



EMERGING  
INTO  
LIGHT

THE EMERGING INTO LIGHT logo was born of the legend of the phoenix, rising from its own ashes to live again. Across Canada, the symbol has been adopted to reflect resilience and recovery for people who care about mental illness and health. Jennifer Osborn, an artist and consumer of mental health services, created the original artwork as a reflection of her own struggle with mental illness. Jennifer worked closely with our design firm to create an image that would be distinct, simple and convey the dignity of consumers who like her are battling mental illness.

Adopting the flame image allows the mental health community to unite behind a strong, recognizable symbol and speak to the public positively about recovery and resilience. The Canadian Alliance on Mental Illness and Mental Health (CAMIMH) formally endorses the symbol, acting as custodian of the image. CAMIMH is made up of the Canadian Mental Health Association, the Canadian Psychiatric Association, the Mood Disorders Society of Canada, the National Network for Mental Health and the Schizophrenia Society of Canada.

Endorsing a common symbol builds public awareness about the importance of mental illness and mental health issues. By adopting the Emerging into Light symbol, we are bringing mental illness out of the dark ages and into our community. We are no longer hiding.

From the ashes of stigma, we will rise like the phoenix. From darkness and shame, we are Emerging into Light.

**“Darkness cannot drive out darkness; only light can do that.”**

*Martin Luther King, Jr., Strength To Love, 1963.*

THE  
CANADIAN  
MENTAL  
HEALTH  
ASSOCIATION  
IN ALBERTA

ANNUAL REPORT

For the Year Ending

March 31, 2003



CANADIAN MENTAL  
HEALTH ASSOCIATION  
L'ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE

## President's message



Dear Members:

Another year has quickly passed – a year filled with changes . . . some good and some not so good. Our Executive Director and I have designed a grading system to review the past year's accomplishments and have decided it was a "D" year – for the "good" and the "not so good". Overall, it has been a "good" year as the following report card indicates:

### **Our Achievements**

#### **Divestment**

It finally happened, after years of frustration and setbacks. Mental health reform in Alberta is moving forward. A giant step in that reform process, the divestment of mental health services to the Regional Health Authorities, occurred on April 1, 2003. The next step, a major review of services in Alberta and what is really needed for the future, is currently underway. CMHA has, and will, continue to be a key player in the reform process.

#### **Diversion**

Working through a provincial government committee and with the Edmonton Police Service, the Association was able to influence and facilitate national resolutions by Police Commissioners and Chiefs, an Alberta Plan to pilot three new programs and funding for an Edmonton Police Service initiative in the fall of 2003.

#### **Deterrence**

Suicide education services were revamped to consolidate programs, update educational modules, expand activities through the RCMP and include a research dimension.

#### **Digs**

Through the promotion of Federal and Provincial funding opportunities, new supported housing was developed across the province.

#### **Discussion**

Through expanded web service, new educational materials, media promotions and the award winning book "Political Asylums", new discussion about mental health and illness was stimulated.

#### **Dogs**

The innovative research project utilizing pets in therapy proved their value in scientific terms and published a training manual.

#### **Dominion**

The first nation-wide citizens' consultation managed by us for the northwest is expected to lead to a new mental health policy for Canada.

### **Not So Good!**

#### **Disability Support**

Our efforts to influence AISH and other disability payment levels and greater opportunities for work have, to date, not been successful.

#### **Demands**

Our numerous activities are creating extraordinary demands on staff and volunteers.

#### **Deficits**

For the second time in almost two decades, our collective expenses in Alberta (\$11.704 million) exceeded income (\$11.690 million).

It has been an exciting and challenging year and the coming year looks every bit as challenging. A heartfelt *thank you* to each and every volunteer, staff member, family member and consumer who make the Canadian Mental Health Association such a wonderful organization. We still have a lot of work to accomplish to ensure that Alberta has the best mental health services in the country.

**Robert W. Campbell**

A handwritten signature in black ink that reads "Robert W. Campbell". The signature is written in a cursive, flowing style.

**President and Board Chair**

## About Us

Since its formation in Canada in 1918 and then in Alberta in 1955, the Canadian Mental Health Association, a nationwide charitable organization has dedicated itself to a **vision** of *mentally healthy people in a healthy society*. With that vision of the ideal future, the Association has endorsed a **mission** *to promote the mental health of all and to support people experiencing a mental illness*.

Considering the impact that mental illnesses have on the individual, on their families, friends, employers and indeed on communities, most people are affected. It is not in reality, one in five who suffer, nor is it “them” and “us.” Dealing with mental health problems is part of the life cycle for most Albertans.

Against this backdrop, the members, volunteers and staff of the Canadian Mental Health Association in Alberta, utilize strategies of *social policy innovation*, *communications* and *direct service provision* in order to achieve their objectives. Effective services also require sound *organizational development* strategies designed to effectively and efficiently manage the organization. The scope and diversity of these activities and outcomes are summarized on the following pages.

## Social Policy

Our policy work has significantly influenced the development of new mental health policy in Alberta. Our activities range from research reviews, to responses to government proposals, presentations to government committees, briefings to policy makers, coalition building and public information.

Results include:

- Providing an infrastructure to sustain a broad alliance of mental health stakeholders that includes most major provincial professional consumer and advocacy organization in the province.
- Co-producing a *Blueprint for Reform* based on World Health Organization work and on the deliberations of the AAMIMH.

- Promoting “best practices” developed by the Federal/Provincial Territorial Advisory Network on Mental Health.
- Influencing the Minister of Health and Wellness, Cabinet members and MLA’s to integrate services within Regional Health Authorities while mandating a Provincial Mental Health Board to advocate, plan and ensure accountability and results.
- Providing leadership to criminal justice diversion initiatives at the provincial and national levels with plans underway for new initiatives in Edmonton, St. Paul and Lethbridge.
- Promoting strategies to increase housing options for people with mental illnesses.
- Providing leadership to the western portion of a nationwide consultation designed to produce National mental health policy recommendations.
- Monitoring legislative provisions to ensure the privacy and confidentiality of personal information.
- Promoting primary care reform in order to better integrate family physicians into multi-professional service teams.
- Promoting policies to improve access to Home care services by persons with mental illnesses.
- Working to influence the Alberta government’s employment and disability (AISH) benefit policies and the initiation of new employment opportunities for disabled people.

## Communications

Ensuring that our ideas and knowledge reach the widest possible audience is fundamental to our success. Through the internet, publications, media, public relations and conferences we strive to inform, debate and stimulate change that will improve the quality of life for people with mental health problems.

Results include:

- Providing a wide range of publications.
- Promoting National Mental Health Week activity.
- Providing extensive web-site information at [www.cmha.ab.ca](http://www.cmha.ab.ca) including responding to public e-mail requests for information.
- Advocating for and informing public members who contact the Association for assistance.
- Promoting the Alberta award winning mental health policy book *Political Asylums*.
- Producing a discussion aid on the relationship between physical and mental health.
- Promoting Mental Illness Awareness Week, Depression Screening Day, and World Mental Health Day.
- Promoting mental health research at the University of Alberta on the effects of stigma.
- Providing an administrative infrastructure for suicide prevention information, education, and training, including an expanded emphasis on aboriginal peoples.
- Publishing *e-FACTS*, a current events Bulletin detailing activity and information regarding mental health reform activities, innovations and insights.



## Organizational Development

A well managed organization has a clearly defined vision, mission, values, goals and objectives. It must also have strong leadership, be served by dedicated and qualified people and gets results. Managing is not a static activity and constant effort must be made to ensure organizational effectiveness.

Results include:

- Establishing through consultation with stakeholders, a Strategic Management Plan for 2003-2005.
- Supporting the National CMHA Corporate Fund-Raising Campaign.
- Expanding gaming and Foundation revenue.
- Providing provincial consolidated banking, payroll and benefits administration.
- Reviewing financial policies and monitoring fiscal performance.
- Facilitating a consolidated external financial audit.
- Developing a new comprehensive Regional/Divisional contract detailing mutual responsibilities and influencing the development of a similar contract between Division and National CMHA.
- Promoting Divisional Standards of Service based on “best practices.”
- Managing personnel benefit plans
- Coordinating and monitoring province-wide insurance policies and risk management practices.
- Responding to Regional requests for information, advice, support and assistance.
- Providing legal services.
- Providing consultation on operations and organizational development matters to four Provincial “Divisions” of the Association, at the request of those Divisions and of the National Association.
- Providing an administrative infrastructure and support to the Alberta Mental Health Self Help Network, the Alberta Alliance on Mental Illness and Mental Health (AMIMH,) the Suicide Prevention Centre and the Chimo (pet therapy) Programs. (Separate detailed reports are available for each of these initiatives.)

# What We Do Locally

The Association's Regional offices assume responsibility for direct services to the public in communities across Alberta. Programs are varied and diverse and reflect local needs and priorities. Detailed Annual Reports are published in each Region and are available on request. Services include:

## Alberta North East Region (Fort McMurray)

- Educational programs, including workshops, presentations and print materials
- Skills training, including conflict resolution for youth
- Family support and parenting skills
- Community development and systems advocacy
- Public information, assessment, referral and personal advocacy
- Supported community housing
- Suicide prevention training.

## Alberta North West Region (Grand Prairie)

- Supported community housing, including loans, outreach and crisis accommodation
- "Clubhouse," including skill development, recreation and meals
- Consumer employment opportunities
- Community development and systems advocacy
- Public information, print materials, referral and personal advocacy
- Community housing facilitated in Peace River.

## Edmonton Region

- Outreach services, including goal directed case management and service co-ordination
- Day program for skill development, goal setting and enhancement of quality of life
- Housing for independent living

- Social/recreational programs, including camps serving children and adults
- Self-advocacy and leadership training
- Educational programs, including workshops, presentations and print materials
- Public information, assessment, referral and advocacy
- Community development and systems advocacy
- Training of post-secondary students
- Immigrant mental health services and employment preparation.

## Alberta Central Region (Red Deer)

- Outreach services, related to housing and poverty
- Bereavement education and support
- Educational programs including workshops, presentations and print materials
- Self-help kits for guardianship
- Public information, assessment and referral
- Personal advocacy, with priority on housing and financial needs
- Community development and systems advocacy
- Thrift store.



### Alberta East Central Region (Camrose)

---

- Resource Centre, providing drop-in activities and support
- Independent living skills program
- Community support services, including training, personal support and work
- Educational programs, including presentations, print materials and a consumer-sponsored speakers' group
- Teaching of basic cooking skills and provision of community kitchen
- Community development and advocacy
- Public information, assessment and referral.

### Calgary Region

---

- Supported community housing
- Family support, including group and individual services plus 24-hour intervention, advice and support
- Independent living support
- Suicide prevention, including education, intervention and bereavement counseling
- Educational programs, including presentations, print materials and a speakers' bureau
- Community development and systems advocacy
- Public information, assessment and referral
- Personal advocacy and counseling
- Community housing and clinical services for mentally disordered offenders
- Peer support and leisure recreation services
- Workplace mental health services
- Training for post secondary students.



### Alberta South East Region (Medicine Hat)

---

- Community development and systems advocacy
- Personal advocacy
- Educational programs, including presentations, workshops, print materials and lending library
- Public information, and referral
- Suicide prevention and training programs
- Supported employment opportunities for consumers
- The Post, thrift shop
- Information and support packs for those concerned about a suicidal individual, or who have lost a loved one to suicide. Hope and Healing Suicide Support Group.

### Alberta South Region (Lethbridge)

---

- Community support services, including housing, income, employment, recreation and business development
- Pre-employment trades training
- Community development and advocacy
- Crisis intervention and community mental health crisis beds
- Supported community housing
- Group support, including anger management and life skills
- Educational programs, including presentations, print materials, assist training and workshop coordination
- Public information, assessment, referral and advocacy.

### Pincher Creek Branch of Alberta South Region

---

- Public information, assessment and referral
- Educational programs, including lending library
- Seniors' luncheon program
- Community development and systems advocacy
- Skills training, including conflict resolution for youth.

## Alberta Division Statement of Revenue and Expenses

### The Canadian Mental Health Association Alberta Division Statement of Operations

Year Ended March 31	2003	2002
<b>Revenues</b>		
Public support	\$ 272,617	\$ 249,982
Government support	489,066	496,984
Other revenue	308,104	294,024
Productive enterprises	<u>380,290</u>	<u>385,188</u>
	<u>1,450,077</u>	<u>1,426,178</u>
<b>Expenditures</b>		
Amortization	19,403	12,073
Building occupancy	87,124	77,610
Financial expenditures	12,402	13,519
Information services	42,814	41,472
Minor office equipment	8,269	2,950
National membership	24,374	24,374
Office	83,097	83,373
Other program expenditures	3,425	4,911
Purchased services	320,981	312,385
Salaries	746,804	773,783
Staff recruitment and education	11,742	2,239
Travel and conferences	<u>107,306</u>	<u>72,370</u>
	<u>1,467,741</u>	<u>1,421,059</u>
(Deficiency) excess of revenues over expenditures	\$ (17,664)	\$ 5,119

## Alberta Division Balance Sheet

### The Canadian Mental Health Association Alberta Division Balance Sheet

March 31	2003	2002
<b>Assets</b>		
<b>Current</b>		
Cash	\$ 484,022	\$ 488,970
Receivables	146,704	190,161
Prepays	7,513	14,219
Due from Alberta Regions	<u>6,653</u>	<u>8,431</u>
	<u>644,892</u>	<u>701,781</u>
Investment in shares	11,270	11,602
Capital assets	<u>46,996</u>	<u>47,276</u>
	<u>\$ 703,158</u>	<u>\$ 760,659</u>
<b>Liabilities</b>		
<b>Current</b>		
Payables and accruals	\$ 63,161	\$ 88,509
Deferred contributions	<u>334,240</u>	<u>324,274</u>
	<u>397,401</u>	<u>412,783</u>
<b>Net Assets</b>		
Unrestricted	71,776	104,370
Invested in capital assets	46,996	29,102
Internally restricted - other	<u>186,985</u>	<u>214,404</u>
	<u>305,757</u>	<u>347,876</u>
	<u>\$ 703,158</u>	<u>\$ 760,659</u>

### Auditors' Report on Summarized Financial Statements

The accompanying summarized balance sheet and statement of operations are derived from the complete financial statements of The Canadian Mental Health Association – Alberta Division as at March 31, 2003 and for the year ended on which we expressed an opinion without reservation in our report dated May 9, 2003. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position and results of operations reference should be made to the related complete financial statements. **"Grant Thornton LLP"**  
Edmonton, Canada  
May 9, 2003.

The Division also produces a combined schedule of revenue and expenses taken from the individually audited reports for all of the units of the Association in Alberta. Combined expenses for fiscal year 2002/2003 totaled over 11.7 million dollars.

**Doug Baxter,**  
**Vice President Finance**

## Leadership



*The CMHA is led by elected volunteers who serve as Directors. They in turn employ personnel.*

### **Executive Committee**

Bob Campbell	President and Chair
Aleck Trawick	Executive VP
Richard Drewry	Past President
Elaine Necker*	VP Communications
Bonnie Thiessen	VP Communications
Doug Baxter	VP Finance
Suzanne Sirias	VPs Organizational
Earl Mansfield*	Effectiveness
Jodi Cohen	VP Projects

### **Directors**

Joan Brown	Harold McBain
Kathleen Frei	Dick Southworth
Betty Friesen	Jim Watson
Brad Hornseth	Mark Weatherly
Dorothy Lewis	

### **Division Personnel**

Melanie Allard	Sherryl Husereau
David Allen	Ron LaJeunesse
Jillian Dacyk	Eveline Royer

### **Project Directors**

Dennis Anderson	Bobbie Noden
Austin Mardon	Diane Yackel

*The Association's regional organizations are separately incorporated and too are governed by volunteers who employ an Executive Director and staff.*

### **Alberta North West Region**

Kathleen Frei, President  
Helma Fletcher, Executive Director

### **Wood Buffalo Region**

Joan Brown, President  
Rae Molzan, Executive Director

### **Edmonton Region**

Ray Bunner, President  
Joanne Kidd, Executive Director

### **Alberta Central Region**

Debra Curry, President  
Patricia Turnbull, Executive Director

### **Alberta East Central Region**

Betty Friesen\*, President  
Peter LeBlanc, President  
Colleen Vennard, Executive Director

### **Calgary Region**

John Stokdijk, President  
Trish Cameron, Executive Director

### **Alberta South Region**

Greg Peterson, President  
Deborah Chenery, Executive Director

### **Alberta South East Region**

Elaine Necker\*, President  
Kathy Farrell, President  
Lois Bourassa, Executive Director  
*\* Retired during the year*

## Awards

Consumers, family members and volunteers are integral to the Association's work across Canada. Hundreds of Albertans contribute their time and talent each year and few are recognized for their extraordinary contribution.

*Several of those extraordinary individuals were recognized in year 2003 by CMHA in Alberta:*

Bettie Hewes Memorial Award  
for Distinguished Volunteer Service

John Stokdijk of Calgary

Professional Care Award

Shelly Dalueg of Daysland

Nadine Stirling Memorial Award

Carmela Hutchison of Irricana

Special Service Award

Kiwanis Club of Edmonton

Media Awards

Lissa Swihart of Medicine Hat  
Terry Reith of Edmonton

National Distinguished Service Award

Kathleen Frei of Grande Prairie

### **Alberta Division**

#328, 9707 - 110 St  
Edmonton (Alberta)  
T5K 2L9

**Tel** (780) 482-6576  
**Fax** (780) 482-6348

www.cmha.ab.ca

e-mail:  
division@cmha.ab.ca

*All illustrations courtesy  
of CMHA National*

