



**Canadian Mental  
Health Association**  
Vernon & District  
*Mental health for all*



# IMPACT REPORT

## 2016-2017



**CHAMPION FOR POSITIVE MENTAL HEALTH SINCE 1959**

# A message from the Chair and Executive Director

We have had a very rewarding year at CMHA Vernon & District. This year we have seen the growth and expansion of programs to help meet the growing need for more mental health services for youth in our community. We have also seen our wellness programs expand with the creation of our warehouse distribution centre and fitness programs.

In addition to the high standard of mental health services offered, we recently entered an exciting stage in our development with a strong emphasis on expanding our presence in the community through increased community engagement and public education. The planned benefits are twofold; to increase the community's awareness of what we do with our wonderful staff and volunteers, and to increase our revenues thus enabling us to expand the programs and services currently provided in our community.

As we all know, stigma is arguably the greatest barrier to accessing mental health services. Stigma generates an environment that stifles discussion on this vital subject, depriving many people of the services that they require. Finally this is starting to change and the message that; 'It is OK to talk about mental health' is being heard. Stigma is being reduced and there is an acceptance that mental health can be viewed equivalent to physical health; deserving recognition, acceptance and support.

CMHA Vernon and District is a caring and generous community, one that we are proud to be a part of. Our commitment is to continue to serve as we have done since 1959; to provide recreational, social and educational programs enabling people living with mental health symptoms to improve and maintain their health while building community.

This year, Sue Rossi announced her retirement. We would like to thank her for her excellent leadership over the last 3 years. Sue's amazing warmth, care and passion will be missed by the entire CMHA community.

Thank you for all your support in our efforts. We look forward to an exciting year of growth, collaboration and innovation in the years to come.



Robert Scott  
Board President



Sue Rossi  
Executive Director, outgoing

*\*Please note this report is for the 2016-2017 fiscal year and we experienced a change in leadership in May 2017, with the introduction of new Executive Director, Julia Payson.*

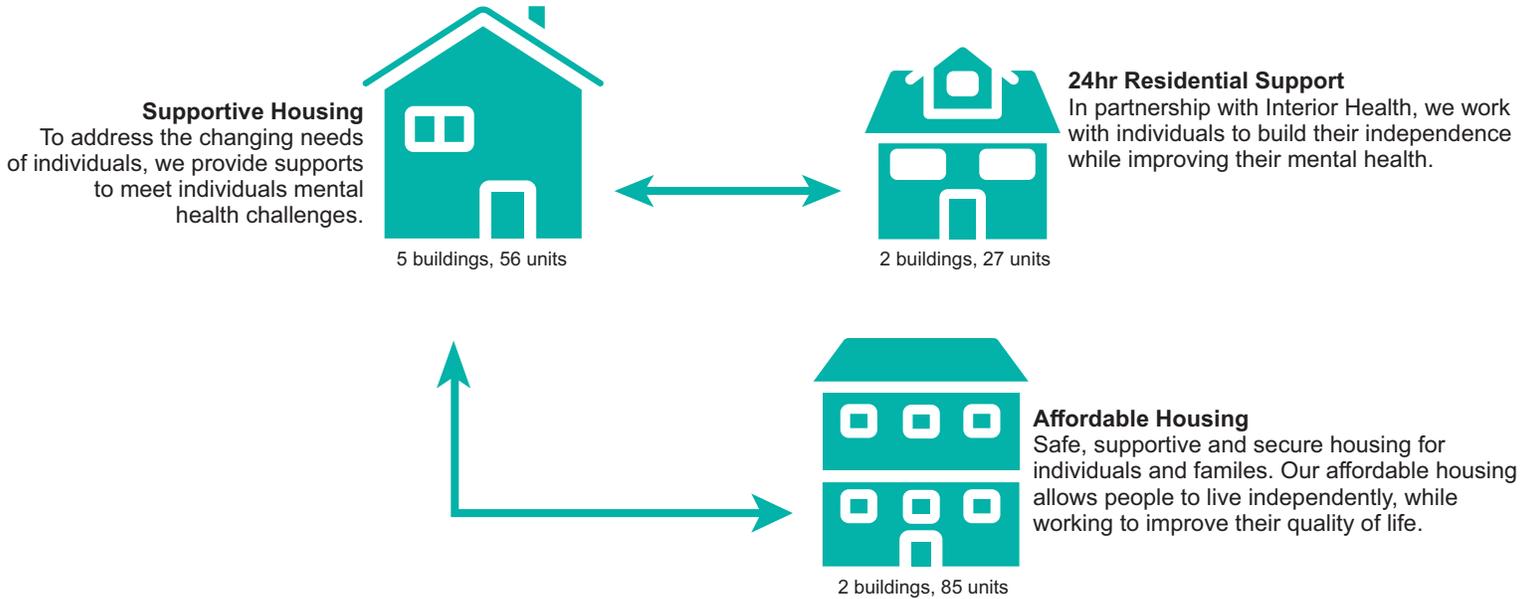
## Building a foundation for success



# HOUSING

## Providing a Continuum of Care

There is no health without mental health and there is no mental health without adequate housing. With 9 buildings and 144 units, we are one of the largest non profit housing providers in Vernon. Over the past 58 years we have expanded our housing program to ensure we offer a comprehensive continuum of care to address the changing needs of individuals and families.



## CREATING COMMUNITY

### A CULTURE OF INCLUSION

No matter your background and experiences, we are here to serve everyone in our community facing mental health challenges. Our participants come from all walks of life. We are here to help everyone.

### A FOCUS ON COLLABORATION

We do not work alone. Since 1959, we have been working with government, business, community members and other service providers to bring the most dynamic and innovative solutions to the table when working to improve mental health in our community.



## Framework for Support

The Framework for Support is the central philosophy guiding the activities of CMHA. This philosophy holds that the person experiencing mental health issues is at the centre of any supportive mental health system.

Housing, income, work and education represents four basic elements of citizenship.

The ultimate goal is to ensure that people with serious mental health problems live fulfilling lives in the community. We are here to provide this Framework to our community.

# YOUTH & FAMILY

## Super Saturday

Children with a parent living with a mental illness face unique challenges. In addition to being biologically at a higher risk of developing a mental illness, they can face isolation and challenges with socialization. Super Saturday provides children aged 7-12 with a peer support network full of kids facing similar challenges. They take part in education and recreation activities while learning healthy ways of managing their mental health. We have seen children bond, learn and grow in this life-changing program.



## Bounce Back® for Youth



Today's youth are facing diverse challenges in managing their mental health. Suicide continues to be the second leading cause of death among 15-24 year-olds in BC, after motor vehicle accidents. This has led to a need in our community to offer more mental health services for youth.

Building on the success of our Bounce Back® program in helping adults facing worry, anxiety and low to moderate depression, we have expanded this service to include youth 15+. Available for free across BC, Bounce Back® has been shown to help reduce symptoms of depression and anxiety

by half, and over 90% say they would recommend it to a friend or family member. Done over the phone, youth are matched with a community coach to help them find healthy ways of addressing the mental health challenges they face in their daily lives. This program is delivered by community coaches based in Vernon to participants from across the Okanagan.

In an effort to raise awareness and break the stigma down surrounding mental health, 151 riders participated in this community bike ride in June 2016. Ride Don't Hide raised over \$22,000 to support mental health programs in our community.



ride don't hide



## Mixing it Up for Mental Health

Mixing it Up for Mental Health raised over \$6,700 to ensure youth in our community can access our life changing program, Super Saturday.

## Awakening the Spirit Art Show

The 13th Annual Awakening the Spirit Art Show and Sale saw 22 artists display 36 pieces of their amazing works of art. The show features artists that have used art as a vehicle in managing their mental wellness.

# WELLNESS PROGRAMS

## Fitness Programs

The link between physical and mental health is essential when managing your mental wellness. This year we continued a pilot project with CMHA staff to develop a program that can meet the growing need for fitness programs that incorporate a focus on mental health. This will provide the building block for programs to address the need for seniors and young adults. These unique fitness programs will ensure a well rounded physical and mental activity based program for successfully managing mental wellness.



## Peer Support

Who understands better what you are going through than someone who has shared a similar experience? Volunteer peer mentors are there to listen, understand, and assist with goal-setting and recovery options. In 2016, 500 individuals shared their stories and discussed strategies through one-on-one and group support.

## Wellness Programs

Managing your mental wellness is ongoing, and we provide a holistic approach to recovery. Fitness, recreation, nutrition, education, socialization and volunteer opportunities all create the foundation of our wellness programs. Everyone faces different challenges with their mental health, we provide individualized programming to meet the diverse needs of all individuals in our community.

### CREATING COMMUNITY

#### EMPOWERING INDIVIDUALS

As leaders in mental health, we know that the greatest successes are achieved when people play an active role in their recovery. So rather than simply prescribing a cookie cutter approach, we work with the individual to determine the most effective activities for their personal journey.

#### SERVICES ACROSS THE SPECTRUM

We are unique in that we offer services along the mental health spectrum. We have programs and support for people in crisis, those with severe and prolonged illness, people with mild to moderate depression or anxiety, as well as public education and awareness.

### Nutrition

**Our lunch and cooking program allowed people to prepare and share over 4,300 meals.**



### Recreation

**Staying active is essential to maintaining mental wellness. We helped 250 people increase their physical activity while connecting with peers.**



### Education

**Our community education classes saw 1,217 people access this fundamental service of essential skill building.**



# Finding a Community

## Janine's Story



Janine is a vital and valued member of the CMHA Vernon community. During a challenging time in her life she found a home at CMHA.

Janine has faced challenges with her mental health throughout her life. As a child, she was bullied in school, which led to a struggle with anxiety and depression. “I would find that I would lock myself in the bathroom and just cry,” said Janine. Unfortunately, Janine was not able to get help as the prevailing view of depression at the time was to ‘just get over it.’ “I didn’t talk about my challenges at the time. I did not know what depression was. It was just my normal. It was not until I was an adult that I learned more about myself and my mental health.”

Facing physical disabilities that created barriers to employment, a friend referred Janine to CMHA to access available volunteer opportunities. “I wanted to get out and be productive in the community. I heard about the different volunteer opportunities available at CMHA and it was a great fit for me. This gave me a sense of purpose that I needed at a challenging time,” explained Janine.

Through volunteering with CMHA Janine learned about the importance mental health played in her life. “I first realized that there was something wrong when I faced challenges with a loud neighbor. The stress was causing me to lose sleep and have heart palpitations. This is when I saw a doctor who gave me a diagnosis of anxiety disorder,” said Janine. “I decided to learn more about

anxiety through the CMHA education program, and through what I learned I was able to recognize that I had been suffering from depression since I was a child.”

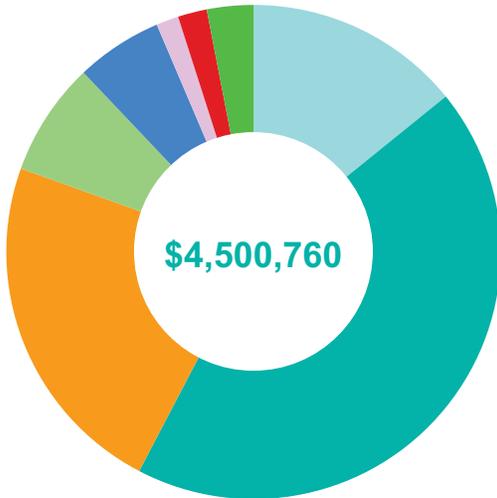
During this time Janine was also the primary caregiver for her mother who was sick, this placed a significant strain on her mental health. “This was one of the most challenging times in my life. I loved my mother but the stress and anxiety I faced being her caregiver had such an impact on my own health I had a real hard time with this.”

“ I was looking for volunteer work and I found a community ”

CMHA provided help at a time Janine really needed it. “Not only did I learn valuable tools and skills to manage my mental wellness. I was facing financial challenges that were making it difficult to pay my rent. CMHA worked with me to provide a rental subsidy that made it so I could stay in my home and later I was able to move into one of the CMHA housing buildings,” explained Janine. “I am so grateful to have the support of CMHA, I don’t know what my life would look like without the help to keep me housed and finding a healthy balance to manage my mental and physical health. I got more than I ever could have imagined when I came to CMHA. I found the most amazing community I now call home.”

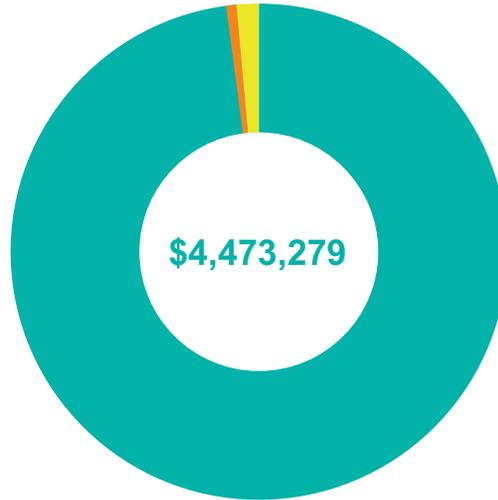
# FINANCES

## REVENUE



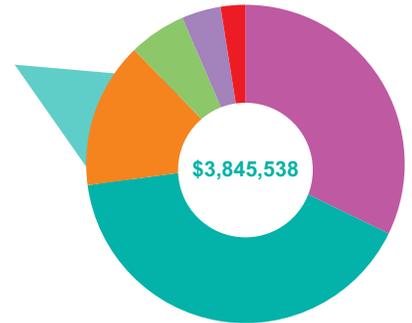
INTERIOR HEALTH AUTHORITY	44%
TENANT RENT	23%
BC HOUSING	14%
PROVINCIAL & OTHER GOVERNMENT FUNDING	7%
SOCIAL ENTERPRISE	6%
OTHER	3%
DONATIONS	2%
GRANTS	1%

## EXPENSES



PROGRAMS & SERVICES	86%
ADMINISTRATION	8%
CAPITAL ASSET INVESTMENT	6%

## BREAKDOWN OF PROGRAMS AND SERVICES



TERTIARY & SUPPORTIVE RESIDENTIAL CARE	41%
HOUSING	32%
WELLNESS PROGRAMS	15%
SOCIAL ENTERPRISE	6%
CRISIS LINE	4%
EARLY INTERVENTION AND YOUTH SERVICES	2%

## SOCIAL ENTERPRISE PORTFOLIO

This year we created a warehouse distribution centre to distribute CMHA BC materials around the province. As a result we have expanded the volunteer opportunities available to our participants.



## THANK YOU

We could not do this alone! We are grateful to the donors, sponsors and funders who give individuals and families the support they need to manage their mental wellness.





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*Mental health for all*

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