

# ANNUAL REPORT 2018-2019



**Canadian Mental Health Association of  
New Brunswick (CMHA of NB)**



**Canadian Mental  
Health Association  
New Brunswick**  
*Mental health for all*

**Association canadienne  
pour la santé mentale  
Nouveau-Brunswick**  
*La santé mentale pour tous*

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## MISSION

*As the nation-wide leader and champion for mental health, CMHA helps people access the community resources they need to build resilience and support recovery from mental illness.*

## VISION

*Mentally healthy people in a healthy society.*

# Greetings From Board President and Executive Director

*This has been an exciting and impactful year at CMHA of NB with much innovation, creativity, growth and opportunity. Through new initiatives, strong partnerships, and community support, CMHA of NB has directly reached over 75,000 people living with mental health concerns, along with their friends and families. We are experiencing the accumulating benefits of our past provincial amalgamation in the consistent quality services provided by our dedicated staff in all 18 locations in NB. It has been a successful 2018-19 with expanding and evolving services designed to meet the mental health needs of residents in our province. CMHA of NB's work and reputation are valued and respected affording us the opportunity to have a far reach and true impact. We are proud to have piloted our new 9-week program, Engaging Families in Recovery. This is a collaboration with the Horizon Health Network and supported through Mindcare NB.*

*CMHA of NB was recognized this past year through Morneau Shepell and The Globe and Mail, as an Employee Recommended Workplace for the second year in a row! Our work was also celebrated by Horizon Health with the Community Health Recognition Award for our collaboration in Youth Mental Health Summits. The commitment of our Board of Directors to our mission and vision inspires our work. We are looking forward to the hard launch of our new strategic plan in the Fall of 2019. We are tremendously proud of the work of our staff and want to celebrate the 10 Years of Service Excellence with our Saint John Program Coordinator Dawn O'Dell, Senior Community Relations Coordinator Diana Gregory in our Moncton office and Community Education Coordinator for Westmorland and Albert County Denise Miller. We are thrilled to congratulate our Community Education Coordinator Cecile Goulette from our Campbellton region on her 20 Years of Service Excellence!*

*CMHA of NB has helped move the face of mental health forward. We are proactive and speak up for mental health funding parity. We use our voice with government and in the disability sector. We work with our CMHA family across the country to strengthen and unify our messages of hope and examples of resiliency and recovery. We have been involved with the Provincial Addictions Taskforce, the Provincial Healthy Aging Collaborative, Paving the Way Saint John and Fredericton, the Wellness Community of Practice for Mental Health Promotion, the Social Emotional Learning Collaborative for Atlantic Canada and the Provincial Roundtable on Crime and Public Safety. Christa has also successfully completed the training course to be a CMHA National Certified Psychological Health and Safety Advisor.*

*We thank our donors, sponsors and supporters, along with our external stakeholders who went to the wall for mental health in NB. Thank you for all the ways that you contributed. A huge shout out to our kind staff and volunteers who have hit new targets this year in service delivery. Together, we are making a difference. We are grateful to have you as part of our mental health movement.*



Roger Stoddard  
Board President



Christa Baldwin  
Executive Director

# Financials

The consolidated 2018/2019 results finished very close to the break-even budget. Despite an aggressive plan (30% increase in revenues over last year), actual revenues came in only \$40K below target (less than a 2% variance), and was offset by expenses being \$40K under plan.

Continuing the path of consistent year-over-year growth, 2019 represented a \$492K revenue increase (22%) over 2018. Revenues have grown \$1.3M (89%) over the last 5 years, allowing CMHA to help thousands of additional New Brunswickers.

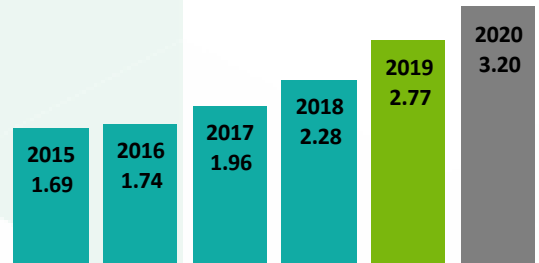
Looking forward to 2020, we are again planning for a break even year. Revenues are planned to increase by \$433K (16%) due to additional grant and program funding. The increased expenses (+16%) are to support the additional planned programs, both from a salary and general program expense perspective.

Overall, Canadian Mental Health Association of New Brunswick remains financially strong, with cash on hand to meet our obligations and serve our communities as we move forward. We have a healthy surplus going into the next operating year.

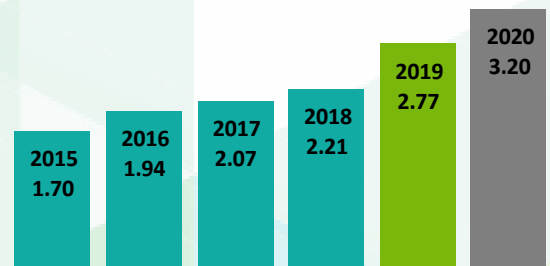
Every year, the performance of this organization exceeds expectations. Stigma against mental health is lower than ever before, and consistent gains of new partnerships, programs, and community support under our dedicated leadership allows us to help more New Brunswickers. I am very proud to be associated with CMHA.

Respectfully submitted,  
Angela Ellis CPA, CGA  
Board Treasurer

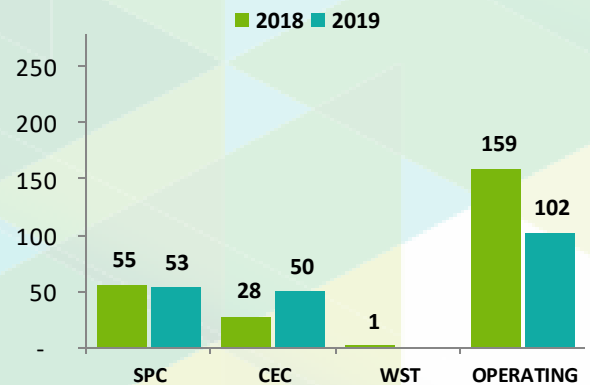
**REVENUES (Millions)**



**EXPENSES (Millions)**



**SURPLUS POSITION (Thousands)**





# Communications

The community is certainly embracing mental health and CMHA of NB more than ever before...

## As experienced through our involvement in the following:

- Chambers of Commerce Fredericton and Moncton
- Fredericton Women in Business Network
- National CMHA Conference Planning Committee
- National CMHA Awards Working Group
- CMHA 2030 Strategic Planning Committee



## Highlights:

- On International Women's Day, our Director of Communications, Lori Wheeler shared her mental health story at the Lt. Governor's Women and Wellness luncheon for the first time. From that talk, other groups have reached out to have her speak her truth at their events.
- UNB students were mentored and supported to hold a student-led Mental Health Conference. The first annual Mental Health Conference was held on March 16 at UNB!
- Pitched and awarded donation from 100 Women Who Care Fredericton.
- The Fredericton Delta hotel chose CMHA of NB as a charity of choice to be involved in their Christmas season campaign, volunteering at their coat check and providing mental health information.
- Spring getaway to Spend an Evening with Fleetwood Mac and the Toronto Raptors (Go Raptors!) was a fundraiser of almost \$15,000. This was possible in part due to our local community through Joan Wright and Associates, along with Chamberlain Wealth Management, combined with the gift of flight from WestJet.
- CMHA of NB volunteered for the Chalmers Hospital Foundation gift wrapping booth as part of our community give back in December.
- CMHA volunteered at the State of the Province in partnership with the Fredericton Chamber of Commerce for the third year in a row, proudly wearing our "No More Stigma" and "How's Your Mental Health Today?" buttons.
- #TalkToday programming is still going strong with the Moncton Wildcats, Bathurst Titans and SJ Seadogs. This affords us the opportunity to reach young hockey players, coaches and parents with mental health education and suicide awareness.
- Partnered with Project Alive/Vivant (a fellowship of military veterans and active members) to bring a "Songwriter's Circle" to the National CMHA Conference in Montreal.

**Our reach on social media, including our webpage is 3,113,516!**

**Mental Health Week 2018** started with an inspiring evening of singer/songwriters sharing their mental health stories through song and poetry in *A Day in Their Shoes*, led by Fredericton's own Thom Swift. An amazing night was followed by a day of spreading kindness. In a cohesive effort, CMHA of NB Kindness Day had its staff around the province volunteer their time to help customers at Atlantic Superstores, everything from packing groceries, to carrying bags to vehicles, returning carts, whatever customers needed help with...all while handing out #GetLoud #GetKind green ribbons.

Saint John's hottest spring fashion show took center stage at the Market Square Atrium with *A Day in Her Shoes*, celebrating music, and fashion while offering a mental health guest speaker, our very own Lori Wheeler, Director of Communications told her mental health story.

We were thrilled to see the Provincial Legislature and City Halls lit up green in support of CMHA Mental Health Week, and the week was proclaimed by Mayor's and the Minister of Health.



#### Main fundraising events:

- A Day in Their Shoes
- A Songwriter's Circle
- YFC Runway Run
- ANBL Prompt-at-Cash
- Women & Wellness
- Three Mountain Relay,
- Family Fun Day BBQ
- A Day in Her Shoes
- Curl for Mental Health
- Tee Off for Mental Health

#### Laughter, Especially Belly Laughs are Good for Mental Health

- **Fundraising Comedy Series O'Me Nerves** (launched September 2017) continues to be a successful fundraiser! To date, raising over \$15,000 and will continue into 2019/20. To be noted, all comedians who perform donate their time, as does Grimross Brewery with their venue. This series introduced the comedy/burlesque show *Icy HOT*, which was part of the Fredericton Frostival. All comedians, dancers, decorators, sound and venue donated their time and service raising over \$6000 in two shows on January 26<sup>th</sup>.
- CMHA also presented "**Soul Full Comedy**"...an evening of comedy for first responders and police officers.

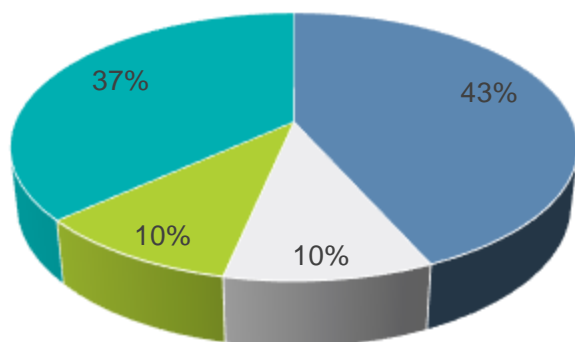
We continue to build community partnerships with local business and other non-profit groups to work and collaborate on awareness and fundraising projects. We will continue to be engaged in our communities so that CMHA of NB is top of mind for community giving and the awareness grows for mental health.

A mantra of the Director of Communications... "You never know who you'll meet and where a conversation will take you, always be your best" ... Stay tuned for exciting things on the horizon!



## Peer Support Employment

- Working on the F.A.C.T. Teams: 13
- Employed in Other Peer Support Related Positions: 3
- Working for CMHA (NB or National): 3
- Others: 11



The following Peer Support led initiatives reached 68 individuals:

- 2 Peer Support Professional Development Conferences
- Peer Support Exam
- Certified Peer Support Graduation



**CMHA of NB's Provincial Peer Support Program provides training, support and professional development to individuals living with mental illness and/or addictions.**

**Participants who successfully complete the Certified Peer Support training receive accreditation as Certified Peer Supports and are eligible for employment through clinical Flexible Assertive Community Treatment (F.A.C.T.) teams and also work within the community through various peer support roles.**

**CMHA of NB is moving into phase two of our Provincial Peer Support program which involves development of community, family, and first responder peer related services.**

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This year we celebrated our program by creating a new logo to represent peer support.

We were thrilled this summer, to expand the program with a new Peer Support Consultant position.

Initiatives	Number of Initiatives	Number of Participants
Number of Visits	13	34
Number of Peer Support Services/Support Offered	21	85
Trainings	4	22
Education Offered	1	13
<b>TOTAL</b>	<b>39</b>	<b>154</b>

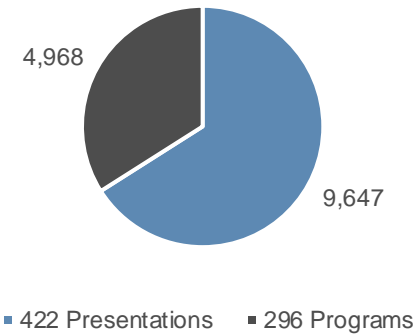
# Research & Quality Assurance

This year has been busy working on and compiling reports and research projects (i.e. The Navigation of Information Sharing and Confidentiality) for the CMHA of NB as well as tracking numbers of initiatives and reaches. Reports show that from April 2018 to March 2019, we have held 8,400 initiatives that reached 76,402 people.

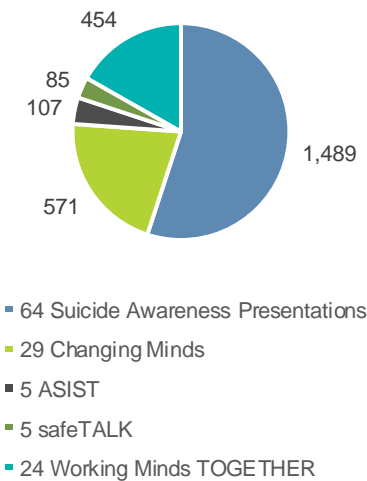
One area for celebration, we held 422 Core Presentations and Senior Presentations (i.e. Anxiety, Self-Esteem). These presentations reached 9,647 people and 296 program offerings (i.e. Changing Minds, Working Minds TOGETHER, ASIST, as well as Educational, Support, and Therapeutic Groups) reached 4,968 individuals.



Reaches with Presentations and Programs



Gatekeeper Training



The Gatekeeper Training (consisting of Suicide Awareness Presentations, Changing Minds, ASIST, safeTALK, and Working Minds TOGETHER), is a partnership with the Department of Health. We have reached 1,489 people with 64 Suicide Awareness Presentations, 571 people with 29 Changing Minds, 107 people with 5 ASIST, 85 people with 5 safeTALK, and 454 people with 24 Working Minds TOGETHER sessions.



The Working: Stronger Together (WST) program provides free employment related services, for qualifying individuals in Charlotte County having difficulty finding meaningful and sustainable employment. The WST Employment Counsellors, Michelle and Jennifer, have worked tirelessly over the years to ensure that the goals set out by the Department of Post-Secondary Education, Training and Labour are met. They provide career search strategies to determine career goals, educational referrals to accommodate vocational goals, teach resume and cover-letter writing, interviewing techniques, job search skills, accessing the hidden job market, as well as, follow up regarding work, providing on-the-job supports, as needed, to empower them to set and achieve their personal career and/or employment goals successfully, to ensure that the client and the employer are pleased by the job performance of the individual.

### Program Highlights

The WST team has served 338 clients, with 61 employed at fiscal year end. In addition, they've continued to engage in numerous community events. Here are some highlights from our WST program:

- Participation in Bell Let's Talk Event.
- Support for organizing and attending the Aces Game in support of CMHA of NB.
- Meetings with the Community Engagement Support/Recruitment Advisor from NBCC.
- Participation in the Seniors' Wellness Fair.
- Organized a job fair with 23 employers and over 100 job seekers in attendance.



### At Work Employment Program

The At Work Program provides supported employment related services to individuals who have service needs related to a mental health illness in finding competitive, meaningful employment. The program's unique design offers a streamlined process for clients from the start to a year after they have gained employment.

The At Work team is also dedicated to building positive, long lasting partnerships with businesses with the goal of working towards ending the stigma of mental health in the workplace.

**This year the At Work Program served 67 individuals with 28 who were employed.**

# Operations

## PROGRAMMING (CEC & PC)

Unique to Canada, CMHA of NB's Community Education Coordinator (CEC) and Program Coordinator (PC) programs serve every urban and rural region of New Brunswick. 11 CEC's who each cover their own respective rural communities, as well as 3 PC's that cover Greater Moncton, Fredericton, and Saint John, offer education through workshops and trainings, self-help and support groups, advocacy, awareness, stigma reduction initiatives, special events, community networking, committee work, as well as, information and referral related to mental health, mental illness, addictions, and suicide prevention.

This year, the CEC and PC programs served 75,892 individuals.

Each CEC and PC offers consistent, evidence-based services through our core programs, as well as unique services and initiatives based on assessment of their zone's needs.

Initiatives	Number of Initiatives		Number of Participants	
Core Presentations	405		9,341	
Senior Presentations	17		306	
Changing Minds	29		571	
Kids Have Stress Too!	14		122	
Making Wellness a Priority Program	44		760	
Family & Friends Program	6		42	
Engaging Families in Recovery	0		0	
Art of Friendship	5		38	
Art of Recovery	0		0	
ASIST	5		107	
safeTALK	5		85	
Living Life to the Full	18		193	
Working Minds TOGETHER	24		454	
Public Awareness Initiatives	248	374	31,880	47,695
Special Events	126		15,815	
Educational Programs	105		2,201	
Support Groups	20		213	
Therapeutic Programs	21		182	
Networking Activities	82		6,395	
Information Requests, Referrals & Advocacy Calls/Cases	7,187		7,187	
TOTAL	8,361		75,892	



## New CEC and PC Initiative Highlights:

- **Therapeutic & Psychoeducational Support Groups:** As part of our collaborative work throughout the province, our CEC's have worked with some managers of the Mental Health and Addictions Clinics (CMHAC) to deliver support groups and programs focused on the needs of the communities they serve. Groups were coordinated directly to meet the needs of the individuals on the CMHACs' waitlists for the purpose of enhancing system capacity.
- **Events & Wellness:** Through special events/wellness programs, the CEC's have hosted art exhibits, testimonial evenings, gala dinners, conference days, educational conferences, wellness dance classes, walks, yoga sessions, wellness fairs, seniors' events, kiosks, hockey games, lunch and learns, men's events, and self-care events.
- **Let's Talk:** An engaging educational series geared towards encouraging conversations and open dialogue for connection, knowledge translation, and education on various topics of mental health, illness and addictions.
- **Where Do I Go From Here:** A workshop for individuals leaving the psychiatric care units to enhance understanding of available services and resources to promote their mental health and transition through recovery
- **Social Media Campaigns:** CEC's have engaged in social media campaigns to reach a wider demographic on the topics of mental health and suicide prevention.

## Provincial Operational and Program Highlights

- **Community Counselling Program (CCP):** This program, in collaboration with Breelove Counselling Services, began in September 2018. Since its launch, the CPP has served 66 clients through 396 counselling sessions. **Santé vous bien !:** Through strong collaboration between the MACS-NB and CMHA of NB, we launched a new program of workshops delivered across the province in classes of grade 3 students within the Francophone School Districts to better help children understand feelings, resilience, stress, and mental health.
- **New Workshops:** CMHA of NB has added some new topics to our core workshops list including: Addictions (through support of ANBL), and Emotional Regulation.
- **Partnership with GNB:** An established collaboration to deliver workshops and trainings to GNB staff across the province provided training on Changing Minds, Working Minds TOGETHER, as well as suicide prevention and other core workshops to government employees at all levels.
- **Walk in Mental Health Service:** CMHA of NB's collaboration with Coverdale Counselling and Consulting has continued to provide a free walk-in mental health service on Wednesday mornings for individuals seeking support through single-session counselling services.



# CMHA of NB

## Board of Directors - 2018-2019

CMHA of NB relies on volunteer leadership to help advance its goals of promoting positive mental health of all residents in New Brunswick and supporting the resilience and recovery of people experiencing mental health concerns. We thank our Board of Directors for their commitment to mental health.

### Executive Board Members

President:  
Roger Stoddard

Vice-President:  
Joy Bacon

Secretary:  
Dr. Rice Fuller

Treasurer:  
Angela Ellis

Executive Director:  
Christa Baldwin

### Board Members

Member at Large:  
Aaron Savage

Member at Large:  
Sean Kinney

Northeast Rep:  
Susanna DeWolfe

Central Rep: Amanda  
O'Sullivan

Central Rep:  
Gail Asbell

NB Mental Health Consumer Network:  
Sylvette Rousselle

Southeast Rep:  
Paulette Levesque





# CMHA of NB

## Staff Members- 2018-2019

### Fredericton Office

**Executive Director:**  
Christa Baldwin

**Director of Operations:**  
Kristen Barnes

**Director of Finance and  
Human Resources:**  
Kimberly Somerville

**Director of  
Communications:**  
Lori Wheeler

**Program Coordinator:**  
Corey Ferguson

**Employment Coordinator:**  
Alyssa De Lenardo

**Employment Counsellor:**  
Marc-Eric Nadeau

**Peer Support Consultant:**  
Lauren White

**Executive Assistant:**  
Connie Locke

**Community Relations  
Coordinator:**  
Angela Pond

### Moncton Office

**Manager of Research and  
Quality Assurance:**  
Jonathan Cormier

**Provincial Peer Support  
Consultant:**  
Tina LeBlanc

**Program Coordinator:**  
Julie Allain

**Senior Community  
Relations Coordinator:**  
Diana Gregory

### Saint John Office

**Program Coordinator:**  
Dawn O'Dell

**Community Relations  
Coordinator:**  
Nicole McLean

### Working Stronger Together

**Employment Counsellor:**  
St. Stephen  
Jennifer Price

**Employment Counsellor:**  
St. George  
Michelle Gayton

### Community Education Coordinators

**Zone 1: Denise Miller**  
**Zone 1: Marie-Cecile Leger**  
**Zone 2: Martha Chown**  
**Zone 2: Lisa Cheney**

**Zone 3: Kaitee Stairs**  
**Zone 3/4: Jean-Paul Soucy**  
**Zone 4: Josée Martin**

**Zone 5: Cécile Goulette**  
**Zone 6: Lucie Robichaud**  
**Zone 6/7: Julie Spence**  
**Zone 7: Alicia Dean**

# We Couldn't Have Done It Without You!

## Government of New Brunswick:

- Department of Health
- Department of Post-Secondary Education, Training and Labour
- Department of Social Development

Mindcare NB

ANBL

Three Mountain Relay

Fredericton International  
Airport - YFC

Horizon Health Network

Service Canada

Mental health support throughout our province has been steadily rising! Our sincere thanks to each and everyone of our supporters who made donations (monetary and in-kind support). Here's a sampling of the generous support from our communities and around the province.

- |                       |                        |                         |
|-----------------------|------------------------|-------------------------|
| ❖ City of Moncton     | ❖ Marwood              | ❖ Murphy's Restaurant   |
| ❖ MACS-NB             | ❖ Moosehead            | (Tim Horton's)          |
| Mouvement Acadian     | ❖ Scotiabank           | ❖ Bell Canada           |
| des Communauté en     | ❖ Monteith             | ❖ Credit Counselling    |
| santé du Nouveau-B r  | Underground            | Services                |
| ❖ Newcap Radio /      | Services               | ❖ Canaport LNG          |
| Fredericton Strong    | ❖ Hazen Investment Ltd | ❖ NB Police Association |
| Concert               | ❖ Bourque Industrial   | ❖ Meadavie Blue Cross   |
| ❖ Sisters of Charity  | ❖ Ocean Capital        | ❖ SJ Police Association |
| ❖ Nurse's Association | Investments            | Inc.                    |
| of NB                 | ❖ Higgins Insurance    | ❖ Dealmine Inc          |
|                       | ❖ 100 Women that Care  | ❖ SJ Y Service Club     |

**On behalf of the CMHA of NB family, and to put it simply... thank you!**

**Christa Baldwin**  
**Executive Director, CMHA of NB**



**Canadian Mental  
Health Association**  
New Brunswick  
*Mental health for all*

**Association canadienne  
pour la santé mentale**  
Nouveau-Brunswick  
*La santé mentale pour tous*



*years of  
community*  
*ans dans la  
communauté*

**Canadian Mental Health Association of New Brunswick**

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