



2022/2023

ANNUAL REPORT



**Canadian Mental
Health Association**
Prince Edward Island
Mental health for all

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Board of Directors 2022/2023

President

Cecil Villard

Secretary

Tina Pranger

Treasurer

Jamie Arsenault

Member's at Large

Colin Campbell

Fred Horrelt

Linda MacAulay

Michelle Morrison

Deborah Wood Salter

Steve Dowling

Josh Egan



Photo of CMHA PEI Board of Directors & Senior Management Team – AGM 2022 (l-r):

- **Crystal Burrows**, Director of Finance, Administration and Corporate Support
- **Shelley Muzika**, Executive Director
- **Cecil Villard**, Board President
- **Michelle Morrison**, Member at Large
- **Jamie Arsenault**, Treasurer
- **Deborah Wood Salter**, Member at Large
- **Fred Horrelt**, Member at Large
- **Colin Campbell**, Member at Large
- **Matt Younker**, Outgoing Board Member
- **Linda MacAulay**, Member at Large
- **Les Wagner**, Regional Director for Prince County

Missing from photo are Members at Large, Steve Dowling, Josh Egan and Tina Pranger.

A list of past presidents can be found [here](#).

Statement From Our President



Cecil Villard

On September 24, 2022 our Island was hit hard by the devastating post-tropical storm, Fiona. It impacted many Islanders, many of whom lost power for days and weeks and suffered property damage to their homes and businesses. At CMHA PEI, we were fortunate that property damage was minimal, but we lost power in all of our facilities/buildings for 2-7 days. Many of our program areas and clients were affected. Fitzroy Centre was closed to members during the week following the storm, due to safety concerns with fallen trees within the parking lot and covering the main entrance, opening on October 5. Notre Dame Place and Hope Centre were also closed for a few days and reopened on Thursday, September 29. Through these closures, the staff continued to provide supports and services in person to our tenants and to clubhouse members through outreach. Staff in our Housing First, West Prince Housing First, and Housing Outreach programs supported individuals, both in preparation for the storm, and afterwards with connection to emergency supports. Although some clients seemed to do well throughout there were others that were greatly impacted, both housed and unhoused. Also, our Peer Support workers were able to adjust most of their one-on-one appointments while we had power outages and connect with their clients by phone where possible. A massive thank you goes out to all of the staff for their hard work during this challenging time and going above and beyond for members and clients as well as taking part in extra hard work with clean-up of properties.

On November 10, 2022, we officially opened our building project at 203 Fitzroy Street, with 28 apartments, new office space for our Peer Support and Fitzroy Centre housing teams, and expanded meeting and storage space. With \$7.8 million in federal funding through the Rapid Housing Initiative, along with \$2 million in provincial funding, CMHA PEI is extremely grateful for this support. It enables us to expand our continuum of housing; providing safe, affordable housing for individuals with mental health issues.

Additionally, in January 2023, the planning began for a new 10-unit modular apartment building on our existing property in Alberton. With \$2 million in capital funding from the provincial government, this building is scheduled to be completed in October 2023. This project also includes funding for housing staff to support these tenants to maintain independent housing. CMHA PEI is thrilled to partner with the province as they work to address the housing shortage PEI is currently facing.

In conjunction with our Strategic Plan for 2022-2027, CMHA PEI engaged in, and completed, a Sustainable Growth Plan for our Community Education and Supports program area. Direct consultation with the staff impacted, exploring challenges and opportunities, has created a cohesive and collaborative team, now implementing efficiencies, expanding program deliveries and trainings. The next step, in January 2023, was to start a similar process for our clubhouse programs. This area has undergone much change and growth since its inception in 1989. Evaluating how to improve will enable CMHA PEI to enhance our client centered approach for our members. This review is anticipated to be completed in the fall of 2023.

Statement From Our President (continued)

CMHA PEI has again experienced growth in our staffing; new positions of Community Education Coordinator, .8 position in Clubhouse Housing, and E-Learning Specialist 1-year contract, were added. The year also saw the hiring of a new Director of Finance, Administration, and Corporate Support. A tight labour market has created challenges with recruitment and retention; the addition of an HR Coordinator last year has contributed greatly to the organization's structural growth and continued success.

To our sponsors and donors; your generosity and continued support, year after year, is outstanding. Many of you have been supporting CMHA for years; this is vital to our ability to improve and expand the programs and services we offer.

To our federal partners, Canada Mortgage and Housing Corporation; the significant support for our existing and new housing projects/buildings is a key contribution to our 200 plus units of housing across PEI for people who struggle with their mental health. This partnership began in 1984; with gratitude, we are happy to continue this legacy of partnership to provide safe and affordable housing.

To our provincial government partners in the Departments of Health and Wellness, Social Development and Housing, and Economic Growth and Tourism; your continued investment in community mental health is essential in allowing CMHA to deliver the broad spectrum of programs and services we offer to individuals and communities who seek us out for help every day.

To our staff; the Board extends its sincere thanks for the caring and compassionate work you do every day to help others on their recovery journey. Your dedication to CMHA and the work we do is a testament to the skills you have, the values we share, and the satisfaction that comes from knowing you have made a positive difference to the mental health of Islanders.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Cecil Villard', written in a cursive style.

Cecil Villard

2022/2023 At A Glance



1,422 people (members) living with mental illness received support through CMHA's Clubhouse Program



11,890 meals were served to clubhouse members



169 clubhouse members received employment supports and **89** gained employment



Provided **193** housing units province-wide



Helped over **1,700** clients province-wide find the support they need



Delivered education and training programs, both in-person and online, to over **4,000** people



Clubhouse Program

Our Largest Program Area

CLUBHOUSE - Our largest program area is our Clubhouses, which provide support 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. Learn more about our Clubhouse Programs [here](#).



FITZROY CENTRE
Belonging - Hope - Recovery



1,422
Members
60 New

348
Psychosocial
Rehabilitation
Support

193
Housing
Units

65
Independent
Housing Units

169
Received
Employment
Support
89 gained
Employment

54
Received
education
support

11,890
Meals
Served

Clubhouse Success Stories



Alisha

Fitzroy Centre Clubhouse Member

Alisha is a member of Fitzroy Centre Clubhouse in Charlottetown and she credits the Clubhouse for changing her life. "Before attending Fitzroy Centre, my mental health was taking a big toll on me, and I knew it was time for a change. I wondered if I would fit in, due to all the bullying I experienced over the years. I was also in and out of the hospital a lot over the last 10 years, and it was very scary for me, but when I started attending Fitzroy Centre, it was the best thing I've ever done."

Alisha credits the staff and other members for making her feel so welcome and being easy to talk to. "The first day I walked through the doors of Fitzroy Centre, I was greeted by Cassidy. We had a really good chat in her office, and it made me less nervous. Ever since that first moment, staff and members have been incredibly nice and welcoming. I feel accepted, and like I'm part of a family."

Nowadays, Alisha keeps busy volunteering at the thrift store, the reception desk, and doing other duties for staff at the Centre. She adds, "Since attending Fitzroy Centre, my mental health has done a complete 180. It's taught me to be open and honest about how I'm doing, to use the coping skills that I have gained through my journey and to advocate for myself and for others."

"Today, I'm loving life and although I still struggle, I remind myself it's okay to have bad days, but it's what you make of it. I want to say thank you to all the Fitzroy Centre staff and members for having my back. I look forward to making more memories, and continuing to write poetry."

Michael Clow Notre Dame Place Clubhouse Member

Michael Clow is a member of the Notre Dame Clubhouse in Summerside. A couple of years ago, when he was living in New Brunswick his mental health began taking a big dive. He knew that it was time for a change so he packed everything up and moved back home to PEI.

"It was very scary at first but turned into the best thing I ever done. My parents took me to the hospital in Summerside to seek guidance and support. While there, I was directed to Notre Dame Place Clubhouse. Being in the state I was in at the time, I didn't want to go, but after some convincing, I was at the clubhouse a couple hours later to see what it was all about."

"I was greeted at the door by a woman named, Lila. She was very nice and welcoming and after talking in her office for a bit I took a tour of the clubhouse. The following week I decided to give it a go and showed up at the clubhouse to see what it was all about."

From there, Michael explains his experience got even better. "Ever since that first moment, all the staff and members were awesome and made me feel like I belonged to something. It was a great feeling that I will never forget." The support, Michael received helped him in many ways, "I knew I needed to make some changes but just being there and building meaningful relationships with staff and members took me leaps and bounds from the state I was initially in. I signed up for everything and anything I could, with a genuine interest in the required tasks, from daily clubhouse chores to physical and mental wellbeing sessions, they were all a tremendous help to me."

Michael adds the clubhouse has also helped him gain employment and financial skills. "I was introduced to their employment counsellors very early in the process and attended everything they put on. They helped me get my current job and I couldn't be any happier. I was able to buy a new vehicle and most recently, a home. I am loving life now and I credit it all to the Notre Dame Clubhouse. All staff and members are great. It is such a great place to belong to and I look forward to many more moments with this crew. Thank you Notre Dame Place for all you do!"

Clubhouse Success Stories

D.G. Hope Centre Clubhouse Member

D.G. has been a member of Hope Centre Clubhouse for 13 years. At that time, he had moved to PEI and was in need of employment. He reached out to local Human Resource Services for help and while meeting with a worker there, expressed that he was struggling with leaving his previous home and family members. The worker referred him to Hope Centre Clubhouse where he eventually became a member.

"Upon joining I would only stay for short periods of time but as time progressed staff encouraged me to take the time to focus on myself and my wellbeing before gaining employment. So, I took the time to find myself and became involved in the clubhouse and the community. Since then, I have developed a rapport with staff and members which allowed me to feel comfortable sharing with them and I have also built lasting relationships through the clubhouse."

D.G. says the clubhouse has also made him feel like he is part of the community and a place to belong, "It feels as though the clubhouse has become my adopted family and it is the first place I turn to when issues arise. I know they will help me however they can. Hope Centre Clubhouse has helped me find myself, jobs and a place to live."

White Cross Program

CMHA PEI's Oldest Program

Our White Cross Program was developed back in 1960 making it CMHA's oldest program. The program supports people who experience mental health problems, and back when it began, it especially assisted WWII veterans with Post Traumatic Stress Disorder, once they were out of the hospital. Our major event each year for the White Cross program is an Island-wide Christmas Gift Campaign which is coordinated for CMHA members and clients. Thanks to the generous support of numerous Island businesses and individuals, last year over 1,200 gift cards were distributed across the province to individuals who don't have the support network that a lot of us have over the holidays. We would especially like to thank our major supporters such as CUPE Local 805, McDonald's Restaurant, Charlottetown and many others who supported the efforts of this important campaign. We are also grateful for the continued support we receive throughout the year from businesses, organizations and individuals that enable the White Cross program to offer a variety of dances, bingos and a full day of summer activities.



Housing Programs

My Place Housing First

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 individuals within the program and connecting them to community services to support their overall wellness.



West Prince Housing



Housing Outreach Program

The Housing Outreach program provides services to individuals across the Island, in collaboration with Health PEI Mental Health and Addictions. The Housing Outreach Program works with individuals to secure and sustain independent housing in the community and to reduce the impact of barriers that they may face.



Transitional Housing

The Transitional Housing Program is a program in partnership with Health PEI Mental Health and Addictions. It provides supervised and supported housing to Islanders living with a mental illness and/or addiction that are transitioning from acute care facilities. The program also focuses on moving individuals towards independent living within the community, increasing their overall wellbeing and self-sufficiency.





Community Education & Supports

Milestones 2022-2023

600

plus online Peer Support group members supported daily

68

community members were trained in four SafeTALK workshops

780

students across PEI received the I'm Thumbbody program

20+

organizations partnered with Peer Support Workers

6

new facilitators were trained in suicide bereavement training

27

Individuals refreshed their suicide intervention skills in two ASIST Tune-up workshops

700

calls received from people looking for navigation, information and support

319

participants completed Mental Health First Aid training in **13** workshops

8

Individuals received the Specialized Peer Support Worker Training program.

173

People were trained in Applied Suicide Intervention Skills Training (ASIST)

350

Educational sessions were offered across the province by CMHA Education Coordinators

1840

PEI students from **83** classrooms participated in the ACTT for Life Program

300

People participated in 13 general mental health workshops (in person & virtual)



Community Education & Supports

As a result of CMHA's Sustainable Growth Process with MRSB, Community Education, Peer Support and Suicide Prevention and Life Promotion are now one collaborative team of 'Community Education and Supports'.

In any given year, 1 in 5 of us will experience mental illness. All of us can benefit from education and support around mental health issues and mental illnesses. CMHA PEI continues to educate and empower people to support mental health needs in communities and workplaces. The following are areas in which we fulfil these goals.

Education

Over the last year, the Community Education Team had the opportunity to explore new areas as well as continue previous ones for service delivery and to also reach different populations.

Facebook Promotions: Throughout the year, our staff hosted several Facebook videos/lives for the general public offering a space for conversation, information, and connection. They also introduced a number of new topics and guests to individuals across the Island and helped share information on our Learning, Training and Support Hub.

I'm Thumbbody: The I'm Thumbbody program aligns with social-emotional learning principles and is offered to Grade 3 classrooms across PEI. This year, staff and volunteers were able to offer the program to as many schools as possible across the Island.

CMHA Family Program: Finding Hope & Building Strength: CMHA offered the Family Program in the spring of 2022 in Charlottetown with over 20 people registering. Everyone enjoyed the sense of community developed in the program and were grateful for the resources and materials shared. Participants who took part in the program reported that it helped them build strength, resilience and hope. Upon exploration with facilitators, partners and family educators, it was decided that the Family Program could not safely be offered in an online format. We anticipate offering more in person sessions across the province in 2023-24.

The majority of Family Program participants indicated they had an increased awareness of coping techniques and how to use them after participating in the program.

Community Education & Supports



Presentations & Workshops: Throughout the year, our Education Team saw an increase in the number of community groups, workplaces, post-secondary schools and businesses reaching out for presentations and workshops. Topics ranged from, Establishing Boundaries, Recovery 101, Insights into Depression, Developing Self Compassion and Exploring Self Esteem.

Photo of CMHA Prince County Community Educator, Danielle Richard with the Boys and Girls Club of Summerside

E-Learning Self-Directed Education: This year, the Community Education Team collaborated and worked on virtual, self-directed education opportunities. These workshops allow individuals to take a course that is co-developed by CMHA staff and volunteers with lived experience and expertise in a virtual manner, on their own schedule.





Peer Support

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.

This year, our Peer Support Team had the opportunity to explore new areas as well as continue previous ones for service delivery and to reach different populations. Additionally, Peer Support Workers were able to continue offering one-on-one sessions, host peer support groups and advocate within the mental health system.

The need for Peer Support across PEI increased substantially with 107 client intakes island-wide, almost double from previous years. **In recognition of their commitment to Peer Support on PEI, CMHA Peer Support was nationally recognized by Canada's Premiers on October 18, 2022, as one of the recipients of the Council of the Federation Award for Innovation in Mental Health and Addictions Care.**

In the fall of last year, with the challenge of Post Tropical Storm Fiona and moving to the program's new location at 203 Fitzroy Street, the Peer Support Workers were able to adjust most of their one-on-one appointments and accommodate clients with either phone or virtual sessions. A similar solution was also used for the Peer Support Groups.

Peer Support Workers continue to offer weekly presentations and support groups and continue to create and foster a strong, supportive community through their online, Still Here group. Peer Support Workers also offer five Peer Support Groups - two in Charlottetown, one in Montague, one in CMHA's Transitional Housing Program, and one through the Intensive Day Program at Hillsborough Hospital. Group attendance is roughly 8-9 people per session.

The Still Here Group has over 600 members and averages 3-4 public posts and 5-6 private requests a day.

107

New Client
Intakes
Province Wide



Peer Support

Peer Support clients continually express relief and gratitude that they can speak to someone who personally understands and can relate to them. They've also gained hope for their own recovery journey, social and emotional support for life experiences, and resources for enhancing their wellbeing.

Certified Peer Support Worker Training: In May 2022, CMHA Peer Support alongside the University of Prince Edward Island, hosted their second Certified Peer Support Worker Training through AQRP – Association Quebecoise pour la Readaptation Psychosociale. The training includes two weeks of in-person intensive training, a 42-hour practicum, and a written and oral exam. This course increases the capacity and confidence of our own Peer Support Workers as well as assists in setting a hiring standard for other Peer Support Workers across the province. Requiring Peer Support Workers to be certified increases their confidence and well-being as well as the efficacy and safety for the peers they support. To date, 21 individuals have been trained with an additional 9 set to be trained in the fall of 2023.



Photo of Peer Support Training Graduates and CMHA PEI Staff

Campus Peer Support: This is a pilot project funded by CMHA National, to bring the service of Peer Support to the University of Prince Edward Island (UPEI). The project which was launched in January of 2023, had nine UPEI students participate in 15+ hours of formal peer support training and additional time participating in peer support offerings. Six out of the nine trained students were hired, and the Campus Peer Support program officially opened on February 20, 2023. The program had a slow start, but in the three months that the program was offering services, 14 students were supported, over 45 times.

One supported student stated, "I am very grateful for this support group where I can be in a safe space and talk about what's going on in my life."

Supporting the CMHA Learning, Training and Support Hub: Clients of Peer Support are sometimes looking for additional information and education on specific topics. This involves a partnership and connection to the CMHA Learning, Training and Support Hub that is supported in part by the Peer Support staff. Co-developing and co-facilitating courses and workshops in partnership with the Education Coordinators has helped to foster a safe, educational environment for both staff and clients.



Suicide Prevention & Life Promotion

CMHA'S Suicide Prevention and Life Promotion program coordinates suicide prevention, intervention and postvention programming and strategies that aim to reduce the incidence of suicide and lessen the impacts of suicidal behavior on PEI. Staff work collaboratively with CMHA's partners to strengthen community support and enhance resiliency, both of which contribute to suicide-safer communities in PEI.

ACTT (ASK. CARE. TALK. TELL) for Life Program is a suicide awareness and response workshop designed to empower youth with knowledge, tools and skills about mental health, suicide and helping resources. The ACTT program is offered to all Grade 9 students in intermediate schools across PEI. The program recently underwent an external evaluation process with consultants, MRSB. This included pre and post-surveys for schools as well as facilitated focus groups with students across PEI.

"I found this program helpful, and I feel more confident about what to do if I or someone else needs help." – ACTT For Life Participant



Photo of CMHA Staff, Hassaan Abbasi, presenting ACTT for Life program to Grade 9 students

This year 11 suicide loss survivors participated in the Life After Suicide Loss (LASL) program; a bereavement workshop for adults who have lost a loved one to suicide. CMHA also supported families experiencing suicide loss and distributed approximately 12-15 information and grief kits.

Community members attended CMHA's events for World Suicide Prevention Day on September 10, 2022. In recognition of the day, CMHA announced the launch of the re-vamped PEI Helping Tree as well as the Helping Tree being translated into four additional languages including Punjabi, Arabic, Tagalog and Mandarin. You can download the PEI Helping Tree [here](#).

Communications

CMHA's new [Strategic Plan](#) for 2022-27, identifies three core priorities for our organization including, *Promotion: Empowering the mental health of individuals and communities*. Our Communication Team continues to build on awareness of mental well-being and developing strong partnerships in the community through public events and awareness campaigns. Also, as part of the Strategic Plan, a new Communication Plan will be developed for the organization and will be implemented over the next few years. At the National level, CMHA PEI's Communications Coordinator is a member of the CMHA National Strategic Communication Working Group. Made up of senior communication and marketing staff throughout the country, the group works collaboratively to create concepts, key messages and promotional planning for campaigns such as National Mental Health Week and last November's launch of the [Act for Mental Health campaign](#). The group also works very closely with CMHA's National Policy Working Group to create communication strategies around public policy announcements in the organization. Below are a few events and campaigns that the Communication Team was involved in this year.

Public Events



On April 25, 2022, a Meet and Greet at CMHA's new Fitzroy Street Housing Project, was held with representatives attending from local businesses, general contractors, developers, NGOs, municipal, provincial and federal government and the media. Everyone got to witness first-hand the units being craned into place. The project has proven to be quite popular as this is PEI's very first modular build. The Guardian newspaper featured the project on its front page the day after the event. Read the full story [here](#). We are thankful for our funders, Canada Mortgage and Housing Corporation (CMHC), who provided \$7.8 million under the Rapid Housing Initiative and the provincial government who provided \$2 million. There are many other partners that were involved in this project including 720 Modular Solutions, Leading Edge Group, Nine Yards, Karve Builders and Kent Homes. We couldn't have brought this project to reality without the support of all these entities.

Photo (L-R) Minister Brad Trivers, MP Sean Casey, Shelley Muzika, CMHA Executive Director and Cecil Villard, CMHA Board President



The Grand Opening/Ribbon Cutting Ceremony of the 203 Fitzroy Street Project was held on Thursday, November 10, 2022. Federal and provincial government representatives took part in the official opening ceremonies and there were tours of the building afterwards.

Photo (L-R) Minister Matthew MacKay, MP Sean Casey, Shelley Muzika, CMHA Executive Director and Jaime Arsenault, CMHA Board Treasurer

Communications



CMHA PEI's 62nd Annual General Meeting was held on November 16, 2022, at Murchison Centre. At the business portion of the meeting, CMHA PEI President, Cecil Villard, acknowledged Matt Younker, who retired from the CMHA Board of Directors after 10 years. We wished Matt all the best and thanked him for his contribution to CMHA. Cecil also welcomed new board members, Steve Dowling and Josh Egan. Cecil also awarded Josh Lavigne, with a Long Service pin for his 10 years of volunteer work on the White Cross Management Committee. Thank you, Josh! The evening also included an informative presentation delivered by Shelley Muzika and Les Wagner, on CMHA's new Strategic Plan for 2022-2027.

Photo (L-R) Shelley Muzika and Cecil Villard



Photo (L-R) White Cross Volunteer, Josh Lavigne and Keith, member of Fitzroy Centre Clubhouse

Public Awareness Campaigns

CMHA's 71st National Mental Health Week was held May 2-8, 2022. The theme focused on, Empathy, the ability to put ourselves in another's shoes, which is an essential part of what makes us human. Throughout the week our National office tracked website traffic, social media and mainstream media. The Mental Health Week website had over 389,000 visits and more than 59,000 downloads of the Mental Health Week toolkits. There were over 700 news stories with 3.7 billion media impressions and 179+ million people reached on social media. On Tuesday, May 4, CMHA National organized a non-partisan parliamentary reception in Ottawa to recognize and take stock of the toll COVID-19 has taken on our mental health, our mental health system and the frontline mental health care workers. The event was attended by over 50 stakeholders, including 15+ Members of Parliament and Senators and included key remarks from the Minister of Mental Health and Addictions, the Honorable Dr Carolyn Bennett, Chair of the CMHA National Board of Directors, Karen Hetherington, and CMHA's National CEO, Margaret Eaton. This was the first opportunity in over two years for the mental health sector to come together and reconnect in person. On PEI, several activities were held throughout MHW including a virtual presentation on, Empathy and Peer Support, a Community Barbeque at our locations in Summerside and Alberton, an ice cream social/educational display in our CMHA location in Montague, a week-long social media campaign and a media awareness campaign that included a local [CBC News story](#) with Julia Ramsay, our Manager of Community Outreach and Education. Julia spoke on the theme for MHW and also how the pandemic has continued to affect Canadians.

Communications

Social Media and Digital Content

Website Updates – Web 2.0

In April of 2022, work began to transition CMHA’s existing website over to a new, revamped template that would match CMHA National. Meetings between the Web 2.0 committee, which included CMHA PEI’s Social Media and Digital Content Specialist, continued in the following months, and CMHA PEI was selected as the second website to be transitioned to the new template. Over the month of June, a full content review was completed on the existing website, and National began the migration of content to the new template in early July. Challenges were presented concerning SEO set-up, so the launch of the site was delayed until National could correct those concerns. Finally, on August 8, 2022, CMHA PEI’s new website was launched.

Social Media Updates

CMHA PEI’s social media presence continued to grow over 2022-2023, helping us spread awareness from east to west across the Island. However, 2022 saw us face challenges on the social media front.

In October of 2022, our Facebook page was taken down due to alleged violations of Facebook Community Standards. Requests for review were submitted, but this ultimately resulted in the loss of our largest social media platform and the loss of 5,400 followers. The decision was made in December 2022, to create a new Facebook page. The new page was launched in January 2023 with the focus of reaching our past Facebook audience and hopefully attracting new followers. Over the next few months, CMHA PEI’s other social channels were used to promote the new page, in turn, this helped increase followers on those channels too. Facebook ads were used to enhance efforts and potential reach. Also, time was spent actively going through our Twitter and Instagram pages to create a list of who was following us, and who we were following on those platforms. Once this list was compiled, these followings were applied to our new Facebook page to encourage more followers. Over the month of March, Moo Let’s Talk promotions helped increase our reach and brought more followers to this new page as well.

Furthermore, in the social media world, we added a LinkedIn page to our social assets. This platform was chosen to help create brand awareness within the business community and to reach potential sponsors/donors and build on those relationships. At the end of March 2023, our social media followings were:



[Facebook - 572 followers](#)



[Instagram - 1,533 followers](#)



[Twitter - 859 followers](#)



[LinkedIn - 61 followers](#)



Fund Development

After a few years of COVID restrictions which resulted in cancelled and scaled down events, our Fund Development area has gradually been bouncing back. Many thanks to the efforts of our donors and supporters who have become leaders in our community by making mental health a priority in PEI. As we continue throughout 2023 and into 2024 our efforts will be focused on building our foundation through our monthly donors and the establishment of an endowment fund for the future of CMHA PEI.

The following are CMHA PEI's major fundraising events for 2022-2023:

23rd Annual Golf For Life

Our 23rd Annual Golf For Life was supposed to be held on Thursday, September 28, 2022, at Green Gables Golf Course, but due to the devastating effects of Post Tropical Storm Fiona, it had to be cancelled. Through the generosity of our supporters' donations in lieu of sponsorship by individuals and the local business community, in the end, a total of \$39,000 in net proceeds was announced. Needless to say, the generosity of our supporters is second to none and it was so nice to see this kind of support when we needed it most. Our golf tournament is one of our biggest fundraisers of the year for our organization, and we rely heavily on the funds that are generated from this event. Thank you to all our Golf for Life participants especially our major sponsors; Prince Edward Aqua Farms, Bell Let's Talk, Subaru of Charlottetown, 720 Solutions, Leading Edge, and Medavie Health Services.

Women & Wellness

The 13th Annual Women & Wellness event sponsored by Bell Let's Talk, was held on Saturday, November 5, 2022. Thank you to our Signature Sponsor; Bell Let's Talk along with our Gold Sponsors; Subaru of Charlottetown, Killam Properties, Provincial Credit Union, Capital Honda, Stewart McKelvey, and The Gray Group. Throughout the evening impactful stories were shared from Kate Eastman, co-founder of the organization, Turn on the Lights, which is committed to assisting individuals who are victims of child sexual abuse. We also heard from CMHA PEI's Meaghan Grant, who told her story of struggles with mental health and addictions and how she turned her life around. She is currently a Peer Support Worker with our organization helping others in similar situations. Guests were entertained by Carrie Lundy and Katie McGarry and the evening was hosted by singer/songwriter and mental health advocate, Jill Chandler. In the end, a total of \$27,000 was raised to support the programs and services of CMHA PEI. Thank you to all of our sponsors, prize donors, guests, and volunteers.



Photo (L-R) Julie Pellissier-Lush, PEI poet laureate, Katie McGarry, Carrie Lundy, Shelley Muzika, Jill Chandler, Kate Wilkinson and Meaghan Grant



Fund Development

Community Third Party Fundraisers

Every year, individuals and organizations host their own events/fundraisers in support of CMHA. We are very thankful for the support from the community. Below are some of this year's fundraisers and partners:



**Photo (L-R) CMHA staff
Crystal Burrows, and
Rubylyn Tabangin at the PEI
Marathon Expo**

PEI Marathon

CMHA PEI partnered once again with the PEI Marathon for their 2022 event held October 14-16. Unfortunately, because of significant damage caused by Post Tropical Storm Fiona at the National Park, the Marathon Team had to make some major adjustments to the full marathon/corporate team relay route. Instead, they took place in downtown Charlottetown with participants basically running the half marathon route twice. This turned out better than expected and was a great opportunity for runners, walkers and spectators to experience the downtown Charlottetown area. This major event is a great opportunity to expand awareness of our organization and promote the connection between physical health and mental health. Also, we are fortunate that all donations from the Marathon weekend go towards our programs and services.

Moo Let's Talk

The 6th Annual Moo Let's Talk took place from both COWS locations on Queen Street in Charlottetown and the Creamery Location on Milky Way Boulevard on Friday, March 24, 2023, and was hosted again by our honorary spokesperson, Patrick Ledwell. It was a great day with hundreds of people young and old coming out to purchase an ice cream and support mental health on Prince Edward Island. Thank you to COW'S Inc. and their incredible staff for their continued partnership and tradition of keeping the talk MOO-ving to help fight stigma related to mental health issues. Also, thank you to everyone who stood in line, purchased ice cream, made a donation or stopped by to share a story about their own mental health journey. All sales of ice cream that day go toward programs and services at CMHA PEI. This year's event raised a total of \$27,074 bringing the cumulative event total to over \$172,000 since the event began back in 2018.



**Photo Collage of Moo Let's
Talk Day 2023**



Fund Development

Other Third-Party Fundraisers:

- Self-Love Saturday – Murphy Hospitality Group
- Mood Boost Yoga – Brenda Saunders Coaching
- Reason to Ride – Sara Townsend
- BOMEX (Building Owners and Managers Assoc. BOMA) 2022 Annual Conference
- The Gift of Giving Campaign – PEI Liquor Control Commission
- Town n' Country – Rugs to Riches
- Pink Shirt Day – Vessey's Seeds
- Mega Yard Sale – Junkerneckers



Self Love Saturday cheque presentation photo (L-R) Ben Murphy, Murphy's Hospitality Group and Shelley Muzika, Executive Director CMHA PEI



BOMEX Gives Back cheque presentation photo (L-R) Brian Tremblett, CMHA's Fund Development Coordinator & Adrien Deveau, BOMA Canada Chairperson

Our 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 and Wellness
- PEI Department of Social Development and Seniors
- PEI Department of Housing Land & Communities
- PEI Department of Economic Development, Innovation & Trade
- Health PEI
- Government of Canada
- Canada Mortgage & Housing Corporation
- Murchison Foundation

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.

Corporate Sponsors

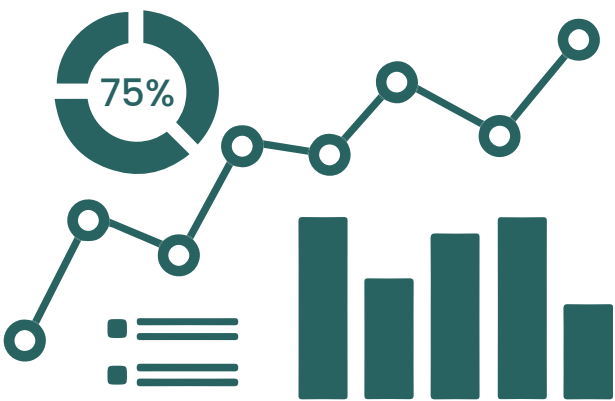
- Bell Let's Talk
- Prince Edward Aqua Farms
- Subaru of Charlottetown

Major Contributors

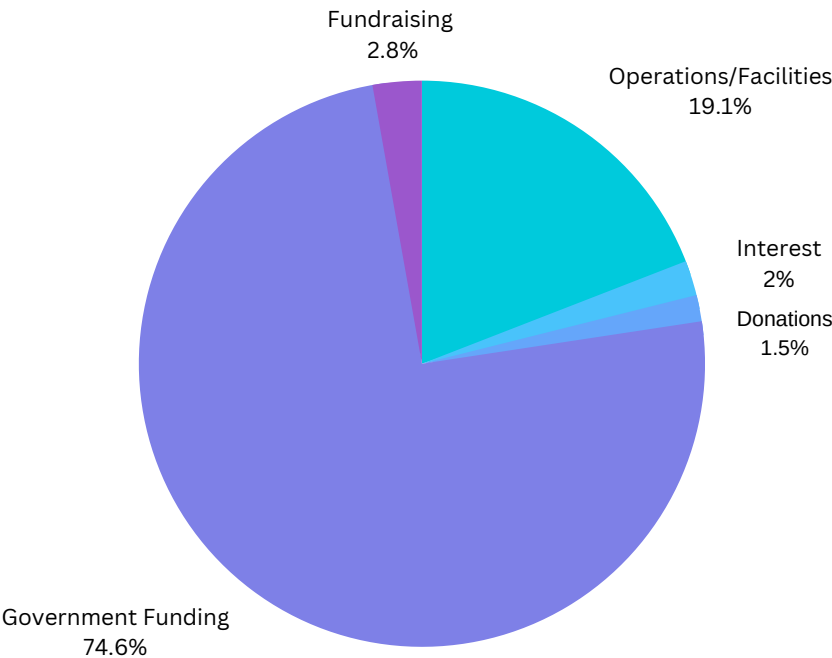
- TL Ferguson Ltd.
- Catholic Family Services Bureau Inc.
- Prince Edward Island Liquor Control Commission
- Iwave Information Systems
- BOMA NB/PEI (BOMEX 2022)
- Kent
- RBC
- Medavie Health Services
- Provincial Credit Union
- 720 Solutions Ltd.
- Lone Oak Brewing Co.
- Patricia Schurman

Also, thanks to all of our dedicated monthly donors. Your donations change lives every day. Becoming a monthly donor is a meaningful and impactful way to support those affected by mental health issues and mental illness. You join a passionate community dedicated to making a lasting difference in the mental health of all Islanders. By committing to a recurring donation, you provide a consistent source of funding that helps our organization deliver essential mental health programs and supports, research, and advocacy. Your contribution directly helps individuals access the resources they need to heal and thrive. More information on supporting CMHA PEI is available [here](#).

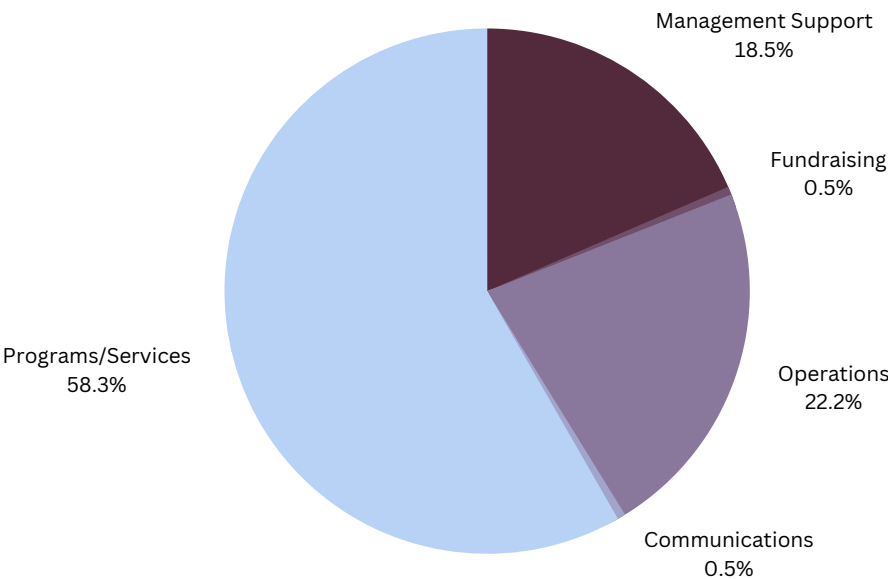
Financial Report



REVENUE
\$8,232,833



EXPENSES
\$8,410,281



Financial Report



Financial Notes

CMHA has experienced rapid expansion over the last five years, with the addition of our Peer Support program, Housing Outreach and Transitional Housing programs, four new apartments buildings with 91 more units of housing, and 25 more subsidized units in the community. We have doubled our staff in this period from 50 to 100.

Ensuring that the foundations of all our programs and services are solid was a commitment that CMHA made in its Strategic Plan 2022-2027. This is a key undertaking before our organization expands further. Therefore, a process was initiated during the year by contracting with MRSB Consultants to develop Sustainable Growth Plans for our various program areas. Additionally, CMHA invested in safety trainings for all staff, including ASIST, Mental Health First Aid, Non Violent Crisis Intervention, and CPR/First Aid, as we endeavour to ensure everyone in the organization is current with the necessary skills.

Post-tropical storm Fiona resulted in the cancellation of our golf fundraising tournament and also impacted numbers at the PEI Marathon. These, along with rising inflation and the financial challenges Islanders faced due to Fiona, negatively impacted both our fundraising and donations this year. Thus, with these economic impacts and CMHA investments in the health of the organization, we saw a deficit of \$177,449.

2022-2023 also saw the completion of the 28-unit modular building at 203 Fitzroy Street along with some roof replacements and capital repairs at our other properties, spending \$362,581 in replacements from our reserve accounts. The interest earned on some of the reserves was added back to the reserves, with total additions of \$239,340 to offset the replacements. The balance in our Restricted Reserves at March 31, 2023 was \$1,524,204, which will be available for future costs for these properties.

Looking ahead to 2023-24, we received \$2,000,000 in fiscal 2022-23 towards a new 10-unit modular building in Alberton. The planning for this project started in January 2023 with completion expected in October 2023. The addition of these critically needed additional units of housing for people with mental health issues could not happen without the financial support of the Provincial and Federal governments. A sincere thanks to them for these major investments!

CMHA is so thankful for all the support we receive during the year from our funders, sponsors, donors, and, third-party fundraising groups; this generous support allows us every day to help residents of PEI with their mental health concerns and support them on their journey for living their best lives. Thank you!

Shelley Muzika
Executive Director

REVENUE

\$8,232,833

EXPENSES

\$8,410,281

Excess of Revenue to Expenses

<\$177,449>



Committees & Volunteers

ADVISORY COMMITTEES

Fitzroy Centre Clubhouse

Steven Bidd, Matt Daubs, Ryan Gallant, Jessica Gillis, Mary Ellen Martin, Dianne McQuaid, Gloria McInnis-Perry, Frank Morrison, Madge Mossberg, and John Reddin

Notre Dame Place Clubhouse

Connie Bryanton, Dale Corish, Kim Deighan, Peter Holman, Beth MacEwen, Josh Warren, Jill Kelly Waugh and Trent Williams

Hope Centre Clubhouse

Inactive

MANAGEMENT COMMITTEES

Individual & Family Support

Inactive

Suicide Prevention & Life Promotion

Michelle Morrison and Jean Tuplin (Co-Chairs), Dr. Ed Hansen, Jocelyne Ludgate, Nora McCarthy Joyce, Tara Parsons, Rev. Cathy Pharo and Allister Smith

White Cross

Kim Bulger, Josh Lavigne, Cheryl Young

PROGRAM AND EVENT VOLUNTEERS

White Cross Event Volunteers

Glenna Campbell, Judy Cheverie, Liz Clay, Heather MacKinnon and Gail Weatherbie.

Family Program

Melissa Bruce, Rick Burger, Giselle MacKinnon and Jannah Toms

Women and Wellness

Kate Aitkens, Ashley Belanger, Jana Burns, Marg Connolly, Michaela Flood, Olivia Gallant, Sydney Innis, Kate Jeffery, Cassandra MacKay, Patty McGuire, Katie Murray, Allison Ritcey and Andrea VanWeichen



**White Cross Committee & Event
Volunteers 2022**

Nominating Committee Report

Nominated to the Board:

One Year Term

Colin Campbell
Jamie Arsenault

Two Year Term

Cecil Villard
Deborah Wood Salter
Josh Egan
Steve Dowling

Three Year Term

Linda MacAulay
Michelle Morrison
Tina Pranger
Fred Horre t

Nominating Chairperson

Colin Campbell

For more than 60 years, the Canadian Mental Health Association PEI Division (CMHA PEI) has been supporting individuals with their mental health and empowering the mental well-being of communities across the province. CMHA PEI has long been an advocate of good mental health for all.



OUR PURPOSE

We collaborate to promote and support the mental health of individuals and communities.



OUR VISION

Every day CMHA PEI positively impacts the mental health of individuals and communities.



LIVING OUR VALUES

Inclusive: We are welcoming to all and value the voice of those who have experienced mental illness.

Proactive: We focus on action, innovation and forward thinking to address and improve mental health.

Compassionate: We are compassionate, empathetic and caring in all that we do.

Steadfast: We have long advocated for mental health in PEI and remain as committed as ever to this task.

Collaborative: We partner to address unmet needs and inequities and value respect and dignity for everyone.



**Canadian Mental
Health Association**

Prince Edward Island

The Canadian Mental Health Association (CMHA), founded in 1918, is the most established and extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy, programs and resources that help to prevent mental health problems and illnesses, support recovery and resilience and enable all Canadians to flourish and thrive.

CMHA PEI Division has over 90 volunteers and 100+ support staff providing programs, education and information, research, advocacy and social policy development to achieve the goal of mental health for all Islanders. We have offices, programming space and housing units in Charlottetown, Montague, Summerside and Alberton.

Our Locations & Contacts

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

203 Fitzroy Street
Charlottetown, PE C1A 1S5
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

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



www.pei.cmha.ca



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@cmha_pei



@cmha_pei



@Canadian Mental Health
Association (PEI Division)