

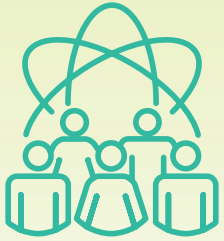
Impact Report

2020-21



**Canadian Mental
Health Association**
Manitoba & Winnipeg
Mental health for all

Growing Need and Reach



- **38,605** Manitobans participated in programs this year
- Over **210,000** connections through programs and services, communication channels and community outreach
- CMHA continues to be the go-to source for accessible and reliable mental health information with over **58,100** website users
- Over **9,500** Social Media followers



Delivering Impact



- Over **28,100** children received **Thrival Kits™** and participated in this evidence-based mental health promotion program in hundreds of classrooms across the province delivered by teachers.
- **BounceBack** served **573** adults to address mood and anxiety difficulties through a supported self-management program and **353** youth utilizing the individualized BounceBack coaching, **Living Life to the Full™** groups and digital tools.

Delivering Impact



- The **Well-being Learning Centre** had **1,679** students over the year taking courses and part of the dynamic recovery college community.
- **Well Central- Virtual Recovery College** was launched across Canada and available in French and English and part of the ever-growing digital e-mental health setting www.wellcentral.ca.

Trusted Programs and Services



- The **Rehabilitation and Recovery Program** continues to thrive as a center of excellence in psychosocial rehabilitation serving over **304** individuals to achieve success in areas of housing, social well-being and relationships, educational pursuits and employment.
- **Employment with Supports** is a dynamic continuum of employment services from rapid employment to a more stepped approach serving **164** individuals to secure and maintain full and part-time employment supported by provincial and federal funding as well as COVID-19 enhanced funding supporting personal and economic recovery.

Trusted Programs and Services

(continued)



- The **Service Navigation Hub** assisted **2,894** individuals, an increase of 64% compared to last year.
- **11,276 *Mental Health Resource Guides*** were distributed across Manitoba providing comprehensive information about supports to navigate the mental health and addiction system.
- **Wellness Skills Supports** provided programming to **70 students** at Learning on Lombard working in partnership with River East Transcona School Division
- **Community Housing with Supports** served 55 individuals to achieve 92% housing tenure rate. This means **55 Winnipeggers are no longer homeless.**

Youth Mental Health and Wellness



Service offerings for youth and their families continues to grow. We continue to scale up the school-based programs including **Speak Up** and **Thrival Kits**™ which are both rooted in a capacity building approach which in turn strengthens the mental health skills and knowledge of the education sector. Launched this year the new www.thrivalkit.ca website will host a community of practice and continue to co-design with educators.

Planning and construction are underway for the **Downtown Youth Hub**, one of five Youth Hubs opening in 2021-22. With CMHA as the host agency we will work with partner organizations including Family Dynamics, Quest Health, Youth Employment Service, Eagle Urban Transition Centre, Assembly of Manitoba Chiefs, Bruce Oake Recovery Centre, Community Financial Counselling Service, U of W Community Renewal, MATC, AFM and many more to build a Youth and Family Hub. Located at 533 Broadway we are excited to be part of the West Broadway Commons community.

Advancing the Mental Health of Manitoba's Workforce



Workplace Mental Health Initiatives have grown significantly as Manitoba businesses and organizations are recognizing the need to be proactive in psychological health and safety.

New partnerships have been established including a partnership with MGEU and the Healthy Minds at Work campaign that reached over 30,000 Manitobans in various workplaces and sectors.

As a result of the impact of the COVID-19 Pandemic, workplaces are seeking additional mental health and resiliency supports. Our **CMHA Operational Stress Injury Program** (OSI-CAN Manitoba) continues to grow and be responsive to the needs of our community's front line protectors including police, firefighters, paramedics, child welfare workers, judicial and correctional staff.

Recovery, Mental Well-being and Resilience of Manitoba's Education System Workforce is a new partnership with the education sector. This initiative is part of a critical response to the identified needs of teachers, educational assistants, administrators, custodians, and support staff. As a partner and an ally with the education system we will focus on the development of a comprehensive plan of action to address the immediate and echo effects that will follow the pandemic.

Innovation through Co-design



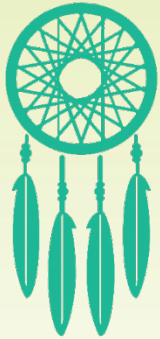
All program and system change at CMHA is rooted in the principles and practices of co-design, taking an assets-based approach and transforming recipients to equal partners in designing and delivering services. This approach is tied to honoring the voice of lived and living experience to ensure that these perspectives are reflected in all of our service planning and provision.

Two important partnerships have emerged where CMHA Manitoba and Winnipeg has been sought after as leaders in mental health and co-design.

An international partnership with the United Kingdom based organization known as **ImROC** has developed. ImROC is an organization that strives to support the development of systems, services and cultures that support recovery. ImROC was instrumental in the development of the Recovery College Model and in advancing peer support training and standards. We continue to develop an ImROC presence in Canada through a consultancy partnership.

The second partnership is with **Stepped Care Solutions and Stepped Care 2.0** where we provide content expertise on co-design and peer support developing a Co-design Toolkit and Training which will be launched this Fall.

Deeping our Service Alliance with Indigenous Communities



“Culture as intervention” is now a critical component of mental health and addictions services. Evidence shows when a person reconnects to his or her culture, it creates an increased sense of meaning and this is proven to lower the risk of mental health and addiction issues.

Led by the Director of Indigenous Partnerships who is our knowledge keeper and Elder we are now offering education and healing services to develop awareness, self-esteem, and a sense of identity through cultural reclamation.

Opportunities for land-based healing is a foundational aspect of CMHA cultural services provided in partnership with community Elders with regular sweat lodges, sharing circles; a new cultural space dedicated to this work is in development.

Race, Equity, and Inclusion



- A new initiative focusing on strengthening our overall impact as an organization in anti-oppressive work, cultural safety, diversity, and inclusion has commenced. Bringing new focus and attention to ensuring CMHA operates in a transparent way to promote anti-racist and inclusive programs, policies, and practices both as a service organization and as a workplace for its employees is a priority.

As a partner agency we have been supporting specific grassroots mental health initiatives including work with the Barbados Association of Winnipeg and the **“Towards Positive Change to Promote Mental Health and Well-being for Black Canadians in Manitoba Project”**.

Financials

REVENUES

WRHA.....	32%
Province of Manitoba	27%
United Way of Winnipeg.....	14%
Grants.....	7%
Program Revenue/ Fees for Service.....	8%
Government of Canada.....	5%
IERHA.....	2%
Fundraising and Donations.....	4%
Other Revenue.....	1%

EXPENSES

Rehabilitation and Recovery.....	21%
Core Services, Facility and Administration.....	18%
Housing and Community Supports.....	13%
Thrive Kits™	10%
Employment with Supports.....	8%
BounceBack.....	7%
Wellness Skills Support.....	5%
Futures Forward.....	4%
Downtown Youth Hub.....	4%
Well-being Learning Centre & Well Central Virtual....	4%
Youth Mental Health Promotion.....	2%
Other Programs.....	4%

Funders, Supporters and Donors

CMHA is grateful for its many donors, supporters, and funders. We continue to diversify our funding to help us innovate and enhance our reach across the province and sustain our efforts.



Continued



Funders, Supporters and Donors

(continued)



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Marlin Froese – Director

Damon Johnston – Director

Kirsten Kruse – Director

Louis Sorin – Director

Sam Raposo – Director
(resigned Sept. 2020)

Our Growing and Dedicated Team

Afsana Nodrat, Peer Outreach Worker

Andrea Caron, Housing Coordinator

Andrea Kohn, BounceBack Coach

Arlene Porritt, Rehabilitation Worker

Bailey Hendry, BounceBack Coach

Bill Burrows, Manager Strategic Projects

Brandon Friesen, Employment Specialist

Carissa Quiring, Wellness Support & Marketing

Coral Kendel, BounceBack Coach

Coralee Dennis, Rehabilitation Worker

Curtis Brandt, Senior Rehabilitation Worker

Darren Dobchuk, Rehabilitation Worker

Deborah Kasner, Recovery Navigation Specialist

Ela Partyka, Director of Programs

Eva Enyia, Wellness Facilitator

Gabriela Avendaño-Gonzalez, BounceBack Coach

Gavin Patterson, Mental Health Clinician

Glenna Last, Partnership for Recovery Coordinator

Grace Weinfortner, Recovery Navigation Specialist

Heidi Ruchotzke, Rehabilitation Worker

Helen Levandoski, CMHA Interlake

Holly Enns, BounceBack Administrative Support

Continued



Our Growing and Dedicated Team

Huruy Michael, Rehabilitation Worker

James Welsman, Youth Mental Health Promotion Coordinator

Jaret Muska, CMHA Interlake

John Finkbeiner, Rehabilitation Worker

Judy Zubriski, Business Advisor - Rise

Kristyn Hancock, Indigenous Youth Service Navigator

Laura Malmquist, Peer Support Facilitator

Laura McNaughton, Youth Service Navigator

Laurie McPherson, Research and Evaluation Specialist

Leanne Wilton, Manager of Community Housing
& Support

Lee-Ann Young, Rehabilitation Worker

Lenora Moerland, Occupational Therapist

Levi Labelle, Manager of Youth Hub

Lynn Russell, Senior Administrative Officer

Maria Segui, Finance Assistant

Marie Cayer, CMHA Interlake

Marion Cooper, Chief Executive Officer

Mohammad Ullah, Manager Information Technology

Nashon Otieno, Director of Finance

Natalie Rich, Manager Rehabilitation & Recovery Service

Orianne Donig-Harder, Employment Specialist

Paige Zaporzan, BounceBack Coach

Continued



Our Growing and Dedicated Team

Pam Porth, Office Coordinator

Pattie Atwell, OSI-CAN Peer Coordinator

Rianne Still, BounceBack Coach

Rose Tan, Receptionist

Samantha Licandro, Rehabilitation Worker

Samara Mukasa, Employment Specialist

Samuel Kamara, Support Worker

Sarah Fonseca-Errestad, Employment Specialist

Sarah Pereira, Recovery Navigation Specialist

Sarah Wiebe, BounceBack Coach

Shelby Davidson, Youth Mental Health Promotion Coordinator

Shelly Wright, CMHA Interlake

Sheryl Giesbrecht, Manager of Well-being Learning Centre/Interim Executive Director of OCD Centre

Spenser Martin, Community Educator/ OCD Centre Lead Facilitator

Stacey Krueger, Community Educator

Stan Kipling, Director of Indigenous Partnership & Services

Stephanie Skakun, Senior Director of Operations & Programs

Stephen Sutherland, Director of Youth Mental Health

Sydney Dueck, Rehabilitation Worker

Tara Merlin, CMHA Interlake

Taylor Demetriooff, BounceBack Coach

Terri-Lynn MacKay, Provincial Director of Innovation & Partnerships

Tracy-Ann Campbell, Rehabilitation Worker

Tristan Dreilich, CMHA Interlake