



19/20

ANNUAL REPORT

CANADIAN MENTAL HEALTH ASSOCIATION

WINDSOR-ESSEX COUNTY BRANCH



Canadian Mental
Health Association
Windsor-Essex County

Community well-being is our sole focus.

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**Canadian Mental
Health Association**
Windsor-Essex County

Community well-being is our sole focus.

A MESSAGE

FROM BOARD CHAIR AND CEO

What a difference a year makes! 2020 has certainly not unfolded the way any one of us had envisioned. As we continue to adjust to the realities of living in a COVID-19 world, mental health has never been more important.

In fact, the pandemic has shone an even brighter light on mental health. For even the most mentally healthy, the realities of isolation, changes to our routines and the limited ability to see friends and family have taken a toll. For others, the pandemic has brought heightened anxiety, depression and grief - not to mention the toll taken on those with other mental illnesses and substance use challenges.

As an essential service, the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB) has remained active throughout the pandemic. Our highly-skilled staff quickly moved to a virtual model, supporting clients with phone visits and webinars and some face-to-face visits for those most at risk. Working with community partners and donors we introduced new offerings: The Mental Health and Addictions Urgent Care Centre in collaboration with Hotel-Dieu Grace Healthcare, a Pandemic Response Therapist with support from the Toldo Foundation and a Workplace Outreach Worker backed by a WindsorEssex Community Foundation grant.

Aside from our extraordinary efforts since March, there is much to be proud of throughout this year. We celebrated the

culmination of our Sole Focus Project with a celebration in March. Since 2017 thousands of people have been touched by this campaign and we surpassed our fundraising goal of \$1.5 million in support of mental health training, education and awareness. With the launch of phase 2 entitled, “On the Front Lines” we look forward to expanding our reach to workplaces and vulnerable populations.

We received the inaugural Outstanding Fundraising Innovation award through the Association of Fundraising Professionals for the Sole Focus Project. In addition, we were one of the finalists for the Windsor Essex Chamber of Commerce Pillar of the Community award which will now be announced in May 2021.

There is still much work to do to create a “seamless” system of physical health and mental health and addictions care in our community. Along with our valued partners, CMHA-WECB continues to play a leadership role as lead community provider of mental health and addiction services. The coming years are certain to be busy, but also rewarding as we strive for improvements.

Through adversity we often emerge stronger. It has been a difficult time, but a time to learn and grow, for all of us as individuals, as employees of CMHA-WECB and as part of our community.

Stay safe and keep connected.



Claudia den Boer

Claudia den Boer
CEO, CMHA-WECB



Barb Davis

Barb Davis
Chair, Board of Directors,
CMHA-WECB

VISION, MISSION & VALUES

BOARD OF DIRECTORS 2019/2020

Board Chair / **Barb Davis**

Treasurer / **Cynthia Swift**

Past-President / **Sharon Cooper**

Directors /

Tammy Fryer

Shelja Garg

Sylvie Guenther

Al Saunders

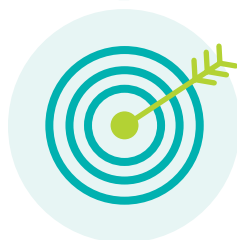
Nicole Sbrocca

Christopher Todorovski



VISION

Mentally Healthy People
in a Healthy Society



MISSION

CMHA Windsor-Essex County
Branch is the lead provider and
advocate of specialized community
mental health and addiction services
integrated with comprehensive
primary health care services.

***"Community well-being is
our Sole Focus."***

A YEAR IN REVIEW

Over the last year, CMHA-WECB was delighted to be recognized with:

- Diamond Level Gord Smith Healthy Workplace Award
- Excellence in Quality Improvement Project (EQIP)
- Association of Fundraising Professionals Canada South (below) – Outstanding Fundraising Innovation for Sole Focus Project
- Finalist for Pillar of Community – Business Excellence Awards – Windsor Essex Chamber of Commerce



In response to COVID-19 we implemented:

- A comprehensive pandemic response to protect those attending the building for services and for staff including screening, personal protective equipment and other best-practice infection, prevention and control practices.
- In collaboration with Hotel-Dieu Grace Healthcare (HDGH), the Mental Health and Addictions Urgent Care Centre opened at CMHA-WECB in April 2020. The Centre is comprised of a multi-disciplinary team (RN, psychiatry, addiction worker, social worker, primary healthcare) to meet the needs of individuals experiencing a mental health and/or addictions crisis. In response to COVID-19, we were able to quickly work with partners to open doors to the Centre to alleviate pressures on the hospital.
- A pandemic response therapist was hired in April thanks to support from the Toldo Foundation. This individual is available to see people experiencing anxiety, depression, grief etc. in response to the pandemic.
- IT successfully facilitated a mobile workforce during the COVID-19 pandemic, ensuring all staff had the ability to work remotely, while continuing to deliver essential services.

Funding was received from the provincial government to continue the Mobile Outreach Support Team (MOST) a successful collaboration of HDGH, CMHA-WECB, Family Services Windsor-Essex (FSWE) and Assisted Living Southwestern Ontario (ALSO).

New branding was launched along with our tagline, *Community well-being is our sole focus*. The branding highlights the three program areas of our branch: Specialized Mental Health & Addiction Programs, Primary Care and Mental Health Promotion.

The CMHA Health Centre held its grand re-opening in October 2019. This included the launch of the new name and an update on services available as part of the Community Health Centre.

A YEAR IN REVIEW

The CMHA Health Centre was the first winner of the FIT Bowl Competition through the Regional Cancer Program at Windsor Regional Hospital. The Health Centre Team succeeded with the highest number of screening tests for colon cancer! The team is working diligently on delivering cancer prevention strategies with clients.

CMHA-WECB launched a podcast entitled *Keep Connected*. Each episode focuses on a different mental health/addiction related topic.

As part of the First Responder coalition a website and app were developed. *WeHelpFirst.ca* is a resource for first responders and families to support mental health and wellness.

After undergoing a program review, the Early Intervention Program was seen to be providing best-practice services and has implemented changes to increase capacity and decrease wait times.

Information services successfully rolled out an electronic medical records upgrade alongside other Alliance for Healthier Communities members to ensure our primary care providers have the best technology solutions.

Information technology is successfully supporting other community IT service needs e.g. Life After Fifty, ALSO, FSWE.

Supportive Housing Program has launched the Safe Beds program in February 2020 at the Aylmer site of CMHA.

Facility Services has supported two major renovations (CMHA Health Centre and 354 Aylmer) in the past year and continues to provide enhanced cleaning practices to meet the stringent COVID-19 infection control practices.

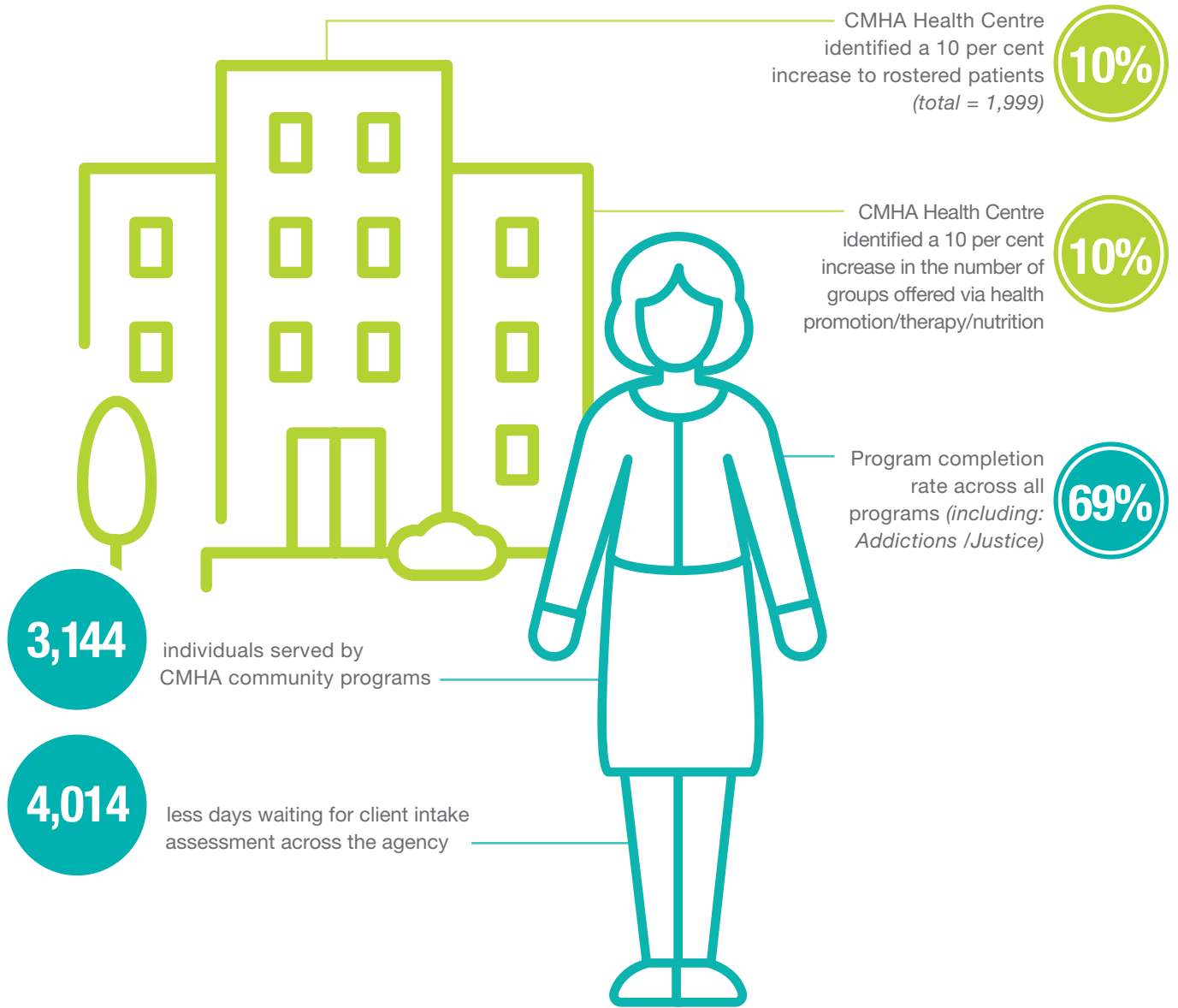
Youth Housing Supports delivered three sessions of RentSmart over the course of the year certifying 30 young people on strong tenant and rental skills.

Working with the Client Family and Caregiver Council members the agency sponsored a “mapping” of the perfect client journey which is now guiding future improvements to the delivery of client programs and services.



(ABOVE) MEMORIES FROM 2019 - 2020

STATS



SOLE FOCUS PROJECT

SOLE FOCUS PROJECT: A CINDERELLA STORY

In 2017 CMHA-WECB launched the Sole Focus Project to be proactive in providing mental health education, awareness, outreach and training. Much to our delight, the campaign soon took on a life of its own, surpassing our expectations. Although it started as a campaign, it has evolved to become the umbrella under which our mental health promotion and fundraising initiatives operate.

Last March we celebrated the success of the campaign at a community event attended by our ambassadors, Sole Focus Project strategic partners and even an appearance by Jagmeet Singh, Leader of the federal NDP party. We were thrilled to share that we surpassed our fundraising expectations, raising over \$1.5 million! If that were not enough, we also launched phase 2 of the campaign, aptly titled “On the Front Lines.” Little did we know that just a few weeks later our world would be uprooted due to COVID-19 and our frontline workers would become even more valued.

On the Front Lines shines a light on the mental health and wellness of workplaces and men’s mental health. To kick off this new campaign, LiUNA!625 announced a three-year pledge of \$120,000 to support this important work. We also introduced several of our new ambassadors who will be the faces of this campaign. Although there will be a focus on workplaces, we will continue to support the mental health of our community, including suicide prevention.

The event also provided the perfect opportunity to introduce our new mascot, Sole-Mate.

Despite the pandemic, we continue to offer training and education via technology like Zoom. The growth and demand for training, education and workshops continue to increase. A second mental health educator was hired to meet the growing demand. We view this as a positive indication that individuals and businesses are making mental health a priority.

There were numerous highlights throughout the year including the infamous Rock Your Sole event that raised \$115,000. Be sure to save the date for the

Comeback Tour coming to you in October 2021!

We were blown away by the response of virtual events that were held this past spring. The Garage Gym Virtual 5K for the Front Lines had almost 1,000 participants and raised over \$36,000 – AMAZING! Our branch also decided to move ahead with Ride Don’t Hide as a virtual event this year. The Windsor-Essex community did not disappoint – over \$60,000 was raised in spite of the pandemic proving that even though we could not ride together physically, we could ride together in spirit!

In Fall 2020 we are launching a new look for the Sole Focus Project website (solefocusproject.ca) that will include the Highlights report along with Blog posts from our ambassadors and more!

We have BIG plans for 2021 as we emerge stronger from the pandemic. We look forward to working with our strategic partners, ambassadors and the broader community as we continue to make Windsor-Essex a mentally healthier community!



\$1.5M+

raised through the Sole Focus Project
[#showyoursole](#) [#onthefrontlines](#)



Proud SPONSORS

Rock Star

Ground Effects • KMJ Industrial Contractors •
Mastercraft Homes • Sunset Produce • Troup Group

Talent Agent

AEP • Breadth Consulting • Dental Health Centre • Elegance
by Design • Kirwin & Partners • Landscape Effects Group •
LiUNA! Local 625 • Modish Lounge Rentals • Seaton Sunrooms •
The Stephanie & Barry Zekelman Foundation • The Toldo
Foundation • Tilbury Concrete • Vito's Pizzeria

Roadie

Double Diamond Farms • J.P. Wiser's • Integrity Tool & Mold •
Lisa & Brian Schwab • St. Clair College Alumni Assoc.

Groupie

Dr. David & Henrietta Adekoya • Borrelli Cellars • Buckingham Realty •
Casilco Corp. • Children's Hospital of Michigan Foundation •
Coscarella Family Dentistry • CP Group • Craig Mahon, Financial
Advisor • Erie Shores Healthcare Foundation • GailNow •
Goliger's Travel Plus • Dr. Greg & Jasmine Jasey • The Job Shoppe •
Made to Shade • Master Cleaners • MediaWorks Studios •
Dr. Pat & Bianca Montaleone • Mucci Farms • Paciocco & Mellow •
Second Chance CPR • Tecumseh Mall • Tepperman's • Touma Custom
Carpentry • Windsor Mold Group • Chris & Judy Ziriada

THANK YOU TO CMHA-WECB MEMBERS

Membership is an easy way to support CMHA. By becoming a member, you demonstrate your support for our organization, its mission and the services we provide to the community. In doing so, you show our community that you support mental health promotion, mental illness recovery and resilience and mental illness prevention.

Donald Atwell	Mary Edmunds	Randy Holland	Sandor Pallag
Deborah Ayotte	Patricia Ellis	Mary Laslett	Paresh Pandya
Larry Bannon	Meliha Ferhatovic	Margaret Leithead	Idumban Rajan
Erica Bassakos	Laura Gavin	Geanina Mate	Marie Renaud
Joanne Brown	Francie Gazzdig	Patricia McMahon	George Sandala
Dr. Rajendra Chetty	Diane Greco	Sonia McMahon-Comartin	Patricia Sasso
Barb Davis	Emily Gu	Lori McQuaid	Sheikh Shamsheer
Arlene Douglas	Sylvie Guenther	Media Street Productions	WFCU Credit Union

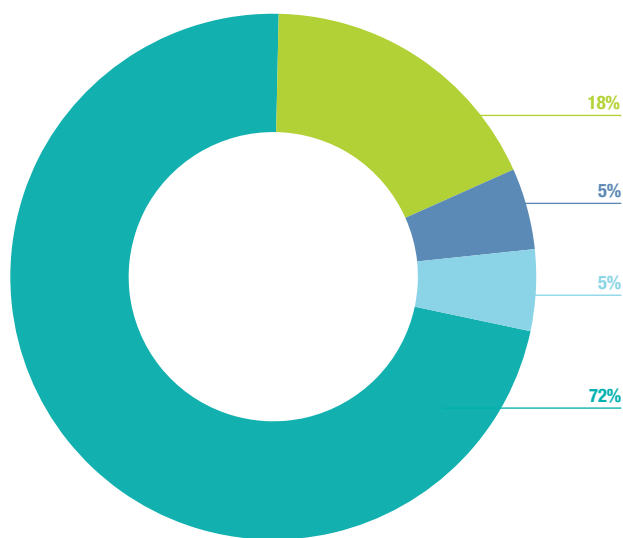
**Please note that some CMHA-WECB members prefer to remain anonymous.*

THANK YOU TO THE 2020 RIDE DON'T HIDE SPONSORS

PRESENTING			
LISA & BRIAN SCHWAB FOUNDATION	THE STEPHANIE & BARRY	ZEKELMAN FOUNDATION	
LEADERSHIP	TRAILBLAZER	COMMUTER	
  	  	 	
TOUR			
	 	<th>FAMILY</th>	FAMILY
	 	 	

FINANCIAL REPORT

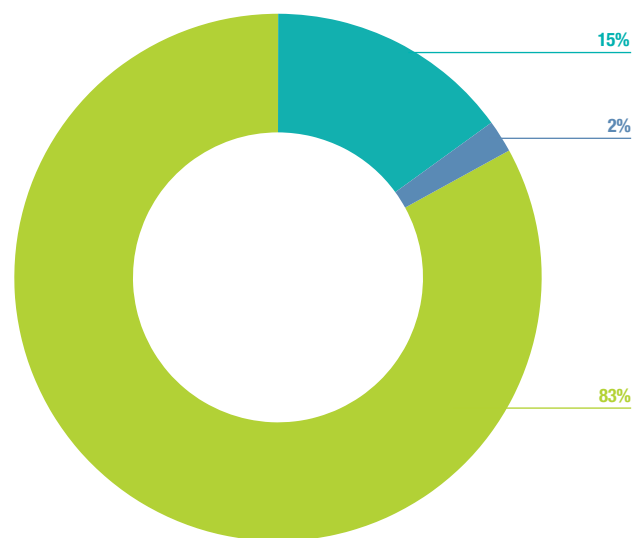
2019/2020*



PROGRAM REVENUES

● Mental Health Program Revenues	\$12,142,227
● Community Health Centre (including nurse practitioner) Revenues	\$2,972,110
● Housing Programs	\$934,155
● Revenue Generating Programs	\$812,357

TOTAL: \$16,860,849



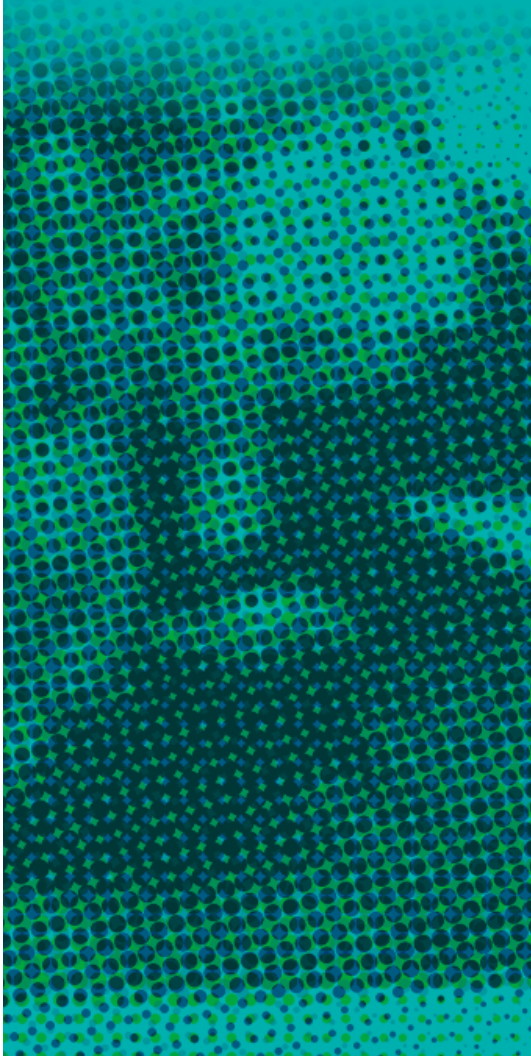
OPERATING EXPENSES






● Compensation (including purchased service)	\$13,027,791
● Supplies and Other Operating Expense	\$2,427,197
● Equipment and Capital Expense	\$344,079

TOTAL: \$15,799,067

*Year ending March 31, 2020

Full audited statements are available upon request.



 windsorsex.cmha.ca |  @CMHAWECB |  @CMHAWECB |  @cmhawecb
 youtube.com/user/cmhawecb/featured



Canadian Mental Health Association, Windsor-Essex County Branch

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