



**Canadian Mental
Health Association**
Montreal Branch

A Year of Creativity



Annual Report
2021-2022



Canadian Mental
Health Association
Montréal Branch

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2021-
2022



Annual Report

Copywriting
The CMHA Montreal team

Revision
Ariane Charlebois ● Communications Director ●
Genevieve Fecteau ● Executive Director ●
Émilie Jornet ● Program Director ●

Photos
unsplash.com

Graphic Design
Jonathan Réhel ● Six CreativeLab ●

CMHA—Montreal Branch

55 Mont-Royal Ave. West, Suite 605
Montreal, Quebec H2T 2S6
T 514 521-4993

Email: info@acsmmontreal.qc.ca

www.acsmmontreal.qc.ca/en

Word from the President

Dear members,

This has been quite a year of challenges and opportunities for the cause of mental health. At the two-year mark of a pandemic that has upset our social fabric and disrupted our bearings, there are now concerns about an uncertain geopolitical, economic, and environmental context. The mission of the CMHA–Montreal Branch to promote mental health and prevent mental illness is more relevant than ever. The global pandemic has shown how fundamental mental health is. The needs of the Montreal community are palpable, and demand is growing.

In the next few months of this final year of our 2017-2022 strategic plan, our organization will have the privilege of taking a step back to update its positioning in this new world and to prepare to have a strong, meaningful impact on the community. This exercise will be accompanied by an overhaul of our membership program. Our closeness with you, our members, will be critical for taking joint, promising action.

Our mandate to rebuild the CMHA–Quebec Division ends this year with the implementation of the incredible BounceBack® program and consolidating a complete team at our partner organization. Our Executive Director, who headed up both organizations during the transition, is leaving us to devote herself to the management of the Quebec Division.

Thank you, Geneviève, for your many years of contribution to the Branch, and best of luck with your new endeavours!



This year we will appoint four new directors to round out a top-notch board. These are highly competent people with complementary skills, people of great humanity, who are dedicated to the cause of the CMHA and who have distinguished themselves for their depth of commitment and involvement. It is a privilege to work with all of you.

Like many of you, we have been hit hard with the challenges of hiring and retaining employees. Our priority for the coming year will be to use creative ways to ensure the viability of our human resources. Competitive salaries and well-being in the workplace through stability on our teams will be essential.

Thank you for your support.

A stylized, handwritten signature in blue ink, appearing to read 'Alex Letourneau'.

Alex Letourneau

President since August 2021



Word from the Executive Director

The year 2021-2022 was a year of **creativity!** In organizations, being creative is useful for finding solutions to complex problems faster and more efficiently; it also enables a creative vision of the future and innovation.

I would like to dedicate this page to my colleagues Ariane and Émilie who formed an outstanding management team whose **creativity** was painstaking, engaged, resilient, and unified. They are also the architects of an important phase in the life of the organization and have stimulated the **creativity** of their colleagues and partners to take the mission to a new level. They quickly became the pillars of the organization and indispensable allies.

As tradition would have it, I would like to present the year's highlights. This time, it was not a major event, but rather many factors that define the year just ended.

In addition to the impact of the pandemic on how we organize work, the evolving needs and demands of the clientele, the explosion in the offer and the interest in mental health throughout the ecosystem, there were major human impacts. We had to take care of ourselves and our colleagues more than ever. This was my priority for the year. It was the focal point of every day, every decision, and every action.

Like so many organizations and businesses, the Branch faced serious difficulties in hiring and retention. We needed a lot of imagination and energy to advance each program and have the desired impact despite the circumstances and to highlight the contribution, sometimes brief, but no less important, of many colleagues.

Another project I am very proud of, but that is invisible to the naked eye, is the overhaul of the organization's accounting

system, which took place in cooperation with our new accounting firm, Denault Robillard. Finally, and much more visible, I should mention the reorganization of our offices to create a living, collaborative, agile space.

This year, I will not be addressing upcoming projects and the outlook for the organization in this report, because I will not be part of it, at least not directly. With the end of the agreement that tied the Branch and the Division and the creation of a new vision led by the renewed board of directors, I have decided to relinquish my duties with the Branch and join the Quebec Division full time.

I leave the Branch with a heavy heart, but with the satisfaction of having not only given the best of myself, and gratitude for having met wonderful people and learned so much.

Thank you to all those who first welcomed me to this wonderful organization, to those who had the confidence in me to entrust me with its management, to all my colleagues who have worked so hard over the years, to the partners who believed in me, to those who supported me, colleagues, directors, partners, friends, and my family.

I will be dedicating myself to the management of the Quebec Division, but I will remain a loyal ally to the Montreal Branch, as well as an important resource to support its development and impact.

Enjoy the report.



Geneviève Fecteau
Executive Director





Departure of Geneviève Fecteau

From all of us, thank you, Geneviève!

For your nine years of involvement with the CMHA–Montreal Branch, from all of your colleagues, partners, employees, and directors past and present: thank you!

From your early days in management at the CMHA–Montreal Branch, your rigour, determination, and passion for the CMHA’s mission have enabled you to surmount many challenges. These include the withdrawal of significant Centraide funding, the worsening labour shortage, and the widespread issues community organizations are facing. You handled these serious challenges with a great deal of courage.

Your commitment and determination have been undeniable sources of strength in the organization’s day-to-day operations and in defining its mission. In the past year, your inestimable efforts have revived the new provincial entity, the CMHA–Quebec Division, while you headed up the activities of the Montreal Branch. We wish you success in your new management role with the CMHA–Quebec Division.

Thank you, Geneviève, for the creativity, vitality, and perseverance you brought to the CMHA for all these years.

The members of the board of directors of the CMHA–Montreal Branch

Tribute to Suzanne Thibodeau-Gervais

A woman of heart, committed to mental health throughout her professional life, Suzanne gave ongoing support to many semi-public and community organizations.

She supported the Canadian Mental Health Association–Montreal Branch as a volunteer since its foundation in 1979. She helped form and served on working committees on important issues in mental health. These included housing and mental health and aging in good mental health.

Her ongoing involvement as a volunteer, her team spirit, and her tremendous generosity were just some of Suzanne’s qualities, not to mention her remarkably good nature and contagious smile!

For over 40 years, she contributed to the development and influence of the CMHA. We will all miss her enormously. Suzanne Thibodeau-Gervais passed away in December 2021.

Jacques Duval

Executive Director of the CMHA–Montreal Branch from 1980 to 2011

About Us

The Montreal Branch

A member of the national network, the Canadian Mental Health Association – Montreal Branch is a non-profit organization founded in 1979 to promote mental health and prevent mental illness. With social determinants as the cornerstone, our efforts are targeted for the entire Montreal community, with particular attention to specific populations (young people, seniors, work environments, entrepreneurs, care workers, and people living alone).

The CMHA– Montreal Branch promotes the transfer of knowledge, resources, and skills. It actively participates in developing and implementing mental health policies. These efforts to increase the availability and quality of mental health services and its collaboration in the fight to reduce social inequalities are testimony to its global approach. Through its inclusive approach, it emphasizes the importance of community and social determinants in the quest for well-being. Because of this, its positioning confirms the impact of environments on mental health, and its approach promotes the involvement of a range of societal actors for the cause.



Our efforts are based on three main approaches:

- **Social determinants of health** (promotion of mental health, public health approach, individual and collective principles, supportive environments)
- **Process of adaptation** (resilience, development of social and emotional skills, empowerment)
- **Social impact** (sustainable impact, social change, mobilization, change of mindset, measurement of impact, etc.)

CMHA National Network

The Canadian Mental Health Association (CMHA) was founded in 1918. It is the largest and best established community organization in the mental health care sector in Canada. It is a federal charitable organization that brings together organizations connected to a brand and a mission. Together, we identify the most urgent Canadian priorities in mental health to respond to them. We argue in favour of systemic and policy changes on a national scale.





The Team

Geneviève Lecteau, *Executive Director*
Quebec Division and Montreal Branch

Chantal Bellefeuille, *Executive Assistant*

Ariane Charlebois, *Communications Director*
Quebec Division and Montreal Branch

Émilie Jornet, *Program Coordinator*

Emily Gervais, *Development, Partnerships, and*
Sociopolitical Action Advisor

Nathalie Richard, *Development, Programs, and*
Communications Officer

Colleagues Who Left the CMHA–Montreal During the Course of 2021-2022

Elsie Keranda, *Interim Administrative Assistant*

Charlène Charles, *Contractual Communications Officer*

Catherine Harton, *Youth Project Manager*

Jeanne This, *Youth Project Manager*

Alexie Kim, *General Public Project Manager*

Marine Robidel, *Workplace Project Manager*

Sophie Chamberland, *Workplace Project Manager*

Florence Yvon, *Seniors Project Manager*

Julia Boulanger, *Contractual Project Manager*

2021-2022 Board of Directors

Alex Létourneau, *President*
Organizational Performance Consultant

Léo-Roch Poirier, *Vice-President*
INSPQ retiree

Alexis Bouchard, *Co-opted member, Treasurer*
Managing Partner, NordiQ Capital

Natalie Bertrand, *Director*
Senior Partner, Gestion MIEUX-ÊTRE

Anne-Christine Boudreault, *Co-opted member,*
Secretary
Lawyer, Partner, Taxation, Cain Lamarre

Coralie Cressent, *Director*
Entrepreneur and Entrepreneurial Coach

Isabelle Doré, *Director*
Assistant Professor, École de kinésiologie et des sciences de l'activité physique, Université de Montréal Investigator at the CHUM Research Centre

Evelyne Langlois-Paquet, *Director*
Public Financing Consultant

Benoit Desgroseillers, *President until August 2021*

Sandrine Léonie Siewe, *Secretary*
Member of the Institute of International Economic Law
(until October 2021)

End of the 2017-2022 Strategic Plan

The organization is at a crossroads with the formation of a new board of directors with a brand-new vision and the renewal of the internal team.

The CMHA–Montreal is proud to close out this five-year plan, not only having achieved most of its goals, but also having seen results and learned lessons that went beyond expectations.

Thanks to a solid management team and an increase in the organization's skills portfolio, the track record of the past few years has been exceptional.



Largely guided by social marketing principles, the organization's strategic and tactical choices have sounded out the ecosystem to understand its needs and propose appropriate, structuring actions.

Concentrating on the four-part offer and the decision to eliminate certain programs in 2019 resulted in specialization in areas of intervention. These programs have been prioritized in line with the organization's strengths, taking into account other actors in the ecosystem.

From its beginnings, the CMHA–Montreal has been recognized as a role model in training and resourcing for organizations and psychosocial workers. The 2017-2022 strategic plan wanted to leverage this strength to reach more people and to have an impact on society and its components.

The organization also took its first sociopolitical action and got closer to decision-making authorities at different levels to gain recognition for promoting mental health in society. This new approach is in addition to efforts to make the organization officially bilingual.

The following is a summary of events mainly from the past two years that were significant for the organization's evolution and its ability to collect data.



Focus and action	Report
Orientation 1: Increase our political presence and influence	
1.1 Political action	<ul style="list-style-type: none"> • Concerted action by the Montreal Branch and Quebec Division (open letters, mental health action plan brief, consultation on medical aid in dying, support for national advocacy campaigns (public policy), public relations (traditional media)) • Creation of a partnerships and sociopolitical action officer position
1.2 Strengthening relationships with decision makers and builders	<ul style="list-style-type: none"> • Influence over national communications orientations • Influence over the development of a national strategic plan • New partnerships with important actors such as UQÀM, public health, etc.
Orientation 2: Strengthen our program and activities offer	
2.1 Consolidation of progress in programs and activities	<p>Youth program</p> <ul style="list-style-type: none"> • Update and review of the <i>"My Life. It's Cool to Talk About It"</i> guide, which became the free downloadable Adap.t guide • Creation of a community of practice on Facebook <p>Aging in Good Mental Health program</p> <ul style="list-style-type: none"> • Update and creation of training in practice support for psychosocial workers, volunteers, and caregivers • Adaptation of the content during the pandemic and health measures <p>Overcoming Your Loneliness and Developing Your Network program</p> <ul style="list-style-type: none"> • Content update • Workshops in hybrid mode to adapt to the reality of seniors • Creation of an advisory committee made up of seniors (by and for) <p>Programs that have been suspended or handed over to another organization</p> <ul style="list-style-type: none"> • Intercultural relations program (ended in 2018) • At the Crossroads of Psychosocial Workers, Users, and Loved Ones (transferred to a partner of the CMHA in 2018)

Focus and action	Report
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2.2
Develop new programs and activities

- Mental Health Demystified conference**
- Creation of an accessible, interactive conference on fundamental ideas in mental health and its promotion
- Working It. Fostering Psychological Healthy Cultures at Work program**
- Creation of a program for businesses and self-employed workers
 - Hiring an external trainer who is a certified professional coach
- General public program**
- Development of a new service, popup webinars that demystify mental health through different realities to better understand and reduce prejudice about it
 - Creation of the Keep in Mind campaign

Orientation 3: Expand our sphere of activities to better reach the Montreal community

3.1
Creation of new partnerships

- General public program**
- Infographics: project in partnership with Montreal’s public health department
 - Keep in Mind: Awareness campaign collecting community testimonials
 - Popup webinar: Collaboration with guest experts who specialize in different audiences and themes
- Youth program**
- Adap.t on bullying: Partnership project with Centre Axel, the Observatory for Children’s Education and Health, the CTREQ
- Overcoming Your Loneliness and Developing Your Network program**
- Collaboration with the Observatory on Aging and Society to create a workshop on ageism
 - Creation of videos on ageism, values, and social participation: partnership with Théâtre Fleury
- Working It. Fostering Psychological Healthy Cultures at Work**
- Partnership with DEL to offer our workshop to all cohorts, as part of its coaching path for startups
 - Collaboration with the Mental Health and Work Research Chair

Focus and action	Report
<p>3.2</p> <p>Increase in number of members</p>	<ul style="list-style-type: none"> • Creation in 2020 of the position of development and partnerships officer • Conducting a survey to collect data on the types of membership in federation and in the community association ecosystem • Reflection under way by the board of directors
<p>Orientation 4: Optimize our communication strategies to increase our visibility</p>	
<p>4.1</p> <p>Consolidation of our branding</p>	<ul style="list-style-type: none"> • Implementation of a communication strategy based on social media • Redesign of the branding of our programs and services • Increase in our involvement during Mental Health Week • Creation of the Keep in Mind campaign • Significant increase in the clientele reached by our programs
<p>4.2</p> <p>Increase in our visibility</p>	<ul style="list-style-type: none"> • Development of our social media presence • Implementation of a content and digital strategy • Creation of popup webinars to reach new audiences
<p>Orientation 5: Ensure the sustainability of the CMHA–Montreal</p>	
<p>5.1</p> <p>Diversification and increase in our financing</p>	<ul style="list-style-type: none"> • Increase in the share of mission financing by the PSOC (Ministère de la Santé et des Services sociaux) • Creation of a position of partnership and sociopolitical action officer • Development of project financing by private and public funders • Implementation of a fundraising structure • Update of the donation page in French and English and charitable donation management and grant management platforms • Participation in fundraising campaigns (Giving Tuesday, KaseMe...) • Creation of a mental health at work social economy program

2021-2022 Report of Activities

General public program

Understanding our mental health means starting to take care of it. This is why the CMHA–Montreal informs and educates the community.

Highlight

As part of our mental health promotion consulting service, this year we had a refreshing collaboration with the team from Happening Marketing. Our role was to evaluate awareness-raising activities developed by undergraduate students in marketing and business. The activities were then implemented on campus. Ten delegations from Quebec and Ontario universities participated in this wonderful initiative that gave rise to social media campaigns and mobilization and **creativity** activities.

popup
webinars

mental
health
demystified

*“Great choice of guests.
Interesting to get information
from research and field
experience. It gives you a lot
to think about.”*



Popup webinars

Fuelled by a desire to represent the wide range of issues in mental health, this initiative, launched in 2020, has been such a success that this year it became a key part of our service offer. Free webinars demystify mental health through the lens of different realities to better understand it and reduce prejudice around it. Our guest experts address topical themes about specific, popular subjects.

7 popup webinars

927 participants

Over **1700** viewings on our YouTube channel

90% of participants stated in a survey that the webinars met their expectations

16 prestige partnerships



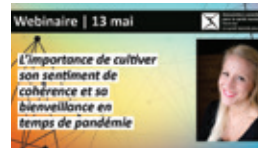
The webinars (in French)



Physical activity and mental health

Guest

Isabelle Doré, Ph.D., Assistant Professor, Faculté de médecine, École de kinésiologie et des sciences de l'activité physique, Université de Montréal and Investigator at the Centre hospitalier Université de Montréal Research Centre.



The sense of coherence

Guest

Mélissa Généreux, Public Health and Preventive Medicine Physician and Associate Professor, Université de Sherbrooke.



Back to school 2021: are the kids all right? (Status report, challenges, and solutions)

Guests

Stéphanie Deslauriers, Psycho-educator and Author, **Catherine Burrows**, Assistant Executive Director, La Fondation Jeunes en Tête, **Andrée Mayer-Périard**, Executive Director, Montreal Hooked on School.

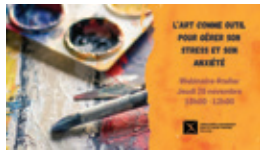


Post-retirement workers: What's the reality?

Guests

Diane-Gabrielle Tremblay, Professor in Labour Economics and Human Resources Management, Université TÉLUQ (Université du Québec), **Maryse Murray**, Program Manager, Mûre pour entreprendre, **Caroline Cyr**, Coach in Social Design at PRÉSÂGES to support the emergence of innovative solutions to the challenges of aging, **Linda Couture**, Creator and Host of the Anc'âge Travail podcast, which features experienced workers aged 45, 50, 60, and older and members of management on topics related to the working world.





Art and mental health

Guests

Maria Riccardi, Art Therapist, Guidance Counsellor and Psychotherapist, **Gabrielle Gingras**, Art Therapist.



Psychoactive substance consumption among teens

Guests

Karine Bertrand, Clinical Psychologist, Professor in the Faculté de médecine et des sciences de la santé, Université de Sherbrooke and holder of the Chaire de recherche des IRSC sur le genre et l'intervention en dépendance, **Jorge Flores-Aranda**, Professor, École de travail social, Université du Québec à Montréal and Regular Researcher, Institut universitaire sur les dépendances, **Myriam Laventure**, Professor in the Département de psychoéducation and Head of the certificate in drug addiction, Université de Sherbrooke, Regular Researcher, Institut universitaire sur les dépendances and the Groupe de Recherche d'intervention et de recherche sur les substances – Québec (RISQ)



Positive mental health

Guests

Georgia Vrakas, Senior Project Investigator, Professor in the Département de psychoéducation, Université du Québec à Trois-Rivières, **Isabelle Doré**, Assistant Professor in the Faculté de médecine, École de kinésiologie et des sciences de l'activité physique, Université de Montréal. Investigator at the Centre hospitalier de l'Université de Montréal (CRCHUM) Research Centre, **Karine Bérubé**, final-year student in the Master's in Psychoeducation, thesis and internship option, at the Université du Québec à Trois-Rivières, Campus de Québec.

“Good things to keep in mind, particularly in the more difficult context we are living through.”

Mental Health Demystified conference

The Mental Health Demystified conference is designed to answer frequently asked questions on the topic of mental health. It is an interactive conference that is available to everyone, content rich, and simplified. It makes it possible to address psychological health in any setting and clarifies how to develop concrete tools to improve and maintain well-being.

Over **620** people attended the conference

Publications

- [Toxic masculinity: a barrier to men's mental health?](#)
- [Let's talk resolutions](#)
- [LGBTQ+: discrimination and mental health](#)
- [Self-portrait: a mental health awareness tool #GetReal \(in French\)](#)
- [Emotional skills](#)

Collaboration

Direction régionale de la santé publique de Montréal (DRSP), CIUSSS Centre-Sud, for the creation of tools to make concepts and key strategies accessible for taking care of one's mental health.

“A great training with lots of accessible content.”

working it.
fostering
psychological
healthy cultures
at work

Workplace Program

Mental health in the workplace is a central concern. With the health crisis, the world of work has been completely transformed and new issues have cropped up. **At the CMHA–Montreal, we believe that instituting a culture of well-being in the workplace is a shared responsibility.** This is why we have developed efforts for organizations, entrepreneurs, and self-employed workers.

Highlights

To adapt our efforts, our mental health promotion advisors use their **creativity** to propose dynamic, participative workshops. For example, we participated in the Colloque francophone international sur la santé mentale (international francophone conference on mental health) where we hosted a workshop on using co-construction techniques. The goal was to develop a back-to-work plan.



“Workshops offered by the CMHA as part of our coaching path for startups make entrepreneurs aware of the importance of making concrete efforts to maintain good mental health!”



“Having an open forum to freely discuss with someone outside the organization is positive and liberating.”



Working It. Fostering Psychological Healthy Cultures at Work program

Workshops to promote mental health in the workplace are part of a sustainable prevention effort. Gathered in a practice community, participants discuss, obtain information, and help each other find concrete strategies to improve their well-being at work.

Workshops are available in two formats:

- For organizations
- For entrepreneurs and self-employed workers

1 expert trainer: Marie-Pierre Caouette, Certified Professional Coach, Certified Trainer

135 program participants

Available in English soon

Conferences

- How do we invest in our mental health? presented as part of RBC Royal Bank, Quebec’s Employee Better Living Week which reached **4,000** people
- Colloque international francophone – Perspectives on mental health and returning to work, which reached **450** participants
 - To go fast, go alone, to go FURTHER go together workshop
 - Conference: Representations and attitudes of managers about people with depression: situation in Quebec and France (Florence Yvon and Sonia Laberon)

Publication

- [Going back to work after a mental health problem](#)

Collaboration



The CMHA–Montréal occasionally collaborates on research projects to help advance knowledge in promoting mental health. This year, we participated in the research project led by Marc Corbière, Ph.D., about mental loads in the workplace. This study addresses a wide range of winning strategies used by remote workers. To consult the study: **Lépine Lopez, A., Fecteau, G., Desgroseillers, B., Pinard, I., Hurtubise, A., Tanguay, P., Corbière, M. Télétravail en contexte de pandémie: stratégies mises en place par les télétravailleurs (remote working during a pandemic: strategies used by remote workers).**

santementaletravail.ca

Youth Program

Throughout our lives, we use our knowledge and skills to help us get through change, regulate stress, and have satisfying social relationships; this is called **social and emotional learning (SEL)**, combined with the **development of the ability to adapt**. These key components of well-being should be taught from a young age to foster their use. At the CMHA–Montreal, these concepts form the basis of our youth program.

Highlight

It is not always obvious how to talk about mental health with youth to encourage behaviour that reinforces or improves it. It takes fun tools designed to facilitate our interactions with them and have more impact. This year, we are offering a new way to address mental health through our activity module **Expressing Myself Through Art**, which uses art and **creative** thinking among young people as means of intervention.

adapt





"It's clear, appealing, comprehensive, and easy to use with young people."

"Teens like the tools presented in the document. The modules are designed to help teens understand the importance of taking care of their mental health."

The Adap.t guide

Guide with educational activities to equip youth workers, teachers, and parents to better support youth 12 to 15 with their mental health.

2 new booklets

Starting High School

Expressing Myself Through Art

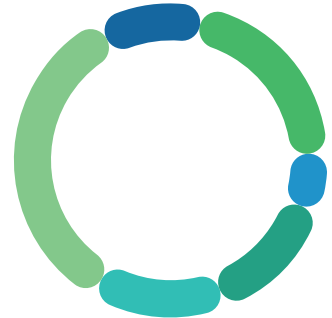


6 booklets + 1 module of complementary activities

1,829 downloads of the guide (FR/EN)

Qui utilise nos guides

School professionals	34%
Community organizations	11%
Healthcare and social services professionals	21%
Parents	6%
Others	14%
Teachers	14%



Facebook community

The practice community on youth mental health grew by 47% this year with an engagement rate of 11%. The launch of the Adap.t booklet on **starting high school** generated the greatest response.

Publications

- Distress, fentanyl and overdose, our teens in all of this?
- Art in support of mental health

"I use the modules for my individual follow-ups. Many of the tools are great for this type of intervention."

Aging *in* Good Mental Health

Seniors Program

While 2021-2022 was marked by increasing health measures that restricted physical contact and limited ways to socialize (physical closure of community organizations, lockdown, the curfew, closing non-essential businesses), the CMHA–Montreal adapted its services both for seniors and for people who work with them.

Highlight

As part of the Overcoming Your Loneliness and Developing Your Network program, the **creativity** of our partner the Théâtre Fleury company made it possible to produce three videos to support leading workshops on the program. The themes staged by the actors addressed ageism, values, and social participation.

Video (in French)



“Training that 100% met my expectations as a worker, very complete, dynamic, and concrete for application, touching on many areas.”



“It was great to be able to talk to people going through the same thing as me. I made a new friend, and we’ve seen each other every week since.”

Overcoming your loneliness and developing your network program

This program is designed to improve the well-being of people 55 and older, focusing on maintaining autonomy and the importance of a good social and support network.

Digital adaptation of the program

6 workshops promoting discussion, personal reflection, and everyone’s active involvement

4 pilot groups **38** seniors reached

1 expert committee made up of 8 senior volunteers with a background in education, leading activities, and knowledge transfer.

Still to come: Implementation and entrenchment in communities across Quebec

This program is made possible through the support of Québec ami des aînés (QADA) and the Government of Québec’s Ministère de la Famille.

Aging in Good Mental Health training program

Three training activities are available as practice support for people who work with seniors: psychosocial workers, volunteers, and caregivers.

- Aging and adaptation strategies
- Stress and distress in seniors
- Crisis management and intervention with seniors

Over **220** people took our training

2 trainers were hired on contract to offer the training in French and English

Aging Guide

210 downloads

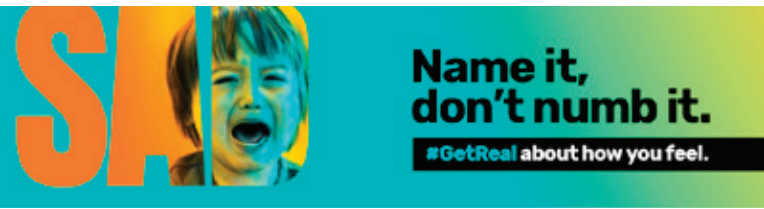


Psychosocial workers	39%
Healthcare professionals	24%
Others	8%
Retirees	9%
Students	7%
Managers	3%
Volunteers	2%
Caregivers	8%

“These training activities gave me a chance to review foundational ideas in senior mental health.”

Publications

- [Combating ageism: what we can do to fight to mistreatment of seniors](#)
- [October 1, 2021: Celebrating International Seniors Day means celebrating the range of experiences of aging!](#)



70th edition Mental Health Week

The national campaign

In 2021, the CMHA focused on the importance of naming, expressing, and managing emotions, even the most uncomfortable ones, to feel better. Understanding and accepting emotions help us protect our mental health, both during difficult times, such as the pandemic, and at any stage of life. And when we understand what we feel, it is easier to feel compassion and kindness for others. This helps create a climate of kindness and acceptance.

The Montreal Branch participated in the national campaign and got **creative** in promoting publications about our work, seniors, and youth programs on the theme of emotions.

Feeling sad, angry, or racked with worry is part of the human experience. Feeling emotions that we like or dislike is healthy.

Difficult, painful feelings subside when we put them in words.

Recognizing, decoding, and accepting our emotions helps promote mental health.

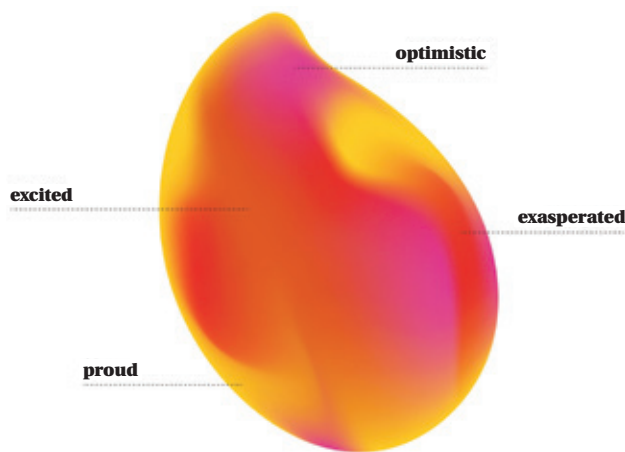









Highlight

Self-portrait: an awareness tool for mental health #GetReal (in French)

The CMHA–Montreal partnered with Lucie Raffégeau and Laurence Lafleur, two graduates from the advanced graduate diploma in event design at UQAM, to share their final-year project about emotions experienced during the pandemic. This theme was in line with the theme for the 70th Mental Health Week. The emotional portraits of participants represented the diversity and complexity of emotions experienced during the year.



The Web and Social Media

	acsmmontreal.qc.ca acsmmontreal.qc.ca/en	64,333 sessions	2%
	Canadian Mental Health Association Montreal Branch	1,350 followers	66%
	/ACSM.Montreal	4,800 followers	20%
	Adapt group	361 members	47%
	/acsm.montreal	819 followers	49%
	/acsmmtl	2,856 followers	2%
	/ACSM Montréal	70 followers +3,000 views	133% followers 170% views
	Newsletters (press releases)	Approximately 3,600 subscribers Average open rate 35%	11 newsletters sent Increase in open rate of 40% = more relevant content.

Connecting with the Community

The CMHA–Montreal is a member of:

- Table des partenaires du réseau local de services en santé mentale de Jeanne Mance
- Table des partenaires du réseau local de services en santé mentale Coeur-de-l'Île
- Réseau alternatif et communautaire des organismes (RACOR) en santé mentale de l'île de Montréal
- Centre for Research and Prevention on Suicide, Ethical Issues and End-of-Life Practices, Université du Québec à Montréal (CRISE)
- Comité santé publique – milieu communautaire (DRSP)
- Centre d'études sur la réadaptation, le rétablissement et l'insertion sociale (CÉRRIS) for the Recovery College project
- Association québécoise des parents et amis de la personne atteinte de maladie mentale (AQPAMM)
- Regroupement intersectoriel des organismes communautaires de Montréal (RIOCM)
- Association pour la santé publique du Québec (ASPQ)
- Association québécoise de la réadaptation psychosociale (AQRP)
- Société québécoise de la schizophrénie (SQS)
- Regroupement des organismes pour hommes de l'île de Montréal (ROHIM)
- Table de concertation des Aînés de L'Île de Montréal (TCAIM)
- Forum régional sur le développement social de l'île de Montréal (FRDSIM)
- Chamber of Commerce of Metropolitan Montreal

Working committees we participate in

- Comité de pilotage du Centre d'apprentissage Santé et Rétablissement (CASR)
- Comité des Petits Frères of Montreal
- Data Committee, the National CMHA
- Web 2.0 Committee, the National CMHA

Events we were invited to:

- With You in Mind panel, by Y4Y (initiative financed by the CHSSN)
- Social Isolation and Mental Health, Volunteer Canada
- How to Invest in our Mental Health, RBC Royal Bank, Quebec
- Colloque international francophone – Perspectives on mental health and returning to work, leading a workshop and conference



Financing

Thank you to our financial partners

- Ministère de la Santé et des services sociaux
- Ministère de la Famille et des Aînés (Québec ami des aînés)
- Ville de Montréal
- Community Health and Social Services Network (CHSSN)
- RBC Foundation

Our Volunteers

Volunteers are one of the CMHA–Montreal’s greatest assets. We are grateful for the commitment and diligence of our board members and working committees made up of volunteer experts.

24 Number of volunteers who supported us this year

Approximately **400 hours** Number of hours donated

Association Life and Democratic Functioning

Our members join us in showing their support for the cause of mental health and supporting our promotion and prevention activities.

CMHA–Montreal Branch member profile

143 Active members
Type of membership as a %



Excerpt from the 2021-2022 Financial Statements

Independent auditor

Gosselin et Associés, located at 7930 20^e Ave, Montreal, QC H1Z 3S7

Financing and reporting

A non-profit organization, the CMHA-Montreal is financed primarily by Quebec's Ministère de la Santé et des Services sociaux, as part of its support program for community organizations (CIUSSS du Centre-Sud-de-l'Île-de-Montréal).

This report of activities is produced in keeping with the standards of Ministère de la Santé et des Services sociaux's document *La reddition de comptes dans le cadre du soutien à la mission globale* (reporting as part of global mission support).

Management and administration of the CMHA-Montreal

Every year, the Association's financial management was enhanced with the valued advice of its directors, particularly its secretary-treasurer, Alex Létourneau, and accounting consultant Pierre-Claude Beaucage from the firm La maison du T-A et de la M-E.

For program administration, major orientations are provided by the board of directors, which delegates to working committees the mandate to realize the Association's objectives through complementary activities. These committees establish their five-year action plans that receive the board's support before being implemented.

Finally, team members sit on working committees and follow up on decisions made. Reports on activities are regularly submitted to the board of directors and other authorities to which our association is accountable. Additionally, the evaluation of services is an integral part of the CMHA-Montreal's activities.

Canadian Mental Health Association Montreal Branch

Results (excerpt from audited financial statements) Period ended March 31, 2022

Revenue

Grants:

Programme de soutien aux organismes communautaires (PSOC) - mission gran	\$270,521	\$266,258
Programme de soutien aux organismes communautaires (PSOC)	41,277	54,546
Ministère de la Famille (OADA)	55,375	23,964
Ville de Montréal	2,334	2,334
Canada Emergency Wage Subsidy (CEWS)	-	46,528
Canada Emergency Business Account (CEBA)	-	23,000
Other grants	-	5,250
Amortization of deferred contributions related to capital assets	5,291	3,098

2022

2021

\$270,521

\$266,258

41,277

54,546

55,375

23,964

2,334

2,334

-

46,528

-

23,000

-

5,250

5,291

3,098

\$374,798

\$423,478

\$74,361

\$78,940

196,289

59,740

34,656

54,953

4,480

4,655

13

210

\$684,597

\$623,476

\$651,978

\$498,759

18,286

45,439

55,375

23,963

32,714

11,909

7,522

3,098

\$765,875

\$583,168

\$(81,278)

\$40,308

Donations and sponsorships

Management revenue

Self-financing activities

Membership dues

Interest

Expenses

Administration expenses

Direct program expenses

QADA project

New technologies

Amortization and fixed assets

Excess (deficiency) of revenue over expenses



Canadian Mental
Health Association
Montréal Branch

Discover us

www.acsmmontreal.qc.ca/en

Become a member

By becoming a member, you
will contribute to the mission
of **CMHA-Montréal**.

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-  Association canadienne
pour la santé mentale -
Filiale de Montréal

Contact us

514 521-4993
info@acsmmontreal.qc.ca

55 Mont-Royal Ave. West, Suite 605
Montreal, Quebec H2T 2S6

Monday to Friday, 9 a.m. to 5 p.m.

