

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 87 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.

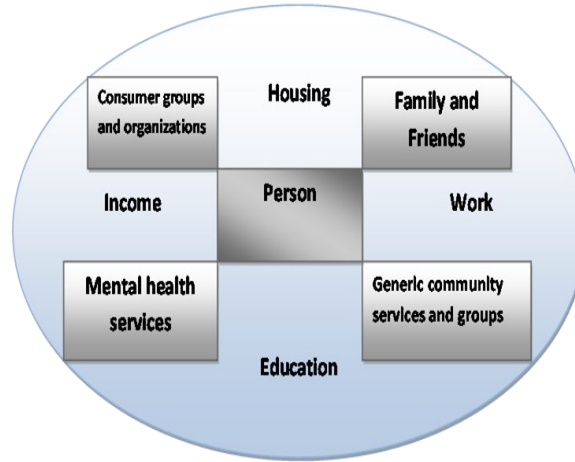
Mental health begins where you live, learn, work and play. Together, we are making a difference.



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.



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.

CMHA Kootenays

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Strategic Plan Report 2023-2026



Canadian Mental
Health Association
Kootenays
Mental health for all

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

www.kootenays.cmha.bc.ca

Key Priorities for 2023-2026

1. Increase access to Mental Health Services.

Objective: Expand our service reach to underserved communities

Strategy:

- Partner with local community associations, governments and corporations to provide mental health programming and services.
- Expand 988 coverage and service.
- Advocate for policies supporting mental health parity in all health situations.

2. Enhance public awareness and education.

Objective: Reduce stigma and increase awareness of mental health issues.

Strategy:

- Develop educational programs for schools and workplaces.
- Organize community workshops and awareness campaigns.
- Utilize social media and digital platforms for outreach and education.

3. Empowerment and Support Programs.

Objective: Provide tools and resources for individuals to manage their mental health effectively.

Strategy:

- Launch support groups for various demographics (youth, seniors, LGBTQ+, etc.).
- Offer skill-building workshops on stress management, coping mechanisms, and resilience.
- Develop online self-help resources and mobile applications.

Key Priorities for 2023-2026

4. Advocacy and policy influence.

Objective: Influence policies to better support mental health initiatives and legislation.

Strategy:

- Collaborate with other mental health organizations for joint advocacy efforts.
- Lobby policymakers for increased funding for mental health services.

5. Sustainable Funding and Growth:

Objective: Ensure long-term financial sustainability to support our mission.

Strategy:

- Diversify funding sources through grants, donations, and corporate partnerships.
- Cultivate relationships with major donors and philanthropic foundations.
- Develop earned revenue streams such as fee-for-service programs or merchandise sales.

6. Expand housing portfolio

Objective: Maintain current portfolio of 16 buildings and expand to 18 buildings by the end of 2025

Strategy:

- Diversify portfolio throughout the Kootenays
- Build stronger connections with BC Housing and BCNPHA
- Develop property in Slatterville, Cranbrook

7. Further develop Women and Youth Services

Objective: To enhance and expand support services by providing comprehensive crisis services, intervention and empowerment programs.

Strategy:

- Submit an RFP for the new T House/Second Stage Housing in Cranbrook to BC Housing
- Advocate with local community organizations and government to find greater funding for services
- Participate in community functions and events to network

Implementation Plan.

Year 1 (2023)

- Establish partnerships with local organizations and stakeholders.
- Launch a pilot program for one of the support groups.
- Secure funding through grant applications and fundraising events.

Year 2 (2024)

- Expand service provision based on the outcomes of the Public Education Department.
- Increase awareness through community events and media campaigns.
- Advocate for specific mental health legislation at the local level.
- Strengthen organizational capacity through staff training and development.

Year 3 (2025)

- Scale up successful programs to reach a wider audience.
- Strengthen advocacy efforts at the local level.
- Explore opportunities for collaboration with various institutions.
- Evaluate and refine programs based on feedback and outcomes.

Year 4 (2026)

- Consolidate achievements and assess long-term impact.
- Develop a sustainability plan for ongoing operations.
- Celebrate milestones and recognize key stakeholders and supporters.
- Plan for future strategic directions and growth opportunities.



Mandate

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