

Overall Financial Report

Over the past decade the Association has continued to grow overall, and now has a budget of more than \$8.9 million.

In almost every year, the Association has seen its net assets increase, building a strong fiscal base for the future.

Revenues from fees (i.e. rents and sale of services) have increased throughout the past decade and are in line with the Association's strategic priorities.

We Want Your Feedback!!

What do you see are the key strengths and positive characteristics of Canadian Mental Health Association Kootenays?

What do you see as the challenges, concerns, or issues that should be priorities for us to work on in order to strive to continually improve our services?

Overall, what is your assessment or evaluation of how we are doing?

Please detach and drop off, mail to:
100 - 1000 21st Avenue North
Cranbrook BC V1C 5L9
Email: reception@cmhakootenays.org

Membership Helps

Make a difference to those we serve by becoming a member! Annual membership fees are: \$5 (for subsidized / limited income), \$20 individual, and \$50 for corporate.

Membership bestows rights such as voting at annual meetings, specialized opportunities to volunteer in branch initiatives, receipt of Visions magazine and includes membership with BC Division and National.

Programs

- Abbott Gardens
- Haven Gardens
- Sonja's Gardens
- Molnar Gardens
- Gatehouse Gardens
- Silver City Gardens
- Baker Gardens
- Peter Johnson Complex
- Crestbrook Gardens
- McBeth Manor
- Anderson Gardens
- Rosewood Manor
- Maranatha Court
- Pine Ridge Court
- Riverview Court
- East Kootenay Employment
- Volunteer Kootenays
- Seniors Check-in
- Senior Friendly Visitors
- Seniors Assisted Shopping
- Youth Outreach and Family Support
- PEACE
- Kootenay Haven Transition House
- Community Outreach
- Crisis Line
- Bounce-Back
- Public Education
- East Kootenay Sexualized Assault Response Team (SART)
- Gatekeeper
- Mental Health First Aid

CMHA Kootenays

Cranbrook: 100 - 1000 21st Avenue N, V1C 5L9
Phone: (250) 426-5222 | Fax: (250) 426-2134

Trail: 1939 Columbia Avenue, V1R 1K5
Phone: (250) 368-5223 | Fax: (250) 368-5230

Nelson: 302 Anderson Street, V1L 4Y1
Phone: (250) 354-1236 | Fax: (250) 352-3652

Fernie: 302c 2nd Avenue, V0B 1M0
Phone: (250) 423-4204 | Fax: (250) 423-6238



Canadian Mental
Health Association
Kootenays
Mental health for all

Association canadienne
pour la santé mentale
Kootenays
La santé mentale pour tous



Strategic Plan Report 2018 - 2021

As approved by the Board of Directors



www.kootenays.cmha.bc.ca

Our Vision: *Mental health for all*

Founded in 1918, the Canadian Mental Health Association (CMHA) is a national charity which helps maintain and improve mental health for all Canadians.

As the nation-wide leader and champion for mental health, CMHA promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness.

In BC, mental health, substance use and addictive behaviour are within the scope of the organization.

Through our federation of eighty-nine local, provincial and national locations across Canada, CMHA provides a wide range of innovative services and supports tailored to and in partnership with our communities.

Mental health begins where you live, learn, work and play.

Together, we are making a difference.

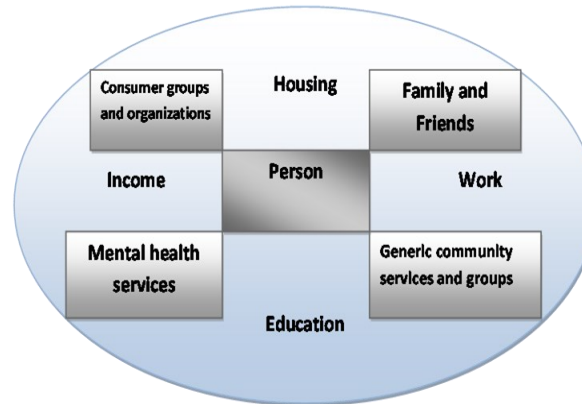
Key Priorities for 2018 - 2021

- i. Continue to expand our affordable housing initiatives.
- ii. Promote and grow the EK Employment services.
- iii. Further develop the mental health offerings and programs to the population of the Kootenays.
- iv. Align and strengthen the management team through enhanced training, mentoring and professional development opportunities.
- v. Implement a Respectful Workplace Charter in our culture so it is consistently reflected in the daily behaviours of all staff and volunteers.
- vi. Build community partnerships and seek collaboration by actively participating in services, plans, and programs with similarly aligned organizations.

Strategic Framework

The Framework for Support is the central philosophy guiding the activities of CMHA. This philosophy holds that a mental health consumer is at the centre of any supportive mental health system.

The Community Resource Base, shown below, outlines a range of possible resources in addition to the formal mental health system which can provide support to a person with mental health issues. Housing, income, work, and education represent four basic elements of citizenship.



New Opportunities Framework

The Association is committed to looking at new service opportunities in different local communities where there is a demonstrated community need, the community has expressed an interest in the Association becoming involved and other, more local, service providers are not able to respond well.

- i. Focus on those areas where the Association has already developed and demonstrated experience and expertise, and can deliver the service well.
- ii. Focus on those community populations where the Association has already developed and demonstrated experience and expertise, and can deliver the service well, including: tenants, seniors, youth, women facing violence, people with mental illness, and job seekers.
- iii. Avoid growth for growth's sake and avoid services that are more clinical in nature.

On-Going Strategic Directions

- i. Deliver services in the Kootenays and Boundary Area communities.
- ii. Focus on areas of experience and competency: mental health, housing, employment, family violence, crisis, youth at risk, and primary healthcare services.
- iii. Learn about ways to work with more diverse and complex client populations, and develop strong community partnerships in order to participate in community case management plans where CMHA is only one of many services accessed by clients.
- iv. Deliver services under contract to diverse Provincial Ministries, the Interior Health Authority, and Federal departments.
- v. Continue to develop and deliver services on a fee basis, and/or using private sector capital investments.
- vi. Remain accredited through CARF and recognized by funders and contractors as the place to go to have community services developed and delivered.
- vii. Promote mental health as a positive choice for all people and advocate for people with mental health concerns.
- viii. Be a preferred and competitive employer in the Kootenays, balancing the needs of existing services and staff, with the work of developing and implementing services.
- ix. Continue to recruit and help develop excellent staff and volunteers, including providing career stepping stones for young adults and leadership and learning opportunities for current staff.

Mandate

“To promote the mental health, wellness and emotional stability of all individuals within the communities we serve.”