

# Canadian Mental Health Association



Christine Savage  
Executive Director

February 7, 2018

2018 Community Operating Grant Request



# Organization Mandate

**Our Vision:** Mentally healthy people in a healthy society

**Our Mission:** A nation-wide voluntary organization that promotes the mental health of all and supports people experiencing mental health issues

**Our Goal:** To provide services to all community members in the region

Funded by the RMWB, the Mental Wellness Program Coordinator provides coordination, development and implementation of educational programming in both rural and urban areas of the RMWB.



# Community Impact

As a direct result of the RMWB funded MWPC position, in 2017 we educated over 400 individuals through our programming workshops to improve mental health and community wellbeing.

Anger Management	ASIST (Applied Suicide Intervention Skill Training)
Self Esteem for Women	ASIST Tune Up
Stress Management	SafeTalk
Living Life to the Full	Mental Health First Aid
Facilitation	...New courses in 2018



# 2018 Grant Request

Revenue	\$875,587
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Expense	\$932,059
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Subsidy Requested	\$ 75,000
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Subsidy represents 8% of total expenses



# Expense Summary

Cost Category	Total Expense	Funded by RMWB
Salary/Wages (1 full time employee)	\$63,336	\$56,605
Program Costs	\$40,670	\$5,670
Overhead (utilities, insurance, etc.)	\$12,725	\$12,725
TOTAL	\$116,731	\$75,000



# Community Investment History

2018 Request	2017	2016
\$75,000	\$75,000	\$75,000

No change to funding request in 2018.



# Canadian Mental Health Association

## 2018 Operating Grant Analysis

### CIP Grant Summary:

2015	2016	2017	2018 Request	2018 Recommended by CIP	Difference of Recommended vs. Requested
75,000	75,000	75,000	75,000	67,500	(7,500)

### Program Reporting Required:

Six Month & Annual Reports

### Financial Reporting Required:

Financial Statements Prepared by Board

### Notes:

As part of the CIP Review that commenced in 2017, organizations were asked to search for cost savings and efficiencies that would reduce their grant requests. The recommendation is 10% less than their 2017 approved grant. Administration is committed to working with the organization to seek alternative sources of revenue.

Budget Line Description	2018 Budget Request	2018 Recommended
<b>Revenues</b>		
RMWB 2018	75,000	67,500
Fee for Service	20,000	-
Casino Revenue	55,000	-
<b>Total Revenues</b>	<b>150,000</b>	<b>67,500</b>
<b>Expenses</b>		
Staffing	103,000	45,000
Building Costs	10,800	10,000
Programming	11,340	4,500
Administration	14,650	4,000
Board Expenses	8,600	4,000
<b>Total Expenses</b>	<b>148,390</b>	<b>67,500</b>
<b>Total Surplus (Deficit)</b>	<b>\$ 1,610</b>	<b>\$ -</b>



## Community Operating Grant Part A - Organization Summary

<b>Organization Name:</b>	Canadian Mental Health Association
<b>Street Address:</b>	10019 MacDonald Ave, Suite 17B
<b>City/Hamlet:</b>	Fort McMurray
<b>Province:</b>	Alberta
<b>Postal Code:</b>	T9H 1S9
<b>Phone Number:</b>	780 743 1053
<b>Website:</b>	<a href="https://woodbuffalo.cmha.ca/">https://woodbuffalo.cmha.ca/</a>
<b>Fiscal Year End:</b>	March 31, 2018
<b>Act Registered Under:</b>	Please Select
<b>Registration Number:</b>	516303963

*Note: Organization must be in good standing to receive funding.*

### Main Contact

<b>Title:</b>	Executive Director
<b>Name:</b>	Christine Savage
<b>Daytime Phone:</b>	780 743 1053
<b>Email Address:</b>	director@woodbuffalo.cmha.ab.ca

### Executive Director

<b>Name:</b>	Christine Savage
<b>Daytime Phone:</b>	780 743 1053
<b>Email Address:</b>	director@woodbuffalo.cmha.ab.ca

### Board Chair / President

<b>Name:</b>	Melanie Ramage
<b>Daytime Phone:</b>	FOIP s.17(1)
<b>Email Address:</b>	FOIP s.17(1)

**Declaration of Board Members** - In making this application, we, the undersigned, confirm that we are authorized by the applicant organization to complete the application and hereby represent to the Regional Municipality of Wood Buffalo's Community Investment Program and declare that to the best of our knowledge and belief, the information provided is truthful and accurate, and the application is made on behalf of the above-named organization and with the Board of Directors' full knowledge and consent.

Signature of Board Member  
(must have signing authority)

Melanie Ramage  
Print Name

2017-06-26

Date: (Year-Month-Day)

Signature of Board Member or Executive Director  
(must have signing authority)

Christine Savage  
Print Name

2017-06-26

Date: (Year-Month-Day)



## Part B - Board Questionnaire

<b>How often does the Board of Directors meet?</b>	Once per month excluding July and August
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**Minimum number of board members according to bylaws:** 5

**Number of board members:**

<b>Currently:</b>	10	<b>2016:</b>	7	<b>2015:</b>	10
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**Describe measures being undertaken to fill vacant spots if minimum board members are not met:**

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**Please list your current Board of Directors:**

[illegible]

## Part B - Board Questionnaire

Are any board members being paid, or receiving an honorarium, for being on the Board or for other positions in the organization outside of their role on the Board? Yes ☐ No ☒

If yes, complete the following table:

Board member name	Paid role on the board / organization	Amount received

**What are the restrictions (if any) on becoming a member of your organization or participating in programs or services?**

(a) Members of the region residing or working within the Regional Municipality of Wood Buffalo are members of the region

(b) Membership in the region may be granted to individuals who are at least 18 years of age, societies, partnerships or corporations by or with the authorization of the Board of Directors of the region on an annual basis in accordance with the policy prescribed from time to time by the region and the association.

**How often does the Board review the financial position of the agency? What efforts have been made in the past fiscal year to increase the number and types of financial support for your organization?**

The Board reviews the financial position at each monthly board meeting.

The staff have reached out to many businesses and other community agencies to increase the number and types of financial support for the organization in the past year. We have delivered several presentations to companies and business, as well as filled out a number of grant applications in an attempt to try and increase our funding sources. Unfortunately, due to the economic downturn it has been quite difficult.

Much of our funding has been produced by our fundraising events, through the effort of Board, staff, and many volunteers.

The personal information collected in this application is collected under the authority of section 33(c) of Alberta's Freedom of Information and Protection of Privacy (FOIP) Act. It will be used to process the application and contact you if needed, during the review of this application. If you have any questions about the collection and use of the personal information you may contact the Community Investment Advisor, at 9909 Franklin Avenue, Fort McMurray, AB T9H 2K4 or at (780) 788-4309.

## Part C - Strategic Plan

The Strategic Plan focuses on **Building a Strong and Resilient Community**. It was built on the feedback received from community residents and leaders and reflects the wishes and needs of the community. The Community Investment Program aims to assist non-profit agencies to achieve the goals and objectives outlined in the Municipal Strategic Plan.

Please indicate the Objectives in Goal 2: Building Balanced Regional Services or in Goal 7: Building for a Healthy and Active Lifestyle\* that apply to the programs, services or events that your organization provides\*\* (check all that apply):

### #2. Building Balanced Regional Services

Goal: To deliver high quality and well-planned services to our residents.

By re-focusing attention to core services, as outlined in the Municipal Government Act, and by clearly defining service standards, the Municipality will strengthen service delivery to all residents and businesses within the Region. Our core services are:

Roadways, streets and sidewalks • Flood protection • Police, fire and emergency services •  
Public transit • Solid waste • Water • Sanitary and storm drainage • Bylaw enforcement •  
Parks and recreation • Cemeteries • Planning and development

- ☒ Strengthen regional service delivery quality.
- ☐ Strengthen service delivery monitoring practices.
- ☐ Implement, improve and maintain core service infrastructure.

### #7. Building for a Healthy and Active Lifestyle

Goal: To connect people and communities through accessible, regional-based leisure and wellness activities, programs and public gathering places.

Working with partner organizations and through direct delivery of services to residents throughout the Region, the Municipality provides opportunities for community members to enjoy a high quality of life. Opportunities will include arts, recreation, health and wellness, as well as leisure activities.

- ☒ Encourage the use of the Region's recreational & community facilities, including natural amenities.
- ☒ Encourage and support the social profit sector.
- ☐ Increase accessible recreation and leisure opportunities for all user groups in the Region.
- ☐ Increase opportunities for large-scale sports/cultural tourism events.
- ☐ Increase tourism, culture and arts programming throughout the Region.

\* If your organization does not meet any objectives in Goals 2 or 7, please visit <http://www.rmwb.ca/StrategicPlan> to determine which Goal/Objective would be most applicable, and explain how your organization's program/services will achieve those objectives in the space on the next page.

\*\* Please visit <http://www.rmwb.ca/StrategicPlan> if you would like to investigate and describe any other Goals/Objectives that your organization will achieve, and describe in the space on the next page.

## **Part D - Organization Questionnaire**

### **Mission Statement:**

We are a nation-wide voluntary organization that promotes the Mental Health of all and supports people experiencing Mental Illness.

### **Vision Statement:**

Mentally healthy people in a healthy society

### **What year did the organization complete its last strategic plan?**

2017

### **Provide a brief overview of the organization's strategic priorities:**

Strategic priorities are inclusive of:

- Delivery of programming to Fort Murray as well as rural areas
- Recruitment and maintenance of volunteers to assist in programming delivery
- Identification of alternative sources of funding
- Advertising and expanding membership base in order to create community advocates
- Becoming an accredited institution

## **Part D - Organization Questionnaire**

### **List the overall programs, services and events the organization provides:**

CMHA's Mental Wellness Programming focuses on the coordination, development and implementation of programs to the general public throughout the Municipality of Wood Buffalo on topics relating to mental health such as: anger management, stress management, self-esteem, Applied Suicide Intervention Skills Training (ASIST), Mental Health First Aid (MHFA), ext.

- Ongoing program development - address gaps in programming, reassess and updates existing programs.
- Coordination of programming – facilities, facilitators/out of town trainers, materials, book/payment for community members
- Recruitment, support the training of, and scheduling volunteers for applicable co-facilitation of courses, presentation of programs, fundraising events and any other projects
- Noting programming outcomes, participant and volunteer debriefing projects, workshops etc.
- Develop relationships with outlying communities for programming needs
- Develop long term relationship with community members, partners and outlying communities.
- Program coordinator collects and maintains accurate records of statistics, contact information and correspondence for all: programs, volunteers, recruiting and training. Outcome findings are noted and recorded.
- Programming focuses on highlighting growing mental health knowledge, stigma reduction, confidence and skill-building, for individuals and their relationships.

### **Describe the elements, activities, or events of general operations that the organization is seeking this funding for:**

CMHA Programming will put on:

- Approximately nine, two day weekend Adult Anger Management workshops.
- Approximately three, four week Stress Management workshops.
- Approximately three, four week Women's Self – Esteem workshops.
- Approximately four, two day ASIST workshops.
- Approximately one, half day ASIST Tune Up workshop.
- Approximately four, two day MHFA Trainings.
- Approximately one Basic Facilitator training for facilitators and staff.
- Assisting in coordination of Mental Health and High School Curriculum to students aged 12 - 17 in the Fort McMurray School Districts.
- Assisting in coordination of in school programming for the Fun Friends/Friends for Life Program
- Assisting in coordination of the Peer to Peer family support groups

CMHA is striving to continually update and bring in new course offerings. For the upcoming year, we are reviewing :

- Half day Safe-talk workshops
- Two day Trauma/Post-Traumatic Stress workshops
- Four week Art of Friendship workshops
- Circle of Friendship Support Group



## Part D - Organization Questionnaire

### Current Staff Information:

	Per Organization Chart:	Currently Filled:
Full Time Positions	4	3
Part Time Positions	5	5

### Current Volunteer Information:

	Per Organizational Needs:	Currently Filled:
Program & Services Volunteers	15	10
Fundraising Volunteers	60	59
Committee Volunteers	10	8
Administrative Volunteers	2	1
Total Organization Volunteers (Count each only once)	87	78

### Explain how the operations/programming will achieve the objectives of the Municipal Strategic Plan as indicated on page 4:

CMHA programs and services provide wellness to the community by educating, promoting and advocating through collaboration with policymakers, mental health consumers, caregivers, educators, and stakeholders to help promote and build strong and resilient communities.

Our organization focuses on encouraging opportunities for community members to enhance their health and mental wellness through our mental wellness programming. The skills learned by participants then exponentially grow to impact others as they are spread by individuals who share their positive experiences and knowledge with friends, families and others. The programs and services that we offer improve individuals mental health, help individuals integrate back into the community and become more resilient.

CMHA encourages the use of recreational and community facilities as well as supporting the social profit sector, by providing many programs that fit the needs of community members, and sharing information on programming offered by other agencies. CMHA referrals include use of the Region's recreational & community facilities to help individuals improve their mental health. CMHA supports the social profit sector by providing programs that educate the community about mental health, reducing stigma and providing techniques that can be used in your place of work, school or at home.

## **Part D - Organization Questionnaire**

### **What is the community need that these operations/programming will address?**

One out of five of Canadians will personally experience a mental illness in their lifetime. Shift work, and isolation are common for residents of this community. The workshops we provide highlight services offered to the community, and are requested by both community members and referring organizations alike. These workshops address mental health developmental needs, teaching knowledge, communication and coping skills to build more resilient community members.

Trauma based events, resulting stress and building mental health concerns are a growing issue within the Wood Buffalo Region, with increased rates of suicide impacting surrounding communities, most recently in Anzac. Our programs provide baseline knowledge to individuals, to be confident in discussing mental wellness and opening discussions on the topic. Most specifically the ASIST training reinforces this to both professionals and community members, focusing on how to recognize signs and symptoms, how to begin a conversation, and get critical help for the individual in need. This program is invaluable for vulnerable individuals.

### **How was the need determined?**

CMHA is a national organization, and is part of ongoing research. It is found that suicide accounts for 24% of all deaths among 15-24 year olds and 16% among 25-44 year olds. This finding is a large part of why CMHA offers ASIST Suicide Prevention courses, in conjunction with local requests.

Locally, needs of the community have been determined through our partnerships with other agencies in the community, as well as our strong ties with justice, mental wellness and health care providers.

In Canada, only 1 out of 5 children who need mental health services receives them. Our partnerships with schools in particular have been a strong needs indicator through an increase in programming service requests from school officials and children alike.

### **How will these operations/programs address this need?**

Educational and community-based programs and strategies play an important role in reaching individuals who have mental health issues. These programs equip individuals with knowledge and skills needed to improve mental well being. The programs CMHA provide continue to contribute to the improvement of mental health in Wood Buffalo, and to the greater resiliency of the community. Clients utilizing these programs report increased knowledge of mental health issues, the ability to integrate new skills into their everyday life, and overall improvements to current mental states.

Not only do our programs and services address the needs of individuals with mental health issues, it also address the needs of any individual who would like to become more educated in the mental health field. By providing programs such as MHFA and ASIST, we are providing educational and awareness programs for any individuals, as well as industry professionals to develop knowledge and techniques in regards to mental health and mental health issues.

## **Part D - Organization Questionnaire**

### **What do successful operations/programs look like? How do you know they are successful?**

The success of our programming is represented by ongoing class participants, positive feedback given by our participants, as well as requests for additional programming. Many clients go on to refer others to our programming, or have been referred themselves by friends, family, or community agencies.

Our in school youth programming is a large success, as many children bring learning back to their families, and are specifically requesting through teachers to have more classes. Children are particularly aware of the importance of mental wellness, and actively utilize the HeartMath software, provided by CMHA through an Enbridge sponsorship to public school classrooms.

### **How are you measuring success (i.e. surveys, evaluation, longitudinal studies)?**

CMHA accounts for demographics and programming results through course evaluations and registration information. Our course evaluations have shown a strong satisfaction rate, participants have reporting high learning achievement. All participants reported that they would recommend CMHA course's to others.

### **Does these operations/programs duplicate or overlap with other operations/programs offered in the community? How is your organization's offering unique?**

CMHA is the only organization in the Wood Buffalo area to offer the majority of these programs to the community. We have created unique programming specific to our organization, including Self-Esteem, Stress Management and Anger Management, as well being the only organization to provide specific licensed courses to the community.

Through branch partnership, CMHA Wood Buffalo has sole area distribution rights over ASIST, Applied Suicide Intervention Skills Training course as well as the rights to bring other programming options from the Center of Suicide Prevention. This professional course is the benchmark in suicide education and prevention, and has been specifically requested by agencies in Wood Buffalo, as well as surrounding communities including most recently Anzac and Fort Chipewyan.

CMHA additionally is the only provider of the Living Life to the Full course in the Wood Buffalo Region, which has been licensed for specific use to our branch office.

Finally Mental Health First Aid, while not solely offered by our organization, is offered in partnership with Some Other Solutions and Alberta Health Services. Due to the success of this course and the desire to increasingly spread the knowledge of this course, the agencies have agreed to provide these courses together to the community as co-facilitators.



## Part D - Organization Questionnaire

**What other community groups are you partnering with? Please outline their roles.**

CMHA prides itself on their strong ties to the community, represented through multiple partnerships with other organizations. They include, but are not limited to

- McMan – We have partnered to offer two ASIST trainings per year where McMan can secure 10 seats and in turn will provide a trainer.
- Some Other Solutions (SOS) – CMHA organizes ASIST for the community and SOS has an in house facilitator that we request if they are available. Have additionally partnered in WildFire Memorial, as well as Community Awareness and Resources presentations.
- Fort McMurray Public School District (FMPD) – Collaborate with the school district to provide programming to youth (Fun for Life/Fun Friends, Mental Health and High School Curriculum) as well as in HeartMath presentation to Fire Responders.
- Fort McMurray First Responders: HeartMath (Sponsored by Imperial Oil)
- Fort McMurray Police Department: Community Awareness and Resources, presenting to 180 officers across multiple watches
- Assertive Outreach Services: Partnering in providing Clubhouse a place and community where people who have a mental health concern can go to meet people, make friends, find meaningful work and get connected to resources in the community.
- ANZAC Health Unit: ASIST and Suicide Prevention Resources.
- Center of Hope-Advocate for individuals struggling with mental health
- Nistawayou Friendship Center: To plan and provide aboriginal workshops
- Alberta Health Services: partner to advocate for community members struggling mental health,as well as provide E Prep training.
- St Aidian's- provide support to Seniors with mental health issues.
- Oil Baron's- promote awareness and reduce stigma associate with mental health.

**Target Segment (choose all that apply):**

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Aboriginal Adults           | <input type="checkbox"/> Culture                                | <input type="checkbox"/> Recreation              |
| <input checked="" type="checkbox"/> Aboriginal Children & Youth | <input checked="" type="checkbox"/> Diversity                   | <input checked="" type="checkbox"/> Seniors      |
| <input checked="" type="checkbox"/> Adults                      | <input checked="" type="checkbox"/> Educational                 | <input type="checkbox"/> Sports                  |
| <input type="checkbox"/> Arts & Crafts                          | <input checked="" type="checkbox"/> Families                    | <input checked="" type="checkbox"/> Volunteerism |
| <input checked="" type="checkbox"/> Capacity Building           | <input checked="" type="checkbox"/> Low Income                  | <input checked="" type="checkbox"/> Youth        |
| <input checked="" type="checkbox"/> Children                    | <input type="checkbox"/> Performing Arts                        | <input type="checkbox"/> Other: _____            |
| <input checked="" type="checkbox"/> Community Enrichment        | <input checked="" type="checkbox"/> Persons with Mental Illness | _____  |

## Part E - Financial Information, Budget Request & Cash Flow

Other Funding Sources Applied For	Term of Funding	Secured	In Process
<i>Example: United Way</i>	<i>April 2017 - March 2018</i>	<i>50,000,000.00</i>	
<i>Example: Government of Alberta</i>	<i>January 2018 - December 2019</i>		<i>100,000.00</i>
Suncore (honorariums/facilitation )			30,000.00
<b>Total</b>		<b>\$ 0.00</b>	<b>\$ 30,000.00</b>

**Describe any other funding initiatives the organization has taken or is planning to implement to further support this request for Community Operating Grant funding:**

Every year, CMHA hosts a variety of successful fundraising events in order to further support programs. Some of the events are:

- The Charity Jam & Silent Auction
- "Taking Off the Blindfold" Golf Tournament
- BBQ Fundraiser
- Casino Fundraiser
- March Mullets for Mental Health

In 2018, CMHA is considering holding the "Ride Don't Hide" community bike ride, with the goal to raise awareness and help break the stigma surrounding mental health while raising essential funds to support mental health programs. As a national organization, CMHA rides will be hosted in six provinces in 35 communities with the aim to engage over 8,000 participants and raise \$1,500,000 across Canada.

## **Part E - Financial Information, Budget Request & Cash Flow**

**Please explain any cost savings initiatives the organization has, or is planning, to implement:**

We are continually looking for cost saving initiatives and employing creative measures to manage our budgets.

**In a time of fiscal restraint, the Municipality would like to know how the organization is working towards a sustainability plan to ensure the operations/programming are continued, should the CIP's Community Operating Grant be decreased or eliminated in the future:**

Our strategic plan addresses this need in three areas

- 1: Continually researching new applications and applying for diversity in funding.
- 2: Developing strategic partnerships
- 3: Creating new fundraising opportunities (2018 Ride don,t Hide initiative)

*Space continues on next page...*

## Part E - Financial Information, Budget Request & Cash Flow

Total 2018 Budgeted Revenue ( <b>excluding</b> RMWB Operating Grant)	\$	
Total 2018 Budgeted Expenses	\$	
Surplus* / (Deficit)	\$	0.00

<b>2018 Operating Grant Request Amount:</b>	<b>\$</b>	<b>75,000.00</b>
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\* If in a surplus position, organization is not eligible for an Operating Grant.

**Please Indicate Preferred Cash Flow, if approved\*\*:**

January/February	\$ 37,500.00	April
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(no more than 75% of request)

August	\$ 37,500.00	October
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\*\* Must have minimum of 25% to be disbursed between August and December. There will be no funds released in July, as 6-month reports are due by July 31 and require Administrative review prior to August/October disbursements.

## **Part F - Additional Information**

Provide any additional information that may assist in developing a better understanding of your organization or its services/programs during the budget review:

## **Part G - Required Attachments for Application**

The following attachment **MUST** accompany your application:

- ☒ A detailed budget showing projected 2018 revenue and expenses
- ☒ 2018 Business Plan
- ☒ Logic Model (if available)
- ☒ Proof of active status as a registered non-profit organization (dated within 3 months of submission date)
- ☒ Financial Statements of two (2) most recent fiscal years

**SCHEDULE "A"****THE GRANT****ELIGIBLE COSTS**

The costs set out in the budget below are the eligible costs for the purpose of this Agreement, subject to change only with the prior written approval of the Municipality (the "Eligible Costs"). For greater certainty, any costs not specifically listed in the budget shall not be Eligible Costs. Costs that exceed the budgeted amount in each category require the prior written consent of the Municipality.

Eligible costs must be incurred during the Term. No costs incurred prior to or following the Term are Eligible Costs.

If the Municipality requests an audit and/or an evaluation following the expiry of the project period the cost of the audit and/or the evaluation is an Eligible Cost, other costs that are dated outside of the Term are not eligible.

Costs are eligible costs only if they are, in the opinion of Municipality:

- (a) directly related to the activities as described in Schedule "B";
- (b) reasonable; and
- (c) correspond with budgeted and requested amounts outlined in this Schedule "A".

**BUDGET FLEXIBILITY**

Provided that the adjustments do not result in any increase in the amount of Municipality's contribution, the Organization may make adjustments between the cost categories. Adjustments require prior written approval from the Municipality (Appendix I).

**BUDGET** (Subject to and conditional upon Council approval)

Employee expenses	52,305.00
Building expenses	5,400.00
Program expenses	5,670.00
Administrative expenses	7,325.00
Board expenses	4,300.00
<b>Total budget</b>	<b>75,000.00</b>