

CANADIAN MENTAL HEALTH ASSOCIATION GREY BRUCE ANNUAL REPORT 2021-2022



Canadian Mental
Health Association
Grey Bruce
Mental Health and Addiction Services

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MESSAGE FROM THE BOARD CHAIR & CHIEF EXECUTIVE OFFICER

In a busy world we do not often make time for reflection, so sitting down to look back at 2021-2022 and compile this report was a satisfying exercise. We are very proud to highlight the achievements of our staff who accomplished great things under difficult circumstances – they are simply the best!

Topping the list of successes is achieving designation with Accreditation Canada as a health care organization that meets specific standards for delivering safe, high-quality services. Reviewing processes to enhance efficiency, quality, safety, and privacy is ongoing and we're building capacity to monitor and report on these areas through the work of our Quality Improvement team.

Employees participated in Guarding Minds at Work, a survey that looks at psychological safety. For a young organization such as CMHA Grey Bruce (formed in 2018), we're pleased to have seen strong scores for staff engagement and positive work culture.

Housing and homelessness are areas of considerable concern for many parts of the country and this past year our agency doubled up efforts to work on addressing issues locally. Two new roles were introduced: Facilities Manager and Housing Manager. This permits 24-hour management expertise of apartments and other lodging arrangements in place for CMHA clients. The team continues to build rapport with property owners and actively look for new housing opportunities across Grey Bruce but with a focus in Owen Sound and Hanover where demands are greatest.

It is important to note that, although we have had significant achievements this year, we are facing a significant financial challenge caused by successive governments choosing not to enhance base funding and allow community mental health and addiction agencies to keep up with rising cost. Without increases to our base funding we must cover rising operational costs by keeping positions vacant, which in turn reduces our capacity to deliver service. In partnership with CMHA Ontario, and the other CMHA Branches, we will be embarking on a campaign to highlight this issue during the upcoming provincial election.

We move into the next fiscal stronger and steadfast in the knowledge that together, we're truly making a difference. Thank you for placing trust in CMHA Grey Bruce as we work to serve the community.



Sean McMurray
Board Chair



Clark MacFarlane
Chief Executive Officer

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."
– Margaret Mead

VISION, MISSION, VALUES



VISION

We will create an inclusive community inspiring hope, choice and well-being for all.



MISSION

At CMHA Grey Bruce we cultivate hope, resilience and community for those who live with, and are impacted by, mental illness and/or addiction.



VALUES

We are driven by our values of compassion, dignity, inclusivity, integrity and choice.

SNAPSHOT OF CMHA GREY BRUCE



- not-for-profit
- registered charity
- governance via board of directors
- part of a national organization

BOARD OF DIRECTORS & COMMITTEES

BOARD OF DIRECTORS 2021-2022



Sean McMurray
Chair (Thornbury)



Lynda Legge
Vice-Chair (Chesley)



Jennifer Akitt
Treasurer (Durham)



Clark MacFarlane
Secretary (Owen Sound)

DIRECTORS



Paul Biggin
(Clarksburg)



Susan Boron
(Elmwood)



Lindsey Glazier
(Ayton)



Holly Goodings
(Sauble Beach)



May Ip
(Owen Sound)



Ginelle
MacDougall
(Owen Sound)



Ejaye McComb
(Georgian
Bluffs)



Yvonne
McCutcheon
(Owen Sound)



Daryl Minifie
(Priceville)

FINANCE COMMITTEE

Jennifer Akitt (Chair)

Paul Biggin

Holly Goodings

GOVERNANCE COMMITTEE

Susan Boron (Chair)

Paul Biggin

May Ip

Daryl Minifie

QUALITY IMPROVEMENT COMMITTEE

Lynda Legge (Chair)

Lindsey Glazier

May Ip

Yvonne McCutcheon

STRATEGIC DIRECTIONS 2022-2025

WE WILL ADVANCE MENTAL HEALTH AND ADDICTION SERVICES IN GREY AND BRUCE COUNTIES BY BEING A LEADER THAT WILL:

01

Deliver high quality, person-centred mental health and addiction services

- Implemented Single Access Point for Services Via One-Number for all Agency Programs
- Client Intake Consent Forms Streamlined to Reduce Inconsistency/Redundancy
- Director of Client Services Position Created and Hired

02

Work with system partners to build on and transform care pathways so people experience a well-coordinated, seamless, safe and effective service system

03

Foster staff wellness

- Staff webinars offered: Empathic Strain & Secondary Trauma, How Challenging Work Changes Us • Guarding Minds at Work staff survey conducted
- Greatest strengths = Engagement, Protection of Physical Safety
- Areas to strengthen = Organizational Culture, Clear Leadership & Expectations

04

Strengthen organizational health, safety and excellence

- Created and hired manager of Quality Improvement and Privacy position
- Successfully maintained accreditation
- Created and hired Data Analyst position
- Participated in E-QIP to develop Board QI committee

AVAILABLE PROGRAMS & SERVICES



MENTAL HEALTH PROGRAMS AND SERVICES

- **Counselling & Intensive Case Management**
- **Court Support**
- **Outreach**
- **ID Clinics**
- **Peer Support**
 - ▶ Family Support Program
 - ▶ Mental Health & Addiction Peer Support – Probation & Parole
- **Youth Awareness & Education**
- **Social Recreation, Rehabilitation**
 - ▶ The Coach House, Markdale
 - ▶ The Dory, Kincardine
 - ▶ The Green House, Wiarton
 - ▶ The Loft, Hanover
 - ▶ Union Place, Owen Sound
 - ▶ Fresh Roots Café & Catering
 - ▶ Fresh Roots Food Forest & Gardens
 - ▶ Group Services, Owen Sound
 - ▶ Group Services, Hanover

- **Housing and Support Services**
 - ▶ Residential Program
 - ▶ Apartment Program
 - ▶ Portable Housing Benefit Program
 - ▶ Community Homes for Opportunity (CHO)
 - ▶ Safe Beds
- **Mobile Mental Health and Addiction Response Team (MMHART)**
- **Housing, Outreach, Wellness (H.O.W.)**





ADDICTION PROGRAMS AND SERVICES

• Counselling

- ▶ New Directions for Alcohol, Drug & Gambling Problems
- ▶ Pregnant & Parenting Addiction Counselling
- ▶ Concurrent Disorders
- ▶ Court Support
- ▶ Choices Drug & Alcohol Counselling for Youth
- ▶ G&B House, Recovery Home for Men 16+ Years of Age
- ▶ Addiction Supportive Housing (ASH) Program

• Peer Support

- ▶ Family Support Program
- ▶ Mental Health & Addiction Peer Support – Probation & Parole

Community Drug and Alcohol Strategy

CMHA Grey Bruce is the host for the Community Drug and Alcohol Strategy - a multi-sector collaborative project that aims to reduce harms associated with substances. Find out more at www.drugstrategy.org.



Men's Programs

- Partner Assault Response (PAR)
- My Dad's Group
- Male Survivor Program (Sexual Abuse Counselling)



PROGRAMS & SERVICES HIGHLIGHTS

MEETING INDIVIDUALS WHERE THEY ARE AT

Stephanie Burley, Program Manager – Addiction Services

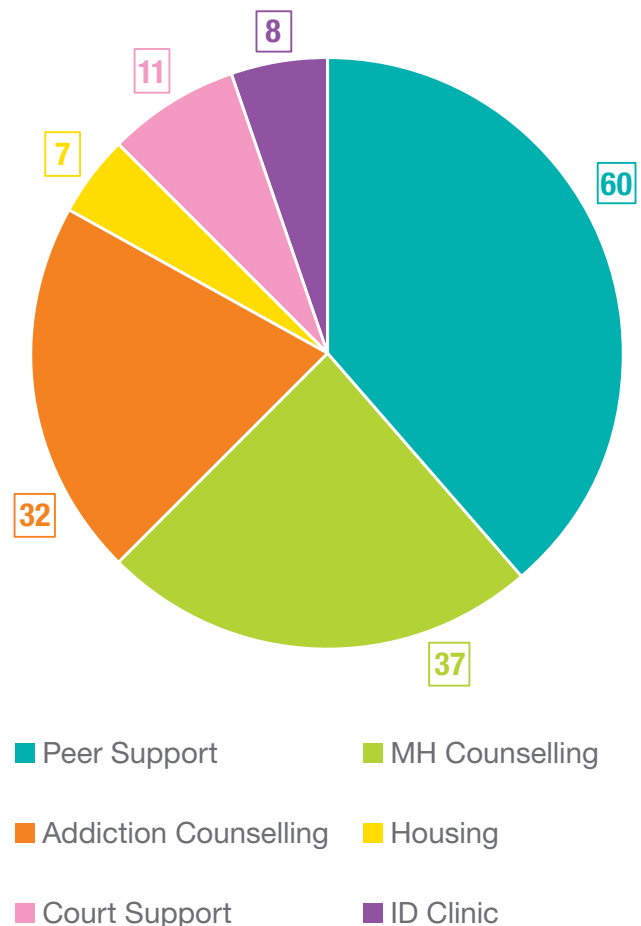
Supportive Outreach Services (SOS) sprang to life the summer of 2021 in a spontaneous, albeit organized manner as the result of a COVID-19 outbreak at a rooming house in Hanover. Approximately 40 vulnerable individuals were involved and it became apparent very quickly there was a need for coordinated support services. CMHA Grey Bruce provided mental health and addiction support to residents of the rooming house and liaised with other community partners to get necessary supports in place.

The model developed to deal with the Hanover crisis soon expanded to neighbouring Owen Sound and SOS then had a presence at three regularly occurring fixed locations – the Hanover Civic Centre, Owen Sound Farmers' Market, and Stone Tree Residences. Partner organizations made powerful connections with community members who were seeking support in areas of housing, food insecurity, personal items, health care, addiction medicine and mental health and income support. A mobile SOS team came into play in February 2022 to expand the reach of services even further. The mobile multidisciplinary team consisted of a nurse practitioner (Grey Bruce Health Services), community paramedic (Grey County), social navigator (United Way Bruce Grey) and two Harm Reduction Mental Health counsellors (CMHA). Community members were met where they were at and in their time of need by experienced, caring professionals.

The fixed and mobile SOS initiatives demonstrated that there is significant need in our community for these types of innovative and client-centred projects. As needs of community members shift, so too must services to meet those needs.

I'm proud of the Addiction team's involvement in this joint effort and thank them for staying strong during such a trying time. They truly demonstrated CMHA values of providing compassion, dignity, and choice for all.

**Fixed Site Interactions with CMHA Grey Bruce
October 2021 - March 2022**



FRESH ROOTS CAFÉ... A DREAM BECOMES REALITY

*Teresa Pearson, Program Manager
– Psychosocial and Social Recreation*

True to our motto, “A home, a job, a friend”, Fresh Roots Café opened January 12, 2022. It was the culmination of five years of envisioning, planning, and sourcing which was brought to life by the people working at our thriving business in downtown Owen Sound. Fresh Roots Café and Catering is an innovative social enterprise focused on employing people with mental health experience and offering fresh affordable food. Our Pay It Forward board allows people to purchase café items for other community members. Local artists display and sell their artwork. Produce from our garden program are used daily to create wonderful dishes and locally grown and produced items such as lavender, teas, salsa and BBQ sauce are available.

The café offers a warm, inviting atmosphere that’s quickly become a popular spot for a cup of Joe and a chat with a friendly patron. When in downtown Owen Sound, stop by to experience Fresh Roots Café.



SOCIAL ENTERPRISE OFFERS MEANINGFUL WORK

*Teresa Pearson, Program Manager
– Psychosocial and Social Recreation*

James Kowalski has been employed with CMHA since 2018. He started in our community garden program, moved over to the café washing dishes then to the prep line and is now cooking. Above all, James appreciates being accepted for who he is. He knew right away that working in CMHA’s café was going to be comfortable because his worker was able to accompany him to the interview to lessen his nervousness. And when occasionally a medication change may cause him to have an off day, he can talk to chef and patience and understanding are shown.

School was quite challenging for James when he was younger. He would often get frustrated with himself and was quite concerned about having to

acquire Safe Food Handling Certification. James worked hard and was successful in earning his certificate with a score of 96 per cent! This accomplishment made him so happy and confident he commented that he might study for his driver’s license next!

Employing people with mental health experience is at the heart of our social enterprise initiatives and we’re proud to have James as part of our Fresh Roots Café team.



PLASTIC SLEEPING MATS MAKE A DIFFERENCE

April Torrie, Social Rehabilitation Coordinator

During the summer of 2021 one of our Union Place members, Pat Reain, came to staff with the idea to create plastic sleeping mats for those in the community that were sleeping outdoors. Word of the initiative got out and as a result an amazing number of milk bags were donated towards the project.

One of the most common ways individuals received mats was through our brunch program. Each morning we have conversations with folks when they come to Union Place for brunch. This is an opportunity for positive interaction, to inform about local services and a chance to inquire about sleeping circumstances and hand out a mat when needed.

Not only did the mat-making project give back to the community but it also highlighted the skills and dedication of Union Place members. Some put their crocheting talents to work to create mats and others learned a new weaving technique from an online video. Each mat took approximately 500 bags and well over five hours to complete. Members expressed gratitude for having the opportunity to give back to the community and how much they looked forward to the mat-making afternoons.

Nancy Morris commented that, "it means a lot to me, and I love doing it."

This was a wonderful undertaking, and our members were delighted that their idea sparked such positive response and community support. They've also gained new skills, developed camaraderie, and helped community members in needs. Well done Union Place members!

"To me the mat-making means we are helping those in our community, and nothing is more meaningful, inspiring or encouraging than that. I would love to see us have the mat-making group be an ongoing year-round group. I know I would be there at every group."

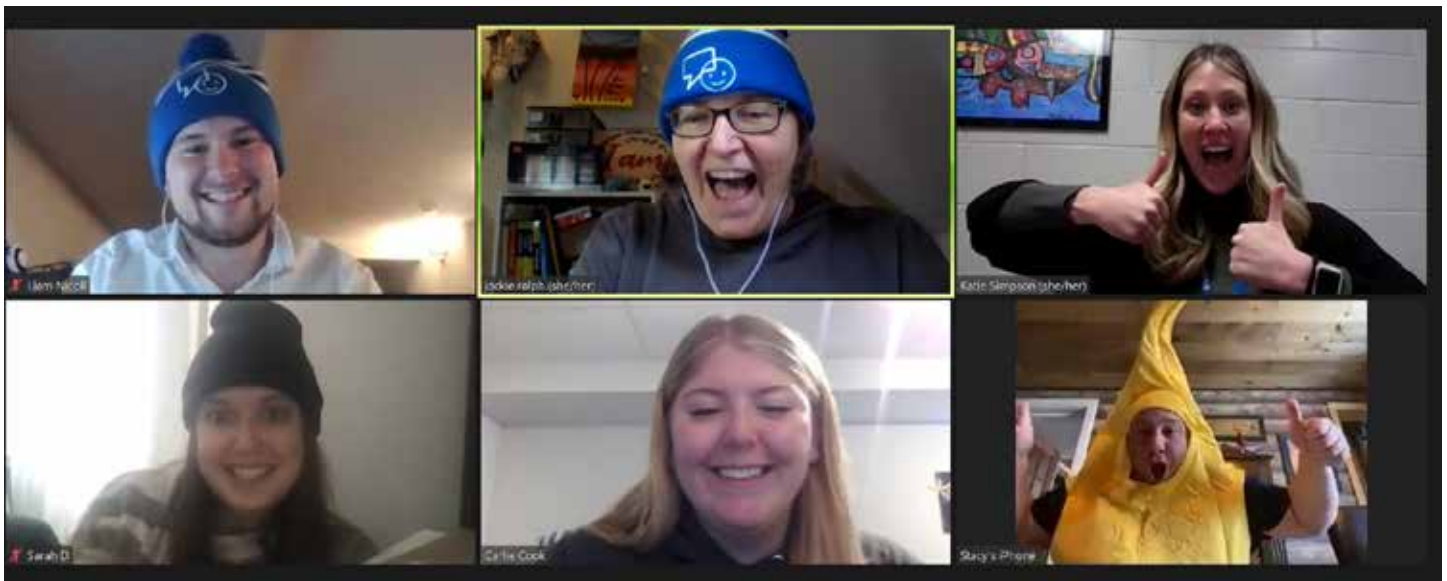
– Christina B.



YOUTH AWARENESS AND EDUCATION

Jackie Ralph, Youth Awareness and Education Supervisor

As the COVID-19 pandemic continued to impact local communities, the mental health of children and adolescents was especially affected. It comes as no surprise that young people reported a higher incidence of anxiety, depression, tension and stress and many identified that they experienced challenges associated with loneliness, isolation, changes in normal routines, online learning, family financial struggles, etc. Additionally, many children identified with feeling overwhelmed or unable to cope. With this in mind, our Youth Education and Awareness programs - FAN Club (K to grade 5) and Let's Talk and Talk Today (grades 6 to 12) were more relevant than ever. Providing young people with the tools they need when faced with mental health struggles and learning how to ask for help was (and is) incredibly important. Thankfully, our team had already adapted to a virtual model the previous year which meant we had the process in place to reach even more youth across Grey-Bruce.



HOLIDAY SPIRIT ON DISPLAY ... THE CHRISTMAS STORE

Prior to the pandemic, an annual Christmas party had traditionally been held that was attended by staff and clients and it was a jolly time that everyone looked forward to. As the pandemic meant these types of gatherings weren't possible, the idea of The Christmas Store was born to extend some holiday spirit to those we support. The store is an office space transformed into a wonderful shopping experience with everything from sweaters and gloves to jewellery, books, and artwork; all donated and collected over several months. Clients visit the store to shop for family and friends, are assisted by cheery elves and can even have their purchases gift wrapped. Staff, volunteers, and board members come together to make this magical day happen and it fills everyone's heart with warmth and gratitude.



Staff Wellness ... Simple Words Speak Volumes

Recognizing the power of saying things such as “thank you” and “way to go”, the Peer Support office has an appreciation board for staff to recognize a colleague for a kind gesture, for going above and beyond to assist a client or to say thanks for a little extra help on a hectic day. The notes are added to the board throughout the month then taken down and given to the respective staff members. The notes serve as a reminder that kind gestures are seen, appreciated and contribute to a positive workplace.



ACCREDITATION UPDATE



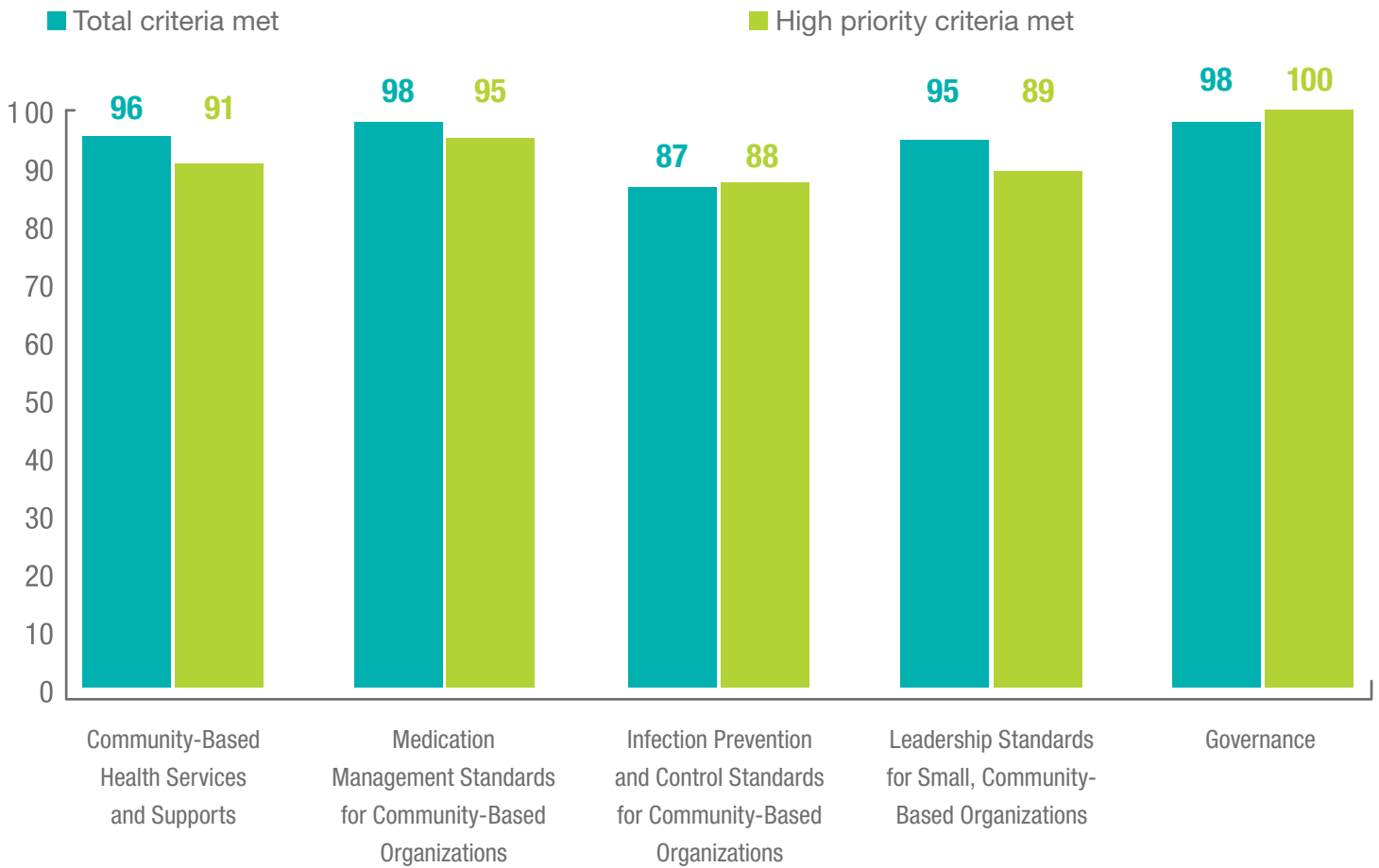
Beth Debrone, Manager of Quality Improvement and Privacy

In October 2021, CMHA Grey Bruce underwent its first accreditation survey as an amalgamated agency. With two legacy organizations holding Accreditation Canada recognitions it was important to try to live up to the standard that had been set. An accreditation certification is not just a certificate on the wall, but it is a commitment to quality improvement, something that is a high priority for our agency. Months of work went into harmonizing legacy organization policy manuals, exploring and uncovering the processes in place within individual teams, and documenting evidence to support the standards. Within a month of the survey dates, we were advised that one of our two surveyors was unable to participate in the survey and we might be facing a postponement. While many people might jump at the chance to have an extension, we were ready and did not want to delay the survey any longer. We opted to move forward with the original dates but with only one surveyor who had a lot of ground to cover. Three additional days were tacked on to our schedule and we set out to proudly show off our agency.

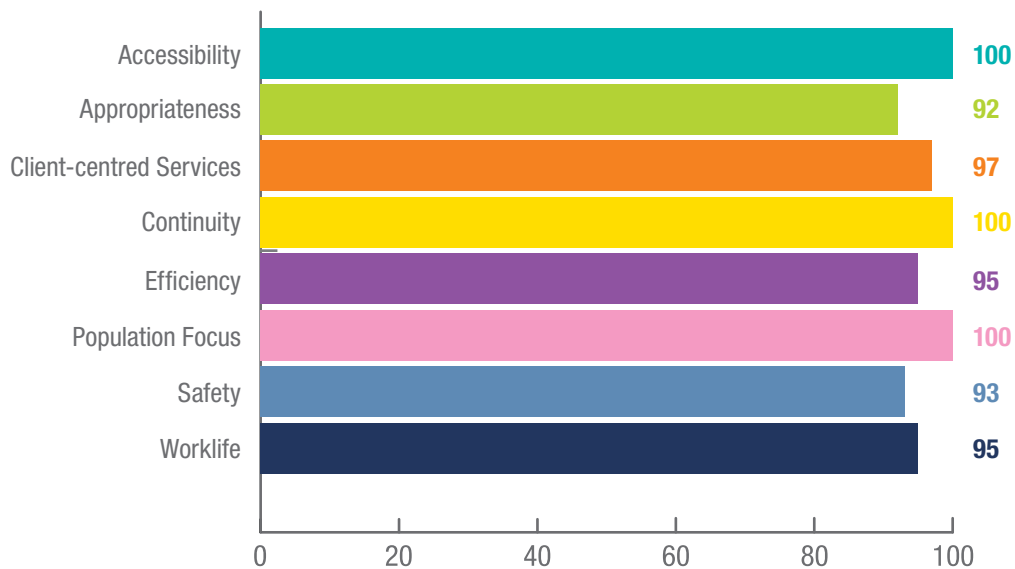
The survey was such a positive experience and an incredible opportunity to highlight the amazing work being done. While we had some takeaways that need action by November of 2022, we met 94 per cent of the applicable standards to be ACCREDITED! We were excited to celebrate this amazing achievement with staff and their families and after postponing due to COVID-19 concerns we were able to get together in March of 2022 for sleighrides, campfire, s'mores, crafts, and camaraderie.



STANDARDS: PERCENTAGE OF CRITERIA MET



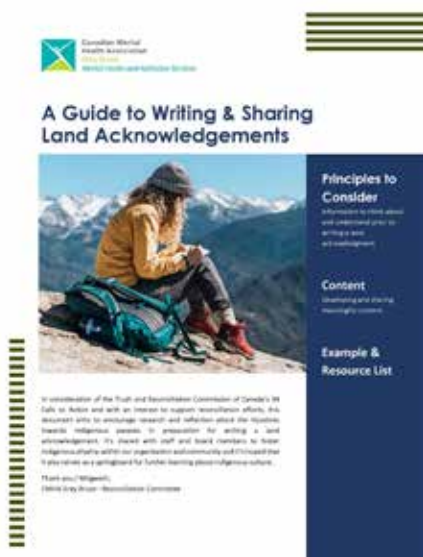
Quality Dimensions: Percentage of Criteria Met



ON A PATH OF RECONCILIATION

Grey and Bruce Counties are on the traditional territory of the Saugeen Ojibway Nation consisting of The Three Fires Confederacy: Ojibway, Odawa, and Pottowattami. With a large Indigenous population and a desire to create stronger relationships, a Reconciliation Committee was struck in January 2022. Terms of reference were written and work plan built starting with education sessions at staff meetings. “A Guide to Writing & Sharing Land Acknowledgments” was developed which encourages research and reflection about injustices towards Indigenous peoples in preparation for writing a personal land acknowledgement. This resource was shared with staff and well attended virtual workshops were held to review how to compose an acknowledgement and receive guidance on proper pronunciation of names and places.

With the Truth and Reconciliation Commission of Canada’s 94 Calls to Action in mind, the committee looks forward to fostering Indigenous allyship within the organization and serving as a springboard to further learning about Indigenous culture.



SERVICE STATISTICS



2,045
individuals served



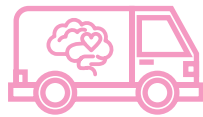
2,894
information and
referrals



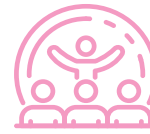
1,397
virtual group
sessions



3,329
in-person
group sessions



1,015
individuals served
Mobile Mental Health and
Addiction Response Team



25,911
clients served through
group sessions
(in-person and virtual)

A FEW WORDS FROM OUR CLIENTS ...

"My worker goes above and beyond for me everyday and she's the only reason I've learned to believe in myself. I wouldn't be clean right now if it wasn't for her."

"The services provided have been very good over the years and have made my confidence level stronger."

"I didn't originally seek out services - they found me when I was in need which was great."

"The best program I've ever been a part of."

"Staff is non-judgmental. They encourage you to be your best self."

THANKS TO OUR COMMUNITY!

Heather Anderson, Fundraising, Special Events and Media Relations Coordinator

As the effects of the pandemic continued to ebb and flow throughout 2021-2022, fund raising for our non-government funded programming had to evolve to include more digital appeals, virtual events and third party initiatives.

In 2021, our signature fund raising event - **Ride Don't Hide** moved to a completely virtual platform. The event encouraged participants to take part in healthy activities on their own time such as cycling, walking, running or more passive events such as yoga or meditation. This virtual celebration featured a live streaming video by local media company CTRE Productions and was hosted by CMHA Grey Bruce employee -Jon Farmer. The video showcased local riders and supporters but also included information on looking after our mental health and wellbeing, fitness warm-ups, messages from dignitaries, Zwift (indoor riding technology) and inspiring music from local musicians Jaret Koop and the MacKenzie Blues Band and alternative rock group Hotel Mira. In addition to the fund raising aspect, the event shone a light on mental wellness while encouraging conversation and reaching out for help when we are feeling overwhelmed or unable to cope.

Our 2021 Ride Don't Hide event raised \$50,075. Our thanks go out to the event participants, supporters, donors and event sponsors for supporting local mental health initiatives through this new event format. An extra special thank you goes out to our Top Fund raisers - Computer Jen Va rah, Lynda Legge, Greg Courage, Amanda Preston, Holly Goodings and Jim Cummings. What a difference you all have made!



Jim Cummings



Island View Riders

The Knights of Meaford hockey team held a fundraising game on November 25, 2021, with proceeds directed to CMHA Grey Bruce. Over \$4,800 was raised to support the agency's non-government funded programs.

THANKS TO OUR FUNDERS!

Heather Anderson, Fundraising, Special Events and Media Relations Coordinator

It is well documented that the Covid-19 pandemic has had a negative impact on our mental health due to isolation from loved ones, health concerns, loss of routine and economic worries such as loss of employment, etc. Children's mental health has especially been affected. With increased need for mental health education, awareness and supportive services, fundraising has been more important than ever. Thankfully, our generous community responded. We are so grateful to our local funders, donors, corporate grantors and third-party event organizers who were there to offer their support in this heightened time of need.



Bill Walker, MPP - Ontario Trillium Foundation



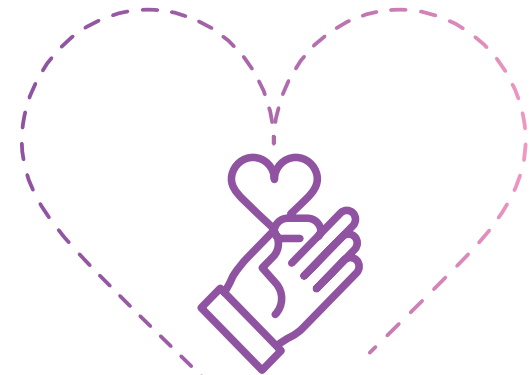
A Touch of Taryn Foundation



Robert's Farm Equipment



Owen Sound Knights of Columbus



We offer our heartfelt gratitude to the following companies and organizations for supporting mental health in Grey and Bruce Counties. Your financial support means the world to us and those we serve. Thank you so much!



Our thanks and appreciation also go out to the Knights of Columbus and Bayshore Broadcasting 560 CFOS for raising over \$40,000 through their Radio Bingo charity events. All funds raised through this initiative will support our Youth Mental Health Education and Awareness Programming.



FINANCIAL REPORT

Revenue	2022
	\$
Ministry of Health and Long-Term Care via South West LHIN	
Operating budget	10,420,304
One-time funding	98,331
Ministry of Health and Long-Term Care	
Operating budget - shelter and rent subsidy	1,600,904
One-time funding	64,800
Capital reserve	-
Ministry of Attorney General	144,651
Ministry of Community Safety and Correctional Services	42,331
Ministry of Solicitor General	35,327
Grey County funding for community drug & alcohol strategy	135,000
Grey County grant - outreach support	114,107
Bruce County purchase of addiction services	-
Bruce County funding for community drug & alcohol strategy	26,000
Shelter rental income - tenants	849,584
Donations and fundraising	318,309
Grey Bruce Health Services - purchase services	52,136
Program revenue	276,132
Other income	92,179
Amortization of deferred contributions	149,207
	\$14,419,302

Expenditures	2022
	\$
Salaries and Benefits	
Salaries	8,313,011
Benefits	1,315,121
Purchased services	205,004
=	9,833,136
Sessional fees	130,141
Supplies and sundry expenses	
Advertising and promotion	12,202
Audit fees	19,986
Administrative expense	39,812
Bad debt expense (recovery)	-
Board and staff education	74,165
Liability insurance	50,845
Maintenance supplies	68,760
Office and computer supplies	277,405
Professional fees	51,859
Program and craft supplies	85,548
Telephone and internet	120,665
Travel	157,213
Other expenses	302,770
=	1,261,230
Equipment	
Equipment lease and maintenance	48,725
Minor equipment and furniture purchases	165,007
=	213,732
Facilities expenses	
Property insurance	31,498
Maintenance service	215,805
Mortgage interest	6,896
Rent, utilities and taxes	589,442
Rent - apartment program	871,479
Community Homes for Opportunities facility costs	889,356
=	2,604,476
Amortization	226,225
Transfer to capital reserve	-
Total expenditures	\$14,268,940
Surplus before Due to Ministry	150,362
Due to Ministry of Health and Long-Term Care	-
Surplus	\$150,362

CANADIAN MENTAL HEALTH ASSOCIATION GREY BRUCE

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**Canadian Mental
Health Association**
Grey Bruce
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