



2023/2024

ANNUAL REPORT



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

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Board of Directors 2023/2024

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 2023 (l-r):

- **Les Wagner**, Regional Director for Prince County
- **Colin Campbell**, Member at Large
- **Tina Pranger**, Member at Large
- **Linda MacAulay**, Member at Large
- **Cecil Villard**, Board President
- **Shelley Muzika**, Executive Director

Missing from photo are, Board Treasurer, Jamie Arsenault, Members at Large, Steve Dowling, Josh Egan. Deborah Wood Salter, Michelle Morrison and Fred Horrelt.

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

Statement From Our President



Cecil Villard

2023-2024 saw the continued evolution of CMHA's Strategic Plan for 2022-2027, and the next step of a Sustainable Growth Plan for our Clubhouse Programs. The process started in January 2023 and was 90% complete by March 2024. This was a comprehensive undertaking involving engagement and consultation with 40 staff across the province who are directly involved in delivering this psychosocial rehabilitative programming. This process resulted in our staff providing direct feedback, valuable insight, and collaborative decision making on how to improve our service delivery model for our clients in a consistent manner across the province. This was thoughtful and challenging work; we look forward to seeing the implementation of this plan in 2024-2025.

On December 6, 2023, we held a grand opening for our modular building project at 7 College Street in Alberton, with 10 apartments, and office space for the housing support staff. This project, from start to finish, took 10 months, a significantly shorter timeline than a traditional build. The project would not have been possible without the substantial \$2 million in Provincial funding; CMHA is extremely grateful for this support to add to the affordable housing stock so desperately needed in our rural communities. At the end of March, we have moved in eight tenants and have seen the gratitude and appreciation of tenants being able to be safely housed in their home community.



The tight labour market in our province has made it challenging for our organization to recruit and retain for our staffing compliment. This is not unique to CMHA but province wide across multiple sectors. However, even in this environment, management and our HR Coordinator have worked diligently to ensure that vacancies are prioritized on most urgent need. CMHA successfully filled 18 positions during the year, plus adding and staffing two new Peer Support Workers, one each in Summerside and Alberton and a new Housing Support Worker position in Alberton. Stabilizing our staffing compliment is a management commitment to ensure we have skilled staff who have the capacity to deliver our services as we grow as an organization.



This year also saw the first CMHA national fundraising campaign, "The Push Up Challenge" in February 2024. This was a very successful first year campaign with \$2.4 million raised nationally and just under \$17,000 here in PEI. Simply amazing - getting individuals moving and talking about their mental health was a wonderful opportunity to increase mental health promotion and reduce stigma. We are looking forward to even more impact in 2025. To our sponsors and donors, both new and long-standing; your contributions are essential to enhancing our ability to be innovative, creative, and proactive in ensuring our programs and services meet our clients needs. Thank you!

**Grand Opening
of CMHA's new
modular
housing project
in Alberton on
December 6,
2023**

To our Provincial and Federal partners, we are proud of these long standing partnerships to support PEI residents with housing, employment, skills development, peer support, education, training, and mental health promotion. These investments annually in our organization to deliver these services have breadth and depth across our province, helping us improve the mental health of individuals and communities.

As the numbers in this report show, our staff work very hard to provide supports and services with a client centered focus. Importantly, they do this with compassion, empathy, and commitment to do their best to help people every day. On behalf of the Board, we are very grateful for your dedication to the wonderful work you do to help others on their recovery journey.

Sincerely,

Cecil Villard
President



2023/2024 At A Glance



1,221 people (members) living with mental illness received support through CMHA's Clubhouse Program



12,165 meals were served to clubhouse members



213 clubhouse members received employment supports and **137** gained employment



Provided **215** housing units province-wide



153 new client intakes through Peer Support and close to **2500** appointments with clients



Delivered education and training programs, both in-person and online, to over **5800** 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](#).



Success Stories

Vanessa Smith **Notre Dame Place Member**



Vanessa Smith is a mother of two children. She was born in PEI and came from a family of five, consisting of her mom, dad and two sisters. Besides PEI, she has lived in Nova Scotia, Ontario and Quebec and then eventually moved back to PEI due to a separation.

Vanessa became connected to Notre Dame Place Clubhouse in 2015 when she was admitted to the Prince County Hospital and a Doctor suggested that she go to the clubhouse. She started attending the clubhouse a few days a week and then her attendance increased gradually. Vanessa and her mom decided that Notre Dame Place Supportive Housing would be a good option for her. After her mom talked with clubhouse staff about the application process and Vanessa applied, she was able to get an apartment with supportive housing where she has been working towards a new life.

Soon after Vanessa got an apartment, her life started to take a turn for the better. She got a new job and moved into independent housing at Notre Dame Place. Eventually she moved out of there and into her own apartment in the community.

Unfortunately, Vanessa had a setback a while ago and had to go to the hospital but she eventually came back to the clubhouse. Vanessa says, "Everyone was very helpful and eventually I was able to move back into supportive housing. I was very grateful to be accepted back into the program. Today, I am coping better, but I still have some off days. Otherwise, I hope to find a new job and re-start my life in society again."

Vanessa adds, "My words of advice for people who may find themselves in a similar situation would be to follow the doctor's orders and work towards your goals. Come to Notre Dame Place for another chance. The staff are very welcoming and helpful and are there for you."

Al Doucette **West Prince Housing Client**



Al became a client of West Prince Housing in 2016. At that time Al was struggling with his mental health, in an active addiction and homeless. Shortly after this, he was referred to Hope Centre Clubhouse for additional support.

Over the next six years the two CMHA programs continued to support Al the best they could, but his addiction took over his life and as a result he lost several housing placements. Unfortunately, his reputation prevented him from finding housing in Prince County.

Staff at West Prince Housing talked to Al and told him about the CMHA Transitional Housing Program in Charlottetown and what it offered. Al agreed to give it a try and staff at West Prince Housing moved him to Charlottetown the following week.

Al stayed at Transitional Housing in Charlottetown for 19 months. He completed the program successfully and has been in recovery for almost two years.

In February 2024, Al moved into the new CMHA apartments in Alberton. He is now back in his home community, having regular visits with his son, and continues to work on his recovery. He is an active member of Hope Centre Clubhouse and an excellent tenant.

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. The objective of the White Cross program is to provide people, who have mental illness, a safe place to socialize in the form of dances, bingo and summer barbeques and other social recreational activities. These activities take place across PEI and are sponsored and hosted by service clubs, such as Kiwanis, Lions Club and Kinsmen Clubs and the North River Fire Department, Catholic Women's League, several community centers and Murchison Center. These events take place monthly and are attended by approximately 120 people. This year was the first time White Cross had an afternoon seniors' event, hosted at the Kiwanis Club and sponsored by The Rotary Club of Charlottetown Royalty. It was well received and attended by over 70 participants. The major event each year for the White Cross program, is an Island wide "Christmas Gift Campaign," coordinated by the White Cross Committee (comprised of individuals from CMHA and outside health agencies). The 2023 campaign delivered gifts to over 1200 people, who have mental illness, and in some cases would be the only gift they received during the Christmas season. We would like to thank our major supporters such as CUPE Local 805, McDonald's Restaurant, PEI Nurses Union, and other businesses, organizations and individuals that enable "White Cross Christmas" to continue giving and helping to improve mental health on PEI at this time of year.



Pictured: White Cross Program Coordinator, Sharon Claybourne accepts a \$1000 donation towards the White Cross Program from CUPE Local 805



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 2023-2024

700
plus online Peer Support group members supported daily

22
People participated in the 8-week Family Program

27
organizations partnered with Peer Support Workers

4
suicide loss survivors participated in Life After Suicide Loss (LASL) Program

1646
students received the I'm Thumbody program in **94** classrooms

10
information and grief kits were distributed to families experiencing suicide loss

170
participants completed Mental Health First Aid training in **7** workshops

8
Individuals received the Specialized Peer Support Worker Training program.

183
People were trained in Applied Suicide Intervention Skills Training (ASIST)

29
students were supported over **75** times in the Campus Peer Support Project

1800
PEI students from **78** classrooms participated in the ACTT for Life Program

1500+
People participated in **100+** mental health workshops and presentations



Community Education & Supports

Community Education and Supports encompasses the Community Education Team, the Peer Support Team and the work of suicide prevention and life promotion. This team approach allows for a more diverse work environment for staff offering a number of opportunities for learning and growth. Since its inception, the Community Education and Peer Support Teams have worked diligently together to meet the needs of Islanders and to be a key partner in strengthening and enhancing Islander's ability to achieve and maintain positive mental health.

Education

The Community Education Team had the opportunity to explore new areas as well as continue previous avenues for service delivery and to reach different populations over the last year.

Presentations, Workshops & CMHA's Learning, Training and Support Hub: Our Community Educators continue to see an increase in the number of groups and workplaces reaching out for presentations and workshops which are delivered both online and in-person. Topics presented ranged from, *Recovery 101*, *Navigating Relationships*, *Stress Management*, *Dealing with Anxiety* and several more related to mental health. Additionally, the Education Team partnered with local libraries, Boys and Girls Clubs, Employment Programs, and with other local organizations and businesses to offer educational sessions.



Pictured: (L) Queens County Peer Support Worker, Kate Jeffery and (R) Community Education Coordinator, France Young at the UPEI Campus Student Wellness Fair



Community Education & Supports

CMHA Family Program: Finding Hope & Building Strength: CMHA's Family Program is a free eight week in-person course that provides education, support and skills to people who are caring for a loved one living with a mental health concern. This year, staff and volunteers were able to provide this support to 22 individuals in the Queens County area.

Participants who took part in CMHA's Family Program reported that it was supportive, engaging and valuable.

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

I'm Thumbody: The I'm Thumbody program aligns with social-emotional learning principles and is offered to Grade 3 classrooms across PEI. In the 2023-24 school year, CMHA staff offered the program to every Grade 3 class across PEI which included 94 classes and a total of 1,646 students.

Supporting Community Schools in Prince Edward Island: This year, the Community Education and Supports Team worked with the Montague Community School by offering workshops on Mental Health and Wellbeing. These workshops were one of the most well attended within the community schools' offerings and as a result were requested by the community to be part of their regular schedule. Our Team delivered 8 sessions over an eight week period from January-March 2024.



Across the province, our Community Education Team served over 1500 individuals and offered more than 100 workshops and presentations.



Peer Support

Peer Support is the process of disclosing personal lived experience and recovery history to provide support, guidance, and inspire hope for others experiencing similar situations with their mental health.

Peer support clients express relief and gratitude that they can speak to someone who personally understands and can relate to them. They have gained hope for their own recovery journey, social and emotional support for life experiences, and resources for enhancing their wellbeing. Many clients have reported gratitude for the consistency and quick service from the Peer Support program.

The need for peer support across PEI has increased substantially with 153 new client intakes Island-wide and almost 2500 appointments with clients. In the last year, CMHA Peer Support has continued to bridge the gap in services for clients by providing initial and additional support. Continuing to respond to both internal and external needs, staff are now working out of all three counties on the Island with the recent hiring of Peer Support Workers in both Summerside and Alberton.

*Peer support has given me another support system to lean on when I am struggling and another cheerleader when I reach goals of mine. Just having a Peer Support Worker that I can go to when I need a non-judgmental ear to listen has meant more than anyone will ever know. I can get things off my chest, tell things that I have never told others and learn strategies that my worker has used in her recovery that helped her manage her own mental health and addiction issues. I also attend the Alberton, "Still Here" Peer Support Group and having a group of people that are also struggling helps me to not feel so alone on my recovery journey. Peer Support coming to Alberton has meant a lot to so many of us. - **Peer Support Client, Prince County***

153
New Client
Intakes
Province Wide



Peer Support

The Peer Support Team have also increased their Peer Support Group offering from five to a total of eight groups. Groups are available online and in person and offered in Montague, Charlottetown, Summerside and Alberton. Peer Support Workers have also continued to create and foster a strong, supportive community through their online, Still Here Group.

The Still Here Group has over 700 members and averages 3-4 public posts and 5-6 private requests, a day.

Certified Peer Support Worker Training: In September 2023, CMHA Peer Support alongside the University of Prince Edward Island, hosted their third Certified Peer Support Worker Training. This includes two weeks of in-person intensive training, a 42-hour practicum, and a written and oral exam. This training course increases capacity and confidence of our own Peer Support Workers as well as assist in setting a hiring standard for other Peer Support Workers across the province. To date, 28 individuals have been trained in Specialized Peer Support Worker Training.

Photo: Peer Support Graduation (December 1, 2023)



Requiring peer support workers to be certified increases their confidence and wellbeing as well as the efficacy and safety for the peers they support.

Campus Peer Support is a pilot project funded by CMHA National in partnership with UPEI and CMHA PEI, to bring the service of peer support to the university. In August 2023, students were trained and hired with the intent of offering peer support to those who need it. Within the last academic year, 29 students were supported over 75 times. This pilot project officially ended in April 2024.

One supported student stated, "I love coming to hangout in this space and chat with the peer support workers because I feel safe and my thoughts are validated."

Supporting the CMHA Learning, Training and Support Hub: Clients of CMHA's Peer Support program 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 Community Education Team has helped to foster a safe, educational environment for both staff and clients.

In an effort to build and strengthen connections with community, Peer Support Workers have partnered with over 27 organizations across PEI.



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. In the 2023-24 school year, the ACTT Workshop was offered to all Grade 9 intermediate schools in PEI with approximately 1,800 students from 78 classrooms participating.

*"I liked how informative it was. I learned so much about suicide and how to help myself."
ACTT For Life Participant*

Applied Suicide Intervention Skills Training (ASIST) is a suicide first-aid skills training that prepares individuals to be ready, willing and able to respond and intervene with a person-at-risk of suicide. This year 183 individuals across PEI were trained in ASIST.

"This workshop was invaluable to me. I feel ready & better equipped to assist in a crisis of suicide." - ASIST Participant

Life After Suicide Loss (LASL) program is a bereavement workshop for adults who have lost a loved one to suicide. Four suicide loss survivors participated in the program this past year. CMHA also supported families experiencing suicide loss and distributed 10 information and grief kits.

"This course was very helpful. I thought it was a great help and the facilitators were very caring." - Life After Suicide Loss (LASL) Participant

Communications

Throughout this past year, the Communications Team continued to educate people about mental health and create greater awareness of mental well-being through public events and awareness campaigns. At the National level, our Communications Coordinator continues to be a member of CMHA National's Strategic Communication Working Group. The group collaborates on a regular basis creating concepts, key messages and promotional planning for campaigns such as National Mental Health Week held the first week in May and working on CMHA National's Brand Modernization Project as part of Project Activate. 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

CMHA PEI's 63rd Annual General Meeting was held on October 25, 2023 at Rodd's Charlottetown Hotel. During the business meeting, Cecil Villard, Division Board President, awarded John Horrelt, with a Volunteer Long Service gold pin for his 20 years of volunteer service on both the CMHA Division and Murchison Boards. Thank you John for your continued support of CMHA. The evening also included an informative presentation delivered by Krista Shaw, Assistant Deputy Minister of Mental Health and Addictions, who provided an update on the work the province has been doing in the area of mental health and addictions. After Krista's presentation, Shelley Muzika, CMHA's Executive Director and Les Wagner, Regional Director did a short presentation on CMHA's Housing and Clubhouse Supports.

Pictured (L-R) Assistant Deputy Minister of Mental Health and Addictions, Krista Shaw, CMHA PEI Executive Director, Shelley Muzika and CMHA PEI Board President, Cecil Villard

Public Awareness Campaigns

CMHA's 72nd National Mental Health Week was held May 1-7, 2023. This year's theme, *My Story*, shined a spotlight on community-based mental health care champions, programs and communities while showcasing the importance of securing universal mental health care for all. During the week, resources, downloadable toolkits, program and service support and self-care practices were available on CMHA National's web-site. On PEI, several activities were held including kicking off the week with our 6th Annual Summerside Spring Gala at the Credit Union Place where over 100 people attended, delivering 75 appreciation kits Island-wide to CMHA donors, sponsors and community and government partners, a Walk for Mental Health in Summerside, Community BBQ's in both Summerside and Alberton, an Ice Cream Social at our Kings County office in Montague, a media relations campaign and also a social media promotional campaign highlighting CMHA PEI programs and services. [Continued on next page]

Communications

The campaign also featured videos of six CMHA staff who shared what their role was in our organization, a description of their program area and what brought them to CMHA. We feel that we offered a safe space for people to share their stories throughout the week on our social media platforms and that people really appreciated seeing stories shared from our staff. All of these are available on our Facebook page under [videos](#). [Here](#) is one story from our Peer Support Manager, Ashley Belanger.

Pictured: CMHA PEI Executive Director, Shelley Muzika (R) delivers a Mental Health Week appreciation kit to Lieutenant Governor of Prince Edward Island, Her Honour Antoinette Perry (L)



Challenge for Change Campaign



CMHA PEI launched a one-year educational campaign on September 10, 2023, to coincide with World Suicide Prevention Day (WSPD), which is recognized internationally as a day to promote understanding about suicide and those impacted by a suicide attempt or loss. Following on the theme of WSPD, *Creating Hope Through Action*, our organization launched its own campaign, *Challenge for Change*, with the vision of improving mental health for all Islanders, reducing stigma around mental health issues and mental illness and increasing positive changes around mental health and life promotion. Throughout the year, CMHA has been challenging people to 1) FIND their lighthouse (what is your beacon in life's challenges?) 2) STAY committed to increase your wellbeing (enroll in one of CMHA PEI's sessions, training or events and educate yourself about life promotion and 3) CELEBRATE with CMHA PEI to "Light up the Island for Change" on September 10, 2024. On that day, CMHA PEI is planning a promotional event to celebrate the end of the campaign. More information is available on the campaign [web-page](#). The campaign is also being promoted on CMHA PEI's social platforms and informational postcards and posters are being distributed at all of our educational presentations, training, wellness fairs, and special events.

Communications

Social Media and Digital Content

Exciting things have been happening in the social media world this year. CMHA PEI's social media presence continued to grow over 2023-2024. We saw an increase in engagement, and all of our pages experienced audience growth, including the newest platform addition, Threads. We continued to use primarily organic posting on our channels to achieve the goals laid out at the beginning of the April 1, 2023 time period. We also implemented our first Social Media Strategy in January 2024.

CMHA PEI added Threads to its social media handles in February of 2024, and with integration through Instagram, we are seeing a steady increase in the audience following on that platform. As of March 31, 2024, our Threads audience sits at 206 followers. While Threads is still in its early days, it offers CMHA PEI the opportunity to reach a new audience, and the ability to grow brand awareness as the platform itself continues to grow and modify.

A Social Media Strategy was implemented on January 2, 2024, with an overall goal to increase our brand awareness by 10% across CMHA PEI's social media channels. The strategy has a primary focus on CMHA PEI's Facebook and Instagram platforms. To support this goal, updated content focused on educating our audiences about CMHA PEI programs and services has been created and implemented and this content will guide the audience from social media to our website to learn more about what we do. From January 2024 to January 2025, every three months, Key Performance Indicator (KPI) reports will be executed to measure and monitor social media activity and ensure the strategy is still working towards the overall goal. These reports will help to identify any adjustments needed, things that are working as well as not working, and to see if there are additions or opportunities for CMHA PEI to continue growing brand awareness and our overall online presence.

Our Current Followings as of March 31, 2024 are as follows:

 **Facebook - 886 Followers**
(up from 572 followers, a 55% increase over last year)

 **Instagram - 1,793 Followers**
(up from 1,533, a 17% increase over last year)

 **Twitter - 927 Followers**
(up from 859, an 8% increase over last year)

 **LinkedIn - 146 Followers**
(up from 61, a 139% increase over last year)

 **Threads - 206 Followers (new audience)**

3,958
Total number of
followers across 5
Social Media
Channels



Fund Development

As we reflect on the past year, we are immensely grateful for the generous support and unwavering commitment of our donors, partners, and community members. Together, we have made significant strides in advancing mental health awareness, providing essential services and fostering a culture of understanding and acceptance. Our fundraising efforts have been instrumental in enabling us to expand our programs and services and reach more individuals in need. Every contribution, no matter the amount, has empowered us to make a meaningful difference in the lives of those affected by mental health challenges. Thank you for standing with us as we continue this vital work and strive toward a future where mental health is prioritized and accessible for all.

The following are CMHA PEI's major fundraising events for 2023-2024:

Annual Summerside Spring Gala

The 6th Annual Summerside Spring Gala presented by Prince Edward Aqua Farms, took place on Friday, April 28th, 2023 at the Veteran's Convention Centre in the Credit Union Place. The evening was the kick-off for CMHA's Annual Mental Health Week. The event included a three-course meal provided by 5ElevenWest Catering and was hosted by Comedian, Patrick Ledwell. Over 150 guests attended to hear a powerful story from Meaghan Grant, one of CMHA's Peer Support Workers, who told her story of struggle and recovery from addiction and mental illness. Guests also viewed a testimonial video from a client of CMHA West Prince Housing. Musical entertainment throughout the evening was provided by Dennis Ellsworth and Dan Currie. Many thanks to all of our sponsors and community businesses who provided prizes for our silent auction. The event raised just over \$30,000 for programs and services of CMHA PEI.



Pictured (L-R): Teresa Hennebery, Deputy Minister of Social Development and Seniors, Meaghan Grant, Guest Speaker, Shelley Muzika, CMHA's Executive Director, Emcee, Patrick Ledwell and Hon. Barb Ramsay, Minister of Social Development and Seniors



Fund Development

23rd Annual Golf for Life

Due to the devastating effects of Hurricane Fiona in September of 2022, CMHA's 23rd Annual Golf for Life Tournament was postponed until July 6, 2023. The Tournament was held at Andersons Creek Golf Course in Stanley Bridge with perfect weather conditions! The 31 teams that participated teed off at a shotgun start in this Scramble Style Tournament. There were plenty of opportunities for the golfers to have some fun out on the course with our Hole in One Contest, Putting Contest (sponsored by Hansen Solar Energy), draw prizes and the Funny Team Photo Contest. Golfers also enjoyed some great food at the BBQ sponsored by Sobey's. In the end, over \$52,000 in net proceeds was raised to support mental health programs and services offered in PEI. Special thanks to our major sponsors for the event: *Signature Sponsor* - Prince Edward Aqua Farms; *Gold Sponsors* - Bell Aliant, Leading Edge Group, & Subaru of Charlottetown; *Silver Sponsors* - Provincial Credit Union, 720 Solutions Inc., Kent Homes, Arsenault Bros. Construction, Air Canada and Sobey's Allen Street location. We can't thank you enough for the continued support of our annual fundraiser and to all the golfers who support us each year. This event is always a great opportunity to network with the community and spread the message on stigma reduction, suicide awareness and prevention and recovery.



23rd Annual Golf For Life Signature Sponsor Cheque Presentation

Pictured: Prince Edward Aqua Farms Inc. Co-Owner John Paquet and General Manager, Jerry Bidgood, with CMHA's Board President, Cecil Villard, and Crystal Burrows, CMHA's Director of Finance, Administration & Corporate Support



Fund Development

14th Annual Women & Wellness

The 14th Annual Women & Wellness sponsored by Bell Let's Talk was held on Saturday, November 4th at Murchison Centre in Charlottetown. This year's event was emceed by Ocean 100's Morning Show Co-Host, Jill Chandler. The sold-out audience heard impactful stories of hope and recovery from Tracy Garins-Brioux of Reset Breath and local artist, Emily Howard. Emily also did a live painting throughout the evening, which was auctioned off at the end of the night. Guests were also entertained by local group, Lady Soul. In the end, \$30,000 was raised to support CMHA PEI's programs and services that provide Islanders access to mental health and wellbeing resources and supports.



Women and Wellness 2023
Pictured: Guest Presenters, Emily Howard and Tracey Garins-Brioux along with Emcee, Jill Chandler

The Push Up Challenge

CMHA's 1st Annual Canadian Push Up Challenge was held from February 1-23, 2024. It was a tremendous success with nearly 50,000 people participating throughout Canada. The event challenged people to do 2000 pushups over a 23-day period in February, which helped push their physical ability and also learn valuable mental health facts at the same time. A fit body and a calm mind can't be bought. Getting active during one of the hardest months of the year and raising much needed funds for our organization was a great achievement. CMHA PEI's very own long-time volunteer, John Horrelt and former member of our Board of Directors, was #5 in the country in fundraising, raising \$5,385 all by himself. Thank you, John, for your generous support and enthusiasm. We will be back for next year's event which takes place February 11-28, 2025. Stay tuned! [Continued on Next Page]





Fund Development

Here are the results from the first ever Push-Up Challenge:

44,938,282 Push-Ups completed across Canada

\$2,422,691 Total raised across Canada

49,571 Participants across Canada

290 People Supported CMHA-PEI

\$19,032 Total raised for CMHA-PEI

20 Team Members - CMHA PEI STAFF

\$4,270 Team Total Raised - CMHA PEI STAFF (Ranked 45th place in Canada)

28,004 Total Push-ups (or variations) for CMHA PEI STAFF



Photo: CMHA PEI Division Staff Kicking off The Push-Up Challenge

Pictured: (L-R) Executive Director, Shelley Muzika, Fund Development Coordinator, Brian Tremblett, Director of Operations Murchison Foundation, Melanie Saunders, Communications Coordinator, Lori Morris and (Front) Accounting Technician, Meredith McCarville



Fund Development

Community Third Party Fundraisers

Thank you to the following Community Third Party groups and individuals for organizing fundraising events in support of CMHA PEI. Your dedication and commitment to raising awareness and funds make a profound impact to support those in need.



Pictured: Sammy and Reid's Sweethearts

PEI Marathon

The PEI Marathon was held over the weekend of October 13 – 15, 2023 in downtown Charlottetown. This two-day event included categories for every runner or walker. On Saturday, the 10k Run/Walk, 5k Run/Walk, 2k Wheelchair and Free Kids Fox Trot categories were held. While on Sunday, the Full Marathon, Corporate/Team Relay, Half Marathon Run/Walk and the 16k Run/Walk took place. CMHA issued a challenge for all teams who participated in the Subaru of Charlottetown Corporate/Team Relay by offering weekly sign up prizes plus a prize for the top fundraising team. Congratulations to Team, "Sammy and Reid's Sweethearts," that raised an amazing \$5772.02 for CMHA PEI. Special shout out to our top individual fundraiser, Gaylene Fitzpatrick who raised \$485. Visit www.peimarathon.ca for more information on annual marathon events.

Moo Let's Talk

The 7th 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 22, 2024, and was hosted once 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 COWS 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, and 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.



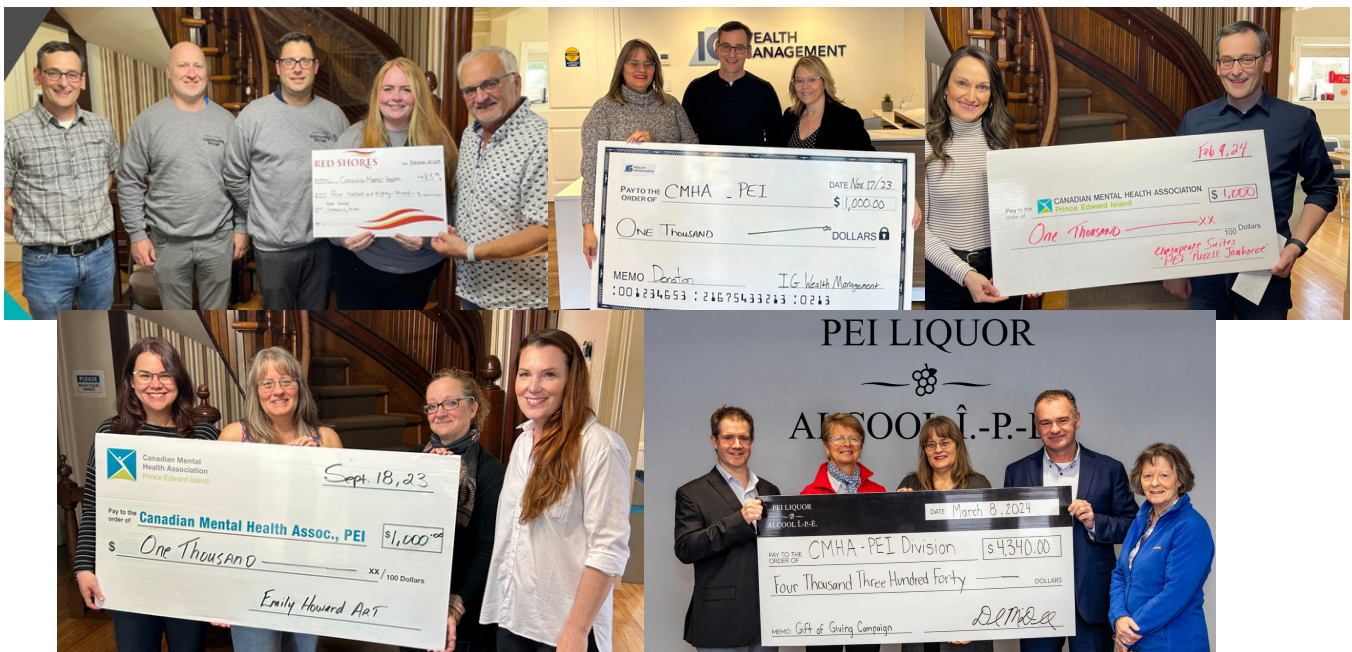
Pictured (L-R): CEO of COWS Inc., Chad Heron, CMHA PEI Executive Director, Shelley Muzika, CMHA PEI Board President, Cecil Villard and Moo Let's Talk Ambassador and Comedian Patrick Ledwell



Fund Development

Other Third-Party Fundraisers:

- Murphy Hospitality Group – Self Love Saturday
- Mucho Burrito – 1st Anniversary Fundraiser
- IG Wealth Management
- Debby Brady – Oyster Art Book Sale
- Emily Howard Art – Art Sale Fundraiser
- Willy Cudmore Run
- Scott Chandler – Charlie Chaplin Tribute, “Oh Charlie”
- Jonah Anderson – Elvis Show
- Red Shores – Ambassador Program & Community Fund, Give Back Campaign – Shaelyn Crane-Peterson, Gold Cup Ambassador
- Chesapeake Suites – Annual Puzzle Jamboree
- Brackley Drive In Car Show – Bob Boyle, Owner of Brackley Drive In
- CUPE Local 805 – White Cross Fundraiser



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

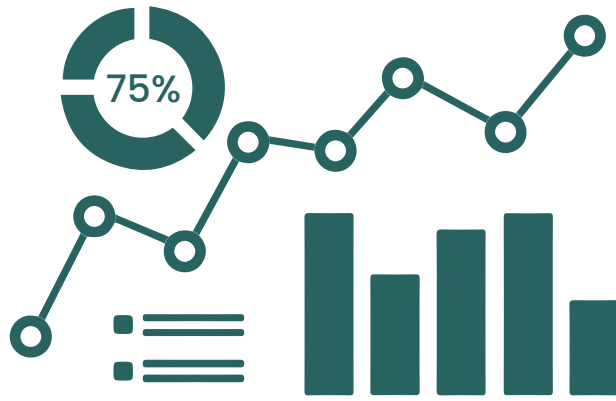
Major Contributors

Thank you to the following Major Contributors 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.

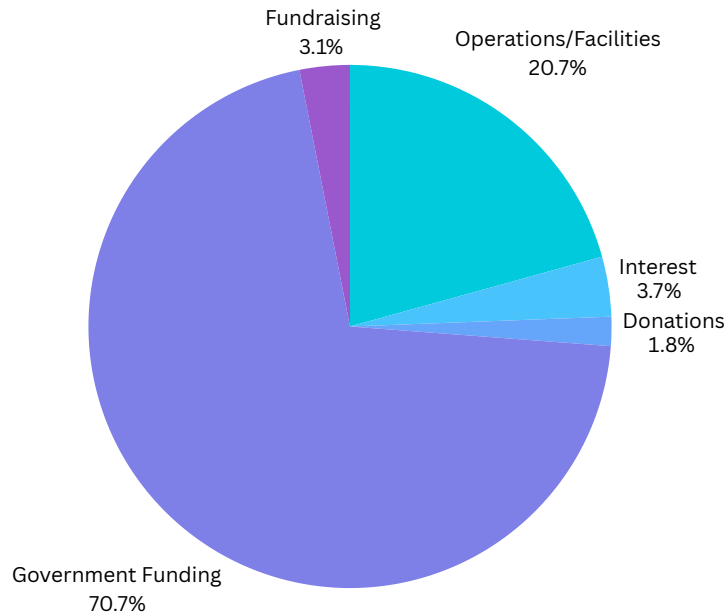
- PEI Liquor Commission - Charity of the Month/Gift of Giving
- Bell Let's Talk - Golf for Life/Women & Wellness
- Prince Edward Aqua Farms - Summerside Spring Gala/Golf for Life
- COWS Inc. - Moo Let's Talk
- TL Ferguson Ltd.
- Subaru of Charlottetown - Golf for Life/Women & Wellness
- Enterprise Holdings Foundation
- Building Owners & Managers (PEI/NB) BOMA Gives Back Campaign
- Island Coastal Services
- Provincial Credit Union
- Kent Building Supplies

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](#).

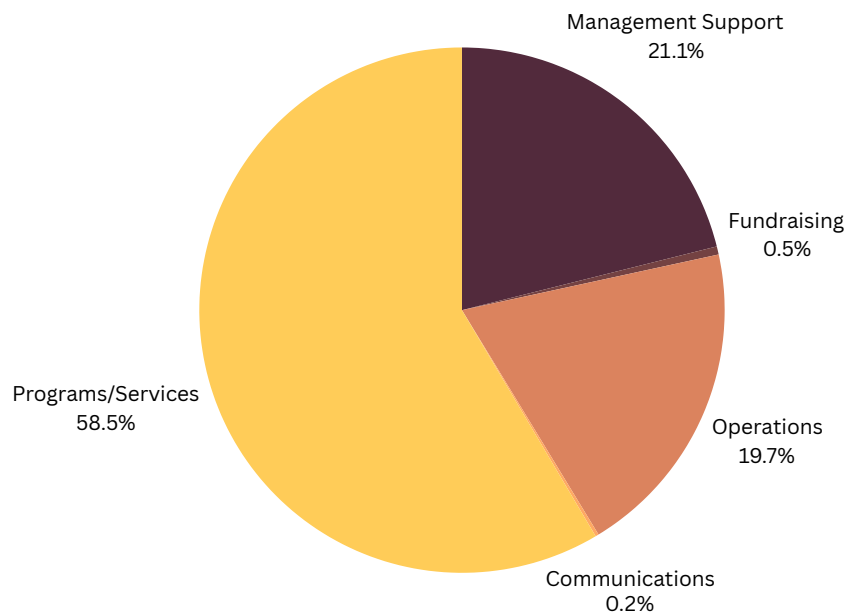
Financial Report



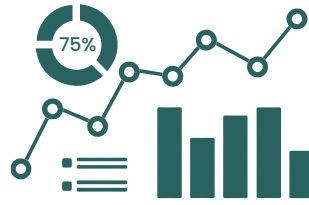
REVENUE
\$9,363,055



EXPENSES
\$9,372,126



Financial Report



REVENUE
\$9,363,055

EXPENSES
\$9,372,126

Excess of Revenue to Expenses
<\$9,071>

Financial Notes

CMHA has continued to prioritize sustainable growth following the years of significant expansion. The fiscal year 2023-2024 marked the completion of the 10-unit modular building in Alberton, with occupancy beginning in January 2024. This exciting project reflects CMHA's commitment to addressing the housing needs of Islanders with mental health issues through innovative and responsive solutions.

We remained committed to ensuring that CMHA's spending on programming is focused on providing effective support and services to Islanders, helping them access the resources they need for better mental health and well-being.

Overall, the fiscal year ended with a deficit of \$9,071, with total revenues of \$9,363,055 and expenses of \$9,372,126. Fundraising efforts rebounded strongly during the year, highlighted by the return of Golf for Life, which raised \$54,000, restoring a key funding source for CMHA after cancellations in the previous years.

During the year, \$94,000 was used from reserves for necessary building repairs, while \$81,000 was replenished back into the reserves from interest and allocations. At year-end, the reserve balance was \$1,593,806 which will provide a solid foundation for future investments in housing and property sustainability.

To ensure the long-term success of our programs, we have continued to invest in staff training across safety and mental health disciplines, equipping our team with essential skills to meet the evolving needs of the community.

CMHA remains grateful for the support from funders, sponsors, donors, and fundraising groups. The generosity allows us to support Islanders on their mental health journeys and provide vital programs and services that improve their quality of life. As we plan for the future, CMHA will focus on strengthening financial sustainability, investing in essential programs, and maintaining the momentum to expand access to mental health services and affordable housing for the community.

Shelley Muzika
Executive Director



Committees & Volunteers

ADVISORY COMMITTEE

Notre Dame Place Clubhouse

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

MANAGEMENT COMMITTEE

White Cross

Kim Bulger, Josh Lavigne, Sheri Spatuk, Cheryl Young

Nominating Committee Report

Nominated to the Board:

One Year Term

Cecil Villard
Deborah Wood Salter
Josh Egan
Steve Dowling

Two Year Term

Linda MacAulay
Michelle Morrison
Tina Pranger
Fred Horrelt

Three Year Term

Colin Campbell
Jamie Arsenault

Nominating Chairperson

Colin Campbell

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, Heather Campbell, Melissa Godfrey, Giselle MacKinnon, Teressa Peters, Jannah Toms and Sara Townsend

Women and Wellness

Marg Connolly, Kate Cudmore, Linda MacAulay, Michelle Morrison and Michelle Murphy

Golf for Life

John Horrelt and Scott Gosson



Volunteers for the White Cross Christmas Gift Campaign pictured with White Cross Coordinator, Sharon Claybourne and CMHA PEI Executive Director, Shelley Muzika

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
Mental health for all

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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@Canadian Mental Health Association (PEI Division)