

annual
report

2020/2021



canadian mental health association
Windsor-Essex County Branch



Canadian Mental
Health Association
Windsor-Essex County

Community well-being is our sole focus.



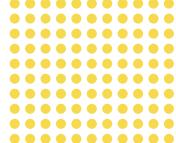


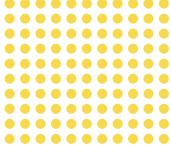
Table of Contents

Governance	3
Board of Directors	3
A Message from the Board Chair & CEO	4
Stats	7
CMHA-WECB's Impact During the Pandemic	8
A Year in Review	9
Celebrating 50 Years of Service	14
Investing in the Mental Health of Our Community	16
Financial Report	18



Ontario





Governance



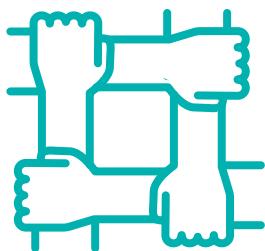
VISION

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."



VALUES

Person Centred Approach: Ensure that the people using our programs and services are equal partners in planning, developing and monitoring care to make sure it meets their needs.

Equity: Commitment to a basic sense of fairness, a respect for differences among people, a belief that every human being deserves an equal opportunity in life and a passion to advocate regarding equity issues at the level of health system policy, planning and practice.

Accessibility: Facilitate integration of and access to the resources people require to maintain and improve their health, build resilience, and support recovery from mental illness.

Excellence: Promote evidence-informed best practices and take a lead role in achieving excellence in mental health and primary care services.

Integrity: Fulfill responsibilities in an accountable, professional and ethical manner, demonstrating honesty, impartiality and transparency.

Innovative: Focus on innovation and emerging trends and practice.

Board of Directors

Board Chair / Barb Davis

Board Vice Chair / Sylvie Guenther

Treasurer / Cynthia Swift

Directors /

Dave Bodhal

Tammy Fryer

Shelja Garg

Sheylen Jagajodhy

Nicole Sbrocca

Christopher Todorovski



A Message from the Board Chair & CEO



2021 marks the 50th anniversary of the Canadian Mental Health Association (CMHA) in Windsor-Essex County celebrating five decades of evolving programs and services to meet the growing needs in our community. With mental health and substance use issues on the rise, our services have never been more important.

We launched our Move the Dial campaign in January of this year because we knew needs were escalating and that funding is not keeping pace with demand. We set a goal of a million dollars – an ambitious aim to be sure.

I am pleased to share that we are on track to exceed that goal by the end of December. Our community's generosity continues to astound us and I can assure you that these funds will support desperately needed prevention, education and outreach services such as our Grief Works Child & Youth Bereavement program, Client Assistance program and our Mental Health Education and outreach efforts.

COVID-19 continues to present significant challenges but thanks to our staff, our volunteers and our donors we are proud of the incredible work that continues to be delivered every day regardless of the circumstance. As you will see, CMHA-WECB has continued to grow, expand and be a valued partner in our community.

In recognition of our hard work, CMHA-WECB was awarded the Pillar of the Community Award at the Windsor Essex Chamber of Commerce Business Excellence Awards in May. This is an incredible honour - a testament to the important role that we are seen to play in our community. We share this award with our staff, clients, supporters and partners. We know it does indeed take a village.

CMHA-WECB has maintained services throughout the pandemic and was even afforded the opportunity to enhance services – including the addition of a pandemic therapist and workplace outreach worker, again thanks to generous donors.

We also continue to work tirelessly with our partners like the City of Windsor and St. Clair College – who along with so many donors and community groups have stepped up to partner in the delivery of much needed supports as well as hosting third party events. In addition, we have been actively involved in the High Priority Community initiative assisting with the vaccination and wraparound support efforts in our community.

A high point this year was the exciting news that operational funding from the Government of Ontario will be provided to create a Youth Wellness Hub for our



community. We have heard loudly from youth and families for some time that a “one-stop shop” is needed to support youth experiencing mental health and substance use issues. CMHA-Windsor County Essex Branch (WECB) is the coordinating agency for this project, and we are thrilled to work with our partners and youth to create a youth-friendly space in which to offer these services.

Another high point this year was being selected as one of the charities to be supported by the Tim Hortons’ Smile Cookie campaign for our region. These funds will support the creation of our Youth Hub as well as suicide-awareness training for teachers.

Community well-being IS our sole focus, and our frontline staff continue to provide exceptional assistance and

support to so many in Windsor-Essex County. We know there is still considerable work ahead and we are ready to step up; ready to continue to show leadership in improving mental health and addictions services for our community because we know there can be no physical health without mental health.

We know we can get through difficult times together – You/We are Not Alone.

We need to bring that message home even more loudly and clearly.

We can do more together.



**BARB
DAVIS**

CHAIR, BOARD OF DIRECTORS, CMHA-WECB

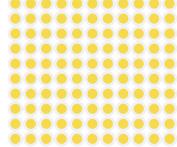


**CLAUDIA
den BOER**

CEO, CMHA-WECB



**here's
what we've
been up to
this year.**



Stats

SEVERAL PROGRAMS HAVE REDUCED WAIT TIMES:

Concurrent Disorders 1 to 1

↓ 58 Days per Client on Average
(Redesign of program)

Dual Diagnosis

↓ 66 Days per Client on Average
(Added a second FTE)

Early Intervention

↓ 84 Days per Client on Average
(Added a Triage Worker to team)

Griefworks

↓ 42 Days per Client on Average

Intensive Case Management

↓ 98 Days per Client on Average
(Currently under redesign,
waiting list numbers are rising
20-21)

Justice Case Management

↓ 100 Days...

WAITLIST (# OF CLIENTS WAITING) IMPROVEMENTS:

Therapy

↓ 49 individuals less on waiting list by end of fiscal
(rolling average)

BIG DOT NUMBERS FOR AGENCY:

CMHA Community Mental Health Services

= 2956 Individuals Served

CMHA Health Centre

= 1977 Individuals Served
(restrictions)

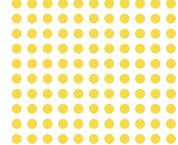
CMHA Community Mental Health

= 75126 Service Provider Interactions by Organization
(**↑ 15%** - 65122 previous fiscal)

CMHA Health Centre

= 14726 Service Provider Interactions by CHC
(**↑ 6%** - 13866 previous fiscal)

*As of September 2021, Case Management Services has no wait list.



CMHA-WECB's Impact During the Pandemic

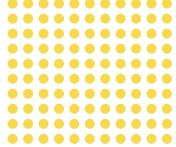
IN RESPONSE TO COVID-19 WE IMPLEMENTED MANY INITIATIVES:

- Permanent funding allowed for the opening of the Mental Health and Addictions Urgent Care Centre at CMHA-WECB in April 2020 in collaboration with Hôtel-Dieu Grace Healthcare. 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, 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 2020 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.

OVER THE LAST YEAR, CMHA-WECB WAS DELIGHTED TO BE RECOGNIZED WITH:

- Diamond Level Gord Smith Healthy Workplace Award
- Pillar of the Community - Business Excellence Awards - Windsor Essex Chamber of Commerce





A Year in Review

In 2021 CMHA-WECB and community partners formed a steering committee to work on the creation of a Youth Wellness Hub for our region. In July we received the amazing news that Windsor had been selected as one of four new sites in Ontario, including operational funds for the Hub. We look forward to sharing exciting news and updates as developments unfold.

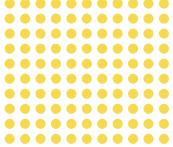
The City of Windsor hired two CMHA-WECB mental health counsellors and navigators to support Ontario Works clients.

CMHA-WECB was one of only a few charities to safely and successfully hold a golf tournament in 2020. The Go Green Golf Tournament was a great success – selling out once again and adding new sponsors.

An employee with Windsor Fire, Emily Bertram, brought to our attention that a hill located in East Windsor was unofficially referred to as “Suicide Hill.” In 2021 we know how much language matters. To that end, a community engagement campaign was created with new names suggested. A new name has been submitted to City Council for approval. We look forward to sharing the new name with the community soon.

OUR IT DEPARTMENT HAS PREPARED AND DISTRIBUTED APPROXIMATELY 40 LAPTOPS TO CLIENTS VIA THEIR PRIMARY WORKER. THESE LIGHTWEIGHT TOUCHSCREEN CONVERTIBLE LAPTOPS HELP CLIENTS WITH THEIR HEALTHCARE, SOCIAL CONNECTIONS, HOUSING, JOBS, SCHOOL WORK, AND EMAIL COMMUNICATION.





In January 2021, the Facility Services department added a Facility Supervisor position, which allowed new opportunities for the department and a stronger focus on Supportive Housing for the Department Manager. New opportunities included the addition of the Diversey Vericlean system for cleaning/disinfection audits, bringing the Agency in line with a "hospital level" auditing system ensuring the branch operates safely during the pandemic crisis.

Additionally, during the pandemic the department took over the public COVID-19 screening activities at the branch main office. This initiative was made possible through the recruitment, training and implementation of specialized vocational maintenance employees. Adding to the Facility Services Team, the department now has the largest staffing compliment in the history of Vocational Maintenance/Facility Services, now at 20 part time employees.

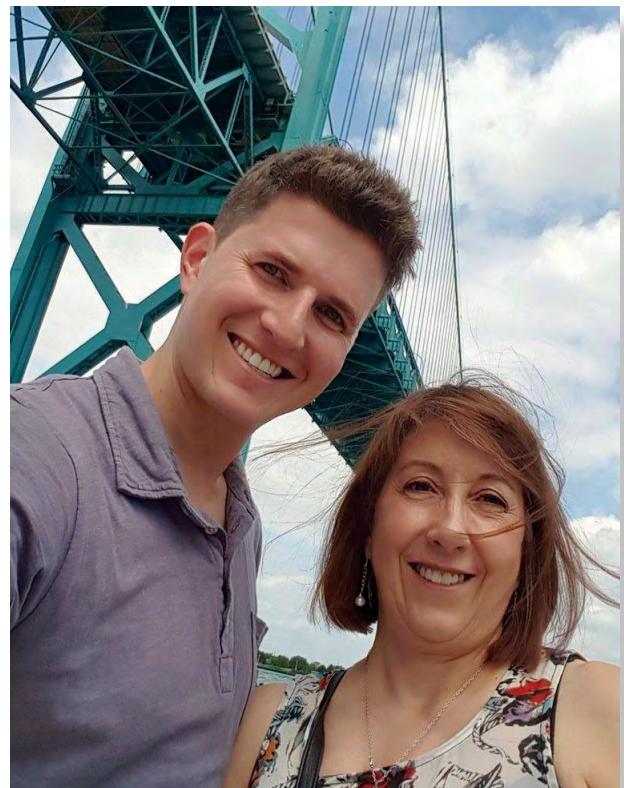
In March 2021 the branch implemented a redesign of our Supportive Housing Program, bringing all supports under one portfolio area. The change saw the creation of five different streams of support, customized to the unique needs and challenges of our clients served.

Supporting nearly 300 clients in market based housing, the newly formed Supportive Housing Services has recommitted to the mission of supportive housing to serve those at most risk, and requiring intensive supports to secure and maintain independent housing in our community.

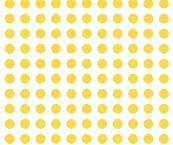
Launched in February 2020, shortly before the COVID-19 pandemic, the Safe Beds Short Term Crisis Program provides short term support to individuals referred by police who are experiencing a mental health and/or addiction crisis, and find themselves homeless.

In March our organization experienced the loss of a beloved staff member, Cynthia Brown. Cynthia worked as an Occupational Therapist in the Early Intervention program. A few weeks after her death, her amazing son Dan approached us to do a fundraiser in Cynthia's memory. In just a few short weeks we were able to work with vendors to get hundreds of flowers to sell in Cynthia's memory. It was such a great success that there are plans to make this an annual fundraiser.

CMHA-WECB was successful in receiving a Healthy Communities grant to place a "Friendship" Bench in Windsor and each of the surrounding municipalities. These benches will provide a safe space for all in the community to enjoy.



Dan and Cynthia Brown



A Workplace Outreach Worker has been hired to support the mental health needs of workplaces. As part of this work, CMHA-WECB partnered with WEtech Alliance to create a Toolkit to support the mental health needs of business owners and entrepreneurs.

In celebration of the 50th anniversary of CMHA-WECB a \$1 million fundraising campaign was launched in January 2021. Funds raised from Move the Dial will allow us to meet the growing mental health and addiction needs in our community. And we are on track to meet or exceed our fundraising goal.

In spite of the pandemic, the Windsor-Essex community continues to be very generous. Moreover, the pandemic has shone a bright light on the importance of mental health. Once again this year we have been amazed and overwhelmed by the extraordinary donors, foundations, businesses and organizations that give back to our community.

The Toldo Foundation has continued its generous support of the pandemic response therapist. This position was created in spring 2020 and has continued to serve those dealing with anxiety, depression, grief and trauma related to the pandemic.

Tony Smith spearheaded the 5K Walk/Run for our first responders in May. Thanks to Tony's leadership, and involvement of more than 14 local gyms, over \$40,000 was raised this year. These funds will support the work CMHA does with first responders. The event was once again held virtually with great success.

CMHA-WECB and the Youth Wellness Hub were selected as the beneficiary of the Corporate Challenge. Although it had to be held virtually this year, \$100,000 was raised.

We also received very generous donations from Ground Effects/The Scott Family Foundation and the Lisa and Brian Schwab Foundation. These donations will support the outreach work of CMHA. As we seek to meet the growing needs for mental health and addictions, it's more important than ever to "meet people where they're at". These funds will allow us to expand our reach.



Take A Stand For Mental Health

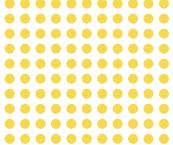
In celebration of their 100th anniversary Beachgrove Golf and Country Club selected four charities to be beneficiaries of fundraising efforts this year. CMHA is thrilled to have been selected for this honour.

We have also been successful in receiving several grants over the last year from the Windsor Essex Community Foundation, the J.P. Bickell Foundation, Keller Williams, Manor Realty and more. These funds support amenities for our Safe Beds program, food vouchers and bus tickets through our Client Assistance Fund, the Bereavement program and all of the Mental Health Promotion and Education activities.

A dozen new ambassadors joined our Sole Focus Project family. Be sure to visit solefocusproject.ca to learn more about these inspirational individuals and learn more about this campaign.

As we look to the future, we know that the needs for mental health and addiction services will continue to be a priority. We are hopeful that Rock Your Sole: The Comeback Tour can return in 2022. Additionally, exciting plans and updates will be shared for the Youth Wellness Hub being developed for our community.

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!
#showyoursole #onthefrontlines
#youarenotalone



CMHA-WECB wishes to thank all of the dedicated and generous sponsors that made this year's Go Green Golf Tournament a success!
Proceeds raised support our Griefworks Children's Bereavement Program.

TITLE SPONSORS

LISA & BRIAN SCHWAB
FOUNDA^{TION}



SCOTT FAMILY FOUNDATION

PLATINUM SPONSORS

WINDSOR REGIONAL HOSPITAL FOUNDATION



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Pinnacle Physiotherapy and Roma & Associates

SMILE COOKIE SPONSOR

Rose-Marie Beaudoin & Rocco Muscedere, Deerbrook Realty

www.windsoressex.cmha.ca • See you June 2022!

Last fall we were one of the only non-profits to hold a charity golf tournament.

We are proud to share that we safely held our Go Green Golf Tournament, raising a record of \$55,000 in support of our Grief Works program for children experiencing loss. Special thank you to the organizing committee and all of the sponsors and participants.



**Ride Don't Hide was held virtually in 2021.
It was once again a phenomenal success raising \$60,000.**

**Thank you to our sponsors, participants and donors for
your support.**

The poster features a stylized road surface composed of green and blue dots. A banner across the bottom contains the website address ridedonthide.com. The main title "Ride Don't Hide" is prominently displayed in large, bold letters. Below it, the tagline "Ride for your MENTAL HEALTH. Raise funds for your COMMUNITY." is written in a smaller, stylized font. The poster includes logos for various sponsors: AM800, CTV, PURE COUNTRY 89, Virgin Radio, GROUND EFFECTS, FACCA INCORPORATED, GREATER ESSEX Elementary Teachers' Federation of Ontario, Highline MUSHROOMS, ONA Local 8, Erie Shores HealthCare, the co-operators, Gates, PCP Constructors Inc., and wrsa.

ride don't hide

Canadian Mental Health Association Windsor-Essex County
Community well-being is our sole focus.

50TH

Ride Don't Hide

Ride for your **MENTAL HEALTH**.
Raise funds for your **COMMUNITY**.

ridedonthide.com

AM800
cklw—the information station

CTV

PURE COUNTRY ★ 89

93.9 **Virgin RADIO**

GROUND EFFECTS

FACCA INCORPORATED

GREATER ESSEX
Elementary Teachers' Federation of Ontario
Teachers Standing Together for Public Education
www.buildingbetterschools.ca

Highline MUSHROOMS

ONA
Local 8

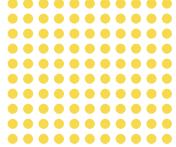
Erie Shores HealthCare
Care Happens Here

the co-operators
A Better Place For You®

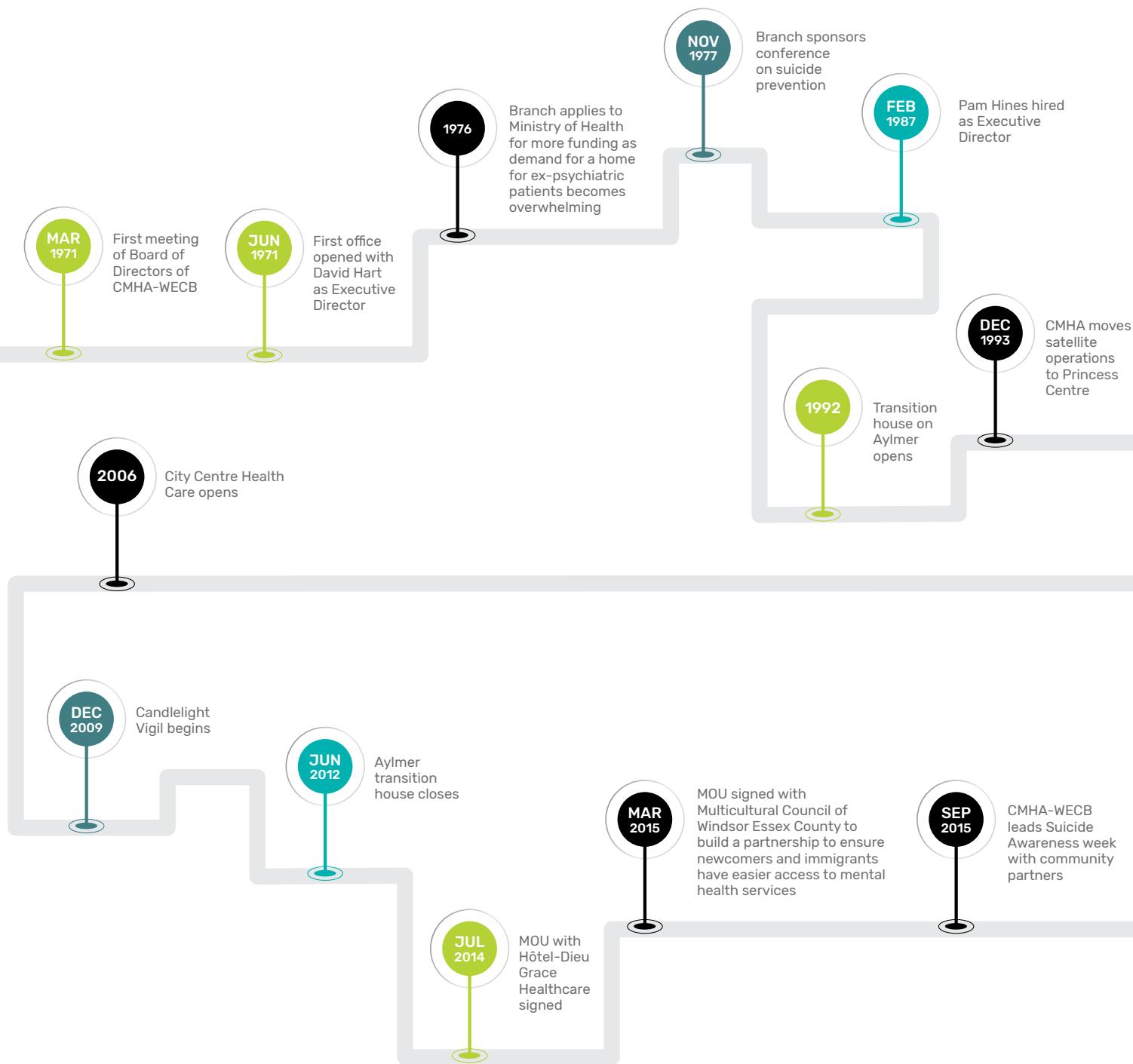
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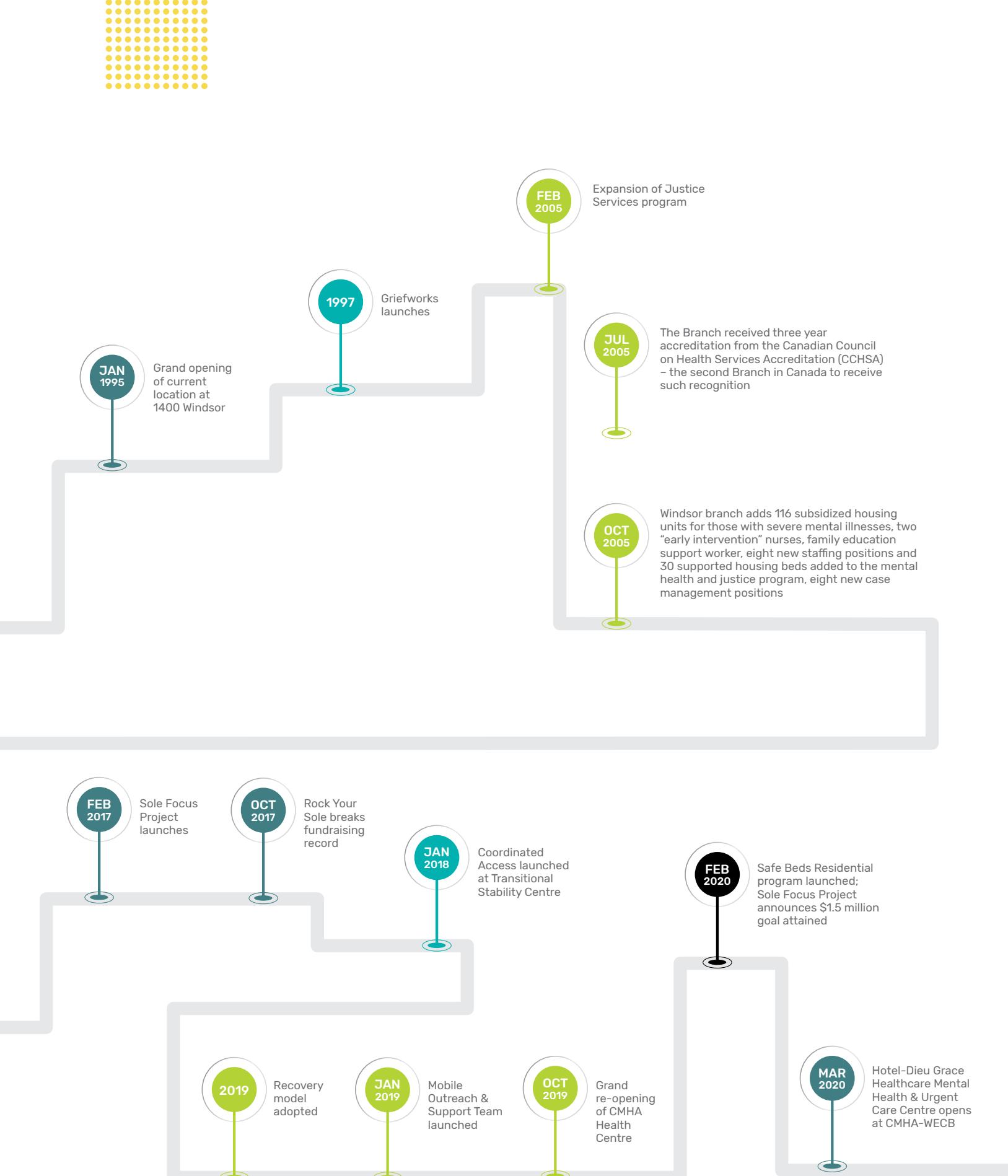
PCP
CONSTRUCTORS INC.

wrsa
windsor region society of architects



Celebrating 50 Years of Service





Investing in the Mental Health of Our Community



THE TOLDO FOUNDATION

The Toldo name is synonymous with philanthropy in our region. The late Anthony P. Toldo created a legacy of giving continued today by his son Anthony G. Toldo, and Toldo Foundation trustees Alex Toldo and Chris Kruba.

CMHA-WECB awarded The Toldo Foundation the Community Partner of Distinction award at our 2020 Annual General Meeting. They have been the presenting sponsor of our annual Light the Way campaign for five years, and most recently, funding from The Toldo Foundation made the establishment of a pandemic response therapist possible. This role has been integral to individuals struggling with the effects of the COVID-19 pandemic, including isolation, depression, anxiety and loss.



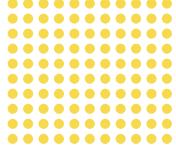
THE SCOTT FAMILY FOUNDATION

He's a Sole Focus Project Ambassador, the President of Ground Effects, the philanthropist behind the Scott Family Foundation, his travel schedule rivals that of an airline pilot, and he still finds time to personally return emails in the blink of an eye.

Established in 1986, Ground Effects has evolved into a multi-faceted supplier of quality interior and exterior accessory components for the automotive industry and more. As president, Jim leads by example and every employee has contributed to supporting the charitable work of Ground Effects in some way.

Jim feels blessed in this life, and has an innate desire to help others. In 2009 when Ground Effects was struggling to remain open, friends, family, suppliers and employees provided him with the temporary financial support to survive. "With our company's rebound, we have had the good

fortune to help so many charities and organizations and people in general. I feel an obligation to continue to do as much as I can in hopes my help makes this world a better place for all of us", stated Jim. "Mental health and wellness are as important as general health and wellness (many times forgotten) and is critical in allowing us all to live a normal life. The Scott Family Foundation and our NGO Enable Haiti truly changes lives. I say that only because others can do the same and I hope I can motivate those who can...to do."



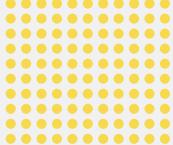
THE LISA & BRIAN SCHWAB FOUNDATION

Born and raised in Windsor, Lisa and Brian Schwab are proud of the community where they live, made their livelihood, and raised their children. From a young age, they encouraged all four of their kids to save, spend and give equally. A philosophy they continue today as they look to involve their children in the philanthropic goals of the Lisa and Brian Schwab Foundation.

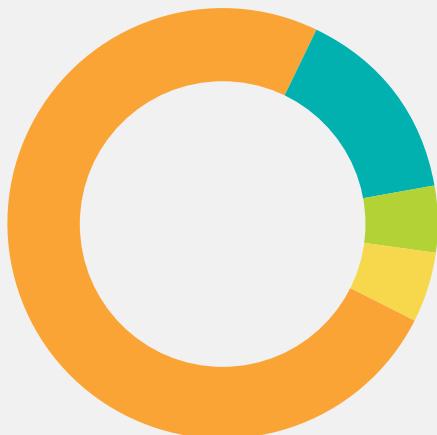
"It is important to us to give where you live", stated Lisa Schwab. They recognize the value of investing in the community - building a business that employs local talent, who in turn help the economy and community to grow, and to also invest in the local charitable organizations that need donors to help them carry out their missions. Among the local charities that are near and dear to the Schwabs' are the Windsor Cancer Centre Foundation, Transition to Betterness, the Art Gallery of Windsor, W.E. Care for Kids, and CMHA-WEBC.

"Mental health is so important, especially now as we begin to emerge from 18 months of isolation. The impacts of which will be seen for years to come", stated Brian. They encourage everyone to do what you can to give back - give your time, donate if you are able; just start and watch the ripple effect one person can have on a cause, in a community.





Financial Report



PROGRAM REVENUES

TOTAL: \$16,519,118

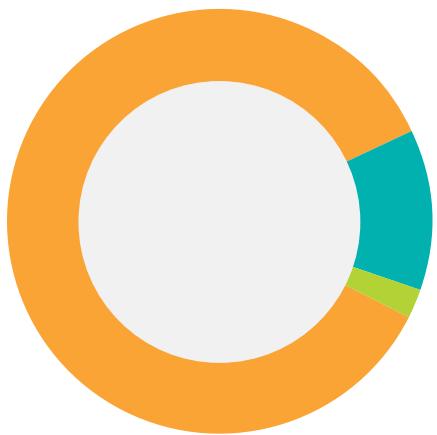
- Mental Health Program Revenues
- Community Health Centre including Nurse Practitioner Revenues
- Revenue Generating Programs
- Housing Programs

\$12,291,726 [74%]

\$2,554,547 [15%]

\$792,491 [5%]

\$880,354 [5%]



OPERATING EXPENSES

TOTAL: \$16,075,131

- Compensation including purchased service
- Supplies and Other Operating Expense
- Equipment and Capital Expense

\$13,644,164 [83%]

\$2,046,933 [12%]

\$384,034 [2%]



**WCC AMAZING RACE
SPIRIT AWARD**



**CMHA
STAY-AT-HOMIES**



For donating
\$10,000 USD



Community well-being is our sole focus.



canadian mental health association **Windsor-Essex County Branch**



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

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Charitable registration no. **10686 4036 RR0001**

Downtown Location

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Windsor, Ontario N8X 3L9
Tel: (519) 255-7440

Leamington Location

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Leamington, Ontario N8H 3X5
Tel: (519) 326-1620

Email us at:

info-referral@cmha-wecb.on.ca