

# Education and Communication

## National Volunteer Week

During the week of April 15- 21, the spirit and energy of Canadian volunteers was celebrated nationally. We believe every individual volunteer makes a difference in the lives of those he or she serves and the combined effect of Canada's 6.5 million volunteers is a force that shapes our society in the Kootenays. National Volunteer Week events have been remarkably successful. Events included: radio public service announcements, articles promoting volunteerism in the newspaper, attendance at and presenting information on the services offered through Volunteer Trail, and the hosting of the 2<sup>nd</sup> Annual Volunteer Appreciation Dinner in Cranbrook. This Dinner was an opportunity for community agencies and service clubs to honour and thank their volunteers in Cranbrook and was a huge success with more than 200 volunteers in attendance. At this venue, Ollie Evans was named as the Volunteer of the Year for 2007. We congratulate Ollie and honour the many hours she dedicates to serving our community. Thanks to the many sponsors of the event, especially Munro's Catering and the Rocky Mountain Prestige Resort and Convention Centre and Wally Eddy of Investors Group for being our Platinum sponsors.

## National Prevention Of Violence Against Women Week

The Association recognized April 22-28 as National Prevention of Violence against Women week. Throughout this week we partnered with the Women's Resource Society to deliver very poignant videos to educate the general public about Women's Safety. The various venues included, Mount Baker High School, College of the Rockies, East Kootenay Regional Hospital and the Kootenay Roasting Company. Other events included a booth at the Tamarack Centre with a full compliment of educational material.

## National Mental Health Week

Mental Health Week activities celebrated May 7-13, carried an important message focusing on *Work-Life Balance: It's a Matter of Time*. 58% of Canadians reports "overload" associated with their many roles- work, home and family, friends, physical health, volunteer and community service. Throughout the week, several awareness-building television and newspaper ads were broadcasted throughout the Kootenay's. The Association widely distributed brochures, quizzes and information packages with tips for staying in balance. Other events included attendance and presentations at a community agency trade fair in Cranbrook and a social tea/bbq at Silver City Gardens in Trail.

## Marketing Activities

In an effort to enhance public awareness regarding mental health education and to increase knowledge of the Association's programs and services offered throughout the Kootenay's a concerted marketing plan has been developed and implemented. All marketing activities reflect the integrity of the Association to maintain the support and trust of the community. Activities include television ads promoting programs and mental health and wellness via the Shaw TV Listing channel; the broad distribution of mental health educational materials, the re-establishment of our quarterly newsletter 'Changes' and the delivery of mental health educational workshops to a wide variety of public audiences including Mental Illness First Aid and Suicide Intervention courses.

## Canadian Mental Health Association for the Kootenays

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# Financials

## Revenue

	2007	2006
Provincial Ministries	66 %	65%
Grants	2%	1%
Donations / Other	32 %	34%
<b>Total Revenue (does not include deferred revenue)</b>	<b>100 %</b>	<b>100%</b>

## Expenses

	2007	2006
Service	84 %	89%
Administrative Support	15 %	10%
Research, Education, & Advocacy	1 %	1%
<b>Total Expenditures (including internal charges)</b>	<b>100 %</b>	<b>100%</b>

## Adams Redding Wooley

Certified General Accountants

## Auditor's Statement

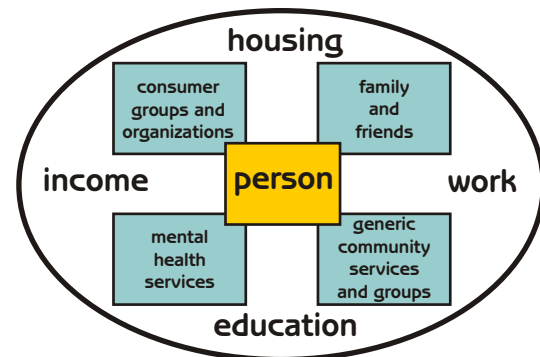
"The financial statements for the year show a positive cash flow, good cash balances and reasonably consistent results between current and prior years. All of these are an attest to good management and good financial controls."  
David Adams

## The CMHA Logo



The fanciful person characterizes the abstract human figure and symbolizes the development of the whole person. The four triangles represent the association's four areas of activity: community service, social action, public education, and research.

## Framework of Support



# CMHA History

## CMHA for the Kootenays

Incorporated in 1994, CMHA for the Kootenays has a broad mandate and diverse funding base, resulting in service delivery that extends throughout the East and West Kootenays. The agency has historically provided a range of services to varying populations considered to be at risk. Service delivery is provided in 8 primary areas: Women's; Youth; Child Care; Housing; Mental Health Promotion and Public Education; Employment; Volunteer Programs; and Crisis Intervention.

## CMHA BC Division

On March 11, 1952, the Greater Vancouver Health League called a meeting with representatives from its Board of Directors and individuals from the community who had an interest in mental health. With the assistance of Dr Clarence Hincks, a group of thirty-five people met for several hours to discuss the need for a mental health organization in British Columbia. At the end of the meeting, the group voted in favor of forming the BC Division of the Canadian Mental Health Association.

## CMHA Canada

Dr Clarence Meredith Hincks established the Canadian National Committee for Mental Hygiene in 1918, what would later come to be known as the Canadian Mental Health Association (CMHA). CMHA is one of the oldest national, non-profit, charitable organizations in Canada. Each year, CMHA divisions and branches across Canada provide direct service to more than 100,000 Canadians through the combined efforts of more than 10,000 volunteers and staff in locally run organizations in all provinces and territories, and branches in more than 135 communities.

## CMHA Kootenays Mission and Vision

### Vision Statement

Mentally healthy people in a healthy society.

### Mission Statement

The Canadian Mental Health Association, a nation wide, volunteer organization, promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. CMHA accomplishes this mission through advocacy, education, research and service.

### Our mission will be achieved through:

Promoting the mental health, wellness and emotional stability of all individuals within the communities we serve.

The Association seeks to promote a healthy, holistic environment within the communities; encouraging all individuals to address issues of abuse, violence, control, discrimination, and mental health. The Association is dedicated to a model of service delivery, which is both non-judgmental and empowering.

The provision of progressive and cost-effective housing and support services that model best practices and transfer skills to the individuals and families served.

Initiatives that support the achievement of empowerment and self-determination of those served.



## Three-Year Accreditation



## President's Message

I am most pleased to have the opportunity to continue to serve on the Board of an organization that delivers such exceptional services to individuals and families living in the Kootenay region. I want to thank the Board of directors for continuing to ensure the highest standards of service delivery, fiscal accountability, and for their commitment of staying well connected with our communities to grow the success of this organization.

We are proud of the way our organization has developed and the way in which it is managed. We believe that our success comes from our basic understanding of the highly interconnected relationship between external forces and internal influences on the human services we provide. We recognize that it would be unwise to ignore these factors. Prior to making a business decision we strive to examine both external and internal forces that would influence our decision making process. Careful deliberation is given to the external voices and perspectives of our many stakeholders. Internally, consideration is given to employee's rights, corporate governance, values, and ethics. A substantial aspect of how we carry out our business is by listening and responding to these stakeholder groups and that accounts for the reputation we have earned. This is reflected, in part, by many program participant stories received, of which, a wide sampling has been posted on our website at [www.cmhakootenays.org](http://www.cmhakootenays.org).

Canadian Mental Health Association for the Kootenays has been honoured by growing numbers of donors that are helping us address social challenges in our communities including problems of mental health, homelessness, unemployment, addiction, isolation, family conflict, and isolation. Thank you for helping us to make a real difference in the lives of many!

Bob McWhirter, Board President

## Executive Director's Message

2007 has been a year of vigorous activity for the staff of the Association. We have settled into our new, larger office space in the community of Nelson and are enjoying the opportunity to welcome a growing number of programs, services, and partnerships. The expansion of our marketing, communications, and fundraising programs have been very well received by staff, volunteers, stakeholders, and the public. Maintaining accreditation and continuous quality improvement remain central strategies to carry on our tradition of ensuring service excellence.

Each new-year brings additional challenges and our hands-on approach allows us to quickly direct our limited resources where most needed. This past year we adjusted our programs to ensure that the needs of program participants were satisfied. The success we achieve stems from our fundamental dedication and responsiveness to continuously adapting to changing needs of our clientele, and from our ability to obtain resources to meet the demand on services. Staff and volunteers have taken, and will continue to take, steps to strengthen our services. This unique cooperation has created a strong measure of satisfaction for all involved and has helped to develop a methodology for future growth with nominal resources.

Your personal support is vital if we are to find ways to address the service delivery gaps and continue to provide services that are crucial to the well being of individuals and families served. Our relationship with key donors and ability to identify essential needs of clientele are the major factors that have made the Association a recognized leader within the Kootenay region. Overall we ended the year energized, focused with a strong sense of motivation, and confident we can provide important services to our clientele in today's environment. I heartfully thank you, our generous and committed donors, members, volunteers, staff, and board for your dedication and support. With your involvement, we can continue to help the many individuals and families of our region that daily face challenges against all odds.

Janice Bradshaw, Executive Director

## CMHA Kootenays' Programs

### Public Education

We at CMHA for the Kootenays remain highly committed to, and value, the delivery and distribution of public education as this relates to the promotion of mental health, wellness, and emotional stability. We believe public education in this area is fundamental to sustaining the health and well-being of our communities. As such, we actively engage in fundraising efforts that support the delivery and distribution of mental health education promotional services in the Kootenays and, also, rely heavily on CMHA National and BC Division as a primary source for a wide variety of educational brochures.

### Youth Programs

#### Children Who Witness Abuse

The Children Who Witness Abuse program offers individual and group support for children who have witnessed abuse in their family. The CWWA staff assists children in understanding they are not alone and encourages them to share their thoughts and feelings with others from similar situations.

### Youth Outreach and Family Support

Youth Outreach and Family Support provides a variety of supportive services to youth and their families intended to assist youth to deal with problematic behaviors, address both visible and invisible disabilities, and to support the youth's caregiver / or foster parent in meeting the on-going needs of the youth. The purpose of service provision, is to develop maximum potential through the delivery of goal directed and solution focused support services relating to skill acquisition in demonstrating problem solving skills; successful transition to independence as appropriate; and supporting youth to be successful within the education system, youth justice system, medical system, and with housing authorities.

### Women's Programs

#### Kootenay Haven

Kootenay Haven, a 10 bed facility for women and children fleeing domestic violence, offers crisis support 24 hours per day. Support workers offer information on the dynamics of abusive relationships while providing a safe, secure environment.

#### Outreach Program

This service provides guidance and emotional support to women who are, or at-risk of becoming, victims of various forms of abuse. The worker will assist in goal setting, life skills and advocacy.

### Child Care Programs

#### Sprouts and Buddies Child Care Centre

These child care facilities are located at Sonja's Gardens and are licensed for 24 children aged birth to five years. Stimulating programming encourages the development of the whole child.

## Employment Programs

### Achieve

The Achieve Program is a THEO BC partnership that assists people with disabilities to attain and maintain employment. Participants undergo comprehensive assessment, planning, and preparation for the position that they choose to pursue. A counselor works closely with each participant to determine the type of work he or she would like to do. Together, they develop a detailed plan that clearly identifies the steps that the participant must take in order to adequately prepare for the type of job selected.

### Jobwave

JobWave is a program offered in partnership with WCG International under the framework of the BC Employment Programming (BC EP) Ministry of Employment and Income Assistance (MEIA).

The objectives of the BC EP program, developed in recognition of the more barriered caseload, are independence through sustainable employment; progress of the participants along the "Employment Continuum"; and the achievement of flexibility and administrative efficiencies that will benefit all stakeholders (clients, Ministry and contractors). This service is delivered to eligible participants in Golden, New Denver and Nakusp.

### Community Assistance Program

The Community Assistance Program (CAP) is funded by the MEIA. CAP is designed to improve the quality of life and increase community participation for multi-barriered individuals. CMHA Kootenays delivers services to individuals residing in the West Kootenays.

### Bits n Bites Catering

This food service and catering service, has been operating for over ten years and is an entrepreneurial micro enterprise business. Bits n Bites provides catering to various agencies and businesses throughout Cranbrook.

### Ca'MochA Kiosk

Ca'MochA coffee kiosk is located in the lobby of the Kootenay Boundary Regional Hospital in Trail. The purpose of this micro-enterprise is to generate a financial return on the Association's investment, through the sale of kiosk products. These revenue support the delivery of mental health services and foster awareness of the Association in the region.

## Volunteer Programs

### Volunteer Cranbrook and Volunteer Trail

Services provided by Volunteer Cranbrook and Volunteer Trail include the recruitment, screening, and placing of volunteers with non-profit agencies throughout each of the respective communities. Examples of some of the value added projects delivered under the auspices of Volunteer Cranbrook and Volunteer Trail include: income tax and related form preparation services; a shopping program that makes available to at-risk seniors the services of trained volunteers for weekly grocery shopping excursions; first aid kit preparation and assembly; and a recycling program.

### Seniors Friendly Visitors Program

CMHA Kootenays is currently the delivery agent for the Seniors Friendly Visitors Program. This program provides in-home volunteer services to at-risk seniors in the Cranbrook area.

## Crisis/Suicide Intervention

### Crisis Line

The Crisis Line program provides a crisis safety net for the East Kootenay region. Through the diligence of trained volunteers, the 24 hour service fields calls that deal with a variety of mental health issues. Referrals and protocols are in place for emergencies to ensure quality assistance to callers.

## Partnership Opportunities

### Community Kitchens

CMHA Kootenays has implemented community kitchens at two of its social housing developments. Safe, affordable space is provided for approved community user groups to prepare and cook meals.

### Meeting Space

Affordable meeting space is available at various CMHA Kootenays' sites to like-minded agencies. Shared reception are negotiable.

## Housing



### Abbott Gardens

Abbott Gardens accommodates a variety of client groups by making available traditional housing and support services for low-income singles.

### Gatehouse Gardens

This housing development is a HOMES BC project, with Teck Cominco Ltd as a major corporate partner. Gatehouse Gardens accommodates a variety of client groups by making available traditional housing for low-income singles.

### Transition House

Kootenay Haven is a 10-bed facility operated by CMHA for the Kootenays that provides transitional housing to women and their children fleeing domestic violence.

### McBride Manor

McBride Manor, located in Trail, is a 9-bed residential facility for persons with disabilities. Some cooking and housekeeping services are provided.

### Sonja's Gardens

This family housing complex is comprised of 35 units including one, two, and three-bedroom townhouses. Rent is based on family income levels and is augmented by subsidies made available through BC Housing. The development also features two child care facilities.

### Molnar Gardens

Similar to Sonja's Gardens, this 30 unit affordable family housing complex is located in Golden and has been operational since December 1999.

### Silver City Gardens

Silver City Gardens located in Trail, is for seniors (ages 55 and older) who are able to direct their own care and whose health will be better managed by support and care within a community setting.

### McBeth Manor

McBeth Manor, located in Trail is a home for 7 highly independent adults with mental health needs.

### Rent Supplement Program

This program makes available monthly rental subsidies to low-income individuals in the community.