



Canadian Mental  
Health Association  
Prince Edward Island

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# 20/21 ANNUAL REPORT

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MENTAL HEALTH FOR ALL



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## **BOARD OF DIRECTORS 2020/2021**

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A list of past presidents  
can be found at  
[pei.cmha.ca](http://pei.cmha.ca)

# MESSAGE FROM PRESIDENT

## President's Report

Due to the global pandemic of COVID-19, fiscal 2020-2021 has been a year of opportunity, collaboration, change, adaptation, and learning for the Canadian Mental Health Association-PEI Division. The staff quickly adjusted to working from home; meeting virtually, and continuing to support, care for, and engage our members and the community. What did remain consistent was the dedication of our staff to work effectively and with compassion to help Island residents maintain and improve their mental wellness.

CMHA-PEI has again experienced growth in our housing portfolio with the opening in June 2020 of our new Transitional Housing building at 72 St. Peter's Road in Charlottetown. The facility welcomed eight tenants who, via a 24/7 supported environment, are transitioning to learn the skills necessary to maintain their housing. We also welcomed 11.6 permanent staff, along with several casual staff to provide this support and learning. A warm welcome to both our new tenants and staff as they work through the challenges and fun of launching a new program. The facility also houses our Housing First and Housing Outreach programs providing both with a stable location going forward.

Also, with respect to housing, CMHA PEI, in December of 2020, was approached by the Department of Social Development and Housing to submit an application to the CMHC Rapid Housing Initiative to secure federal funding for a new build of affordable housing. While unsuccessful in the application, we are moving forward with this project with the Province's support. This project will consist of 20 units of affordable housing built on land at 203 Fitzroy Street in Charlottetown. This development will increase our capacity to provide safe, secure, and affordable housing to our members.

We are especially grateful to the Department of Health and Wellness as they have included the programming for Peer Support and Kings County into our core funding. The stability this provides, to both the staff delivering the services and to the people receiving those services, is invaluable. This will enable the Organization to maintain this increased capacity in all three counties as well as the continuum of programs and services offered.

In January of 2021, the Board participated in a Retreat, spending a day and a half learning/refreshing about our many programs and services, our organization structure, our locations, and our 2016-2020 Strategic Plan. The Board found exceptional value in this retreat and is invigorated to work towards improving, stabilizing, and growing the Organization.

The strong partnerships CMHA PEI has developed, and maintained, with individuals, communities, NGO's and government are what enable us to positively help people every day to improve their mental wellbeing. Our vision is clear: mentally healthy people in a healthy society.

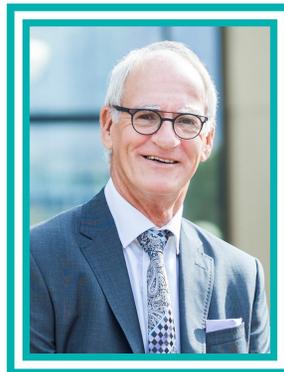
I would like to express our sincere appreciation to the following government departments: Health and Wellness, Economic Growth, Tourism and Culture, Social Development and Housing, and Canada Mortgage and Housing Corporation. We also want to recognize, and gratefully thank, the numerous businesses and individuals whose contributions and commitment always humble us. This generosity allows us to best help those who turn to us for assistance.

Finally, a tremendous thank you to all the staff who persevered through the challenges of COVID-19, uncertainty, and change. Your hard work, dedication, empathy, and leadership are what make CMHA PEI successful in the delivery of community-based mental health services.

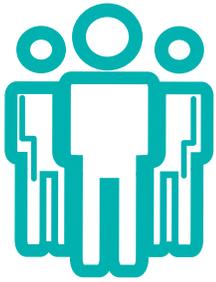
Sincerely,



Cecil Villard  
President



# 20/21 AT A GLANCE



1332 people (members) living with mental illness received support through CMHA's Clubhouse Program



7,835 meals were served to members



Helped 206 members receive employment support and services



Helped over 2500 people find the support they need, including 156 people through structured Peer Support programming



Supported 332 people in securing housing



Delivered education and training programs to over 3500 people

**Introduced Atlantic Canada's First Recovery College - The CMHA PEI Learning, Training & Support Hub.**



# CLUBHOUSE PROGRAMS

## CLUBHOUSE - Our biggest program

Our largest program area is our Clubhouses, which provide supports for adults who are living with a mental illness. CMHA has three Clubhouses across PEI - Fitzroy Centre in Charlottetown, Notre Dame Place in Summerside, and Hope Centre in Alberton.

Psycho-social rehabilitation support is provided through the Clubhouse International Model framework which promotes a person-centered holistic approach that is recovery-oriented.

The clubhouses offer a wide range of supports and services to assist individuals with their personal goals on their path towards recovery. Supports include affordable, supported, and independent housing, engagement in a work-ordered day framework, vocational training, education supports, employment services, social programs, wellness programs, advocacy, outreach, and much more.



## CLUBHOUSE STATS

**1332**

Clubhouse Members  
(42 new)

**338**

Received psycho-social  
rehabilitation support

**166**

Provided with safe and  
affordable housing

**85**

Independent Housing  
Units with support  
provided through  
Clubhouse

**206**

Received employment  
supports and services (99  
employed)

**41**

Returned to school

**7,835**

Meals served to members

# SUCCESS STORIES

## CLUBHOUSE SUCCESS STORY:

### Notre Dame Place Clubhouse member - Matt (Mae) McCord

Mae McCord grew up in Kitchener, Ontario, and moved to PEI in 2012. He has been a member of Notre Dame Place since 2016. He moved into Supportive Housing in 2017 to learn the skills to live more independently and, with great progression, he moved into Independent Housing in 2020. He lives with Bi-Polar and Asperger's Syndrome (which is now classified as an Autism Spectrum Disorder). Mae has a wonderful sense of humour, strong leadership skills, and amazing musical abilities. He feels his best qualities are perseverance, determination, and hard work and he attributes some of that to the staff at Notre Dame Place.



“They have helped me with finding Supportive Housing where I learned the skills to become more independent and to move into more Independent Housing. They also helped me with finding a wonderful job and supporting me along the way.” Mae is currently a full-time employee at The Mews, an assisted living facility for seniors in Margate, PEI.

“I’m a work in progress and I still need help with my finances and keeping my apartment clean, but through it all, I am sincerely grateful to the housing staff for helping me keep focused!”

“My future plans include going back to school to become a Licensed Practical Nurse (LPN) and I hope to move out at some point into a community-based apartment.”

Mae’s advice to helping those struggling - “Try to find the light in every situation, stay on your meds, find happiness in life, and don’t give up. And to the staff and members of Notre Dame Place - Thank you for giving me back my life.”



# SUCCESS STORIES

## CLUBHOUSE SUCCESS STORY:

### Hope Centre Clubhouse member – Christina G.

Christina G., a Hope Centre Clubhouse member, was recently able to return to the workforce with the support of the, At Work Project. She worked this past summer at Parks PEI. “I had been out of work for the past two years, so the project allowed me to transition back to working to the best of my ability.”

Christina adds, “It feels great to have a job, and to be able to get out and go to work. It has given me a reason to get up in the morning. The job has also increased my confidence and I’ve met new people, formed new relationships, and was able to share some of this experience with another Member as we worked side by side for some shifts. It is nice to feel appreciated by employers, and to have someone support me in my job if ever I need assistance.”



### Hope Centre Clubhouse member – Tammi L.

Tammi L., also a member at Hope Centre Clubhouse, had not worked in 16 years but that all changed in the summer of 2020 when she started attending the Prosper West program. Tammi says, “Before Prosper West, I never had the confidence to get back to work. This program and my Employment Counsellor, Paige at the Clubhouse, helped me believe in myself and gave me the confidence to look for work again. I honestly never thought that would happen.”

This past summer, Tammi worked at Parks PEI giving her a renewed sense of confidence. “It felt so good to finally be back at work and it was just such a wonderful experience. Getting up early in the morning; having a place to go, and a purpose. I feel so much more confident after following through with this employment position. I could never thank my direct supervisors enough for the all the kindness and support they continually show me each day.”

# HOUSING PROGRAMS



## **My Place Housing First**

**71 Referrals**

**45 Met Intake Criteria**

**34 Provided With Housing & Support**

**11 Waiting for Service**

## **West Prince Housing**

**30 Referrals**

**22 Met Intake Criteria**

**12 Provided With Housing & Support**

**10 Waiting for Service**

## **My Place Housing First Program/West Prince Housing**

My Place Housing First Program provides services in Summerside and Charlottetown, with West Prince Housing servicing the rural West Prince area. Both programs operate from a recovery-oriented practice, using a harm reduction approach with the individuals within the program.

The Housing First program aims to reduce chronic and episodic homelessness, while quickly moving individuals into safe, affordable, independent, and long-term housing. In addition to finding housing, the Housing support workers connect the individuals in the program with community services to support their overall wellness.



**37 Referrals**

**28 Met Intake Criteria**

**27 Provided With Housing & Support**

**1 Waiting for Service**

## **Housing Outreach Program**

The Housing Outreach program is an established CMHA program in collaboration with Health PEI Mental Health and Addictions. The program has continued to receive applications for housing support through the 2020-2021 fiscal year for individuals across Prince Edward Island. The program has office spaces in both Charlottetown and Summerside and provides services to individuals across the island. The Housing Outreach Workers have continued to work with individuals to secure and sustain independent housing in the community, providing support and skill development in the various areas identified by those involved in the program. The Housing Outreach Program continues to strive and reach the goal of reducing the impact of barriers faced when trying to secure stable housing.

# HOUSING PROGRAMS



**19 Referrals**  
**12 Met Intake Criteria**  
**7 Provided With Housing & Support**  
**5 Waiting for Service**

## Transitional Housing

The Transitional Housing Program is a program in partnership with Health PEI Mental Health and Addictions. Its purpose is to provide supervised and supported housing to Islanders living with a mental illness and/or addiction that are transitioning from acute care facilities. The program focuses on assisting individuals to move towards independent living within the community, increasing their overall wellbeing and self-sufficiency. The program offers 10 beds in total: four single rooms, four individual apartments, and two short stay respite beds.

Construction of the building was completed in June 2020 with the first tenants moving into the building in August 2020.



**CMHA's new Transitional Housing Building**

# INDIVIDUAL & FAMILY SUPPORT/EDUCATION

**Individual and Family Support:** Through the 1st, 2nd, and 3rd wave of the COVID 19 pandemic, the Individual and Family Support program staff had the opportunity to explore new avenues for service delivery and to reach different populations.

**Navigation Support:** In response to the pandemic, staff mobilized and designed an Info Hub to support Islanders. This included a phone line for referrals and support. Throughout the whole year, CMHA received over 500 calls looking for navigation, information, and support.

**Wellness Check-Ins:** Throughout the Spring of 2020, staff hosted weekly Wellness Check-ins through Facebook Live. These lunch time sessions offered a space for conversation, information, and connection covering a number of relevant topics like, *Working from Home*, *Ambiguous Grief*, and *Making New Friends*. Over the nine weekly Wellness Check-Ins, an average of 15-30 live viewers and 300-600 unique viewers attended the sessions.

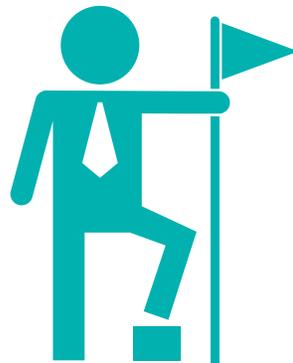
**CMHA Family Program: Finding Hope & Building Strength:** In the fall of 2020, peer volunteers and CMHA staff partnered to offer the CMHA Family Program in three locations – Charlottetown, Summerside, and Montague. A total of 26 people registered for the program and the year ended with a waitlist of 20 individuals. People enjoyed the sense of community developed in the program and were grateful for the resources and materials shared. Eighty percent of participants indicated that they had an increased awareness of coping techniques and how to use them.

**Presentations & Workshops:** Throughout the fall and winter of 2020-21, the Education Coordinators saw an increase in the number of groups and workplaces reaching out for presentations and workshops. These were delivered both online and in-person as health precautions allowed. Topics ranged from, *COVID Fatigue*, *Working Remotely*, and *Coping with Stress and Uncertainty*. Across the province, our Education Coordinators offered 53 educational sessions.

# INDIVIDUAL & FAMILY SUPPORT/EDUCATION

## Milestones 2020 - 2021

- Supported 27 Self-Help/Peer Support Groups in the community
  
- Over 3,500 Islanders took an education or training program, including:
  - 300-600 unique viewers attended Facebook Live weekly Wellness Check-ins
  
  - 26 participants completed the Family Program
  
  - 20 participants completed Mental Health Works training (one workshop)
  
  - 75 participants completed Mental Health First Aid training (five workshops)
  
  - +130 people registered for a Learning Hub course or webinar





*“Some people in my life just don’t get it. It feels good to know that you do.” - Peer Support client*



Peer Support is the process of disclosing one’s lived experience as a means of inspiring hope, as well as providing support and guidance for individuals experiencing struggles with mental health and/or addictions. Peer Support Workers are able to offer one on one sessions, host peer support groups and advocate within the mental health system. The COVID 19 pandemic put a strain on the mental health of many individuals. Our peer clients were affected in different ways but their need for support remained consistent. In 2020-21, Peer Support Workers assisted 156 clients through the Peer Support program.

**Adapting Service to COVID-19:** CMHA Peer Support Workers collaborated with their peer clients to quickly move service to an online or telephone format. This prevented as much service interruption as possible when people were struggling the most. One-on-one and group sessions were available through Zoom. Peer Support Workers continued to offer weekly presentations and support groups to psychiatric patients within the hospital and created a stronger community through their online, *Still Here* group. The *Still Here* Group has over 500 members and averages 2-3 posts a day.

Peer clients expressed relief and gratitude that they could speak to someone who personally understood and could relate to them. They also shared that they gained hope for their own recovery journey, social and emotional support for life experiences, and resources for enhancing their wellbeing.

**Introducing the Certified Peer Support Worker Training:** As the needs of the Peer Support clients became more complex and required a higher level of need, and as recognition of peer support as a valuable model grew in PEI, the Peer Support Program decided to purchase an intensive training program to certify Peer Support Workers in the province. This 110-hour training included eight days of in-person modules, Applied Suicide Intervention Skills Training (ASIST), 30 hours of practicum, coaching, an assignment, and a written and oral exam. Requiring peer support workers to be certified increases their confidence and wellbeing as well as the efficacy and safety for the peers they support. While the first training was scheduled for March 2021, the closing of the Atlantic bubble postponed the training to the Fall of 2021.

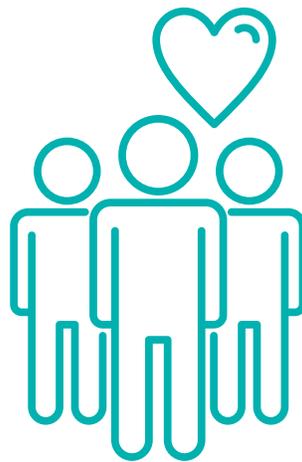


*People don't always need advice. Sometimes all they really need is a hand to hold, an ear to listen and a heart to understand.*



**Supporting the CMHA Learning Hub:** With the introduction of the CMHA Learning Hub, Peer Support Workers began using their experience in a unique learning environment. This involved delivering the following courses: *Conquering Negative Thoughts*, *Establishing Boundaries*, and *Developing Self-Compassion*. Their unique lens is a crucial part of the Learning Hub model and helps to reduce stigma for participants. We found that 87.5% of participants stated that they completed their course with an increased level of hope, optimism, and empowerment.

**Supporting Self-Help Groups:** Throughout COVID, many self-help groups struggled to navigate the protocols and requirements. Peer Support Staff continued to offer support and advertising through the Guardian. They also hosted one virtual training to discuss the logistics and safety of hosting online groups.



# SUICIDE PREVENTION & LIFE PROMOTION

CMHA's Suicide Prevention and Life Promotion (SPLP) Unit coordinates a variety of suicide prevention, intervention and postvention (aftercare) programming and strategies that aim to reduce the incidence of suicide and lessen the painful impacts of suicide on PEI. The program also works to strengthen community supports and enhance resiliency, while contributing to suicide-safer communities across PEI.

This year, 1,784 students in 96 classrooms participated in the ACTT for Life Program (ACTT = Ask. Care. Talk. Tell.) ACTT is a suicide awareness and response workshop designed to empower youth with knowledge, tools and skills about mental health, suicide and helping resources. ACTT was offered to all Grade 9 and 10 classes in PEI, including the Mount Academy.

***"I liked how the ACTT workshop shows you how to help a friend."  
ACTT for Life participant***

***"Excellent program that youth can relate to. Key, simple concepts that provide a clear path to safety. Youth helping each other is awesome!" Kerry Marsh, Manager,  
Community & Correctional Services***



20 Community members were trained in SafeTALK and are now suicide-alert helpers to others

***"This is a very important subject and this training is very informative. Everyone should be equipped with the knowledge that this training provides."  
- Charlottetown Islanders Hockey Team and SafeTALK Participant***



82 Caregivers were trained to ASIST ... to be ready, willing and able to provide suicide first-aid (intervention) to persons with thoughts of suicide

***"I was nervous about attending ASIST but (the trainers) were great at making things light and encouraging. The topics were handled with sensitivity and we were allowed to mess up and laugh without judgment. I feel way more prepared to handle suicide situations now."  
ASIST Participant***



12 Islanders refreshed their suicide intervention skills by taking an ASIST Tune Up Workshop

# SUICIDE PREVENTION & LIFE PROMOTION



15 Professional helpers were trained in suicide to Hope (s2H) ... to aid in the longer-term recovery and growth of persons with experiences of suicide

***“Helped to demystify intervening with people with (thoughts of) suicide. The video examples and role-plays were really helpful.”- S2H Participant***



6 Suicide loss survivors participated in the Life After Suicide Loss (LASL), a 9-week suicide bereavement program for adults who have lost a loved one to suicide



25 Community members attended a World Suicide Prevention Day event on September 10 at Murchison Centre to celebrate the launch of CMHA’s ACTT for Life Program. Elder Judy Clark and several ministers of government were in attendance. Scott Parsons and friends provided musical entertainment and closed the event with a lively rendition of the ‘ACTT for Life Song’.



**World Suicide Prevention Day 2020 - Pictured (l-r) Minister of Health & Wellness, James Aylward, Suicide Prevention and Life Promotion Manager, Pat Doyle, Executive Director CMHA PEI, Treena Smith, and Minister of Education, Brad Trivers**

# ADDITIONAL PROGRAMS

## I'M THUMBODY PROGRAM

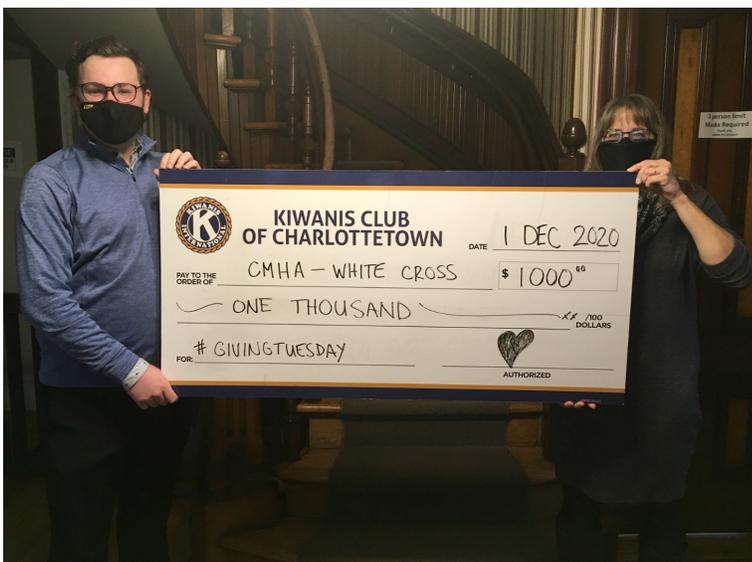
I'm Thumbody is a self-esteem program targeted to Grade 3 students about self-esteem and emotional awareness. It is offered to all Grade 3 classrooms in the Public School Branch and delivered by CMHA trained volunteers.

During the Summer of 2020, CMHA hired Amelia Weber as a summer student to assist in the review and update of the I'm Thumbody program. Amelia incorporated feedback from students, teachers, and volunteers making sure the program aligned with social-emotional learning principles for Grade 3 classrooms. After piloting the program, Amelia also translated the program to French so it could be offered to both the French Language School Branch and to French Immersion classes. Throughout the 2020-2021 school year, we delivered this program to 1300 students.

## WHITE CROSS - Our oldest program

The White Cross program provides social recreational activities for adults who are experiencing mental or emotional health problems. The program also offers an Island wide Christmas gift campaign for White Cross members. Due to COVID 19 restrictions, CMHA could only accept monetary donations this year. We are very grateful for all the donations from service clubs, businesses, organizations, community groups and individuals that allowed us to purchase and deliver over 900 gift cards Island-wide in December of 2020.

White Cross usually offers a variety of dances, bingos and a full day of summer activities, however there weren't any of these activities this past year due to COVID 19.



The Kiwanis Club of Charlottetown donated \$1000 to the White Cross Christmas Gift Campaign

# EDUCATION & TRAINING

Despite COVID 19 restrictions, CMHA staff pivoted to meet the needs of Islanders and were still able to offer a number of public education and training programs (virtual and in-person). Below is a listing, in alphabetical order, of what was offered in the 2020-2021 fiscal year.



**ACTT FOR LIFE** - A suicide awareness and response program designed to empower youth with knowledge, skills and tools to manage situations involving mental health and suicide



**ASIST** - Applied Suicide Intervention Training is designed to increase caregivers' knowledge, comfort level and confidence in responding to a person at risk of suicide



**FAMILY PROGRAM: Finding Hope and Building Strength;** an eight-week course for people with a loved one with a mental illness



**I'M THUMBODY** - a self-esteem program targeted at children in Grade 3. It's delivered by trained volunteers and promotes mental health by teaching about self-esteem and emotional awareness



**LIFE AFTER SUICIDE LOSS (LASL)** is a nine-week, closed suicide bereavement group available to adults who have lost a loved one to suicide



**MENTAL HEALTH FIRST AID** aims to improve mental health literacy, and provide the skills and knowledge to help people better manage potential or developing mental health problems in themselves, a family member, a friend or a colleague



**MENTAL HEALTH WORKS** provides capacity building workshops and presentations that help you build mental health awareness, teach you how to respond to challenging situations, and create a healthier, safer workplace

## EDUCATION & TRAINING (cont'd)



**safeTALK** is a half-day training program that prepares anyone over the age of 15, regardless of prior experience or training, to become a suicide-alert helper



**suicide to HOPE** is a one-day workshop designed for clinicians and other professional caregivers who work with persons recently at risk and currently safe from suicide



**TALK TODAY** aims to promote the mental health of young athletes and to spread awareness about the benefits of positive mental health throughout communities across the country



ASIST Training October 2020

In the Fall of 2020, CMHA PEI introduced Atlantic Canada's first recovery college – the CMHA PEI Learning, Training, & Support Hub.

A recovery college creates unique learning opportunities related to mental health and wellness. The model is designed to empower individuals and reduce stigma through co-production, co-delivery, and co-learning. This means that there is equal value and power shared between experts by lived experience and experts by professional training.

**“I have taken many of the courses that have been offered through CMHA PEI’s Learning, Training and Support Hub. Due to COVID, most of the courses are offered online and I really like that format. You still get to share ideas and have dialogue through the chatbox or if people want to talk to the group. I think the format is ideal for people with anxiety, especially social anxiety.”**

CMHA PEI decided to introduce a recovery college in response to growing community requests for educational opportunities. In a community survey in Kings County, a learning center was ranked as having the biggest potential impact on the mental health of people in PEI. Research suggests that the recovery college model increases confidence, increases connections, and builds hope.

**“I leave the courses with some new tools. Some come from the material and the facilitators and others from the participants. I think it is a real benefit that the facilitators and creators of the courses have lived experience. I appreciate the tips that the facilitators provide. For example, in one of the courses, I learned a quick, new grounding technique that the facilitator uses. It is something that I now use and it works.”**

CMHA PEI's recovery college is called the CMHA PEI Learning, Training, and Support Hub, or the Learning Hub for short. It runs multi-week courses and one-session webinars, both in-person and online. The courses run on a semester basis releasing a course calendar in the winter, spring, summer, and fall, to show all the learning opportunities available through the Learning Hub.

## WHAT'S NEW- (cont'd)

CMHA PEI is grateful to its Manitoba counterparts who have helped guide us through this process. They have mentored our staff and shared courses and webinars to increase our capacity here in PEI. CMHA is also grateful to Ontario Shores, who have invited us to participate in their 3-stage evaluation process. They have committed to a fidelity assessment, a needs assessment, and an outcome evaluation to demonstrate the valuable impacts of the Learning Hub.

**“CMHA PEI’s Learning, Training, and Support Hub demonstrates strong program fidelity and recovery principles. Continuing to co-design courses in-house, facilitate pathways for students to become peers, and build community partnerships may enhance program delivery.”**



# COMMUNICATIONS & MARKETING

## Public Events

**CMHA PEI's 60th Annual General Meeting** was held on Wednesday, October 28, 2020 (via Zoom). Highlights of the meeting included CMHA's longtime volunteer service awards. This year CMHA recognized three very deserving people with Volunteer Long Service Awards. All three were awarded a bronze pin for 10 years of volunteer service: **Marg Connolly - Women and Wellness Committee, Phyllis Porter – Hope Centre Clubhouse Advisory Committee, and Matt Younker – CMHA Division Board.**

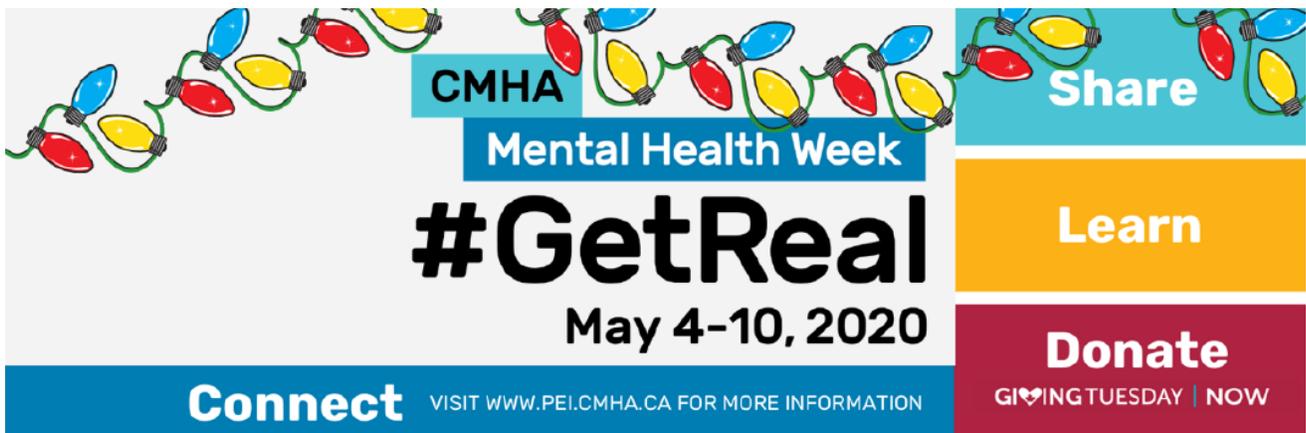
CMHA also recognized a very deserving individual with the **Robert Gallant Award**. This award is given every second year to someone who demonstrates a passion and commitment to improving the quality of life for people with mental illness. The award embodies the characteristics of Robert Gallant, a former colleague, and friend to many, who worked at Fitzroy Centre until his death in 2008. This year CMHA was so proud to present this award to one of our own CMHA staff, Ida MacCarville, who has worked at Fitzroy Centre for over 35 years and very deserving of this award! After the business portion of the meeting, Tayte Willows, CMHA PEI's Acting Director of Programs, presented on CMHA's new Learning, Training, and Support Hub.



## Public Awareness Campaigns



CMHA's 69th National Mental Health Week was held May 4-10, 2020. The focus of this year's Mental Health Week campaign was social connection and the role it plays in good mental health. The Week also promoted the #GetReal campaign, encouraging people to talk about how they feel and leaning on others for support. Because of the COVID 19 pandemic, CMHA was not able to host events during Mental Health Week this year so the campaign focused more on sharing online resources through CMHA PEI's newly created INFO HUB, promoting the newly created Facebook Live Wellness Check-In's and sharing short videos on CMHA's social platforms. These videos featured CMHA staff and members talking about how they stay connected and discussing how they stay well.



# FUND DEVELOPMENT

**CMHA's Annual Golf for Life Tournament** was held on September 28, 2020 at Green Gables Golf Course in Cavendish after being delayed a week due to Post Tropical Storm Teddy. The tournament raised \$18,000 for CMHA. Many thanks to major sponsors, Bell Let's Talk and Prince Edward Aqua Farms, Tee Box sponsors, Green Gables Golf course staff, and all the golfers who helped to make this event a success under challenging circumstances.



Pictured: Shelley Muzika & Jerry Bidgood, Prince Edward Aqua Farms



Pictured: Shelley Muzika & Paul Montgomery, Bell Aliant Rep.

CMHA hosted a virtual fundraising concert, **"A Night in for Mental Health,"** on November 7, 2020, which was broadcast live on CMHA's Facebook page: The event featured performances by three PEI artists, Tim Chaisson, Catherine MacLellan and Irish Mythen; greetings were shared by Julie Pellissier-Lush; and Gerard Murphy from Ocean 100 was the MC. Many thanks to the Presenting Sponsor; D.P. Murphy Inc., Patron Sponsors; Gray Group, Killam Properties, Provincial Credit Union, and Vanco Farms and Friend Sponsors; A1 Vacuum, Connolly Financial Group, Cox and Palmer, Kwik Kopy Printing, Maritime Electric, and Murphy's Community Centre.



Picture (l-r) Tim Chaisson, Catherine MacLellan, Irish Mythen and Gerard Murphy

# FUND DEVELOPMENT

## Third Party Fundraisers:

Every year, individuals and organizations organize their own events/fundraisers. We are so honoured that they chose to support CMHA-PEI. Below are some of this year's fundraisers and their partners:

**Moo Let's Talk** – Cow's Inc. hosted the fourth annual Moo Let's Talk Day on Friday, March 19, 2021. In compliance with CPHO, the event was held this year in the COWS Creamery parking lot COWS staff and volunteers provided a drive-thru format featuring contactless payment and pick up. Even though it was a cold and windy day the event was still a huge success raising \$30,000 for CMHA. Many thanks to all the sponsors of this event:

Atlantic Graduate, BioVectra, Century 21 Colonial Realty Inc., Crossroads Fire Department, Cutting Edge Property Care, Gaudet's Autobody, Isabel Delaney & Associates – The Cooperators, JC Drilling Inc., Kwik Kopy Design & Print Centre (KKP), Maritime Electric, MRSB, Provincial Credit Union, Receiver Coffee Company, Spence Communications, Spruce Grove Landscaping



CMHA PEI staff at the 2021 MOO Let's Talk Event

## Other Third Party Fundraising events:

- Imotion Fitness
- Hunter's Truckload Sale
- Men of Curling Calendar
- BioVectra-thon to support Mental Health
- PEI Liquor Control Commission Giving Campaign
- Upstreet Cheers for Charity
- Willy Cudmore Fun Run
- PEI Brewing Company Okto-beer-feast

# PARTNERS & SPONSORS

## MAJOR PARTNERS

Thank you to our community partners for your commitment and leadership in bringing awareness and funding to our mental health programs and services. Together, we are working towards better mental health for all people living on Prince Edward Island.

- PEI Department of Health & Wellness
- PEI Department of Social Development & Housing
- PEI Department of Economic Growth, Tourism and Culture
- Health PEI
- Government of Canada
- Murchison Foundation
- Canada Mortgage & Housing Corp.

## SPONSORS

Thank you to the following presenting and major sponsors for our various annual and one-time fundraising events and campaigns. Your dedication to helping us deliver mental health programs and services to Islanders is very much appreciated.

### Golf For Life

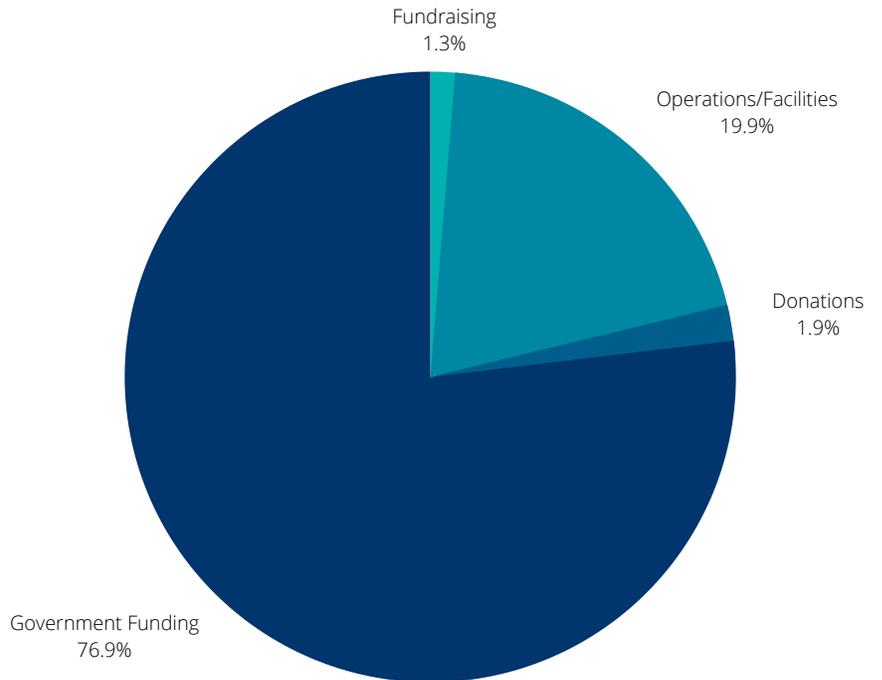
Bell Let's Talk, Prince Edward Aqua Farms, Kent, Sobeys, Prodigy Sports, RBC

### A Night in for Mental Health

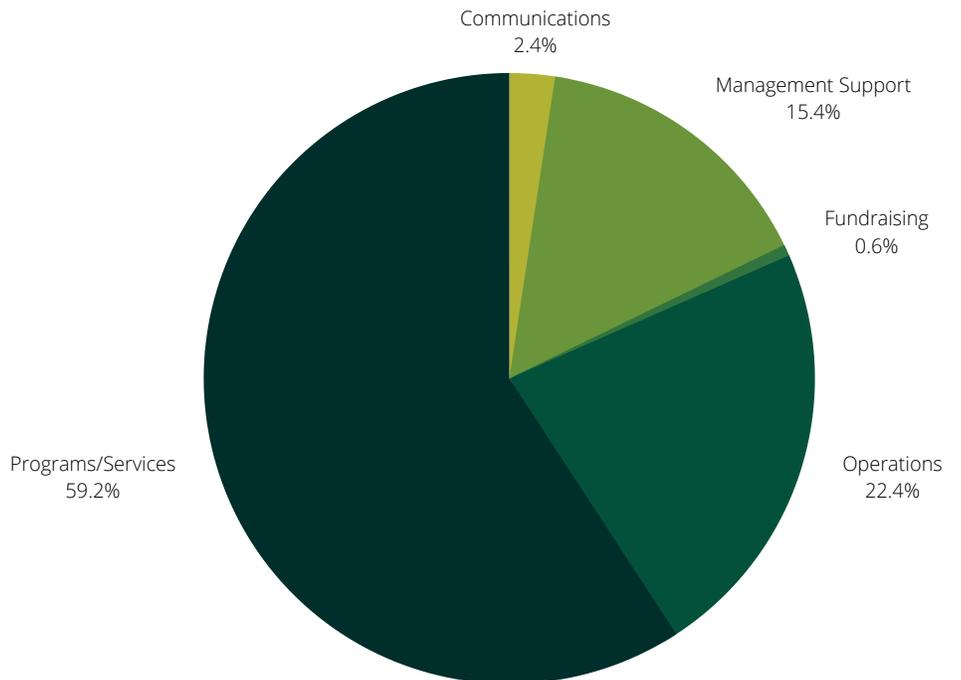
D.P. Murphy Inc., Gray Group, Killam Properties, Provincial Credit Union, Vanco Farms, A1 Vacuum, Connolly Financial Group, Cox and Palmer, Kwik Kopy Printing, Maritime Electric, and Murphy's Community Centre.



**Revenues**  
\$7,663,785



**Expenses**  
\$6,365,603





# COMMITTEES & VOLUNTEERS

## ADVISORY COMMITTEES

### Fitzroy Centre Clubhouse

Shelly Carmichael (Acting Chair), Matt Daubs, Ryan Gallant, Jessica Gillis, Dianne McQuaid, Gloria McInnis-Perry, Frank Morrison, and Sheila Sibthorpe

### Notre Dame Place Clubhouse

Vicki Henderson (Co-Chair), Peter Holman (Co-Chair), Kim Deighan, Janet MacDonald, Beth MacEwen

### Hope Centre Clubhouse

Mary Ellen Rennie (Chair), Christopher Dunbar, Laura Mills, Bonnie Murphy and Phyllis Porter

## MANAGEMENT COMMITTEES

### Individual & Family Support

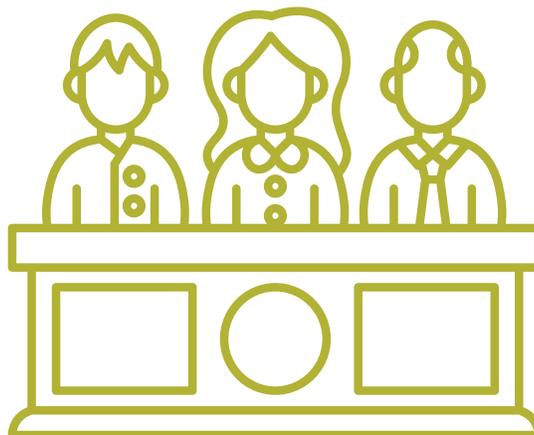
Joanne Builla, Cathy Gill, Carol Hameline, Edie Kelly, Madge Mossberg, Michael Murphy, David Rowan, and Cynthia Stewart

### Suicide Prevention and Life Promotion

Michelle Morrison and Jean Tuplin (Co-Chairs), Patsy Barrett, Dr. Ed Hansen, Jocelyne Ludgate, Nora McCarthy Joyce, Tara Parsons, Rev. Cathy Pharo and Maribeth Rogers-Neale

### White Cross

Kim Bulger, Karri Campbell, Josh Lavigne, Marsha Mader, Jessica Praught, and Cheryl Young



# COMMITTEES & VOLUNTEERS

## PROGRAM & EVENT COMMITTEES

### Family Program

Melissa Bruce, Rick Burger, Giselle MacKinnon and Jannah Toms

### I'm Thumbody

Rachel Adams, Rebecca Dawson, Lori Dawson, Corrin Doucette, Jennifer Drake, Katelyn Ford, Melony Lion, Nonie Lyon, Johnathon MacDougall, Courtney MacKinnon, Holly MacKinnon, Giselle MacKinnon, Nat MacLeod, Ben MacMillan, Sharon McKearney, Jugal Mehta, Laura Mills, Tien Nguyen, Charlene Palmer, Madelyn Reilly, Kathleen Seward, Siddharth Scidananda, Laura Younker

### A Night In For Mental Health

Laura Murphy (Chair), Denise Cheverie, Marg Connolly, Michelle Murphy



I'm Thumbody volunteer presenting to a Grade 3 class in 2021

# LOCATIONS & CONTACTS

## QUEENS COUNTY

**CMHA-PEI Division Office**  
178 Fitzroy Street  
Charlottetown, PE C1A 1S1  
902-566-3034

**Fitzroy Centre Clubhouse**  
170 Fitzroy Street  
Charlottetown, PE C1A 1S1  
902-566-5111

**CMHA Peer Support**  
101 Longworth Avenue  
Charlottetown, PE C1A 5A9  
902-628-3666

**CMHA Housing Programs**  
72 St. Peter's Road  
Charlottetown, PE C1A 1M9  
Housing First 902-628-3663  
Housing Outreach 902-628-3662  
Transitional Housing 902-628-3651

**Kings County**  
CMHA-PEI Kings County Office  
572 Main Street  
Montague, PE C0A 1R0  
902-838-2489

## PRINCE COUNTY

**CMHA-PEI Prince County Office  
(Housing First/Housing Outreach  
Prince County)**  
61 Duke Street  
Summerside, PE C1N 3R9  
902-436-7399

**Notre Dame Place Clubhouse**  
67 Duke Street  
Summerside, PE C1N 3R9  
902-888-2237

**CMHA West Prince Office  
(West Prince Housing )**  
33 Dufferin Street  
Alberton, PE C0B 1B0  
902-853-4180

**Hope Centre Clubhouse**  
410 Main Street  
Alberton, PE C0B 1B0  
902-853-3871



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@cmha\_pei

# MAJOR PARTNERS



# CORPORATE DONORS



**Burgoyne Construction Ltd**

# MISSION



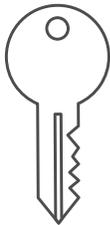
To facilitate access to the resources people require to maintain and improve their mental health and community integration, build resilience, and support recovery from mental illness.

# VISION



Mentally healthy people in a healthy society.

# KEY PRINCIPLES AND VALUES



- Embracing the voice of people with mental health issues
- Promoting inclusion
- Working collaboratively
- Influencing the social determinants of health (e.g. housing, justice)
- Focusing on the mental health needs of all age groups
- Using evidence to inform our work
- Being transparent and accountable



**Canadian Mental  
Health Association**  
Prince Edward Island

Dedicated to promoting the mental health of all people living on Prince Edward Island since 1959!