



Canadian Mental  
Health Association  
Niagara  
*Mental health for all*

ANNUAL REPORT  
**2022  
2023**



**CANADIAN MENTAL  
HEALTH ASSOCIATION  
NIAGARA BRANCH**



# TABLE OF CONTENTS



- 3 GOVERNANCE AND BOARD OF DIRECTORS
- 4 BOARD PRESIDENT AND EXECUTIVE DIRECTOR MESSAGE
- 5 2022–2023 HIGHLIGHTS
- 9 PROGRAMS AND SERVICES
- 11 WHAT OUR CLIENTS SAY
- 11 STRATEGIC GOALS 2019-2024
- 12 SERVICE STATISTICS 2022-2023
- 13 SOMEONE IN YOUR CIRCLE NEEDS OUR HELP
- 14 DONATIONS & THIRD PARTY EVENTS
- 15 THANK YOU!
- 17 SUPPORTERS
- 18 FINANCIAL REPORT



MENTAL HEALTH & ADDICTIONS  
**ACCESS LINE**  
1-866-550-5205  
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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.

# GOVERNANCE AND BOARD OF DIRECTORS



## VISION

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



## MISSION

Our purpose is to strengthen mental wellness in the Niagara community



## VALUES

Service, Respect, Integrity, Teamwork, Competency

## BOARD OF DIRECTORS



Andrew Bassingthwaighte,  
**President**



Chris Ventura,  
**Vice President**



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**Treasurer**



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**Interim Chair of the Quality and  
Service Outcomes Committee**



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**Director**



Lindsey Marois,  
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Kelly Pilato,  
**Director**



Faith Scott,  
**Director**



Marlena Stadnik-Misener  
**Director**



Tara McKendrick,  
**Ex-Officio**

# BOARD PRESIDENT AND EXECUTIVE DIRECTOR MESSAGE

Working toward mental health recovery is at the heart of the work we do at Canadian Mental Health Association (CMHA) Niagara. In the wake of pandemic turbulence, we've all been in a state of recovery, navigating a return to a new "normal" as the world around us mends. Through it all, we applaud our staff and volunteers for their outstanding commitment, resolute steadfastness, personal resilience, and care for our clients during such impactful times.

As we close the books on another year, this 2022-2023 Annual Report will highlight how we are leading the way to recovery and leveraging initiatives to support and advocate for mental health and wellbeing.

The Niagara community has demonstrated their belief in the work we do and has stepped up in many ways to support our collective mental wellness. This includes strengthening existing partnerships, supporting advocacy efforts for enhanced government funding, providing information platforms from which to broaden outreach, and organizing third party fundraisers. We are grateful for each and every opportunity to engage with, and better serve our community.

We continue to move forward with meaningful awareness and training opportunities such as Indigenous Cultural Safety Training, Trauma Informed Care, Inclusion Diversity Equity and Accessibility, and Crisis Intervention Training, which all educates and empowers our staff so they can continue to lead the way in our collective recovery.

While the post-pandemic terrain has shifted, it has created an opportunity to adapt and learn from adversity. A positive by-product of the pandemic is mental health enlightenment. The stigma is lifting as more and more individuals confront and acknowledge how indispensable CMHA programs and services are, both personally and to the well-being of the community.

The challenge in the months ahead is to stretch CMHA Niagara resources in order to meet the increasing requests for timely and accessible help. It has been a pivotal time to work in mental health, and we are confident that CMHA Niagara and its people are well prepared to face the future, and continue to make a difference.

*Andrew Bassingthwaight*

**Andrew Bassingthwaight**  
**Board President**



*Tara McKendrick*

**Tara McKendrick**  
**Executive Director**



# 2022-2023 HIGHLIGHTS

CMHA Niagara, as the chosen service delivery site for Niagara, hired and on-boarded two full time **Ontario Structured Psychotherapy (OSP)** clinicians, who are now ready to deliver OSP services in Niagara Region. The OSP program provides free and convenient therapy and related treatments to help individuals experiencing mild-moderate depression and anxiety-related conditions, learn practical strategies and skills to improve their mental health. OSP services are based on cognitive behavioural therapy, which is collaborative, goal-focused and involves light reading and practice.

**The Niagara Trauma-Informed Care Project** was an initiative of Armstrong Strategy Group, Pen Financial Credit Union and CMHA Niagara in association with the University of Buffalo Institute on Trauma and Trauma-Informed Care. The project consisted of a survey of community social service agencies to identify the impact trauma has on the people the agencies serve and their staff, and funding for up to 15 agencies to participate in a learning collaborative to become trauma-informed agencies. Eighteen agencies were provided with a 7-month trauma-informed care learning collaborative based on a train-the-trainer model which provided “champions” with content and resources, but also promoted a parallel process through the trainers’ modeling of skills, activities, and discussions. This put the champions in the position to bring the information and resources back to their own organizations for planning, implementation, and sustainability of trauma-informed organizational change.

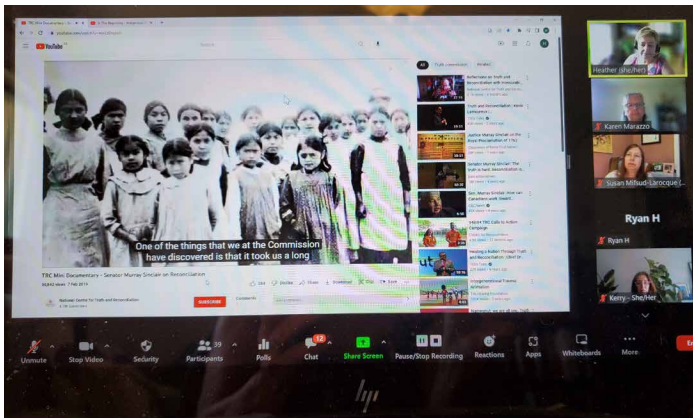
In April 2022 the **Mobile Crisis Rapid Response Team (MCRRT)** program began a pilot expansion for the City of Welland and Town of Pelham following increased funding from the Ministry of the Solicitor General. This valuable program, an effective approach to de-escalating crisis situations, immediately assessing individuals’ mental health and addictions care needs, and connecting people with appropriate support services in the community, is a partnership between CMHA Niagara and the Niagara Regional Police Service. The policing grant funding allowed for a 1-year pilot to determine impact and need in these areas of the region to inform future advocacy for permanent expansion.



As part of **Mental Health Week** CMHA Niagara hosted a virtual evening presentation, “The Building Blocks of Mental Health”, on May 4, 2022. Keynote speaker Samantha Marchionda, a Niagara-based entrepreneur, professional singer and mental health advocate, recounted her personal journey through mental illness, alcohol addiction, and recovery. Giving tips, hints, and words to live by gleaned from consultation and workshop business (Sam Out Loud), she inspired the audience with anecdotes and lived experiences, seeking to let people know they are not alone.

CMHA Niagara nurtures an inclusive, diverse, equitable and accessible culture that is safe and respectful for all. To proactively promote this value, in late 2022 internal CMHA staff formed an **Inclusion Diversity, Equity, and Accessibility (IDEA) Committee**. The team's purpose is to help integrate an IDEA approach to core organizational systems and practices, implement standard learning paths to promote IDEA fundamentals and cultural competence, and engage all voices to drive our organization to attain a strong IDEA structure and governance.

**CMHA Niagara Town Hall** initiatives included meaningful internal presentations to showcase the intentional work we continue to do towards an improved inclusive, diverse, and accessible landscape across Niagara. Events hosted included Pride: Beyond the Rainbow, National Indigenous Peoples Day, National Day of Truth and Reconciliation, CMHA Niagara Staff Awards 2022, Inclusion Diversion Equity and Accessibility.



CMHA Niagara was selected by CMHA National as the prototype branch from which to begin a branch-wide initiative to update Web 2.0 **website platforms** to the new national standard. Many hours of behind the scenes collaboration culminated in a new professional look and easier navigation of our website.

With a focus on the health and safety of CMHA Niagara's staff and clients, we created a new **Safety and Facilities Coordinator position** to assist in leading, developing, implementing and providing support, guidance, and oversight of health and safety programs. This includes coaching, training, reporting protocols, and inspection maintenance and repairs to our various sites - congregate living facilities, and transitional housing units across the region.

Leadership registered and participated in piloting the **eEQUITY Link - accès àQUITE** - Advancing Health Equity and Accessibility in French. This platform provides resources and planning tools to support French language service planning, implementation and reporting, as well as exploration of strategies to advance availability and accessibility of services in French.

CMHA Niagara was well represented at the **Grape & Wine Festival's Annual Grande Parade** on Saturday, September 24, with a festive float winding its way through the crowd-lined streets of St. Catharines. It was a great opportunity for our staff and volunteers to connect face to face with the community!



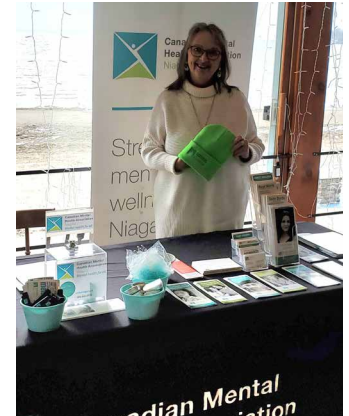
CMHA Niagara employees enjoyed dinner and an evening of magic at the Greg Frewin Theatre during the annual **staff appreciation** event in September. This was followed up with a Staff Recognition and Awards Town Hall in October.

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CMHA Niagara participated in various opportunities to broaden our outreach and build on community impact and presence by setting up **information displays** at such regional events as Family Pride Day, International Women’s Day, Suicide Prevention Day, District School Board Niagara Job Fair, CMHA Day at Niagara IceDogs, and Niagara Region’s Hepatitis Day.

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CMHA Niagara sits on the **Niagara Region’s Memorial Forest** Committee and after two years, a live Memorial Forest Vigil event was open to the public to attend in October. Nearly 70 people were on site at Glenridge Quarry to commemorate those lost to mental illness, reduce the stigma surrounding mental illness and to promote mental health awareness.

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Niagara Regional Police (CORE Unit) and CMHA Niagara representatives enjoyed a visit in March 2023 to St. John Henry Newman Catholic Elementary School’s Kindergarten students to **talk about safety and wellness** and let the children inspect the police cruiser, try on safety clothing and ask questions about their jobs!



CMHA Niagara returned to in-person events and hosted our **12th Annual Women and Wellness Fundraiser** in February 2023 with nearly 200 attendees gathered to enjoy a performance workshop by keynote entertainer Samantha Marchionda. Including revenue from a charity online auction for a Niagara IceDogs hockey suite, the fundraiser garnered \$15,600 to support our immediate and brief services.



The CMHA Niagara cheering section was easy to spot in their neon green toques as the Niagara IceDogs hosted our organization during a February game day. The fans were enthusiastic and were provided with lots of information about programs, services, and our partnership with the Ontario Hockey League and **CMHA's Talk Today program** which designates a mental health coach to the team players during the season.





# 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.



## 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, Welland, Pelham, and Niagara-on-the-Lake. This program provides service to all ages in the community.



## 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.



## 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.



## GROUP COUNSELLING

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



## MENTAL HEALTH COACH

Satellite Mental Health Coach, located at Start Me Up Niagara, serves 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.



## SUPPORTIVE HOUSING PROGRAM

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



## CASE MANAGEMENT

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



## 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.



## 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.



## 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.

Volunteers are occasionally required to assist at CMHA events, third party fundraising events, and bingo. If interested in becoming a volunteer, contact [kmarazzo@cmhaniagara.ca](mailto:kmarazzo@cmhaniagara.ca).

# WHAT OUR CLIENTS SAY



*CMHA in my opinion is a PREMIER Top of The Line Organization and gave me all the resources necessary for me to thrive. I will forever be grateful.*



*CMHA staff's positive attitude, willingness to help, encouragement, understanding and access to resources were very helpful.*



*All staff were so encouraging and gave me so much confidence which made me feel that I can make it.*

## STRATEGIC GOALS 2019-2024

### ★ Organizational Wellness to Support Quality Services

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

### ★ Strengthening Foundations to Build Capacity

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

### ★ 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.



### ★ Expanding Pathways to Service through Collaboration

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

### ★ An Adaptive and Sustainable Utilization of Resources

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

# SERVICE STATISTICS 2022-2023

PROGRAM	CATEGORY	INDIVIDUALS SERVED
Case management	Long Term	425
Information and referral	Brief	2,262
Concurrent	Long Term	29
Dialectical behaviour therapy	Long Term	24
Court support	Long Term	321
Mental health coach	Brief	39
Urgent Support	Brief	481
Mobile Crisis Rapid Response Team (MCRRT)	Brief	502
MCRRT2 –Niagara Falls	Brief	509
MCRRT3- Welland	Brief	379
Support within housing	Long term	160
Safe Beds	Brief	323
Real Work	Long Term	249
National employment program	Long Term	64
Transitional housing	Long Term	11
Walk-in counselling	Brief	465
Crisis Outreach & Support Team (COAST)	Brief	1,160
Youth navigator	Brief	71
Brock University counselling	Brief	144
Justice Safe Beds	Brief	102
Safe Beds Substance Use	Brief	95
Employment - Housing National	Long Term	15
<b>TOTAL</b>		<b>7,830</b>



**7,830**

Individuals served



**6,532**

Brief Services



**1,298**

Long Term



**8,526**

Additional telephone interactions

# SOMEONE IN YOUR CIRCLE NEEDS OUR HELP

**1 IN 5 PEOPLE IN NIAGARA WILL EXPERIENCE A MENTAL HEALTH CONCERN. CHANCES ARE YOU KNOW, LOVE, OR WORK WITH ONE OF THEM.**



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.

We rely on community contributions to help sustain, enhance and expand our services. When you give, your donor dollars are invested in front line services allowing CMHA Niagara to fill community service gaps and respond to increased requests for mental health and addiction supports such as:

**Immediate access to connections** with increased availability and accessibility to Urgent Support, COAST, Safe Beds and The Mobile Crisis Rapid Response Team programs.

**Comfort and safety** by providing basic needs like housing, food, clothing, transportation and hygiene essentials.

**Quality and capacity building for community mental wellness** by supporting the development of volunteers and staff to ensure services are delivered effectively.

**Support for youth to live their best lives** by expanding opportunities and meeting their unique needs for connection and recovery.



# DONATIONS & THIRD PARTY EVENTS

## FUNDRAISING IS A NECESSARY PRIORITY FOR CMHA NIAGARA IN ORDER TO MEET THE INCREASING MENTAL HEALTH AND ADDICTIONS NEEDS OF NIAGARA RESIDENTS.

Individuals, groups, families, service clubs, and organizations who coordinate and host their own fundraising events to support and promote awareness of CMHA Niagara are invaluable. We are consistently inspired by our community partners' creativity to host unique events that help us to strengthen mental wellness in Niagara.

Individual contributions, corporate donations, and legacy gifts help to make mental health and addictions matter. These philanthropic donations impact the lives of thousands in our community ensuring available and accessible mental health and addictions programs when and where they are needed.

**\$25**

provides someone entering our Safe Beds program with a "Welcome Kit" - new t-shirt, sweatpants & essential toiletries.

**\$100**

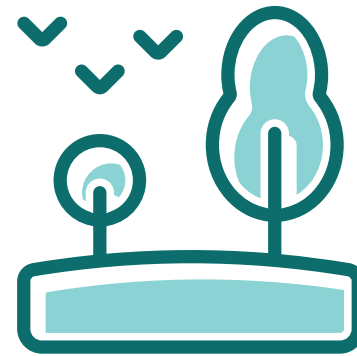
provides a one-on-one session with a mental health counsellor or supplies for 10 people to participate in Life Skills training.

**\$300**

provides three meals a day for one month to a residential crisis client.

**\$500**

provides a 1-day/1-night stay in a therapeutic environment for someone working through their mental health crisis.

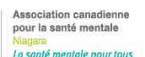


Visit our website's direct access donation portal at [www.niagara.cmha.ca](http://www.niagara.cmha.ca) for online donations.



# 360° OF GIVING

Small circles.  
Big hearts.  
Lasting impact.



# DONATIONS & THIRD PARTY EVENTS - THANK YOU!

**Walmart**, Vansickle Road, St. Catharines generously provided a \$1,000 Community Grant donation.



**NBS Riders & Friends of Port Colborne** donated \$715 to CMHA Niagara from their May Bike Night events.



**Support Pack's Run for Mental Health** organizers Kaitlyn Honcoop and Katrina Beasley presented CMHA Niagara with \$3,620 from their successful May 2022 third party event.



**Slo Pitch Tournament** organizer Amanda Cote hosted two separate third party events in support of CMHA Niagara, donating \$600 toward CMHA Niagara's Safe Beds program.



Tenja Hagenberg, of **Performance on Point**, donated \$4,050 from her annual "Student Showcase" June 2022 event. Since 2018 she has raised over \$25,000 for CMHA Niagara!

Jeff Gamble donated \$3,555 from the proceeds of the **1st Annual Kyle Gamble Memorial Golf Tournament** in August 2022.



**Tread Forward Fundraising's** third party year-long event yielded a large donation of \$26,763 to CMHA Niagara. The company continues to sell mental health awareness apparel from kiosks across Niagara to benefit our organization.

Staff from **AMCTO The Municipal Experts** showed their support of CMHA Niagara with a collective \$742 donation celebrating Giving Tuesday!

**General Motors** generously provided a \$5,000 Plant City Grant to CMHA Niagara to assist with additional client counselling sessions.

Entrepreneur Jennifer McCready, of **Lady Luck Photography Studios** donated \$1,300 from two separate third party fundraising events hosted in 2022 in support of CMHA Niagara.

**Toolbox Niagara** visited CMHA Niagara in December to deliver well-received personal care packages to benefit our Safe Beds clients.

**The Exchange Brewery** hosted a special third party sales event, raising \$2,464 for CMHA Niagara.

**The Reunion Masonic Lodge**, St. Catharines, donated \$1,560 to support CMHA Niagara's programs and services.

**Our Lady of Scapular's Catholic Women's League** were happy to present CMHA Niagara with a \$500 donation in our effort to continue to strengthen mental wellness in Niagara.

In remembrance of her niece, Niagara resident Tanya Cullen continued her annual **"Ride for Mental Health – Remembering Carra-Lee"** biking trek from Ridgeway to Port Colborne to raise funds for CMHA Niagara. Seen regularly at kiosks around the region to promote mental health awareness and get pledges for her event, last year Tanya added \$2,683 to her initiative, with a whopping \$7,403 raised over three years.





# SUPPORTERS

We are so grateful to these contributors whose generous donations help CMHA Niagara strengthen mental wellness in the community. This list highlights donations and sponsorships of \$100 or more – with consent to publish (from April 1, 2022 – March 31, 2023):

David Arbuckle

Armstrong Strategy Group

Arterra Wines Canada Inc.

Katrina Beasley

Beatties

Benefaction

The Benevity Community  
Impact Fund

Deborah Black

Denise Borean

Bosch Rexroth Canada

Monica Brecht-Yendt

Canada Helps

Canadian Online Giving Foundation

Cdn Medical Fdn  
-Dr. Elizabeth Malone Fdn

Charities Aid Foundation of Canada

The Corporation of the  
City of St. Catharines

Club Richelieu (Bingo2)

Coca Cola Canada Bottling Ltd.

Faye Cosby

Amanda Cote

Mary Cullen

Tanya Cullen

Kelly Falconer

David Featherstone

Wayne Felker

Keri Ferencz

Tammy and Robert Gagnon

Angela Gauthier

General Motors

J. George & family

Jamie Gibson

Heather Gillespie

Golden Horseshoe Hockey School

Maria Grande

Delaney Greig

Kaitlyn Honcoop

Lesia Huzar

Kate Interisano

Arih Struger-Kalkman

Kiavash Kiavand

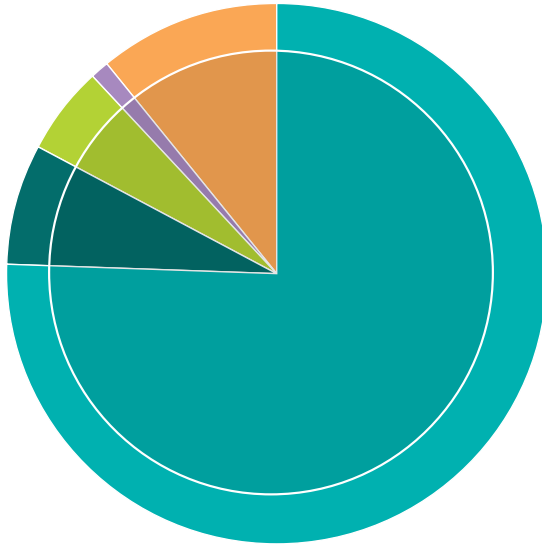
Ya-Yin Ko

Kraun Electric  
Kyle Gamble Memorial  
Golf Tournament  
Lady Luck Photography Studio  
Lynn & Jim Lief  
Angie Mannella  
Megan Joy Mantle  
Chantel Manuel  
Neil Alexander Marshall  
Robert McCloy  
Mary Montgomery  
Joyce Morocco  
Tom and Susan Moskal  
NBS Riders Port Colborne  
Richard John Nester  
Dan Nguyen  
Anne Norder  
Mr. & Mrs. R. O'Dell  
Our Lady of Scapular CWL  
Paul Parillo  
PayPal Giving Fund Canada  
David and Phyllis Pelette  
PenFinancial Credit Union  
Performance on Point  
Nathalie Plourde  
Portage Medical Family Health Team

Reunion Masonic Lodge  
Riley Radobenko  
Margaret Rankin  
Robin Ridesic  
Andrea E Roth  
Linda Saari  
Marcey Saunders  
Mary Jane Scholtens  
Scott Construction  
Greg Sesto  
Janice Sloan  
Lorne Smith  
Doreen Smythe  
St. David's & District Lioness Club  
Brad Steeves  
Michelle Stranges  
Brittney Strifler  
Barb Sykes  
Tread Forward Fundraising  
Unifor 973  
Ruth Unrau  
Chris Ventura  
Wal-mart Canada Corp.  
Jiacheng Wu  
Paul Zimmerman

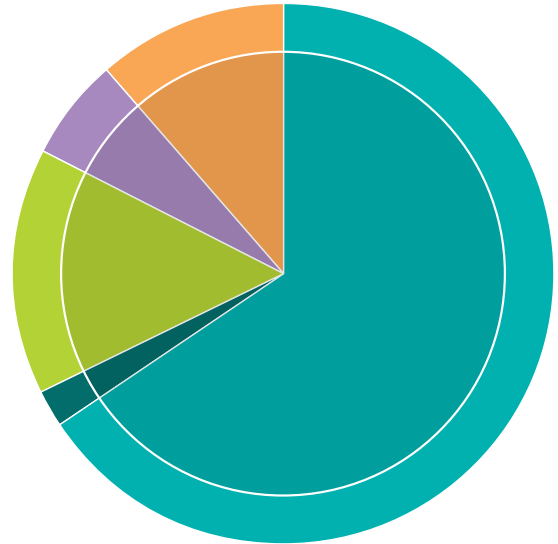
# FINANCIAL REPORT

Canadian Mental Health Association, Niagara Branch  
Year ending March 31, 2023



**Revenue**  
total: \$ 12,803,596

■ Ontario Health	9,675,430
■ Ministry of Health	924,973
■ Ministry of Labour, Training and Skills Development	692,249
■ United Way of Niagara	137,838
■ Rent, Grants, Fundraising, Interest and Other	1,373,106



**Expenses**  
total: \$ 12,265,668

■ Wages and Benefits	8,047,878
■ Capital Assets and Amortization	265,843
■ Supplies and General	1,828,586
■ Funding Directed to Community Partners	752,897
■ Occupancy	1,370,464

# ANNUAL REPORT 2022 2023

## CANADIAN MENTAL HEALTH ASSOCIATION NIAGARA BRANCH

**Phone:** 905-641-5222

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

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**Charitable Status Number**  
130532955 RR0001



**St. Catharines:**

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

**Niagara Falls:** 6760 Morrison Street,  
Niagara Falls L2E 6Z8

**Fort Erie:** 20 Jarvis Street,  
Fort Erie L2A 2S3

**Welland:** 570 King Street,  
Welland L3B 3L1



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