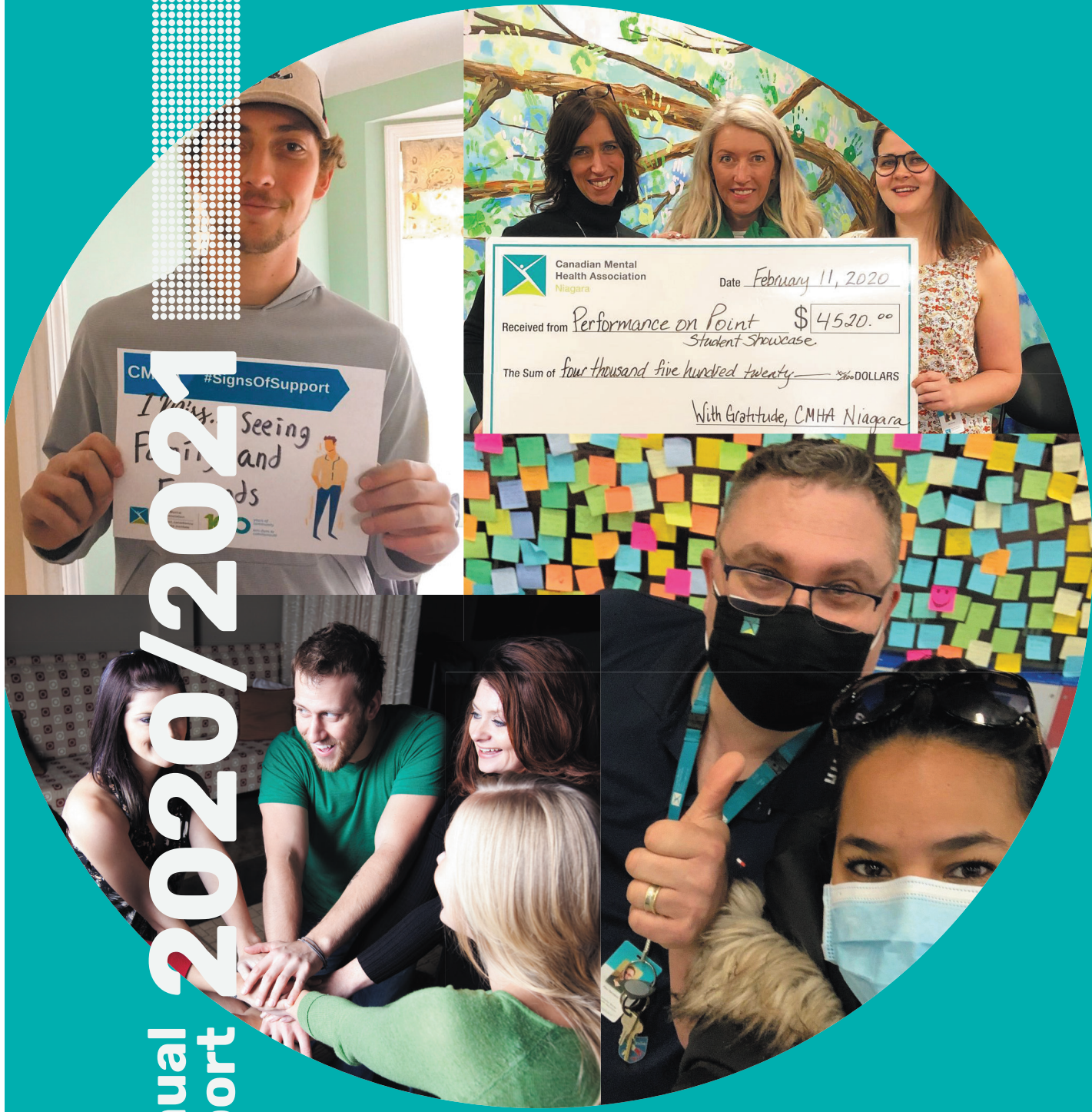
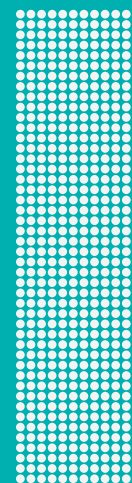




2020/2021

annual report



I think Seeing Families and Friends

Canadian Mental Health Association
Niagara

Date February 11, 2020

Received from Performance on Point Student Showcase \$ 4520.00

The Sum of four thousand five hundred twenty DOLLARS

With Gratitude, CMHA Niagara

canadian mental health association Niagara



Canadian Mental Health Association
Niagara
Mental health for all

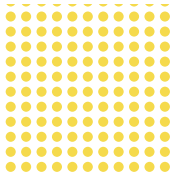


Table of contents

Message from the president and executive director	3
Statistics	7
CMHA Niagara's Strategic Goals (2019-2024)	8
Programs and services	12
Financial report	13
Someone in your circle needs our help	14
How to donate	15
Third party events	16
Thanks to donors	17



CMHA Niagara participates in an ongoing process of quality improvement through Accreditation Canada's accreditation program.

Accreditation Canada is an independent not-for-profit organization that sets standards for quality and safety in health care and accredits health organizations in Canada and around the world.





Message from the president and executive director

The COVID-19 pandemic has forever altered our world. The journey has been surreal, relentless, exhausting, lonely, and challenging. But the one overarching reality is that we are all in it together – united by a common thread of hope.

The responsive and resilient CMHA staff, management, board of directors, and volunteers, were motivated by their compassionate duty to provide hope and improve quality of life for clients and families living with mental illness at a time when the impact of quarantine restrictions, loss of employment, and effects of isolation has only added to an already growing need for services. CMHA Niagara engaged in 7,055 individual, 7,813 additional telephone, 1,401 long term and 5,621 brief interactions from April 1, 2020 through March 31, 2021.

It has taken an amazing amount of commitment, innovation, and unity at all levels. When the pandemic started, the agency quickly implemented physical distancing measures, PPE protocols, and work from home resources and guidelines. We changed service delivery, increasing telephone service and privacy encrypted face-to-face virtual interactions, to ensure that our support remained accessible to our community within the necessary restrictions.

We are extremely proud of our team and collaborative partners for rising to the challenge. We are also grateful to generous community members whose sponsorship, funding, personal

donations, and fundraising events brought much needed resources to support those challenged with their mental health.

The challenges are far from over. As the Greek philosopher Socrates once said: *“The secret of change is to focus all of your energy not on fighting the old, but on building the new.”* To that end, CMHA Niagara has been an active partner in the development of the Niagara Ontario Health Team. This new model of localized, integrated health care delivery connects clients and providers in their geographical region and across healthcare sectors.

With a solid foundation of effective governance, leadership, advocacy, and with a dedicated team of mental health and administrative professionals, we will continue to provide resources, information, community networks, service, and hope.

We invite you to review our 2020-2021 Annual Report showcasing our key accomplishments this past fiscal year. It offers a glimpse into the world of the people who access our services, and the people who stand ready to assist along with financial and program summaries and updates.

We extend our sincere gratitude for the tremendous effort, support and collaboration of individuals, partners, agencies and our clients across the Niagara community who allow us to continue our important work of strengthening mental wellness in the Niagara community – one person and one day at a time.



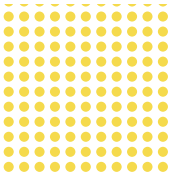
**Christopher
Yendt**

Board President - CMHA - Niagara



**Tara
McKendrick**

Executive Director - CMHA - Niagara



Christopher Yendt



Andrew Bassingthwaite



Matthew Mahler



Dawn Shickluna



Sarah Cacilhas



Lindsey Marois



Rajesh Ravisankar



Chris Ventura



Tara McKendrick

Board of directors 2020-21

President / Christopher Yendt

Vice President / Andrew Bassingthwaite

Treasurer / Matthew Mahler

*Service Outcomes /Quality
Committee Chair / Dawn Shickluna*

Directors /

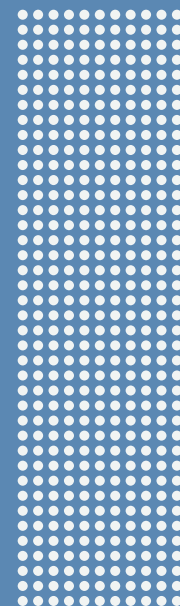
Sarah Cacilhas

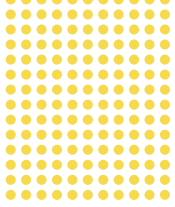
Lindsey Marois

Rajesh Ravisankar

Chris Ventura

Ex-Officio /Tara McKendrick





Governance and strategy



OUR MISSION

Our purpose is to strengthen mental wellness in the Niagara community.



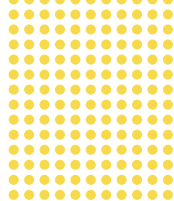
OUR VISION

A Niagara where mental health is recognized, supported and optimized.





**here's what
we've been up
to this year.**



Statistics

PROGRAM	CATEGORY	2020-2021
Case management	Long term	543
Information and referral	Brief	1,662
Concurrent	Long term	35
Dialectical behaviour therapy	Long term	27
Court support	Long term	268
Mental health coach	Brief	102
Urgent support	Brief	873
Mobile Crisis Rapid Response Team	Brief	541
Support within housing	Long term	125
Safe Beds	Brief	312
Real Work	Long term	312
National employment program	Long term	112
Transitional housing	Long term	12
United Way counselling (During COVID this service has been provided 5 days a week virtually, rather than by walk-in)	Brief	383
Crisis Outreach & Support Team (COAST)	Brief	1,604
Youth navigator	Brief	65
Brock University counselling	Brief	79
TOTAL		7,055



7,055
INDIVIDUALS
SERVED



1,401
LONG TERM



5,621
BRIEF



7,813
ADDITIONAL
TELEPHONE
INTERACTIONS
WITH NON-
REGISTERED
INDIVIDUALS

CMHA Niagara's Strategic Goals (2019-2024)

Organizational Wellness to Support Quality Services

Improving internal culture, leadership and operations to enhance service offerings and experiences for clients

Excellence in Mental Health & Addictions across the Region

Strengthening the network of service providers to improve service coordination, setting a standard of excellence in care and demonstrating collaborative leadership across the region

An Adaptive and Sustainable Utilization of Resources

Developing sustainability and capacity to match diverse funding sources with programming needs

Strengthening Foundations to Build Capacity

Strengthening organizational values, approaches, and capacity to improve and broaden service delivery

Expanding Pathways to Service through Collaboration

Increasing collaboration and broadening our outreach to continue building on community presence and impact

Accomplishments and achievements

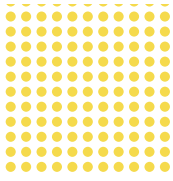
BROCK STUDENT DROP-IN COUNSELLING

Funded by the Niagara Community Foundation's David S. Howes fund, this program provides on-campus counselling with CMHA Niagara staff. During its second year of operation, this partnership served 93 (**registered and unregistered**) students virtually in 124 workshops.



...it's significant to me because it helped me feel seen. It's given me comfort that I don't have to go through it alone."





Accomplishments and achievements

TALK TODAY

A CMHA Ontario Division partnership established in 2014 with the Ontario Hockey League (OHL), Talk Today is one of the most comprehensive mental health programs for amateur sports in Canada. Its aim is to promote the mental health of young athletes, encourage open discussion about mental health, and spread awareness about the benefits of positive mental health throughout communities across the country.

CMHA Niagara partners with and supports two OHL teams: the Niagara Ice Dogs and the Erie Otters. Despite COVID's impact on pausing play this past year, the program has continued to provide mental health support to elite young athletes facing challenges amid the uncertainty. Since Talk Today's inception, more than 5,000 participants have received mental health awareness and suicide prevention training.



TWO PARTNERS UNDER ONE ROOF

For two years now, CMHA Niagara and Niagara Health, and Goldencare Pharmacy have shared space at our St. Catharines location—community partners under one roof! This innovative move strengthens the network of mental health service providers for the community and offers easier navigation of the system, reduces duplication, provides improved care, and streamlined client connections to mental health and addictions programs.



MOBILE CRISIS RAPID RESPONSE TEAM

Additional funding from Ontario Health West in March 2021 allowed the Mobile Crisis Rapid Response Team MCRRT program to expand its reach outside of St. Catharines, to include services in Niagara Falls and Niagara-on-the-Lake.

This valuable mental health crisis program, a partnership between CMHA Niagara and the Niagara Regional Police Service (NRPS), pairs a mental health professional with a specially-trained uniformed officer to respond to 9-1-1 mental health calls. The new annualized funding allows for the expansion of MCRRT in Niagara by one team.

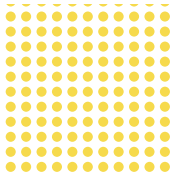
MCRRT Quick Stats

April 1, 2020 – February 28, 2021



"This funding will help to ensure that residents are getting the response and care they need at difficult moments of their lives, and maximize the potential for positive outcomes through the combined skills of our mental health professionals and specially trained officers who comprise the MCRRT team."

- Tara McKendrick
CMHA Niagara Executive Director



Accomplishments and achievements

CMHA AWARDED FOR CO-OP PARTICIPATION

In recognition of the contributions and support of Brock University’s Co-op Education Program, CMHA Niagara was chosen as the Brock Co-op Employer of the Year Award in the non-profit category.



“We are honoured and proud of our successful partnership with Brock and our shared goal of strengthening mental wellness in Niagara. It’s a privilege to support the growth and development of these very talented students!”

- Tara McKendrick
CMHA Niagara Executive Director

Co-op Employers of the Year

Congratulations to our three Co-op Employers of the Year!



NIAGARA ONTARIO HEALTH TEAM – ÉQUIPE SANTÉ ONTARIO NIAGARA

CMHA Niagara is actively involved with the development of the Niagara Ontario Health Team – Équipe Santé Ontario Niagara.

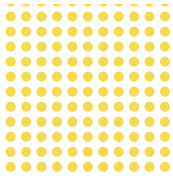
This new model of localized, integrated health care delivery will serve to better connect clients and providers in their specific geographical region, and across healthcare sectors. CMHA Niagara participates as the implementation fund holder and is involved at the planning table.



CMHA CLIENT & FAMILY/CAREGIVER ADVISORY COMMITTEE (CFAC):

CFAC is a valuable committee for engaging clients and their loved ones as partners in policy and program decision making at the Canadian Mental Health Association, Niagara Branch. The Advisory brings the perspective and experience of clients and their supporters to inform continuous quality improvement initiatives regarding service delivery, client experience, and mental health care needs and gaps.

Many thanks to this volunteer team: Margaret Arnold, Gunther Hertz, Elizabeth Olatiregun, Kelly Osborne, Sharrin Reppard, Fedora Romita, Karen Marie Dickson, and Susan Mifsud.



Accomplishments and achievements

GENERAL MOTORS ST. CATHARINES

CMHA Niagara was invited to virtually participate in General Motors "Employee Health and Wellness Week" held in February 2020.

Their 1,400 employees were able to peruse displays showcasing health related businesses and organizations in Niagara and enjoy giveaways and raffles as part of their celebration.

CMHA Niagara provided pamphlets and brochures about our programs, services, and community partners – resources that are available to them and to those in their circle!



Thank You GM St. Catharines for including CMHA Niagara in your 2nd Annual (& first "virtual") Employee Health & Wellness Week in February!

It was another opportunity for us to provide information about our programs & services and to promote our mission to help strengthen mental health in Niagara!



BOSCH REXROTH CANADA #GIVING TUESDAY

The team at Bosch Rexroth Canada showed their support of CMHA Niagara by raising funds to support our mental health and addictions services during Giving Tuesday (December 1, 2020).

As a company that takes mental health seriously and invests in the overall health of their employees, they donated \$1,500 to support immediate access to connections helping to increase the availability of mental health programs in Niagara.



Someone in your circle needs our help. #GIVINGTUESDAY | DEC 1

Proudly supported by rexroth A Bosch Company

CMHA Niagara is a proud United Way Niagara partner. United Way

SHOPPERS DRUG MART - NIAGARA STORES

Store owners at Niagara Peninsula Shoppers Drug Mart stores banded together to demonstrate their continued support of CMHA Niagara's Women and Wellness event.

Raising funds in their stores by hosting Spring Beauty Galas-- consisting of a variety of various cosmetic activities and promotions-- they presented CMHA Niagara with an \$11,147 cheque!



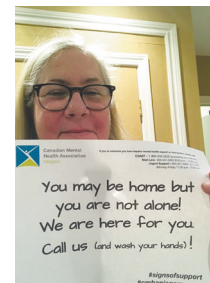
OTHER TEAM HIGHLIGHTS:

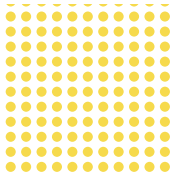
- 46 individuals successfully employed through our employment programs
- Information Systems Team delivered rapid service in setting up team members to work safe and securely from home; implemented IT Ticketing System for efficient repairs and maintenance and responsiveness to staff.
- Successfully housed 49 individuals.
- Administrative Team was quick to source and supply adequate personal

protection equipment and set up offices to ensure services remained uninterrupted and that staff and clients were safe.

- 82% of staff who worked in congregate living, redeployed to congregate living or were client facing, received the COVID-19 vaccination.
- Reallocated mental health counselling resources to provide "Coping with COVID" sessions to frontline health care and education workers.

- 46 staff registered with eHealth Ontario enabling them to provide virtual care through OTN.





Programs and services

Urgent Support and Walk-In Counselling

Mental health counsellors provide same day service to individuals by exploring their immediate concerns. They offer assistance with problem solving and crisis management. Follow-up services and connections to other resources are provided. No referral or appointment is required.

Crisis Outreach and Support Team (COAST)

COAST is a mobile crisis outreach and intervention service that offers immediate telephone counselling and on-site crisis outreach intervention as needed. It operates seven days a week, 24 hours a day for individuals 16 years and older, who are experiencing a mental health crisis.

Mobile Crisis Rapid Response Team (MCRRT)

In partnership with the Niagara Regional Police Service, a mobile mental health counsellor and a police officer provide a first response model to 9-1-1 calls related to mental health in St. Catharines, Niagara Falls, and Niagara-on-the-Lake. This program services all ages in the community.

Safe Beds

Short-term crisis support is available 24/7 as an alternative to hospitalization. This is a voluntary, non-medical residential program offering a therapeutic environment for individuals to stay while they work through their crisis.

Real Work Employment

This specialized employment program helps individuals who experience mental health concerns and other disabilities as barriers to employment, find and maintain meaningful jobs.

Mental Health Coaches

Satellite Mental Health Coaches, located at YWCA Shelters and Start Me Up Niagara, serve individuals 16 years and older to address issues related to social determinants of health and barriers to accessing and maintaining housing, build the capacity of shelter and drop in staff to help individuals with their mental health and recovery goals, and reduce crisis situations.

Case Management

Counsellors visit individuals in the Niagara community to offer support working through the everyday challenges of living with a mental illness.

Transitional Housing Support Program

The congregate living program of three to six months is available to individuals living with a mental illness and /or addiction. Individuals are given the opportunity to learn life skills, set goals and become connected to services that will further assist them in their transition to independent living.

Group Counselling

Group counselling programs focus on life skills, illness management and recovery, behaviour therapy, anxiety, depression, substance use and suicide prevention.

Supportive Housing Program

Offered across the Niagara Region, this program provides an apartment and counselling services to individuals who require weekly intensive support.

Court Diversion and Support

Individuals living with mental illness who are charged with minor offences are assisted by community support workers at court, detention centres and upon release, with transitioning back into the community.

VOLUNTEER AND TRAINING PROGRAMS

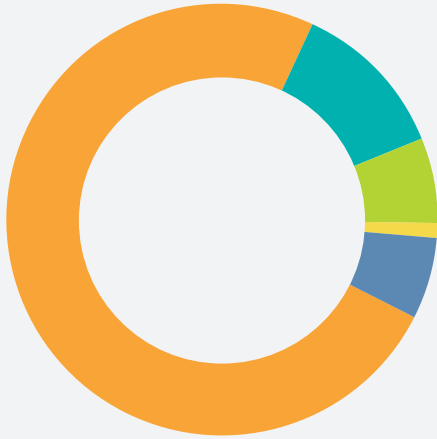
Public Information and Training

Education, training and presentations on a variety of mental health and wellness topics are available to agencies, businesses and groups, by request.

Volunteer Programs

We look forward to being able to welcome volunteers back to our events.

Financial report



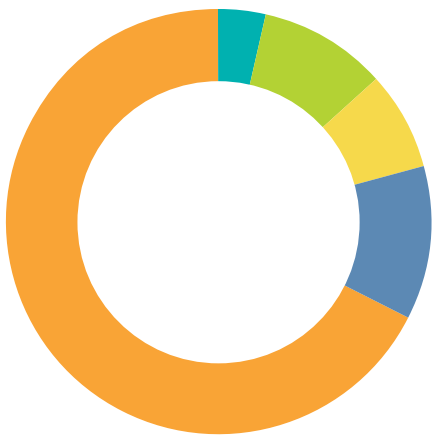
REVENUE 2020-2021 YEAR

TOTAL: \$10,607,953

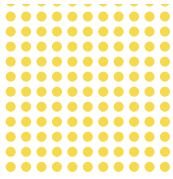
Local Health Integration Network	\$7,922,802 [74.7%]
Ministry of Health and Long Term Care (Housing)	\$1,236,005 [11.7%]
Ministry of Training, Colleges & Universities - Employment Ontario	\$683,910 [6.4%]
United Way Niagara	\$137,838 [1.3%]
Rent, Grants, Fundraising, Interest and Other	\$627,398 [5.9%]

EXPENSES 2020-2021 YEAR

TOTAL: \$9,804,566



Wages & Benefits	\$6,637,834 [67.7%]
Capital Assets & Amortization	\$350,345 [3.6%]
Supplies & General	\$938,507 [9.6%]
Funding Directed to Community Partners	\$736,168 [7.5%]
Occupancy	\$1,141,712 [11.6%]



Someone in your circle needs our help

One in five people in Niagara will experience a mental health concern.



The other four will love, work with, or care for someone with a mental health concern.

CMHA Niagara is making a positive impact on the lives of thousands in our community who have had the courage to seek our help and support.

Funding from provincial ministries, United Way and various grants for specific programs, don't always cover the full costs, nor allow for expansion to meet the increasing requests for support, emerging concerns, or gaps in service.

We rely on community contributions to help to expand, enhance, and sustain services to meet the needs of Niagara. With your generous donations, we can do even more to make a real difference.

Your financial support is invested in frontline services to deliver support programs and services such as:

- Immediate access to mental health connections through increased availability of programs like Urgent Support, SafeBeds, COAST, and the Mobile Crisis Rapid Response Team
- Basic needs such as housing, food, clothing, transportation, and essentials to those in need
- Providing support of youth with an expanded delivery service of our Youth Navigator program which helps meet the unique needs of youth for connection and recovery
- Enhanced capacity building for community mental wellness by supporting the development of volunteers and staff to ensure services are delivered effectively



How to donate

Visit our website's direct access donation portal at www.niagara.cmha.ca

Single or monthly donations can be directed to the most urgent need or a specific program. Donations can be made in memory of or in tribute to someone.

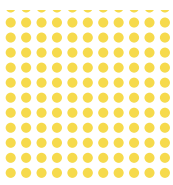
Gifts in Kind such as new clothing or hygiene products that help support our programs. When accompanied by receipt of payment or appraisal, you may qualify for a charitable donation receipt.

Third Party Events such as golf tournaments, dinners, sporting events and others can be organized by community members to benefit CMHA Niagara. Inquire how we can help support your event!

CMHA Niagara will issue official charitable tax receipts. Our charitable registration number is 130532955 RR0001. Information is available about registered charities in Canada at www.cra.gc.ca/charities.

Thank you for supporting someone in your circle who needs our help!





Third party events



360° OF GIVING

Small circles.
Big hearts.
Lasting impact.



Supporters across Niagara continued to demonstrate their generosity and perseverance through innovative “lockdown compliant” third party events! We are grateful for their initiatives, efforts and support!

THE YOGA VINE

Many thanks to this #downtownbench_#beamsville member for hosting an event in support of CMHA Niagara and strengthening mental wellness in Niagara. The business raised over \$1,000 for mental health initiatives to better serve the Niagara community.



SIX BUSINESS FUNDRAISER

Mental health awareness is very close to the hearts of six business owners in the Niagara, Stoney Creek, Hamilton area who hosted a raffle fundraiser to spread awareness about the services CMHA Niagara offers ensuring that people know “there is help out there and no one needs to suffer or feel alone”. Thank you for the initiative taken by The Loft, Casa Kai, Keke Boutique, Savage Brows, Pretty as Pink Aesthetics, and Custom Dessert Box by @fariixxo.

The lucky raffle winner received gifts and services from each of the participating clinics and the event raised \$900 in support of CMHA Niagara’s programs and services!

Thank You...

to these inspiring businesses for hosting a fundraiser in support of



Proceeds from your “Valentine Love Yourself” lavish gift basket raffle raised \$900 in support of CMHA Niagara programs and services!



CASA KAI

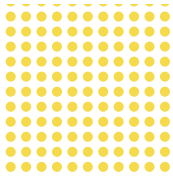
Keke Boutique

Savage Brows

Pretty as Pink Aesthetics

Custom Dessert Box by @fariixxo





Third party events

HAPPY BEADING COMPANY

Each one of us is unique, and each of our stories are one of a kind! Alexandra Vilas, owner of The Happy Beading Project, has been on her own journey to mental wellness. Since February 2020, she has taken her passion for beading unique custom bracelets into a mission to raise awareness and funds for our organization.

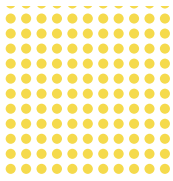
“CMHA Niagara connected me to affordable resources that ultimately changed my life,” she said. “Together we can encourage individuality, raise awareness and crush the stigma surrounding mental illness.”



Thanks to donors

We are grateful to these contributors whose generous donations have helped CMHA Niagara strengthen mental wellness in the Niagara community.

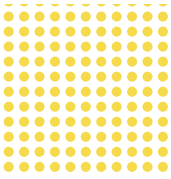
Feryaal Ahmed	Patricia Cavasin	Barry Etherington
Bill Avakian	Charities Aid Foundation of Canada	David Featherstone
Emily Barry	Olga Cherkasova	Keri Ferencz
Benevity Community Impact Fund	Roseanne Colombe	Tammy and Robert Gagnon
Lauren Bernardi	Cows Ice Cream	Jamie Gibson
Bosch Rexroth	Cullen Family	Karla Gilmore
Carmen Bouthillette	Tanya Cullen	Grantham Lions Club
Julie Boyse	Jill Derksen	Megan Gratto
Monica Brecht-Yendt	Karen DeSantis	Claudette Gregory
Canada Helps	Robin Dierenfield	Delaney Greig
Canadian Medical Foundation	Electrical Contractors Association of Ontario	Karin Hagenberg
	Carmen Esau	Happy Beading Project



Thanks to donors

John Harding	Paul & Patricia Misner	Victoria Sesto
Jenna Hitchcox	Sally E Mitchell	Shoppers Drug Mart Life Foundation
Elly Hoff	Patricia Morris	Rye-Leigh Spicer Spicer
IBM Cda Employees' Charitable Fund	Loretta Morrissey	Barbara Stavina
Laura Ip	Niag. Peninsula Electrical Contractors Ass'n	Michelle Stranges
John Howard Society	Kelly O'Connor	Brittanie Sweetnam
Sandra L Kalapos	Mr. & Mrs. R. O'Dell	Lisa Marie Taylor
Christopher Kaufman	Helen O'Neal	Mary Tennant
Paul Knapp	Ontario Power Generation Inc.	Dawn Thompson
Angela Kowalewski	Rick Pare	Johnathan Toews
John G LaPenna	PayPal Giving Fund Canada	United Way Halton & Hamilton
Shannon Lever	Frank & Lisa Perri	United Way Niagara
Margaret Levine	Kevin Pickles	UPS
Murray & Minzina Lowderman	Pinecrest Revolver & Gun Club Inc.	Crystal Vargovic
Louise & Victor Mantler Family	Premier Bailiffs Inc	Alex Vilas
Chantel Manuel	Laurie Rahn	Ruth Wedderspoon
Neil Alexander Marshall	Raynn Activewear	Bonnie Weir
Jennifer McIntosh	Reflect Loungewear	Bob Wong
Scott McNally	Joanna Richardson	May Wong
David McPherson	Robert B. Somerville Co. Limited	Yoga Vine
Gina Menary	Matt Scarfone	
Meyers Farms	Greg Sesto	

This list highlights donations \$100+ from April 1, 2020 – March 31, 2021.



ACCESS LINE matches you with the support you need from over 100 services across Niagara.

Call today for direct connections to services such as crisis intervention, housing, groups, withdrawal management, addictions support, employment, and caregiver support.

MENTAL HEALTH & ADDICTIONS

ACCESS LINE

1-866-550-5205

CONFIDENTIAL HELP 24/7



canadian mental health association **Niagara**



**Canadian Mental
Health Association**
Niagara
Mental health for all

905-641-5222

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 [@CMHANIagara](https://twitter.com/CMHANIagara)
 [@CMHANIagara](https://www.instagram.com/CMHANIagara)
 [cmhaniagara](https://www.linkedin.com/company/cmhaniagara)
 info@cmhaniagara.ca

St. Catharines
264 Welland Avenue,
Suite 103, St. Catharines, ON
L2R 2P8

Niagara Falls
6760 Morrison Street,
Niagara Falls, ON
L2E 6Z8

Fort Erie
20 Jarvis Street,
Fort Erie, ON
L2A 2S3

Welland
570 King Street,
Welland, ON
L3B 3L1