

STRENGTHENING *our*

COLLECTIVE *IMPACT*

Annual Report
2013-14



**Canadian Mental
Health Association**
Kelowna
Mental health for all

President and ED message

Maximizing impact



CMHA Kelowna envisions mentally healthy people in a healthy society. We endeavor to use this lens in all aspects of our work.

As a community based organization, we understand that people of all ages experience mental illness. We assist people to navigate complex systems for the care they need and we provide programs and services that work to enable people to live their best life.

This past year, we continued to operationalize the 3 strategic goals of our organization. Our goals are to:

- 1. Strengthen our voice** through community education, and increase CMHA's public presence and the general awareness of mental health and mental illness.
- 2. Ensure quality services** to those who need them most and achieve excellence and impact through evidence-based practice.
- 3. Enhance our organizational health** to ensure a strong foundation of financial sustainability. This sets the foundation for CMHA staff and volunteers to be equipped and supported to provide outstanding service to the community.

We are extremely proud of our achievements and leadership this past year. CMHA Kelowna has continued to raise the bar in providing first class service and support in our community. A few highlights of our year include hosting the Premier of British Columbia at our Art Show, the building momentum of the Common Bond Philanthropic Circle, the focus on increasing awareness about mental health and enhancing resiliency skills in young athletes and students in middle and high school. CMHA Kelowna received a national award through Eva's Initiative for our work to address youth homelessness. This work has helped young people who are at risk to transition to adulthood and navigate new systems.

In 2013-2014, CMHA Kelowna provided operational and financial oversight to CMHA Vernon branch. This gave us an opportunity to assist our neighbor and build organizational capacity within CMHA. Our board has also provided significant leadership by exploring a regional shared service model for CMHA branches in the Okanagan. Our mutual goal is to maximize our impact while providing effective and efficient services in the Okanagan. We seek to be proactive by focusing on our organizational health while looking for ways to enhance our efficiency without compromising our service.



It's critical to all of us at CMHA Kelowna that our funders, donors and our community have confidence in the sustainability of our organization and the quality of our work. We have gained many supporters over the past few years and continue to grow and develop these relationships. We are proud and sincerely grateful for the increased involvement and support we have experienced. As you will see, we have worked hard to increase our impact in community over the past year and look forward to building more capacity over the coming year.

Wendy Creelman
Wendy Creelman
President

Shelagh Turner
Shelagh Turner
Executive Director

Board of Directors – clear recruiting process,
90% attendance at meetings, **900 hours** dedicated
to CMHA governance and committee work.

Wendy Creelman – Chair
Russ Impett – Vice Chair
Jason Cahill – Treasurer
Megan Brisbois – Secretary
Alexa Geddes
Cam Kourany
Sandy Hilton
Shawn Audette
Kimberly Priebe

Cara McMillan
Jack McLaughlin
Debra Pyper

Outgoing Board members
Debra Pyper
Sandy Hilton
Alexa Geddes

STRENGTHENING OUR VOICE

To us, it's critical that the community recognizes and understands the role of the Canadian Mental Health Association. Less than 45% of those who need help actually seek it, because they are either unaware of the signs and symptoms of mental illness, or they are afraid of the stigma associated with mental illness.

Our goal is to increase our visibility and **strengthen our voice** and reach in homes, in workplaces and throughout the community. Continuing to work in educating and urging people to talk openly about their experience and get the help they need. There is no shame in mental illness - only shame in suffering in silence. As a result, we strive to be a place that people can get information and support to navigate complex systems as well as provide information and services that will help people to achieve mental health and well-being.

Requests 21,000+ calls or walk-ins

Information, support
and referral **40%** increase

Events 410 people reached



Education & training 4,945 people reached

3
Knowledge
is Power



11
Living Life
to the Full



21
presentations
to students



41
general
presentations



More than 950 people in the Central Okanagan regularly use our services. By continuing to provide high **quality, evidence based and innovative services**, CMHA Kelowna has noticed an increase in the numbers of people who use our services. We know that we are able to improve lives by regularly evaluating our work and ensuring our relevance to the community. We provide a range of services and supports to people of all ages and their caregivers.

ENSURING QUALITY SERVICES

Program Participation - Improving People's lives

Wellness Development Centre	297 participants
Seniors Program	29 participants
Youth	123 participants
Art Works	120 participants
Peer Support	78 participants

Building Connections - Innovation in service

Community Navigation	309 participants
KGH Peer Support	650 participants

212 - People we housed in community

101 - People we housed in CMHA housing

635 - Wellness grants, Rent Supplements, Utility Relief grants allocated

\$110,000 Distributed

4162 - Meals served

4793 - Meals Matter frozen meals sold

56% Increase

20% Increase

39% Increase

31% Increase

300% Increase

ENHANCING OUR ORGANIZATIONAL HEALTH

133
volunteers
45%
Increase

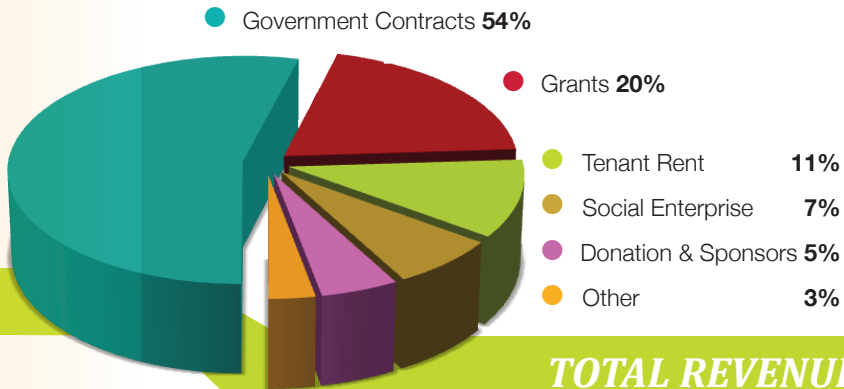
4827
hrs
21%
Increase



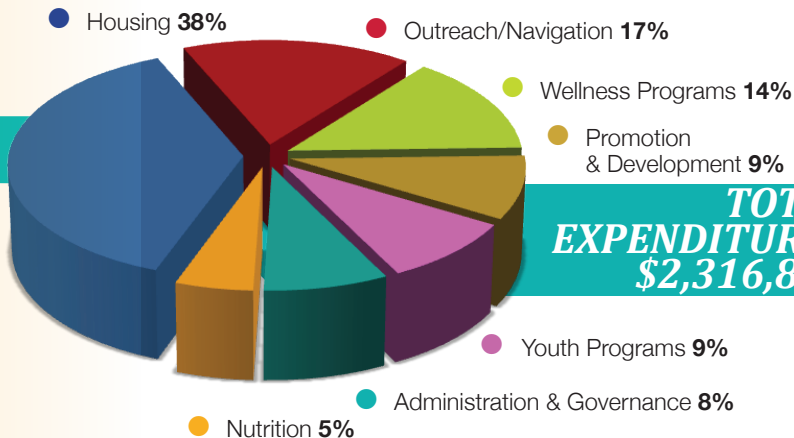
In order to ensure that we are able to achieve our goals, it is imperative that we focus on the **health and sustainability of our organization**. We believe that we have an extraordinary workplace. This past year we have devoted significant effort toward developing our volunteer capacity. This effort

has seen results in significant growth in the number of volunteers and the number of hours they have dedicated to CMHA Kelowna.

Financial Health



TOTAL REVENUE
\$2,358,448



TOTAL EXPENDITURES
\$2,316,808

A very warm **thank-you** to individuals, family, and businesses who have given major donations, grants or sponsorships to CMHA in this past year. These funds have helped improve the lives of those in our community who are experiencing mental health issues. Together, we are building a mentally healthier society.

Bassili's Best	Georgie Girl	RBC Commercial
BC Disability Without Poverty Network	Global Fitness	Sandrine French Pastry
Bell Canada	Intrigue Winery	Shery's Grand Apparel
Bell Media	Kate Mahaits Photography	Shoppers Drug Mart
Bottega Farm Inn	Kelowna Cycle	The Bike Shop Cafe
Canadian Benefits Auctions	Kelowna Insta Print	The Colin & Lois Pritchard Foundation
Castanet.net	Kelowna Okanagan Mission Rotary Club	The Medicine Shoppe
Chainline Cycle	Kiwanis Club of Kelowna	The Woman's Place
Common Bond	Little Creek Dressing	Total E'clips Salon & Spa
Cooper's Foods	Mission Fitness	Tutt Street Optometry
Crescendo Oils & Vinegars	Creations by Mom & Me	Urban Fare
Cycle Path	New Horizon Productions	Valeo Health Clinic
Dandy Diva	Priebe Family Foundation	Vital Waters
Delta Grand Hotel	Regional District of the Central Okanagan	Well Dressed Window
Fender's	Royal Bank of Canada	Yellow House Restaurant
First West Foundation		

\$110,586.45 raised for mental health initiatives in Kelowna

Common Bond Members & Friends

A dynamic philanthropic movement of CMHA Kelowna, committed to raise funds and take a proactive lead in impacting the future mental health of the community for its young people and families.

Adrienne Skinner	Diane Appleby	Kristin Edstrom	Shelagh Turner
Allison Taylor	Donna Denison	Kylie Sutton	Shelly McLaughlin
McKenzie	Heidi McLaughlin	Leona Baxter	Susanne Zimmermann
Anna-Marie Rasmussen	Dr. Hillary Pada	Melanie Hall-Szyszkiewicz	Teres Westover
Candace Giesbrecht	Jody Pihl	Nadine Guy	Wendy Creelman
Cara McMillan	Karina Nardi	Nicole Rustad	Wendy Delcourt
Cassandra Tompkins	Kimberly Priebe	Sharon Varette	

Strategic Partnerships

Divisions of Family Practice	Ministry of Family Development	School District 23	UBC Okanagan
Ki-Low-Na Friendship Society	Okanagan Boys and Girls Clubs	The Bridge Youth and Family Services Society	



BC Housing



United Way
Central & South
Okanagan Similkameen
Change starts here.

