation sheet. Feedback from both groups was very positive. Many teachers pointed out that this program was well-received by the high school students, and should be continued and possibly expanded.

A presentation was developed for teachers at the request of Corner Brook High School, for the teacher development day and was very well-received. It was decided that the teacher presentation would be offered to all schools in September 2011. Think Twice has also been expanded to include parents (if the need arises). A parent presentation was given to Corner Brook high school parents.

Think Twice is truly a provincial program. The program has been presented to over 5000 students in Newfoundland and Labrador. It has been inserted in the youth program at the Splash Center in Harbour Grace to be taught to teens in the "changing lanes" program every four months so they can gain an understanding of the stigma surrounding mental health in their community and how to recognize and deal with it. It has been implemented in the Torbay Recreation Training Program, and is being offered to all teen recreation training as a way for summer staff to recognize and deal with stigma should it arise in their summer groups. Think Twice has been given to classes of future teachers at Memorial University of Newfoundland as a grass roots way to educate them on the stigmatization that exists, and how to combat it in their classrooms.

Think Twice is a dynamic presentation that is constantly evolving. Due to the nature of rapidly changing trends among youth, it is important to constantly change to remain relevant. Think Twice has been extensively redeveloped for the last few months, getting ready for a junior high and high school program for the upcoming school year. Presentations have already been requested for the National Youth Conference in Corner Brook as well as the guidance counselor provincial conference in St. John's in October.

Respectfully submitted,  
Grant Fitzpatrick  
Education Facilitator

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

**FINANCIAL STATEMENTS  
MARCH 31, 2011**



**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**FINANCIAL STATEMENTS  
MARCH 31, 2011**

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## AUDITOR'S REPORT

To the Board of Directors of:

**Canadian Mental Health Association NL Division Corporation**

We have audited the statement of financial position of **Canadian Mental Health Association NL Division Corporation** as at **March 31, 2011** and the statements of changes in fund balances, operations and cash flows for the year then ended. These financial statements are the responsibility of the association's management. 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 plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the association as at **March 31, 2011** and the results of its operations, changes in fund balances and cash flow for the year then ended in accordance with Canadian generally accepted accounting principles.

*Smit, Bussery, Muir*

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CERTIFIED GENERAL ACCOUNTANTS

**June 21, 2011**  
**Mount Pearl, NL**

**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**STATEMENT OF FINANCIAL POSITION  
AS AT MARCH 31, 2011**

**ASSETS**

	2011	2010
<b>CURRENT</b>		
Cash	\$ 158,474	\$ 183,550
Marketable securities (Note 1 & 2)	65,725	65,626
Accounts receivable (Note 3)	48,958	40,051
Prepaid expenses	7,776	8,550
	<b>280,933</b>	<b>297,777</b>
<b>CAPITAL ASSETS (Note 1 &amp; 4)</b>	<b>24,929</b>	<b>23,218</b>
<b>DEFERRED CHARGES (Note 5)</b>	<b>3,741</b>	<b>3,741</b>
<b>LONG TERM INVESTMENT(S) (Note 1 &amp; 6)</b>	<b>87,645</b>	<b>78,222</b>
	<b>\$ 397,248</b>	<b>\$ 402,958</b>

**LIABILITIES**

<b>CURRENT</b>		
Accounts payable and accruals (Note 8)	\$ 13,955	\$ 18,143
	<b>13,955</b>	<b>18,143</b>
<b>DEFERRED REVENUE (INTERNALLY RESTRICTED) (Note 9)</b>	<b>88,945</b>	<b>162,222</b>
	<b>102,900</b>	<b>180,365</b>

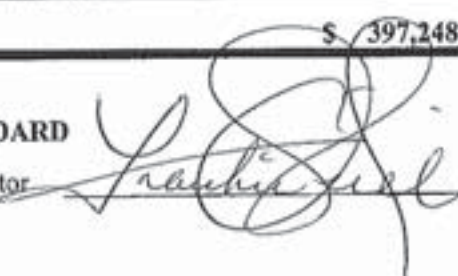
**FUND BALANCES**

<b>INVESTED IN CAPITAL ASSETS</b>	<b>24,929</b>	<b>23,217</b>
<b>UNRESTRICTED</b>	<b>269,419</b>	<b>199,376</b>
	<b>294,348</b>	<b>222,593</b>
	<b>\$ 397,248</b>	<b>\$ 402,958</b>

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, 2011**

	Capital Assets	General	2011	2010
<b>FUND BALANCES, beginning of year</b>	<b>\$ 23,217</b>	<b>\$ 199,376</b>	<b>\$ 222,593</b>	<b>\$ 151,684</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<b>(8,801)</b>	<b>80,556</b>	<b>71,755</b>	<b>70,909</b>
<b>INTERFUND TRANSFERS</b>	<b>10,513</b>	<b>(10,513)</b>		
<b>FUND BALANCES, end of year</b>	<b>\$ 24,929</b>	<b>\$ 269,419</b>	<b>\$ 294,348</b>	<b>\$ 222,593</b>

See accompanying notes to financial statements

**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED MARCH 31, 2011**

	2011	2010
<b>REVENUES</b>		
Grant revenue	\$ 545,298	\$ 396,766
Other revenue (Note 11)	82,792	77,463
Corporate donations	44,117	23,223
Charitable gifts-individuals	56,850	17,513
Interest	99	619
	<b>729,156</b>	<b>515,584</b>
<b>EXPENSES</b>		
Advertising and promotion	22,233	5,816
Amortization	8,801	5,124
Equipment expenses	2,666	3,940
Insurance	10,899	8,803
Interest and bank charges (Note 12)	3,374	2,909
Professional fees	11,477	5,953
Miscellaneous expenses	465	925
National support	5,575	6,485
Projects and events	32,020	50,224
Supplies	13,198	15,987
Rent	44,892	35,687
Repairs and maintenance	2,583	2,320
Training and development	4,193	2,079
Salaries and benefits (Note 13)	453,146	276,832
Travel	28,256	12,885
Utilities	12,612	7,597
Local transportation	1,011	1,109
	<b>657,401</b>	<b>444,675</b>
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$ 71,755</b>	<b>\$ 70,909</b>

See accompanying notes to financial statements

**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED MARCH 31, 2011**

	2011	2010
<b>CASH PROVIDED BY (USED IN):</b>		
<b>OPERATING ACTIVITIES</b>		
EXCESS OF REVENUES OVER EXPENSES	\$ 71,755	\$ 70,909
Adjustments for:		
Amortization of capital assets	8,801	5,124
	<b>80,556</b>	<b>76,033</b>
<b>CHANGES IN NON-CASH WORKING CAPITAL</b>		
(Increase) in marketable securities	(99)	(1,142)
(Increase) in accounts receivable	(8,907)	(15,628)
Decrease (increase) in prepaid expenses	775	(2,766)
(Decrease) in accounts payable and accruals	(4,188)	(17,725)
(Decrease) increase in deferred revenue	(82,700)	84,000
	<b>(95,119)</b>	<b>46,739</b>
	<b>(14,563)</b>	<b>122,772</b>
<b>INVESTING ACTIVITIES</b>		
Acquisition of capital assets (Note 1)	(10,513)	(11,498)
Decrease (increase) in investments		(3,741)
	<b>(10,513)</b>	<b>(15,239)</b>
<b>(DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS</b>		
	<b>(25,076)</b>	<b>107,533</b>
<b>CASH AND CASH EQUIVALENTS, beginning of year</b>	<b>183,550</b>	<b>76,017</b>
<b>CASH AND CASH EQUIVALENTS, end of year</b>	<b>\$ 158,474</b>	<b>\$ 183,550</b>
<b>CASH AND CASH EQUIVALENTS ARE COMPRISED OF:</b>		
Cash	\$ 195	\$ 6
Cash in bank	158,279	183,544
	<b>\$ 158,474</b>	<b>\$ 183,550</b>

See accompanying notes to financial statements

**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**NOTES TO FINANCIAL STATEMENTS  
MARCH 31, 2011**

2011                      2010

**GENERAL**

The Association is incorporated, without share capital under The Corporations Act of the province of Newfoundland and Labrador. 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.

**1. SIGNIFICANT ACCOUNTING POLICIES**

The accounting policies of the company are in accordance with Canadian generally accepted accounting principles applied on a basis consistent with that of the preceding year. Outlined below are those policies considered particularly significant.

(a) At the end of the current fiscal year, the value of 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) Amortization of capital assets is recorded on a declining balance or straight line basis as indicated at the undernoted 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.

		<b>Additions (Disposals)</b>	
Furniture & Fixtures	20%	\$ 3,294	\$ 1,219
Computer Equipment	30%, 100%	6,656	1,791
Leaseholds	S/L	563	8,488
<b>Increase in capital assets</b>		<b>\$ 10,513</b>	<b>\$ 11,498</b>

(c) Because of the Association's status as a registered charity, it is exempt from income tax under section 149(1) of the Income Tax Act.

(d) Use of estimates - when preparing financial statements according to Canadian GAAP, 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. Actual results could differ from these estimates.

(e) 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	\$ 65,725	\$ 65,626
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**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**NOTES TO FINANCIAL STATEMENTS  
MARCH 31, 2011**

	2011	2010		
<b>3. ACCOUNTS RECEIVABLE</b>				
Trade and other receivables	\$ 42,562	\$ 31,419		
Receivables from employees		1,982		
Federal & provincial sales taxes receivable	6,396	6,650		
	\$ 48,958	\$ 40,051		
<b>4. CAPITAL ASSETS</b>				
	Cost	Accumulated Amortization	Net 2011	Net 2010
Furniture & Fixtures	\$ 65,180	\$ 53,330	\$ 11,850	\$ 10,860
Computer Equipment	14,029	7,398	6,631	4,718
Leaseholds	9,051	2,603	6,448	7,639
	\$ 88,260	\$ 63,331	\$ 24,929	\$ 23,217
<b>5. DEFERRED CHARGES</b>				
Final month's rent paid in advance- lease expires in August 2014	\$ 3,741		\$ 3,741	
<b>6. LONG TERM INVESTMENT(S)</b>				
Long term investments at fair value	\$ 87,645		\$ 78,222	
<b>7. OPERATING LINE OF CREDIT</b>				
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, 2011 the balance outstanding on the line of credit was nil.				
<b>8. ACCOUNTS PAYABLE AND ACCRUALS</b>				
Trade and other payables	\$ 10,721		\$ 4,562	
Payroll and (or) related withholdings			3,234	13,581
	\$ 13,955		\$ 18,143	

**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**NOTES TO FINANCIAL STATEMENTS  
MARCH 31, 2011**

	2011	2010
<b>9. DEFERRED REVENUE (INTERNALLY RESTRICTED)</b>		
Represents the balance of amounts received against which future expenditures will be charged in accordance with the fund's purpose:		
Peace of Mind Fundraiser	\$	\$ 4,000
Government of Newfoundland and Labrador-Education Facilitator		80,000
Compassion Fatigue receipts	1,300	
	<u>1,300</u>	<u>84,000</u>
Bequests from the estates of Clare Neville Smith & Catherine Strong	87,645	78,222
	<u>\$ 88,945</u>	<u>\$ 162,222</u>
<b>10. FINANCIAL INSTRUMENTS</b>		
The Association's financial instruments consist of cash, marketable securities, receivables, long-term investments and payables and accruals. Unless otherwise noted, it is management's opinion that the Association is not exposed to significant interest, currency or credit risks arising from these financial instruments. The fair value of the instruments approximates their carrying values, unless otherwise noted.		
<b>11. OTHER REVENUE</b>		
Peace of mind	23,440	27,315
Gala and events	36,061	28,895
Changing minds	15,458	3,889
Bequests	6,369	8,337
Holiday raffle	50	8,951
Direct mail and undistributed revenue	1,414	76
	<u>\$ 82,792</u>	<u>\$ 77,463</u>
<b>12. INTEREST AND BANK CHARGES</b>		
Interest on short term loans and bank charges	\$ 3,374	\$ 2,909
<b>13. SALARIES AND BENEFITS</b>		
Salaries and benefits - general	\$ 441,216	\$ 272,852
Group insurance	11,930	3,980
	<u>\$ 453,146</u>	<u>\$ 276,832</u>



**CANADIAN MENTAL HEALTH ASSOCIATION NL DIVISION CORPORATION**

**NOTES TO FINANCIAL STATEMENTS  
MARCH 31, 2011**

2011                      2010

**14. COMMITMENTS**

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

	Rental	Equipment	Total	
2011	\$			\$ 54,570
2012	44,891	3,233	48,124	48,124
2013	44,891	3,233	48,124	48,124
2014	44,891	3,233	48,124	48,124
2015	14,964	3,740	18,704	
2016		539	539	

The rental obligation referred to above is for the Association's leased premises. The lease commenced September 1, 2009 and covers a sixty month period. The equipment lease obligation referred to above is for a colour copier leased through De Lage Landen Financial Services Canada Inc. The lease commenced June 1, 2010 and covers a sixty month period.



CANADIAN MENTAL  
HEALTH ASSOCIATION

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ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE

NEWFOUNDLAND AND LABRADOR DIVISION

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**"There's No Health Without Mental Health"**