



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

*Community well-being is our sole focus.*



#### **MESSAGE FROM THE CEO**

It is hard to believe another summer has come and gone. I hope that you had an opportunity to get some much needed rest and relaxation. Our mental health and resiliency continue to be tested as the pandemic moves into a 4<sup>th</sup> wave. It is more important than ever to take time to support your mental wellness. If you are struggling remember that you are not alone - help is available.



At CMHA-WECB we continue to evolve and enhance our programs and services. 2021 marks the 50<sup>th</sup> anniversary of CMHA in Windsor-Essex. It is amazing how much we have grown over the last five decades! Today we have over 20 programs and services and more than 160 staff!

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.

September marks **Suicide Awareness Month** in our community. There are several events planned including the [Virtual Candlelight Vigil](#) on World Suicide Prevention Day (Sept 10) and the [Community Walk](#) on September 26. Although the walk will be virtual again this year, it is more important than ever to walk in support of families who have experienced suicide and in remembrance of those who have died. For more information about these events and other activities visit, <https://windsoressex.cmha.ca/suicide-awareness/>

In June we received exciting news that Windsor-Essex has been selected as a new site for a Youth Wellness Hub, a "one-stop" destination for youth experiencing mental health and addiction issues. Youth Wellness Hubs bring together mental health and primary care supports under one roof. We have heard loudly from youth and families that this is a much needed resource in our community. Watch for exciting developments over the coming months in our updates.

September also brings with it Tim Hortons' popular **Smile Cookie** campaign. I am SO excited to share that CMHA-WECB was selected as one of the beneficiaries of the Windsor-Essex locations. These funds will support the development of the Youth Wellness Hub and also suicide prevention training for high school teachers. We are asking you to support this campaign by... eating cookies! The campaign runs from September 13-19. With your help we can make this the best year ever!

Thank you for your ongoing support of CMHA-WECB. Until we meet again, please stay well.

All the best,

*Claudia den Boer*  
Chief Executive Officer

---

**ON THE FRONT LINES**

**SOLE FOCUS PROJECT**  
Take A Stand For Mental Health

- On-site support on a rotational basis
- Mental health education and support:
  - Small group presentations and workshops
  - Individual consultation/referrals
  - One-on-one confidential supportive counselling

SCOTT FAMILY FOUNDATION | GROUND EFFECTS | WINDSOR ESSEX COMMUNITY FOUNDATION | THE STEPHANIE & BARRY ZEKELMAN FOUNDATION | LISA & BRIAN SCHWAB FOUNDATION | LIUNA 625

As the COVID-19 pandemic took hold of our region and the world, we here at CMHA-WECB were launching phase two of our Sole Focus Project, "On the Front Lines". Our goal is simple, but not easy: provide proactive outreach to workplaces through education, training and awareness.

Investing in employees' mental health is more than just good for the bottom line. We know that early intervention is key to reducing anxiety, depression, addictions and even rates of suicide. New generations of employees are calling for mental health to be part of a psychologically safe work environment. Building a supportive culture with confidentiality and benefits on par with physical health care is increasingly important.

We know that our local business community want to support their employees, but may not know where to start. On the Front Lines is the answer and can provide solutions.

Our Workplace Outreach Worker is available to come into your workplace to provide mental health resources, training via "lunch and learns" and workshops, onsite counselling, and guidance on developing a mentally healthy and psychologically safe workplace.

For more information, please contact Kim Willis at 519-255-9940 ext. 161 or email at [kwillis@cmha-wecb.on.ca](mailto:kwillis@cmha-wecb.on.ca).

---

## UPCOMING EVENTS



**#YouAreNOTALone Car Show**  
**September 19, 2021 from 2pm-6pm**  
[Visit the Facebook page here](#)  
Lakeshore Oasis Town Centre



**Go Green Golf Tournament**  
**Monday, September 20, 2021**  
**SOLD OUT!**  
Essex Golf & Country Club  
7555 Matchette Rd.



**Suicide Awareness Month Walk  
September 26, 2021**

[Register for FREE](#)

Being held virtually

**Annual General Meeting  
September 29, 2021**

[RSVP here](#)

Online via Zoom



Like many other things this year, our annual Suicide Awareness Month activities will look a little different. We are very proud to be commemorating six years of suicide awareness initiatives within our community, with a host of community partners, including the Windsor-Essex County Health Unit.

Our annual walk will once again be held virtually. [Free registration](#) - walk for yourself, walk to support a friend or loved one, or walk in memory.

For those that wish to [fundraise](#) in support of suicide prevention education and training, we will be offering some great incentives:

- Raise \$100 and receive a \$10 virtual Tim Hortons gift card and a Suicide Awareness themed face mask
- Raise \$250 and receive a Suicide Awareness themed face mask and t-shirt
- Raise \$500 and receive a Sole Focus Project prize pack valued at \$50

Complete details can be found online at: <https://windsoriessex.cmha.ca/suicide-awareness/awareness-month/>

**Webinars & Trainings**

We are pleased to be able to offer a variety of webinars and trainings throughout the month as well.

Sep. 13 – [Adult Bereavement](#)

Sep. 14 – [Suicide to Hope Training](#)

Sep. 16 & 17 – [Applied Suicide Intervention Skills Training \(ASIST\)](#)

Sep. 21 – [safe TALK](#)

Sep. 22 – [Enhancing Emotional Wellness & Mindful Coping](#)

Sep. 27 – [Parenting Through Grief](#)

Sep. 28 - [safe TALK](#)

Sep. 30 & Oct. 1 - [ASIST](#)

### Other Events

Sep. 17 & 18 – [Cainerfest](#)

Sep. 19 – [#YouAreNOTAlone Car Show](#)

---

### SMILE!

We're so excited and proud that the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECEB), the Jackson Oglan Memorial Fund and Autism Services Inc. have been selected as recipients of Smile Cookie campaign proceeds for Windsor-Essex Tim Hortons locations.

Celebrating its 25th anniversary, the Smile Cookie campaign has raised more than \$60 million for charities, hospitals and community programs across the country – with a record-breaking \$11 million in 2020.

Every Smile Cookie is as unique as the people, charities and communities they help.

Autism Services Inc. serves the needs of those in our community with Autism Spectrum Disorder and the people who are close to them. They provide specialized programming to enable individuals to reach their potential while providing family support and community collaboration.

The Bruce Awad ASI Summer Program continues to be a one of a kind program that offers one-to-one support and a core structure that helps meet the needs of those with ASD. Please visit [autismservicesinc.com](http://autismservicesinc.com) for more information.



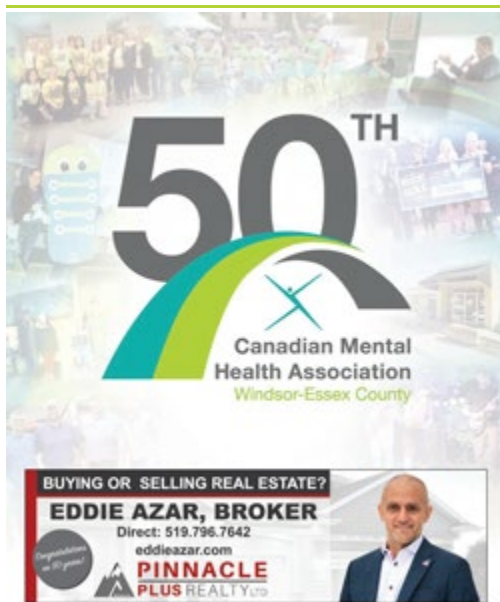
**Buy a  
Smile Cookie**  
**SEPTEMBER 13-19**

*Tim Hortons*

At CMHA-WECB funds raised will support the establishment of a Youth Wellness Hub for our region. This "one-stop" shop will provide various mental health and primary care providers under one roof. A soft launch is planned for late Fall 2021.

Additionally, funds will provide ASIST (Applied Suicide Intervention Support Training) to local high school teachers.

"We have heard from youth and families that a dedicated, youth-friendly space is much needed in our community to support the increasing mental health and addiction needs of our youth. This Hub will be one of 14 located throughout Ontario and have a proven record of success," says Kim Willis, Director Communications & Mental Health Promotion, CMHA-WECB.



### **HAPPY 50th CMHA-WECB!**

As part of our year of celebrations, we have partnered with Neighbor to produce a special edition insert that celebrates some of the people and organizations that have helped to shape CMHA-WECB and the mental health landscape over the last five decades. It also showcases some great fundraising events and the people that make them possible; and most importantly, provides information on the services we offer today and how to access them.

You can find the insert anywhere you find Neighbor (formerly Snapd Windsor), or by emailing [khill@cmha-wecb.on.ca](mailto:khill@cmha-wecb.on.ca) for your copy.

---

### **BECOME A CMHA MEMBER**

Membership benefits:

- Supports our Bereavement Program, Client Assistance Fund and Mental Health Awareness, Education and Training
- Allows our branch to have a voice at the Provincial and National levels
- Gives you the opportunity to connect with CMHA in the community

Includes:

- An invitation to our Annual General Meeting, with voting privileges for non-staff
- Our quarterly newsletter and annual report

- The right to be elected to our Board of Governors

[Become a member today!](#)

---

[Make a Donation](#)

[Become a Member](#)

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

Main Office:

Monday - Friday: 8:30am - 4:30pm



---

Be sure to add our email address to your address book or safe senders list so our emails get to your inbox.

[Privacy Policy](#) | [Unsubscribe](#)

[Canadian Mental Health Association](#)

1400 Windsor Avenue, Windsor, ON N8X 3L9