

Canadian Mental Health Association Across Manitoba

# IMPACT REPORT

2025-2026



# Contents

Land Acknowledgement	2
About Us	3
Message from the CMHA Across Manitoba Executive Leadership Team	4
Message from the CMHA Across Manitoba Chair	5
Boards of Directors	6
CMHA Across Manitoba Core Services Framework	7
Rehabilitation and Recovery Services	8
Housing Services	9
Employment Services	10
Youth Services	11
Community Wellness and Outreach Services	12
Indigenous Initiatives	14
Accessibility, Equity, and Belonging	15
Research and Evaluation	16
Partnerships with Shared Purpose	17
Working Together for Positive Change	18
CMHA Across Manitoba Online	19
Funders, Donors and Supporters	20

## Land Acknowledgement

We acknowledge that the work of the Canadian Mental Health Association Across Manitoba takes place on the ancestral lands and traditional territories of the Anishinaabeg, Anishininewuk, Dakota Oyate, Denesuline, and Nehethowuk Nations, and on the National Homeland of the Red River Métis. We also recognize the Inuit peoples whose traditional territories extend into northern Manitoba.

Our services and relationships extend across the lands covered by Treaties 1, 2, 3, 4, and 5. In Treaty 1 Territory, where many of our programs are delivered, we recognize that our water is sourced from Shoal Lake 40 First Nation in Treaty 3 Territory, and our electricity is largely generated through infrastructure situated on Treaty 5 Territory.

We respect the spirit and intent of the treaties and remain committed to working in partnership with First Nations, Inuit, and Métis peoples in the spirit of truth, reconciliation, and collaboration.

# About Us

## CMHA Across Manitoba

The Canadian Mental Health Association (CMHA) Across Manitoba is part of a national federated charity that provides advocacy and services that aim to promote mental health, help prevent mental health challenges and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive.

- CMHA Across Manitoba is a provincial organization that serves as both the divisional office as well as a direct service provider in many communities throughout Manitoba.
- We have **183 staff** across the province including 90 with CMHA Manitoba and Winnipeg, 60 with CMHA Swan Valley Branch, and 33 with CMHA Thompson Region.



### Vision

A Manitoba where mental health is honoured as a universal human right.



### Mission

To advance mental health, well-being and recovery across Manitoba.

CMHA Across Manitoba served  
**over 25,000 people**  
 in 2025-2026



### Strategic Plan Goals

1. Provide accessible and high-quality programs and services.
2. Increase mental health promotion and prevention efforts to improve overall well-being.
3. Change the conversation through advocacy to shape policy and opinions.
4. Build and nurture our organizational capacity as CMHA Across Manitoba.



### Values

- Work hard to listen
- Serve with passion
- Support one another
- Create strong connections
- Be curious
- Honour lived experience
- Discover better ways
- Focus on impact
- Believe it is possible
- Embrace IDEA- inclusion, diversity, equity, and accessibility

# Message from the CMHA Across Manitoba Executive Leadership Team



As we reflect on 2025–26, we are filled with gratitude and pride for the progress CMHA Across Manitoba has made during a year defined by growth, innovation, and strengthened provincial alignment. Guided by our mission and values, we remain committed to meeting the evolving mental health and substance use health needs of Manitobans across urban, rural, remote, and northern communities.

This year marked a historic milestone with the full integration of the CMHA Swan Valley Branch and CMHA Manitoba and Winnipeg, forming CMHA Across Manitoba. Rooted in shared priorities and years of collaboration, this integration strengthens our ability to deliver consistent, high-quality, community-based supports across the province. By unifying our structures and leveraging collective strengths, we are better positioned to expand access, streamline operations, and support the diverse needs of Manitobans.

We also continued to work closely with CMHA Thompson, reinforcing our shared commitment to strong, community-driven mental health and substance use health services in northern Manitoba. Through aligned planning, shared learning, and deep respect for local knowledge, our partnership ensures services remain culturally grounded, place-based, and responsive to northern realities.

Our shared services infrastructure continued to mature, with integrated finance, an HR/payroll system, and shared functions in people and culture, equity, evaluation, and communications supporting more consistent and sustainable service delivery across the province.

Throughout the year, we advanced our strategic plan, refined our core services framework, and deepened our commitment to building an accessible, inclusive, and person-centred mental health and substance use health system. This Impact Report reflects the collective achievements of CMHA teams across Manitoba and the strength of our partnerships with Indigenous leaders, community organizations, and provincial systems.

We also invested in strong governance, welcoming new board members and contributing to provincial and national initiatives—including Project Activate, division-branch agreement renewal, and CMHA's national governance transformation.

This year's theme—Celebration and a Season of Change—captures our commitment to expanding access, deepening impact, and meeting rising demand with compassion, innovation, and collaboration. None of this work would be possible without the dedication of our staff, board members, volunteers, funders, donors, and partners. Thank you for your continued trust and partnership.

Sincerely,

*Teresa Dukes*

Chief Executive Officer, on behalf of the CMHA Across Manitoba Leadership Team - Stephanie Skakun, James Wigley, Rona Campbell and Michelle Kelly

# Message from the CMHA Across Manitoba Chair



As Chair of the Board of CMHA Across Manitoba, I would like to reiterate our sincere appreciation to all staff, the leadership team, and our valued partners for their dedication and commitment towards ensuring that mental health and well-being are recognized and experienced as universal human rights. Your commitment to advance mental health and well-being across Manitoba is truly appreciated - great job!

This past year has been about embracing change, as we have said farewell to Marion Cooper following a decade of impactful leadership as CEO of CMHA Manitoba and Winnipeg. During her time with us, Marion led with vision and vigor and played a major role in expanding CMHA's presence and impact across the province.

We congratulate Marion as the newly appointed President and Lead Executive Officer of CMHA National and we look forward to our continued work together to advance our shared vision.

In late 2025, we welcomed our new CEO, Teresa Dukes, who brings executive leadership and talent to our organization through her vast experience working in mental health and government in leading many collaborative projects. Teresa joined us and in a very short time, worked with the leadership team to complete the official integration of Swan Valley into CMHA Across Manitoba.

In April 2026, the name CMHA Manitoba and Winnipeg was officially changed to CMHA Across Manitoba!

Our board of directors remains steadfast in our commitment to governing CMHA Across Manitoba. Guided by our mission, vision, and values, we remain dedicated to ensuring we are accountable and connected to all Manitobans, prioritizing what truly matters in supporting mental health as a universal human right.

We remain committed to understanding the evolving challenges and requirements of Manitobans, striving to maintain top standards and provide effective responses to the community's needs. May we endeavour to continue to work together for the good of all our citizens and communities throughout Manitoba.

I say Miigwech, Thank-you, Merci.

*Annette Alix Roussin, MSW.*

Chair of the Board,  
CMHA Across Manitoba

# Boards of Directors

## CMHA Manitoba and Winnipeg Division

### Winnipeg and Interlake – Urban Region

Annette Alix Roussin, Chair  
 Carolyn Strutt, Vice-Chair  
 Greg Reid, Treasurer  
 Lisa Dveris, Secretary  
 Lauren Parrish, Director  
 Katherine Kovachik, Director  
 Avery Hallberg, Director  
 Monique Levesque-Pharoah, Director

## CMHA Swan Valley Branch

### Swan River, Dauphin, Portage la Prairie, The Pas – Rural and Remote Region

Twyla Gilroy, Chair  
 Korede Ogungbemi, Vice-Chair  
 Krista Tooley, Secretary-Treasurer  
 Kim Armstrong, Director

## CMHA Thompson Region

### Thompson – Northern Region

Tricia Griffin, Co-Chair  
 Nicole Nicolas, Co-Chair  
 Ethel Nyabeze, Secretary  
 Ryan Frost, Treasurer  
 Cole Gagné, Director  
 Ruth Lapitan Larino, Director  
 Todd Burnside, Director



# CMHA Across Manitoba Core Services Framework

## Our Framework

At CMHA Across Manitoba, our Core Services Framework serves as both a foundation and a compass—defining not only what we do, but how and why we do it.

This framework reflects our shared values, approach, and commitments across our service areas, ensuring that every individual and community we serve experiences consistent, compassionate, and effective support.

## The CMHA Way

**Our Philosophy – Something for Everyone**



## Our Values

- Work hard to listen
- Serve with passion
- Support one another
- Create strong connections
- Be curious
- Honour lived experience
- Discover better ways
- Focus on impact
- Believe it is possible
- Embrace IDEA—inclusion, diversity, equity, and accessibility

## Our Approach

- Two-eyed seeing
- Community integration
- Recovery-oriented trauma care
- Reducing harm
- Wholistic and person-centred
- Virtual supports and low-barrier



## Rehabilitation and Recovery Services

**We believe in the power of hope and resilience.**

Our Rehabilitation and Recovery programs work alongside adults who are living with a mental illness to choose, get, and keep personally valued roles in the community such as being a tenant, employee, student, volunteer, or active community member.

Using a psychosocial rehabilitation and recovery-oriented approach, our staff collaborate with individuals to make positive and meaningful change to achieve success in their self-determined goals.

We work with people to:

- identify strengths, needs, interests, and skills
- develop the right set of skills and tools
- connect with the most relevant resources and supports
- develop personalized wellness plans

Psychosocial rehabilitation practices are person-centered; they are designed to address the distinct needs of individuals, consistent with their values, hopes, and aspirations.

246 

individuals accessed Rehabilitation and Recovery Services in the Urban and Interlake Region

23 

individuals accessed Rehabilitation and Recovery Services in the Northern Region

“

I can see a way forward to employment with the support of the Rehabilitation and Recovery services. I have the confidence in myself that I can be successful in my employment goal. I have developed the critical skills and resources with my worker in a way that matched my recovery journey ... it has taken the time needed to see this as my reality and not just a far off dream.

– Urban Region Participant

# Housing Services

Access to safe and affordable housing is recognized as a fundamental human right; however, we know that inadequate housing and unaffordability is a reality for far too many Manitobans, especially those with lived experience of mental illness and substance use health issues.

When people have stable, safe housing and supports, they can focus on their health and recovery, their personal goals, community participation, and meaningful activity—which contributes to overall well-being.

CMHA have been champions in housing for people living with mental illness for decades.

CMHA Across Manitoba currently has over a dozen programs providing a wide range of housing services in urban, rural, remote, and northern communities that aim to prevent homelessness and lead to stable housing by providing transitional housing, rapid re-housing, intensive case management, assertive community treatment, and shelter support.

CMHA delivers and coordinates a range of services in our housing programs including wraparound support, primary care, mental health assessment and treatment, substance use treatment and support, food security, wellness and cultural programming, as well as linkage to other community services.

“ Since being here, I have structure and a routine now and it is awesome. Being able to learn how to take care of myself daily is one of the best things CMHA is offering me. Being able to move forward with opportunities like Recovery College and having a schedule to follow is creating a more calming feeling than wandering the streets.


– Northern Region Participant

“ I am filled with so much gratitude for everything CMHA has done for me. Even with a few setbacks along the way, they supported me every step of the shift and never gave up on me. I am so thankful for the work they do and what they stand for; they helped me find my way back when things felt impossible.

– Urban Housing Participant

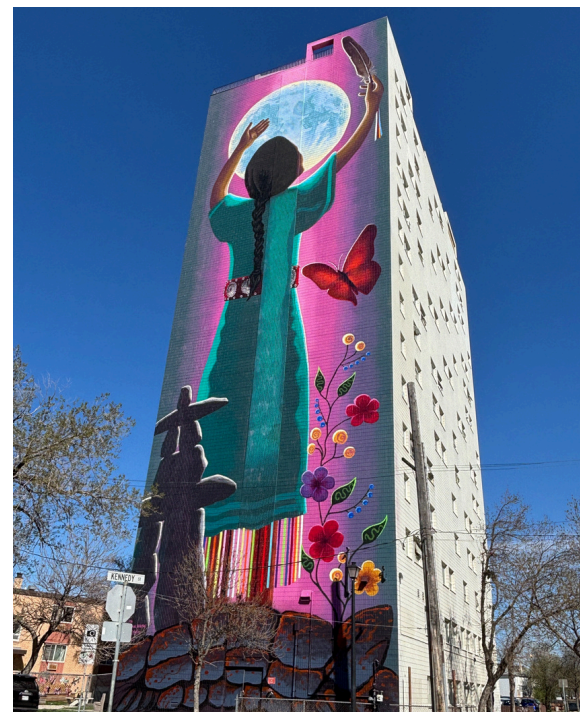
“ Since moving into new housing with the help of CMHA, I’ve had a much more stable and supportive environment. Having a consistent place to live has reduced stress and allowed me to focus more on my mental health and goals.

– Rural and Remote Region Participant

798   
individuals served across 8 sites in the Rural and Remote Region -  
Swan River, Dauphin, The Pas, and Portage la Prairie

152   
individuals accessed services in the Urban Region

194   
individuals accessed services in the Northern Region



# Employment Services

## We value the opportunity to help create healthy and resilient communities.

Meaningful work fosters a deep sense of purpose, self-worth, and community connection. CMHA Employment Services offers a comprehensive range of supports and services to assist individuals impacted by mental health and substance use health issues to achieve satisfying and successful employment.

The **Employment with Supports** program collaborates with participants to build employment skills, engage in rapid job search, and support job retention.

**Wellness Skills Support** focuses on supporting adult learning students building their mental health, well-being, and resilience so they can successfully achieve their education goals.

Our **Workplace Solutions** team delivers an array of mental health training to equip leaders and staff of any organization, large or small, with the tools to communicate effectively, manage stress, and foster a supportive and psychologically safe workplace culture.

Our Northern region in Thompson, offers a **Transitional Employment Program** providing individuals with a meaningful opportunity to develop work-related skills within the CMHA office and facilities.

“ Partnering with the Canadian Mental Health Association allows us to strengthen and advance Psychological Health and Safety in our workplace.

– Workplace Solutions Participant

“ You're not treating me as a student. You're treating me like a brother. I feel like I am home.

– Urban Region Participant

794 

reached in Workplace Solutions

132 

individuals served through Employment with Supports

218 

individuals accessed Wellness Skills Support

8 

individuals supported in the Transitional Employment program

# Youth Services

Young people are not only our future; they are the energy and creativity we need today to lead us forward in a good way.

CMHA works alongside youth to support their positive development so that they can reach their full potential and achieve their dreams.

**Huddle Broadway** is an Integrated Youth Service Hub where youth ages 12-29, (and the caring adults in their lives) can find support for mental health, substance use and addiction support, primary care, peer support, Indigenous culture and connection, and other social services such as housing, finance, and more.

**Youth Connect Hub** in Swan River supports youth with connecting to services and resources and developing skills to live independently.

627 

youth accessed services at  
Huddle Broadway

**Futures Forward**, a collaborative program with Youth Employment Services and Community Financial Counselling Services, works with youth between the ages of 15 – 29, who have been in Manitoba Child and Family Services (CFS) care, who want assistance in achieving their education, employment, housing, or life skills goals. CMHA contributes to this service by assisting youth with housing, life skills, and mental health. We also provide youth service navigation, cultural connection, and counselling services.

370 

youth were served through Futures Forward

87 

youth were supported by Youth  
Connect Hub in Swan River

“ I am happy to be in a place where I can receive mental health support and other services. A place where there is no judgement.

– Huddle Broadway Participant

“ I feel like I have found myself again and I feel more capable and more knowledgeable. I feel as though for a long time my spirit has been wanting something like this.

– Futures Forward Participant



# Community Wellness and Outreach Services

## Something for everyone.

Every Manitoba citizen benefits from caring for their mental health and well-being. Whether you are someone who deals with mental health issues personally or you are supporting a family member, friend, or colleague, CMHA has valuable information and supports to assist you on the journey.

Over 3,000 Manitobans reached out to our **Service Navigation Hub** this year to gain information and find connections to resources and supports in their community.

Our **Learning Centres** across 4 sites delivered co-produced workshops and courses that reached close to 5,000 people across Manitoba with another 827 individuals accessing our online courses through Well Central [www.wellcentral.ca](http://www.wellcentral.ca).

A wide range of course topics are offered including developing self-compassion, understanding anxiety, mind-body connection, and many more.

“ I really appreciated all the information that was provided to me. Very professional and knowledgeable, I will definitely reach out should I need any more advice.

– Service Navigation Hub Participant



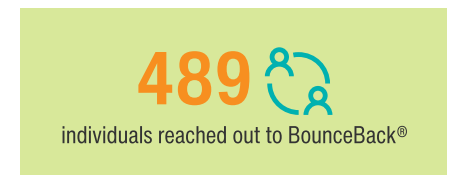
Families and significant others highly value the **Community Reinforcement and Family Training (CRAFT) Program** reaching 701 people this year. The aim of the program is to provide education, empowerment, and hope by developing positive ways of interacting with loved ones who are struggling with mental illness and/or substance use.

Our evidence-based, skill-building mental health coaching program, **BounceBack®**, reached 489 individuals this year. BounceBack® is a free mental health coaching program designed to help adults and youth 13+ manage low mood, mild to moderate depression, anxiety, stress, or worry. Delivered online or over the phone with a coach, participants gain access to tools that support them on their path to mental wellness.

Our **Youth Mental Health Promotion** program is dedicated to supporting schools and other community partners in promoting positive mental health, breaking down stigma associated with mental health challenges and promoting early help-seeking and recovery. The program reached 7202 young people this year.

Other services in our Community Wellness and Outreach service area include peer support, specialized support for **OCD/Hoarding** disorders, and the **Early Recovery Program** for people struggling with substance use and are awaiting treatment.

“ Thank you so much for helping us change our lives and deepen our relationship.  
— CRAFT Program Participant





## Indigenous Initiatives

Indigenous Initiatives offers support through culturally grounded programming, workforce development, strategic partnerships, and alignment with Truth and Reconciliation priorities while supporting organizational goals at the Canadian Mental Health Association.

This fiscal year, 45 staff participated in the interactive **Indigenous Mental Health Workshop**, providing foundational knowledge on the history of Indigenous Peoples, the impacts of colonization, and awareness of traditional ceremonies and healing practices. This internally developed training continues to strengthen culturally responsive approaches across all CMHA programs.

A Medicine Walk was held at Bird's Hill Park, with strong participation from both staff and program participants. The event supported cultural learning and connection to land-based practices.

Our Indigenous Initiatives Knowledge Carrier delivered several workshops to both participants and staff, including Preventing Burnout and Self-Care, Grief and Loss Through an Indigenous Lens, and the Buffalo Riders Early Intervention Training Program. Buffalo Riders builds community capacity by equipping facilitators with culturally grounded, research-informed skills to support youth in reducing substance use and strengthening resiliency, protective factors, and healthy development.

Youth at our Huddle Broadway site participated in Indigenous-focused activities such as beading, medicine walks, self-esteem teachings, and sharing circles, resulting in increased cultural pride, improved self-esteem, stronger peer connections, and enhanced overall mental wellness. Additionally, ribbon skirt workshops were offered at the Huddle, providing youth with meaningful opportunities to learn about the cultural significance and teachings of ribbon skirts.



## Accessibility, Equity, and Belonging

CMHA Across Manitoba advanced Inclusion, Diversity, Equity, and Accessibility (IDEA) by strengthening inclusive partnerships, including delivering **Well-Being: Towards Positive Change** sessions that reached 153 ethnocultural participants at Stony Mountain Institution and in the community.

We continued to build internal capacity through ongoing Manitoba Accessibility Training for staff and volunteers, alongside the launch of province-wide staff training on unconscious bias and microaggressions.

Dedicated IDEA working groups, focused on accessibility, anti-racism, and cultural safety, were established to guide continuous improvement across programs and operations.

Additional highlights this year include:

- **Manitoba Accessibility Training** for new staff and volunteers, rooted in the Manitoba Human Rights Code
- Established IDEA and Belonging **working groups**, including: Accessibility Working Group, and the Anti-Racism and Cultural Safety Working Group
- Developed and launched **internal training on Unconscious Bias and Microaggressions** for staff across Manitoba
- Created a **dedicated accessibility email** to receive and respond to community feedback on accessibility issues
- Continued to **update internal materials and presentations** to align with accessibility standards
- **Streamlined accessibility request processes** for internal staff and within recruitment to reduce barriers

## Research and Evaluation

CMHA welcomes the opportunity to contribute to valuable research in a variety of ways. CMHA was very pleased to be awarded the **PRIME X Community Grant** in support of the proposed research project: **My Path Forward: A Youth-Led Indigenous Mental Health Promotion Initiative**.

PRIME X grants are intended to strengthen research capacity, foster innovation, and support culturally grounded, community-driven programs aligned with PRIME's values of equity, inclusion, and collaborative academic-community partnerships.

We are very excited to work with Indigenous youth to create opportunities to support positive mental health in culturally meaningful ways. With the support of our academic advisors from the PRIME team, we are eager to grow our skills and program offerings to youth across the province.

“ I thought that I was completely alone and that no one, no one would understand...The therapeutic value was very cathartic to just be able to hear other people's issues and know that it was more common than just myself alone in the world.

– **OCD / Hoarding Services Evaluation Participant**



From left to right: **David Pankratz**, M.L.A. for Waverley, Government of Manitoba; **Laura Matlashewski**, Chair of the Children's Hospital Foundation of Manitoba Board; **Candace Hodgins**, RBC Vice President, Commercial Financial Services; **Laurie McPherson**, Director of Research, Evaluation and Innovation, CMHA; **Mandy Archibald**, PhD, RN Associate Professor, College of Nursing, Research Scientist, Children's Hospital Research Institute of Manitoba; **Leanne Wilton**, Director of Indigenous Initiatives and Housing Partnerships, CMHA and **Leslie E. Roos**, PhD, C.Psych, CIHR Implementation Science Chair in Human Development, Child and Youth Health, Associate Professor, Department of Psychology, University of Manitoba.

CMHA also contributed to the understanding of the ways in which the Recovery Assessment Scale-Domains and Stages (RAS-DS) can be used to promote collaboration between mental health workers and participants, and secondarily, as an outcome measure. Identified as expert users of the scale in practice, CMHA staff participated in a research study that led to an article published in the Community Mental Health Journal in 2025.

Another highlight this year was the completion of an external evaluation of CMHA's innovative **OCD and Hoarding Services**. Focus groups and interviews with both program participants and facilitators were conducted shedding light on the impact the program and services are having on people's lives every day.

Program participants shared their feelings of intense stigma and shame experienced with these disorders and how the program staff put them at ease, created a welcoming and accepting environment, facilitating their access to service and supporting progress on their recovery journey.

## Partnerships with Shared Purpose

Our collective impact relies on the strength of our diverse community partnerships. We take immense pride in cultivating these vital collaborations, which expand our reach and deepen our community support. By working together, we build a more seamless, interconnected network of care. These alliances ensure our mental health resources remain highly accessible, meeting individuals where they are. Together, we are breaking down systemic barriers and building more resilient, healthier communities.

### Youth Services Partnerships

The partnership between CMHA's Huddle Broadway and Resource Assistance for Youth (RaY) reflects a shared commitment to meeting youth where they are at and responding to emerging community needs with compassion, collaboration, and accessibility.

Together, Huddle Broadway and RaY recognized a growing need for safe, non-judgmental supports for youth experiencing challenges related to substance use and addictions. Through the co-facilitation and collaboration of SMART Recovery Groups, youth are provided with a welcoming space to build coping strategies, learn new skills, strengthen connections, and work toward recovery in ways that are empowering and youth-centered.

This partnership has strengthened pathways to support for vulnerable youth by reducing barriers, increasing access to community-based recovery supports, and ensuring young people feel seen, heard, and supported throughout their journey.



### Rural and Remote Partnerships

CMHA in Dauphin has fostered a strong partnership with multiple agencies including Manitoba Housing, Prairie Mountain Health, Manitoba Harm Reduction Network, DART and Re-START Program, RCMP, as well as Employment and Income Assistance, Probations, and Addictions Services to form a supportive housing coalition titled Housing Foundations.

This collaboration focuses on delivering wraparound supports to individuals struggling with chronic and episodic homelessness.

Through this integrated model, the partnership effectively addresses the complex and diverse needs of individuals in rural and remote communities to choose, get, and keep housing at a designated Manitoba Housing complex.

### Thompson Partnerships

CMHA Thompson works collaboratively with partners including Manitoba Keewatinowi Okimakanak, the City of Thompson, Men Are Part of the Solution, Safeway, Eaglewood Addictions Centre, and the Northern Health Region's Mental Health Promotion team in a variety of capacities to advance mental wellness throughout the Thompson community. Together, these partnerships support several important initiatives including the Roots of Hope Committee focused on suicide prevention, Mental Health Week, Mental Illness Awareness Week, Healthy Together Now, Defeat Depression, World Suicide Prevention Day, housing support initiatives, and ongoing efforts aimed at reducing stigma surrounding mental health and substance use challenges.

Through these collaborative efforts, CMHA Thompson and its community partners promote a community-based and culturally responsive approach to mental wellness, housing stability, and substance use recovery across the region.

# Working Together for Positive Change

Fund Development activities in 2025–26 focused on strengthening sustainable giving, expanding community engagement, and telling our story as often as possible. Despite the economic realities, we increased the number of new donors and monthly giving.

**Giving Tuesday** provided much needed support to our youth service programs with over \$30,000 raised. Double the impact by becoming a matching donor. Mark your calendars for December 1<sup>st</sup>, 2026.

**The Push-Up Challenge** reached record participation levels in Manitoba, engaging workplaces, schools, fitness groups, and individuals in conversations about mental health while raising significant awareness and funds. Go to: [thepushupchallenge.ca](http://thepushupchallenge.ca) to learn more about becoming a workplace champion in the 2027 campaign.



**The Eleanor Pluchinski Memorial Scholarship** provides post-secondary students with lived experience of mental health and addiction challenges, scholarships to support their educational goals. This year two \$2,500 scholarships were awarded. Since 2019, \$35,000 has been invested into tomorrow's change makers. Visit [cmhaacrossmb.ca](http://cmhaacrossmb.ca) to learn more about this year's recipients.



**Make a lasting impact with a gift of securities** by donating appreciated securities as a meaningful and tax-effective way to support CMHA's work of transforming lives. When you make a gift of appreciated securities, the taxable capital gain may be reduced or eliminated, and you receive a tax receipt for the full market value of the security.



**Lastly, join us as we create space to increase sustainable funding streams** that will allow us to truly deliver mental health for all to Manitobans. Be at the epicentre of innovation!



# CMHA Across Manitoba Online

## Connecting to Support

2025/2026 marked a breakout year for CMHA Across Manitoba’s digital presence. A deliberate increase in social publishing frequency and sustained improvements in organic search performance combined to put the organization in front of more Manitobans than ever before.

## Explore our websites

**CMHA Across Manitoba**  
cmhaacrossmb.ca

**Care For All in Education**  
careforallineducation.com

**Thrive Kits**  
thrivalkits.ca

**Well Central**  
wellcentral.ca

**BounceBack® Manitoba**  
bouncebackmb.cmha.ca

**CMHA Across MB Social Media**

**16,295**  
Followers

**cmhaacrossmb.ca**

**88,147** | **54,888**  
Visits | Users

**bouncebackmb.cmha.ca**

**30,095** | **18,300**  
Visits | Users

**thrivalkits.ca**

**5,019** | **4,381**  
Visits | Users

**careforallineducation.com**

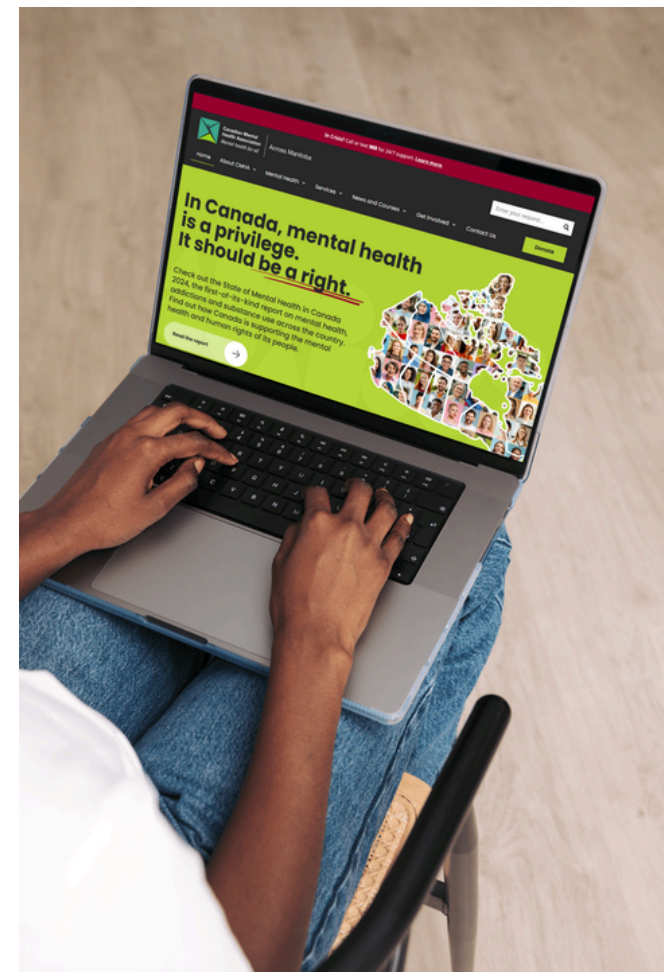
**10,064** | **9,017**  
Visits | Users

**wellcentral.ca**

**13,896** | **8,610**  
Visits | Users

**All CMHA Websites**

**117,126** | **76,896**  
Visits | Users



# Funders, Donors, and Supporters

CMHA is grateful for the many funders, donors, and supporters of our programs and services. This has been another year of growth and innovation, which was made possible by many special grants and generous donors. Thank you!

## Funders



## Donors and Supporters



**Canadian Mental Health Association**  
Across Manitoba  
*Mental health for all*

### Divisional Office

930 Portage Avenue  
Winnipeg, Manitoba R3G 0P8  
Phone: 204-982-6100  
Email: office@cmhamb.ca

### Donor Relations

Email: donate@cmhamb.ca  
Phone: 204-982-6134  
Charitable Registration Number:  
131801714RR0001

### Follow us on Social Media

@CMHAmbwpg  
@CMHASwanRiver  
Website: cmhaacrossmb.ca



**Accredited**  
IMAGINE CANADA