



ANNUAL REPORT 2023-24



**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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We recognize and respectfully acknowledge that the Canadian Mental Health Association of New Brunswick works on unceded traditional homelands of the Mi'kmaq, Wolastoqiyik, Passamaquoddy, and Penobscot all of which create the Wabanaki Confederacy as

BOARD OF DIRECTORS:

Amanda O'Sullivan / *President*

Gail Asbell / *Vice President*

Dr. Rice Fuller / *Secretary*

Angela Ellis / *Treasurer*

Christa Baldwin / *Chief Executive Officer*

Ken Critchley / *Member at Large*

Sean Kinney / *Member at Large*

Susanna DeWolfe / *Northeast Rep*

Paulette Levesque / *Southwest Rep*

Sylvette Rousselle / *NB Mental Health
Consumer Network*

LEADERSHIP COMMUNICATION

It is with great pleasure and pride that we extend a warm welcome to each of you as we reflect on the accomplishments and strides made in the past year. As we present the Canadian Mental Health Association of New Brunswick's Annual Report for 2023-2024, we invite you to journey with us through the transformative initiatives, impactful programs, and the profound difference we've collectively made in the mental health landscape of our communities.

This report stands as a testament to our unwavering commitment to promoting mental wellness, reducing stigma, and advocating for equitable access to mental health services across New Brunswick. Together, we have navigated challenges, celebrated successes, and forged invaluable partnerships that have fortified our mission and strengthened our resolve.

As we delve into the pages of this report, may we be inspired by the quality program work, the data-driven insights, and the collaborative spirit that define our organization's ethos. Let us reaffirm our dedication to fostering a society where every individual's mental health is valued, supported, and prioritized.

The work we do, like mental health itself, is a journey, not a destination. CMHA of NB remains steadfast in our commitment to making a difference. We invite all people living in New Brunswick to join us in our initiatives and advocacy for equitable, available mental health care.

Our wonderful staff delivered our mainstay of mental health promotion, prevention, workplace mental health initiatives, early intervention programs and employment services to tens of thousands of New Brunswickers.

To our dedicated staff, volunteers, partners, and supporters, we extend our deepest gratitude for your unwavering commitment and tireless efforts. Your passion and dedication are the driving forces behind our collective impact, and it is through our collaborative endeavors that we continue to pave the way for a healthy future.

Thank you for your continued support and investment in the work of CMHA of New Brunswick. Together, let us continue to champion mental wellness and create a brighter, more inclusive future for all.

With gratitude,

Amanda and Christa



Amanda O'Sullivan
Board President



Christa Baldwin
Chief Executive Officer

ABOUT US

CMHA of NB Vision.

A Canada where mental health is a universal human right.

CMHA of NB Mission.

To ensure that all people in New Brunswick experience good mental health and well-being.

CMHA of NB Values

STEADFAST. We have long fought to improve the state of mental health in New Brunswick, but our work is not done. We remain as committed as ever to our task.

INCLUSIVE. We want all people in New Brunswick to see themselves represented and served by CMHA of NB. We value the voice of those who have experienced mental illness. We recognize a diverse range of mental health approaches.

PROACTIVE. We are leaders. We value action over talk. We will innovate and think ahead to continue to address and improve mental health in New Brunswick.

COMPASSIONATE. We lead with the heart. We are compassionate, empathetic, and caring. We approach our mission with love and kindness.

COLLABORATIVE. We mobilize and marshal resources, partners, and people to come together to realize necessary changes in our communities and in the mental health system in New Brunswick.

Strengthening the Human Connection

Needs Statement.

Mental health and wellness care in New Brunswick is fragmented at best; New Brunswickers and their families are currently under-supported on their mental health journey.

Grand Goal.

By 2026 CMHA of NB will be a leader in facilitating, promoting, and working toward the creation of a seamless service continuum of equitable and accessible mental health care.

Four Strategic Directions

Brand Activation
Deepen & Diversify Funding
Evolve & Expand Person-Centered Programming
Strengthen Organizational Capacity

MEET OUR STAFF

Fredericton Office

Christa Baldwin, Chief Executive Officer
Kimberly Somerville, Director of Finance and HR
Kristen Barnes, Director of Operations
Lori Wheeler, Director of Communications
Connie Locke, Payroll & Benefits Administrator
Angela Pond, Office Manager
Tristan Williams, Research Analyst
Marco Bonadie, Policy Analyst
Mozhdeh Hedayatifard, Human Resource Assistant

Moncton Office

Julie Allain, Manager of Programs
Diana Gregory, Senior Community Relations Coordinator
Jordan Farquharson, Community Relations Coordinator

BounceBack

Dima Devana, BounceBack Program Manager
Brittany Tabor, BounceBack Coach
Chloe McKenzie, BounceBack Peer Navigator
Ola Abuzayed, BounceBack Coach
Jocelyn Mabson, BounceBack Coach
Camile Maynard, BounceBack Coach
Josh Baldwin, BounceBack Coach

Peer Support

Lauren White, Provincial Peer Support Consultant
Corey Ferguson, Peer Support Consultant
Israel Parent, Peer Support Consultant
Sarah Dana, Community Peer Support Worker
Ckhyamoj Townsend, Community Peer Support Worker
Martin Comeau, Community Peer Support Worker

Provincial Community Program Coordinators

Dawn O'Dell, Saint John Region
Luc Couturier, Moncton Region
Curtis Lauzon, Fredericton Region
Lauren Whiteway, Kent County & Shediac
Lisa Cheney, Charlotte County
Martha Chown, Sussex Region
Dustin Day, Woodstock Region
Jean-Paul Soucy, Grand Falls Region
Cécile Goulette, Restigouche Region
Lucie Robichaud, Acadian Peninsula
Jean-Michel Frigault, Bathurst Region
Vanessa Green, Miramichi Region

Working: Stronger Together (Charlotte County)

Jennifer Price, Employment Counsellor
Michelle Deveau, Employment Counsellor



INTEGRATED YOUTH SERVICES (IYS)



CMHA of NB is excited to embark in a new partnership between government, community, philanthropy, and most importantly youth and families. In January, 2024, the Government of New Brunswick (GNB) formally announced the IYS Youth Wellness Hub Initiative that will be established around the province over the next two years.

Integrated Youth Services (IYS) is a model designed to address the service gaps in youth mental health, substance use, and

wellness sectors in New Brunswick. IYS is rooted in integrating services for youth through supporting service providers across sectors and agencies to work together in a new way. This new approach provides young people aged 12 to 24 with access to a full range of services designed with integration in mind at every level to respond to individual needs. Supports offered through IYS include mental health, substance use, primary care, education, employment, housing, among other social services in one youth-friendly space.

The goal of IYS is to improve experiences and outcomes for youth by:

- Increasing access to rapid, low-barrier services
- Reducing transitions by providing care and supports in one location
- Tailoring high-quality programs which are co-developed with youth and families in order to best meet their needs.
- Implementing a learning health system that informs how youth receive support as we learn from the research of the outcomes of our work.



INTEGRATED YOUTH SERVICES (IYS) (continued)

CMHA of NB's role through this partnership is an administrative host, which will leverage research, resources, communications, engagement, strategy and bring together funding to support integration of the youth wellness hubs across New Brunswick. This initiative will see the implementation and growth of 6 hubs across the province, 3 hubs by the end of 2024, and three more hubs by the end of 2025. These hubs will operate with the guidance of an integrated network through partnership and collaboration by lead and supporting agencies across regional communities. They will each also be supported by in-kind resources through the regional health authorities.

Services that youth can expect to access at a local IYS hub includes: mental health and substance use support, primary health care, education, employment, and training, peer support for youth and families, social and community services, wellness promotion initiatives, and other services based on local needs and priorities.



Kristen Barnes, Director of IYS

The IYS model centers youth and family experience and values their voices at every stage of the process. Youth and family perspective will help shape and evolve the way services are delivered, where they are delivered, how they are measured, and inform us how to enhance services.

This innovative transformation of youth mental health and wellness services would not be possible without the support of GNB, and philanthropic partners including the Graham Boeckh Foundation, Bell, Medavie, RBC, the McConnell Foundation, and Skyline. This has also been made possible by the countless voices and memories of those who have advocated for change within the mental health system. Your voices have been heard and transformation is on the horizon.

COMMUNITY PROGRAM COORDINATORS



CPCs continued their growth within their regions making a positive impact. Their passion for promoting mental health and wellness and their desire to help others have once again impacted many individuals.

From schools to numerous organizations across NB, the CPCs have not missed a beat providing services to over 11,000 participants.

They continue their work within our internal committees, such as CMHA of NB's youth committee, where they launched the YouthSMART program including a website:

<https://www.youthsmartnb.ca/>

They are actively contributing to various external committees including:

Suicide Prevention Committees, Community Advocacy Committee, Regional Resiliency Committee, Recovery Committee.

Enhancing partnerships with:

GNB, Multicultural Association, Coverdale Counseling, Addictions and Mental Health Clinics (Horizon and Vitalité), Municipalities.

This year, their creativity shone once again in their Anti-Stigma initiatives:

The SeeMe art exhibit at the Bouctouche Farmers Market and Art Over Mind at the Sunbury Shores Gallery in Saint Andrews brought together some amazing artists and showcased their work. Additionally, in Zone 1 in partnership with Mount Alison University they hosted a Self-Care initiative for the students and faculty members.

In Grand Falls, the first candlelight music event was held, which featured four violinists playing the music of ABBA. The event was touching, as people gathered, listened to the music in silence, and enjoyed the breathtaking stage illuminated by over 1500 candles.

As you can see the CPCs have been busy making a positive impact in their communities.

WORKING: STRONGER TOGETHER

The Working: Stronger Together program provides employment and/or related referral, or educational services needed to job-ready individuals living with diversified disabilities. Our goal is to serve 200 clients with 150 clients having developed employment action plans and 40% are expected to obtain employment, self-employment, or enter post-secondary education within the fiscal year.

During the fiscal year of 2023-2024, the Working: Stronger Together program has served 406 clients with 372 of them having developed action plans and have assisted 81 in becoming employed, self-employed, or entering post-secondary education. These numbers are the highest our agency has ever achieved.



Since moving our office to Eastern Charlotte County, our program has significantly grown over the past two years. We have made a significant number of new partnerships with other local non-profits as well as businesses. Our clientele continues to grow, and we are looking forward to assisting individuals in the community to reach their employment goals.

PEER SUPPORT PROGRAM

The Peer Support department has continued to evolve during the 2023-2024 fiscal year. The department has seen significant shifts in operations as we continue to fulfill our mandate of facilitating the Certified Peer Support Training Program of New Brunswick and promoting the integration of Peer Support Workers in clinical and community settings through the support of the Department of Health.

Highlights include:

- Program Strategic Planning
- Developed/implemented Community Peer Support Worker Program pilot (Charlotte County, Fredericton, Moncton)
- New Brunswick First Responders Conference
- Campus Peer Support Training (UNB)
- Francophone Certified Peer Support Training Program
- Provincial Peer Support Community of Practice
- Implementation: CaseWORKS case management platform
- Implementation: SafetyLine work-alone platform
- Consultations including the ReThink Ability Project, Stepped Care 2.0, and National Disability Tax Credit Fairness Alliance



CONFERENCE INVITATION

EMPOWERING & CELEBRATING

NEW BRUNSWICK FIRST RESPONDERS
WU CONFERENCE CENTRE
05.18 | 05.19

University of New Brunswick,
6 Duffie Drive, Fredericton

REGISTRATION:



Offered by: Critical Incident Stress Management of New Brunswick (CISM-NB) in partnership with Canadian Mental Health Association of New Brunswick & the Government of New Brunswick
Please note that presentations will mostly be offered in English with access to simultaneous translation services.



BOUNCEBACK PROGRAM

This year marked a significant stride in our program's outreach and promotion efforts. Our team embarked on a province-wide journey, distributing brochures and program merchandise across clinics, organizations, and community hubs, amplifying our presence and accessibility.

Looking ahead, exciting campaigns with Pattison and Stingray are on the horizon, to promote BounceBack in bus shelters, digital billboards, and through radio ads, magnifying our reach and impact.

Collaborating closely with local organizations, we hosted numerous events, fostering community engagement and support. In a pivotal move towards inclusivity and dismantling barriers, we implemented a soft launch where access to the program no longer requires a Primary Care Provider.

Partnering with multicultural associations and engaging with high schools, we ensured our services resonated with diverse communities and youth, underscoring our commitment to holistic wellbeing.

As we reflect on our achievements, we are thrilled for what is to come for BounceBack!




 PRESENTS:



BRICK BY BRICK

9TH
MAR
1:00 PM

THE LANDING
7 MILL STREET, FREDERICTON

Join the BounceBack team for relaxing afternoon of building with Lego while learning about the programs that the Canadian Mental Health Association of NB has to offer in our community. No registration - First come, first serve.

For more information, contact Brittany Tabor:
(506) 406-4021 or brittany.tabor@cmhanb-acsmnb.ca

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Association canadienne pour le santé mentale
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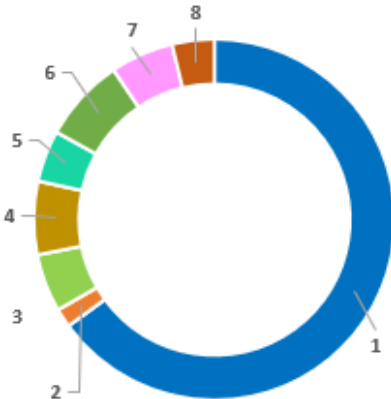
FINANCIALS

Revenues

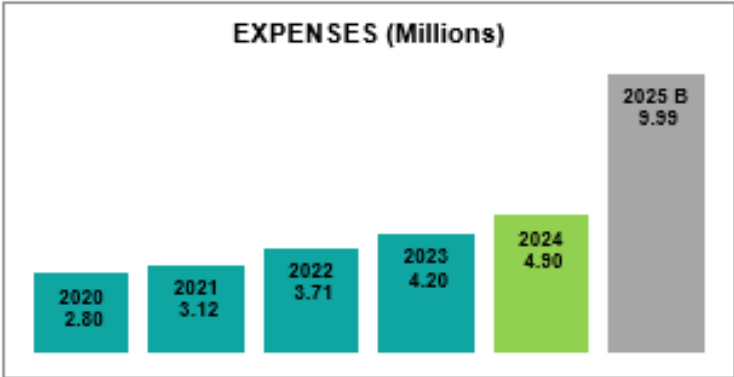
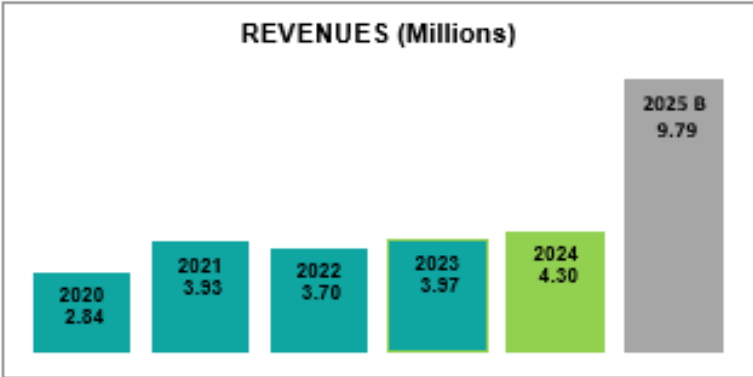


1	● Program Revenues & Grants	\$3,407,386	79%
2	● Fundraising & Donations	\$399,221	9%
3	● Administration Fees	\$492,755	11%
		\$4,299,362	

Expenses



1	● Salaries & Benefits	\$3,181,147	65%
2	● Training & Development	\$82,745	2%
3	● General Office	\$254,398	5%
4	● Building & Equipment	\$321,660	7%
5	● Travel and Meetings	\$226,284	5%
6	● Materials, Supplies, Other	\$367,577	8%
7	● Advertising & Promotion	\$276,914	6%
8	● Other (Admin & Professional Fees)	\$184,935	4%
		\$4,895,659	



** The independent auditor's report will be made available upon requests **

SOCIAL MEDIA



WWW.CMHANB.CA

201,341 visitors

(totaling 708,981 visits)



1,500 followers

8,200 unique

accounts reached



15,360 total followers

712 new followers

23,964 reach

1,501 likes

307 shares



717 subscribers

11,800 views

820 hours



COMMUNITY PARTNERSHIP SPOTLIGHT

Government of New Brunswick

BounceBack NB Program, Community Program Coordinators, Provincial Peer Support Program, Suicide Prevention Committees (DOH), Working: Stronger Together (PETL), Certified Peer Supports, Capacity Funding (SD)

New Brunswick Deaf & Hard of Hearing Services

Facilitated programs for the deaf and hard of hearing community.

Eastern College

Student summer camp for kids aged 9-15.

Université de Moncton

FIRST Responders Peer Support Training, Certified Peer Support

University of New Brunswick

Research project on women in pandemic and suicidality.

ACCESS Open Minds

Research and delivery program on youth mental health. ACCESS Youth Peer Support Fundamentals training.

Green Shield Canada

Update employment education programming.

United Way

Provided funding for LLTTF project and collaboration with New Brunswick Deaf & Hard of Hearing Services

ANBL

Provincial D2R: From Dependency to Recovery program.

Association francophone des aînés du N.-B.,

Francophone seniors project



UNIVERSITÉ DE MONCTON



CMHA of NB FUNDRAISERS

Gals & Giggles

A fundraiser for mental health, all comedians are passionate about advocating for mental health in our community. \$15 from each ticket will stay right here in Saint John to help those in our community that need mental health support... all for free.

Empowerment Gala

The Canadian Mental Health Association of NB and EXIT Realty Advantage hosted the Empowerment Gala: Investing in YOU at the Delta Hotel in Fredericton on September 29, 2023. This event included live music (Irish Mythen), keynote speaker (Kate Davis), live and silent auctions and plated dinner. There was also an awards ceremony celebrating two community Mental Health Champions. This was an evening of inspiration, connectivity, community and celebration. We thank all of our sponsors and attendees that helped raise money for our organization.

An Evening with Joel Plaskett

We held a fundraising event at the Casino NB - an Intimate Evening with Joel Plaskett in support of The Canadian Mental Health Association of New Brunswick and programs in the Moncton region.

An Evening with James Mullinger and Friends

300 attendees joined us to help us kick off the first weekend of FROSTival with an evening of fun and laughter and awareness in support of the Canadian Mental Health Association of New Brunswick and initiatives in the Fredericton region.

Curl for Mental Health

A great opportunity to get together with family, friends or colleagues all while supporting mental health initiatives within the greater Saint John area.

The Push Up Challenge

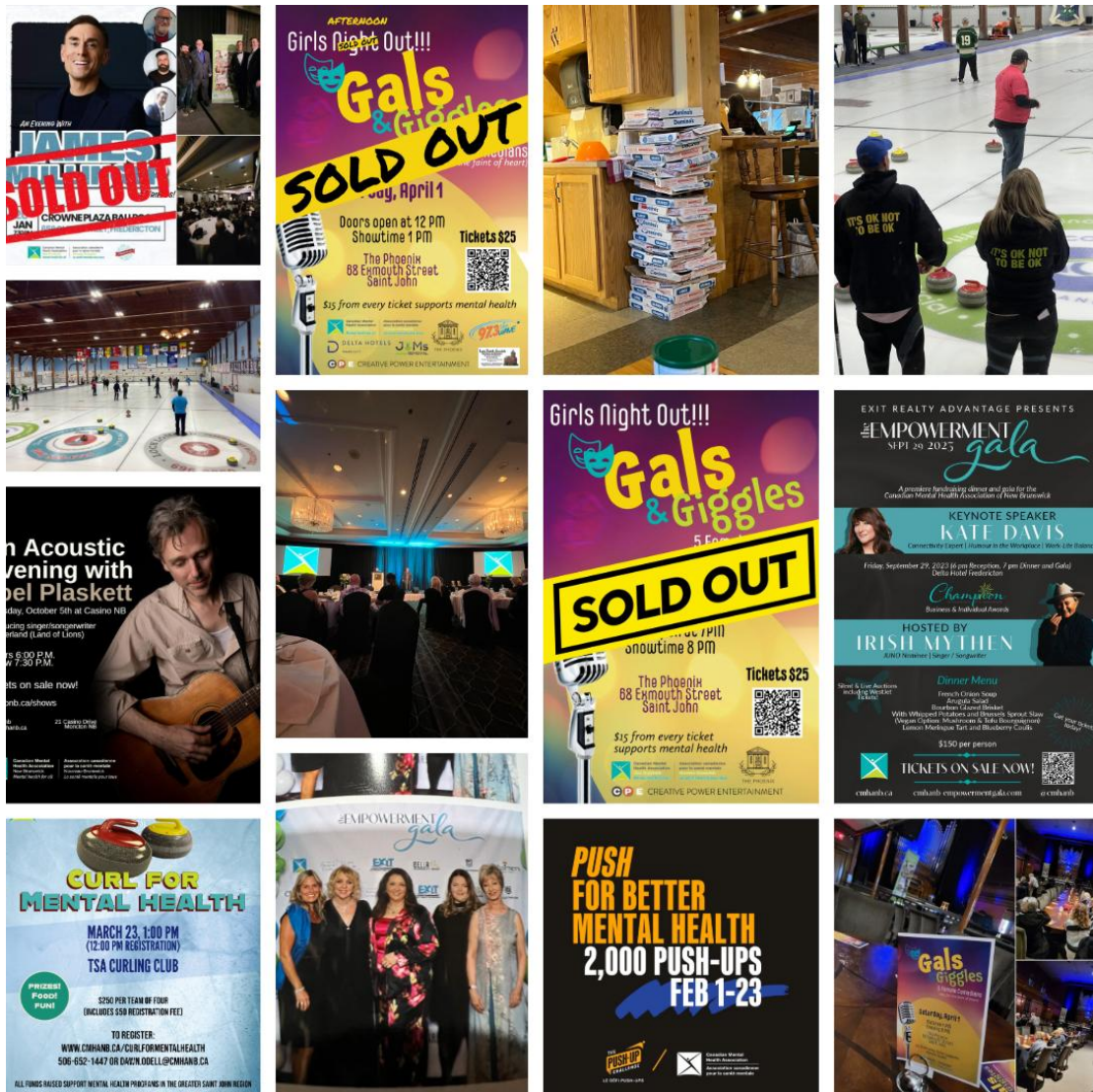
What a successful first Push-up Challenge in NB!! We would like to recognize our team members that accepted the CMHA of NB Team push-up challenge invite and regularly tracked their progress in the app. In fact, Dave Asbell came in at number 14 out of the top 20 individuals across Canada.

- A total of 2.45 million gross was raised across Canada;
- Very impressive as this initiative was planned with no compulsion to fundraise
- There were 49,608 participants;

CMHA of NB FUNDRAISERS (continued)

- 44 million push ups or alternative form of exercises were performed;
- Average donation per participant was \$49.19
- 23% of the gross funds will go to TPUC in Australia as this has to pay for program administration, all of the advertising and the 8 fulltime staff.
- Collectively CMHA's generated 862,031,939 impressions across 534 media outlets
- Based on 2023 data amongst the top 30 Peer to Peer events in Canada TPUC would place 6th in participation.

TPUC 2024 made an impressive debut on the Canadian Peer to Peer scene, garnering more participants than Kids Help Phone and revenue than CAMH



3RD PARTY FUNDRAISERS

This is just a small sampling of New-Brunswickers coming together to help raise money on their own to help support our organization:

Patrick Roy and Thomas Mallet of Acadia Stream held a weekend gaming tournament across the province fundraising. This was the second year and they plan on continuing with this initiative and supporting us in the future.

Hartland Covered Bridge Golf Tournament held in July at the Hartland Covered Bridge Golf Course and sponsored by Covered Bridge Chips. 100% of the proceeds went to the Canadian Mental Health Association of NB.

Finlayson Memorial Golf Tournament Hosted by PAR 94 Bar and Golf Lounge: In September 2023 a memorial golf tournament took place in honor of Chris Finlayson of Riverview NB and to bring together the golf community of Fredericton and bring awareness to the unfortunate and stigmatized truth that mental health affects us all. The total raised with this event was \$14,000.

IHW Wrestling raised \$710 for CMHA of NB from the 50/50 draw at IHW: ENVY - 2024 Season Premiere on Saturday, March 16th, 2024!

Marwood Ltd. making the Dave Harris memorial donation to CMHA of NB

Slo-Pitch for Mental Health 2023 raised \$1796.

Kent Building Supplies did a prompt-at-cash to raise money for CMHA of NB.

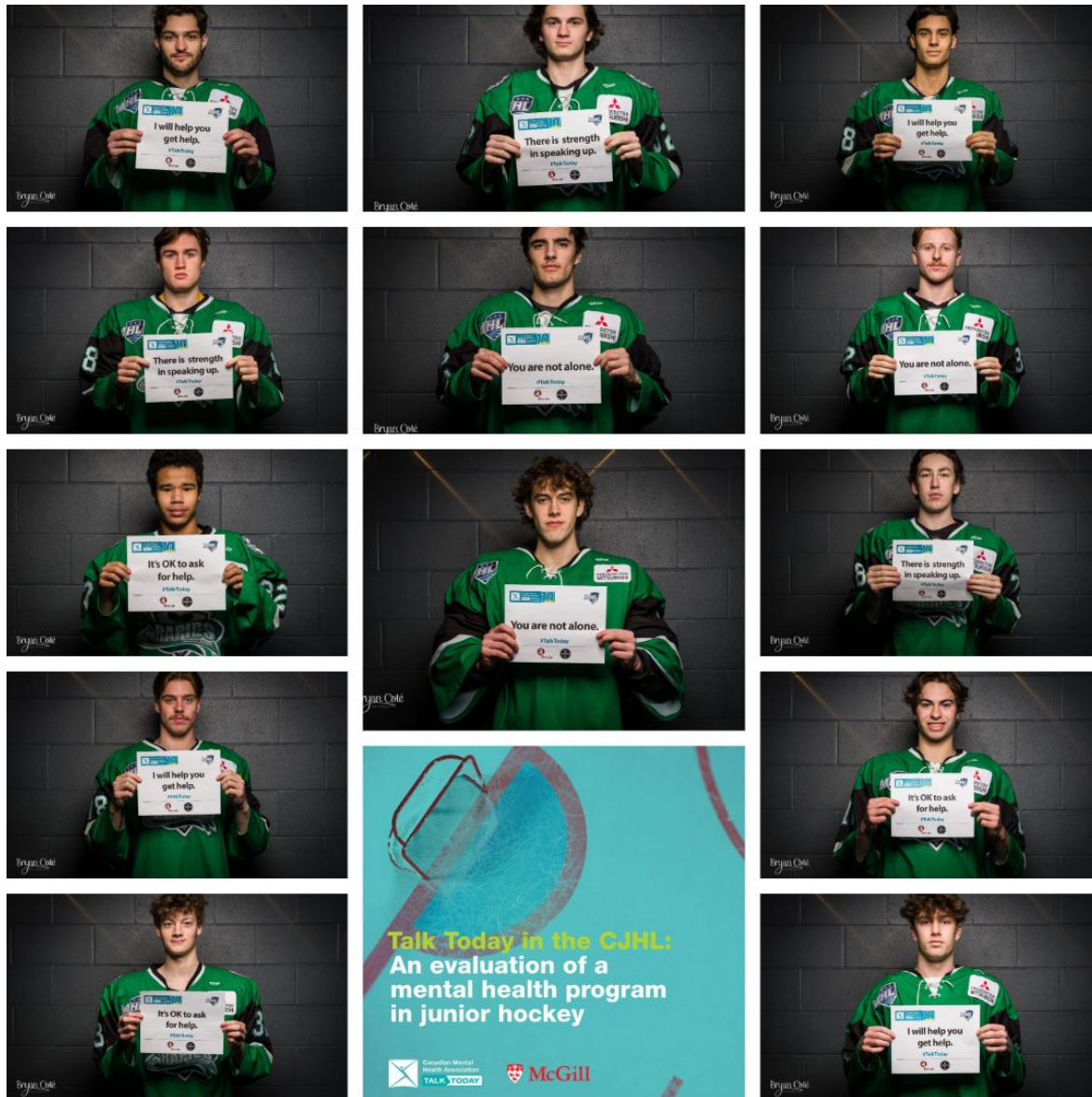
The Resiliency Committee donated to CMHA of NB to finance radio spots for one year on mental health, wellness and self-care.

CMHA of NB is the charity of choice for **Fusion Productions'** annual Fredericton show.

The junior hockey partners hosted a special event in Moncton on January 24th called the **NHL/CHL Top Prospects Game**. As part of that game they fundraised a 50/50 draw which raised \$28,735.



AWARENESS EVENTS



Talk Today

“CMHA of NB is grateful for our hockey partnerships that have been a driving force for this program since the beginning, especially the QJHL for its awareness and engagement efforts in support of Talk Today over the years. We’re so proud of what Talk Today has become thanks to the national leadership, provincial coordination, regional staff, and the collaboration from the CHL which has grown to demonstrate a true sense of collaboration with a large impact. Members of the various CHL teams including Moncton, Saint John and Bathurst play leadership roles within the community. Players, particularly, are excellent role models who positively influence young fans and their families.

