CANADIAN MENTAL HEALTH ASSOCIATION WOOD BUFFALO

2024 ANNUAL REPORT



Canadian Mental Health Association Wood Buffalo Mental health for all

Celebrating 30 years in the Alberta Northeast Region

All reported numbers will cover our fiscal year (April 1, 2023 through March 31, 2024) * Unless otherwise specified

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Canadian Mental

Wood Buffalo

Health Association

Mental health for all









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Message from the Executive Director

Twenty twenty-four marks the 30th anniversary of the Canadian Mental Health Association here in the Regional Municipality of Wood Buffalo. Over the course of these last 30 years, CMHA Wood Buffalo has seen the mental health of this region continually evolve, often reflecting the ongoing changes and challenges experienced by those who are living here. Despite these changes and challenges what has not wavered is CMHA Wood Buffalo's commitment to advancing mental health and wellness throughout these 30 years. Specifically, this past year has been a testament to our collective effort in advancing mental health. While challenges remain, our achievements highlight the progress we are making and the positive impacts we are having on individuals, and in communities through the RMWB.

We continue strengthening our relationships with many of the Indigenous communities that are found within this region, always listening and ensuring that all we do is from a two-eyed seeing approach. We have partnered with Alberta Health Services to bring Circle of Connection to the Psychiatric Unit at the Northern Lights Regional Health Centre as we understand the importance of how connection and belonging impact one's mental health. Our partnership with Pride YMM in hosting a Support for Caregiver of Gender Diverse Youth is one we have had for the past number of years. We continue to develop partnerships and collaborate with community organizations and businesses in promoting mental health such as with Support Through Housing Team, Athabasca Tribal Council, the regional library, AHS Recovery Centre, and Diversified Transportation. Additionally, this past year, a three-year Strategic Plan was developed jointly by the employees and the Board, setting 5 objectives that encapsulate the growth of the organization while acknowledging the evolving mental health needs of the region. We are excited to put this plan into action and see the impacts it will have not only for us, but for the region as well.

While we celebrate our achievements, we cannot forget the many challenges that we faced over the last year. We experienced a decrease in funding which directly impacted programming and support. We saw staff being stretched thin as they tried to meet the requests for programming that were coming in. We saw an increase in operational and living costs, which there was no additional funding for. Despite these challenges, we continued to work tirelessly to be responsive to community needs while ensuring that every program was accessible and relevant to our region. It pushed us to think outside the box and be creative in meeting individual and community needs. Most importantly, we remained committed to being a safe place for people to share, learn and grow as they moved through their mental health journey.

I would like to extend my gratitude and thanks to our dedicated staff, volunteers and supporters. To the CMHA Wood Buffalo Staff Team, you are the true champions for mental health in this region. You bring the message of hope, connection and belonging to all that you do, and with every person you support. To our volunteers, to the Cummins crew who painted our office; to all the Artists who donated their time and talents for our annual Charity Jam; to those who helped us with our First Responders Annual Golf Tournament, to the Breadmore family with all your work with March Mullets, and to everyone else who helped us with our other fundraising events, and simply were a champion for CMHA Wood Buffalo, we are truly grateful for your support. Finally, to the Board of Directors thank you for your time, your guidance and strategic oversight for all that CMHA Wood Buffalo offers in the region. Thank you all; your unwavering commitment and hard work are the driving forces behind the success of CMHA Wood Buffalo.

As we celebrate 30 years of dedicated mental health programming and supports, CMHA Wood Buffalo remains committed to raising awareness while fostering hope, connection and belong in our region, while empowering individuals and communities to thrive for many years to come.



Celebrating 30 years in the Alberta Northeast Region



In January 2024, CMHA Staff & Board met together with Christopher Cameron, Senior Consultant for Objective Research & Evolution Inc for a refresher of our Strategic Plan - thanks to a grant from the Government of Alberta.

OUR VISION

A thriving region where we foster and embrace mental wellness for all.

OUR MISSION

To provide support and access to resources and guidance for people to maintain and improve mental wellness. We believe in fostering inclusion, building resilience, and collaborating to enhance sustainable mental wellness in our region.

STRATEGIC OBJECTIVES

Strengthen our Capacity and Performance Through the Support and Development of our Team Enhance our Financial Stability and Sustainability Enhance our Programs and Explore Opportunities for Expansion Strengthen our Collaborations, Partnerships and Communications Continuously Build on our Community Connections and Support











Staff:

WHO WE ARE very Scaregivers

Susan Goll Monica Viel Angela Betts Krista Anthony Katie Reddy Mike Jones Rabia Ikram Jaclyn Schick

Executive Director Manager of Operations Systems Navigator Mental Health Coordinator Mental Health Coordinator Marketing & Communications Coordinator Consumer Advocate Mental Health Coordinator

BOARD OF DIRECTORS

Carina Van Heerde Daniel Rippe Lisa Butler Andrew Tarbitt Michael Vickers Roger Harvey Jessica Pye Ashley Makey Laurie Juhlin Trevor Salisbury Tonicha Verge President Vice-President Treasurer Director - CMHA AB Division









CMHA Mental Health Week May 6-12, 2024



Canadian Mental Health Association Wood Buffalo Mental health for all

Celebrating 30 years in the Alberta Northeast Region



Real people sharing what works

Recovery College provides free courses that help you develop your own resourcefulness. There are courses for anyone, youth, and family, friends, and parents, so you can easily find one that is right for you. All of our courses are developed and delivered in partnership with our peer supporters and students who are experts by experience: they have their own personal story of a mental health or substance use concern, or are

COURSES

KNOWLEDGE IS POWER

SERIES

Regulating Our Emotions Self Compassion Confront the Discomfort **Conversations** That Matter **Empowering Helpers Finding Freedom** Get Grounded LGBTQ2S+ Allyship Healthy Relationships Getting Grounded **Finding Freedom** Safe Talk Trauma Informed Care

supporting a loved one.

Self Harm **Eating Disorders** Depression Anxiety Addictions Trauma Informed Care Grief and Loss **Bi-Polar Disorder**

A little openness and honesty about the trials and tribulations in your life can help you and others

- STUDENT

HOLLY'S STORY

MY FREEDOM IS SLOW COMING. BUT I CAN START TO SEE IT NOW. I STILL HAVE SETBACKS. BUT I'VE LEARNED TO BE KIND TO **MYSELF AND KEEP MOVING FORWARD. THESE ARE HABITS AND ISSUES** I'VE LIVED WITH FOR **DECADES AND I KNOW** WITH HARD WORK & SELF-**REFLECTION I CAN OVERCOME THEM. THIS** EATING DISORDER WILL BE PART OF MY PAST **INSTEAD OF MY FUTURE.**"

Funding for 2023/2024 fiscal year provided by:

REGIONAL MUNICIPALITY

WOOD BUFFALO



Fort McMurray and Wood Buffalo fmwbunitedway.com

h.KK

Total participants served

Total participant course hours

Recovery College by the numbers

(April 1, 2023 - March 31, 2024)

Total courses offered



Canadian Mental **Health Association** Alberta

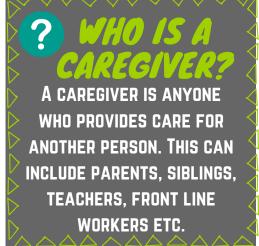
lberta 🗖

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Peer support for parents and caregivers of those

with a mental health and/or addiction concern.

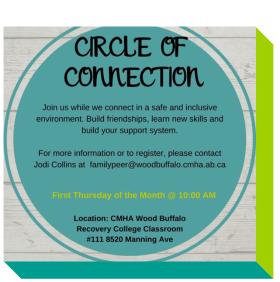






2023 **Highlights**:

HELPING TEACHERS @ FRANK SPRAGINS ON PLF FRIDAYS **DAY CARE HOME PROVIDERS** TEACHERS @ ISLAMIC SCHOOL CAREGIVERS OF GENDER DIVERSE YOUTH W/ PRIDE YMM EA'S AT FMCSD CAREGIVERS @ TIMBERLEA SCHOOL (PRESENTATION ON COPING W/STRESS) MCMURRAY METIS WOMEN'S SUPPORT GROUP FORT CHIPEWYAN CAREGIVERS DURING IN-PERSON VISIT SUPPORT THROUGH HOUSING TEAM



COLLABORATION WITH AHS

TOTAL

In 2023, CMHA established a program with AHS, allowing us to provide Circle of Connection programming for the first time at the Northern Lights Regional Health Centre on the third floor, allowing access to patients who are unable to leave.

WITH FUNDING CONSIDERATIONS FROM





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CONSUMER ADVOCATE FUNDED BY: Alberta Health Services

67 UNIQUE CLIENTS OFFERING BOTH IN PERSON & REMOTE ASSISTANCE

RABIA, THE CONSUMER ADVOCATE WORKS WITH PEOPLE WITH LIVED EXPERIENCE OF MENTAL ILLNESS, THEIR FAMILIES AND OTHER CAREGIVERS, TO FIND THE SERVICES AND SUPPORTS THEY NEED.

MOST REQUESTED CLIENTS SERVICES SAID :

EMOTIONAL SUPPORT

ASSISTANCE WITH :

- APPLYING FOR INCOME SUPPORT, AISH & EI
- APPLYING WITH WOOD BUFFALO HOUSING
- FOOD ASSISTANCE
- FINDING A THERAPIST
- LOOKING FOR / APPLYING FOR A JOB
- GOAL SETTING, TASK COMPLETION
- ACCOUNTABILITY

Plastic bags

Shampoo

LIFT AND SMART BUS APPLICATIONS

Donate to Our

Care & Comfort Closet

Soap

Conditioner Toothbrush Toothpaste

Requesting unopened personal hygiene products for the CMHA Wood Buffalo Care & Comfort Closet

Donation Drop Offs Days: Monday - Friday When: 8:30 AM - 4 PM Where: CMHA Office, 111-8530 Manning Avenue Questions? Contact Katie wellness@woodbuffalo.cmha.ab.ca

Deodorant

SNAC

Wrapped

Snacks

"I wish I had known about this program sooner, it would have helped me a lot."

"I want to thank the CMHA for being so incredibly supportive when I had no other support. This program has helped me get back on track."

IN THE SPRING OF 2024, CMHA COORDINATOR KATIE STARTED COLLECTING ITEMS FOR OUR CARE & COMFORT CLOSET TO ASSIST CLIENTS COMING IN FOR THE FIRST TIME





DRT, AISH & EI LO HOUSING "I war being





font McMunnay

National Addictions Awareness Week

November 22. 2023 CMHA was honored to be invited to provided mental health resources for three communities across the RMWB all on the same day!







ORGANIZATIONS SUPPORTED

- Wood Buffalo Regional Library
- Fort McMurray Catholic School Board
- Fort McMurray Public School Board
- Keyano College
 - Health and Wellness
 - Community Adult Learning Program
 - Language Instructions for New Comers
- Athabasca Tribal Council
- Justin Slade Youth Foundation
- BGC Fort McMurray
- Big Brothers Big Sisters of Wood Buffalo
 - Go-Girls Mentoring
 - Game On Mentoring
- Stepping Stones Youth Services
- Alberta Mental Health & Addictions
- Northern Lights Regional Hospital
- RMWB Counselling Services
- Salvation Army
- Poverty Reduction Network
- Waypoints
 - Child and Youth Advocacy Centre
- RCMP Victim Services & Youth Justice
- Alberta Works
- Children with Disabilities
- 3P Parenting
- Some Other Solutions
- NEAFAM (FASD programming & support)





Referrals sent to community



In September 2023, the Youth Hub collaborated with Holly Hashimi to create Heart Spark for young girls to have a weekly gathering space to grow relationships and maintain the importance of mental health. Since the Youth Network's disbanding, Heart Spark has continued on as it's own not for profit, still utilizing CMHA's space.



DUE TO FUNDING CUTS , THE INTEGRATED YOUTH NETWORK ENDED APRIL 1, 2024.



FUNDRAISING EVENTS



MARCH MULLETS FOR MENTAL HEALTH RAISES OVER \$17,000

March Mullet

"THE BREADMORE FAMILY IS A CHAMPION FOR MENTAL HEALTH AND WELLNESS IN OUR REGION. WE ARE GRATEFUL FOR ALL THEY HAVE DONE IN SUPPORTING CMHA, BUT MORE IMPORTANTLY WE ARE SIMPLY IN AWE OF THE WORK THEY HAVE DONE IN PROMOTING POSITIVE MENTAL HEALTH IN OUR COMMUNITY" SAID CMHA EXECUTIVE DIRECTOR SUSAN GOLL. "WE ARE DEEPLY GRATEFUL TO ALL OF OUR PARTICIPANTS FOR GIVING US THEIR HAIR FOR A MONTH, AND TO EVERYONE WHO DONATED TO THE CAUSE."





Held on Friday, September 6th at the Miskanaw Golf Course, the tournament saw a sell out of 148 golfers. Golfers were treated to food and drink and tons of activities throughout the course, and a concert from Matty Parlee to cap off the evening. Finishing off the evening was our Helicopter Ball Drop 50/50 presented by Local HERO Foundation. In addition to exciting Hole in One Prizes from Northstar Ford, Voigt Harley Davidson & The District YMM, the Ultimate Raffle Packages once again took center stake featuring a trip to Edmonton to see Arkells, a stand-up Paddleboard from Beyond Adventures YMM and a smoker from Home Hardware. For the first time ever, on Thursday night an exclusive nine hole scramble and banquet was held for First Responders.



BY THE NUMBERS

\$33,237	TOTAL DOLLARS RAISED
203	GOLFERS
20	VOLUNTEERS
6	EXCITING RAFFLE PACKAGES
6	HOLE IN ONE PRIZES
34	COMMUNITY PRIZE DONORS



FIRST RESPOND

AND REGION OF WOOD BUFFALO RCM PRESENT THE 7TH ANNUAL

CMHA IN THE COMMUNITY



CMHA Charity Jam & Silent Auction

Over 30 musicians performed at this year's Jam which raised more than \$13,000 SEE PAGE 14 FOR MORE





881 Crew

881 Crew's Northern Bout helped raise money for Mental Health, while allowing CMHA to sell 50/50 tickets on site. In addition, the 881 Crew team took place in March Mullets for Mental Health

MENTAL HEALTH WEEK

Another successful Mental Health Week went down in May bookended by a Taylor Swift party & Cinco de Mayo at Earls raising over \$4,000. The MHW 50/50 raised another \$940 thanks to Sarah Thapa donating her winnings back.



Apostles Motorcycle Poker Run

The Fort McMurray Apostles Motorcycle Society again chose CMHA Wood Buffalo as the benefactor for their annual Poker Run, raising \$17,000 throughout the day with silent auctions, prizes and more.







For the third straight year, The Music Room @ All - In Sports Den invited the community out to Record Store Day, benefitting CMHA Wood Buffalo. Superior Propane provided a BBQ, and the event raised \$1,700

Our staff & volunteers also attended the following events

Suicide Prevention Week at Keyano College

 Mental Illness Awareness Week
 Pride YMM Festival
 Rock The Rails
 Seniors Wellness Expo
 ATC Cultural Festival

 Grey Cup Party @ Blackhorse Pub

 Fort McMurray Wine Festival

 Blackhorse Pub vs Kickin Horse Golf Tournament
 Community Registration Day

 Wood Buffalo Ribfest
 Boston Pizza "Chew For Charity"

 Fort McMurray Marathon

CMHA IN THE MEDIA

oneby one[®]: Canadian Mental Health Association Wood Buffalo Region

It's a milestone year for Canadian Mental Health Association (CMHA) Wood Buffalo Region. The charitable organization, based in Fort McMurray, Alberta, celebrates 30 years as a free mental health resource for its community.

"We're an organization that is focused on mental health education, outreach services and just basically making sure people can connect and have a sense of hope and belonging when they are going through their mental health journey," said Katie Reddy, mental health coordinator.

Fostering connections

Wood Buffalo Region's CMHA office, which includes Reddy and seven other employees, is part of the larger CMHA network—a nationwide charitable organization founded more than 100 years ago. Each office provides mental health services, including peer support, education and referrals. It doesn't offer counseling services but serves as a stopgap in the healthcare system to assist people who are struggling.



"Our philosophy is recovery is possible for everyone," Reddy said. "It's a journey, not a destination. And we're all about human connection and being together, so people never have to feel alone on their journey."

While based in Fort McMurry, a city with a population of about 65,000, CMHA Wood Buffalo Region serves a much larger geographical area that includes small, rural and often Indigenous communities. Some, Reddy said, require a plane or boat ride to visit.

Beyond the daily mental health needs required in any community, the Wood Buffalo Region suffered a traumatic event in 2016, when wildfires destroyed thousands of homes and buildings and forced tens of thousands of residents to evacuate. As a result—and recurrences of wildfires in the area the services of Reddy's team have been in high demand. "When we have these events, people knowing they can connect with us has been huge for our community," she said. "Everyone is impacted differently, and we do everything we can to meet the need."

Thank you

media partners!

- Fort McMurray Today
- Play 103.7 / Fort McMurray Matters
 - 100.5 CRUZ FM
 - YMM Parent Magazine
 - The Mac City Morning Show
 - YMM Weekly
 - Country 93.3 / 97.9 ROCK



Jamie, Matt, Aaron, Mark, TJ Trevor, Colin, Asif - THANK YOU

FRESH LOOK

In April, some amazing volunteers came through to help paint our office! Thank you CUMMINS for donating supplies & providing volunteers



CMHA Marketing & Communications Coordinator Mike Jones was on CTV News National chatting about PTSD & the Jasper wildfires.







Mountain View Benefits, Westland Insurance Cummins, Royal Canadian Legion, Western Star Trucks, My itPRO, Bowman's Martial Arts, Pho Mac Restaurant, Climate Control Ltd., Microtel Inn / Towneplace Suites, Alyssa Thompson - The Agency Fort McMurray, Yvonne Gilbert RMT, Chocolates & Candlelight, Icon Surveys, LeeSan Ng

Thanks CHARITY JAM MUSICIANS

HOST - MAX NOSEWORTHY SOUND - Eric Bureau PERFORMERS **Matty Parlee Andrew Pottie Chris Pottie Blair Faichney Felix Faichney Bubbins Mckenzie Curly G**



Darren Ehler Jeremy Rice **Tyson Coombs** Dan Sittler Dan Tulk Adam MacLeod Lucas Anders Glen Miller **Ryan Osmond** Martha Osmond Carly Henry Paul Cooke Andrew Munro

Adam Bugden **Bella Bugden Nathan Robbins** Eric LeDuc **Scotty Lewis Jason Vadeboncoeur Ruben Rotar Jess Rotar Jordan Last** Larry Peyton Shane Shoemaker

COMING SOON IN 2024 ~ 2025 *EXACT DATES SUBJECT TO CHANGE

NORTHERN LIGHTS CHRISTMAS DECEMBER 7, 2024

A SPECIAL COLLABORATION WITH THE ALL-IN SPORTS DEN AND OVER A DOZEN LOCAL MUSICIANS - A VINYL CHRISTMAS ALBUM WILL BE RELEASED AT A SPECIAL PARTY AT KICKIN' HORSE SALOON DECEMBER 7TH -WITH PROCEEDS SUPPORTING CMHA WOOD







Tickets available @ All in Sports Den

MENTAL ILLNESS AWARENESS WEEK OCTOBER 6 - 12 DON'T MISS THE WALK FOR MENTAL ILLNESS

AWARENESS COMING SOON

MULLETS FOR Mental Health March 1 - 31

BUSINESS IN THE FRONT - PARTY IN THE BACKI START GROWING YOUR HAIR LONG (OR PURCHASE A WIG) AND GET READY TO RAISE FUNDS AND AWARENESSI AND DON'T MISS OUR LEGENDARY 50/50 AND WRAP-UP PARTY



VITAL SIGNS 2024/ CMHA 30TH ANNIVERSARY November 5, 2024

A PARTNERSHIP WITH WOOD BUFFALO COMMUNITY FOUNDATION, RELEASING THEIR REPORT ON MENTAL HEALTH - STAY TUNED FOR MORE INFO!

THE PUSH-UP CHALLENGE FEB 11 - 28, 2025



2,000 PUSH-UPS 18 DAYS CAN YOU DO IT? SIGN UP AT

THEPUSHUPCHALLENGE.CA

CMHA CHARITY JAM February 2025

THE CHARITY JAM RETURNS AS SOME OF FORT MCMURRAY'S TOP MUSICIANS TAKE OVER THE SUNCOR ENERGY CENTRE FOR THE PERFORMING ARTS FOR AN EVENING OF ENTERTAINMENT AND SILENT AUCTIONS!

MENTAL HEALTH WEEK may 2025

FROM TAYLOR SWIFT PARTIES TO CINCO DE MAYO - YOU NEVER KNOW WHAT MENTAL HEALTH WEEK 2025 WILL HOLD!

FIRGT RESPONDERS GOLF TOURNAMENT SEPTEMBER 2025

JOIN US AT MISKANAW GOLF CLUB FOR A FULL DAY OF GOLF, ACTIVITIES AND MORE FEATURING THE RETURN OF THE 50/50 HELICOPTER BALL DROP.

WANT TO DO AN EVENT WITH CMHA? BIG OR SMALL E-MAIL MIKE JONES AT Events@woodbuffalo.cmha.ab.ca





The Canadian Mental Health Association (CMHA) Wood Buffalo Region is a vital part of the community and has been dedicated to mental health since its formation in Canada in 1918 and in Alberta in 1955. The CMHA Wood Buffalo Region was established in Fort McMurray in 1984 and has since been a leader and champion for mental health in the region. The organization is committed to providing services and facilitating access to the resources people require to maintain and improve mental health. Their efforts promote community integration, build resilience, and support recovery from mental illness and addictions.



Thank you





United Way Fort McMurray and Wood Buffalo fmwbunitedway.com













Stay Connected

Canadian Mental Health Association Wood Buffalo

111 - 8530 Manning Avenue, Fort McMurray AB T9H 5G2 Phone: 780-743-1053 Fax: 780-743-0959 Office Hours: Monday to Friday 8:30 AM to 4:00 PM

Follow us

CMHA - Wood Buffalo Region / @CMHAWB
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 @CMHAWB
 @CMHAWB
 Website: woodbuffalo.cmha.ca



WOOD BUFFALO IS LOCATED ON THE TRADITIONAL MEETING PLACE & HOME FOR MANY INDIGENOUS PEOPLES, INCLUDING THE CREE, DENE, INUIT & MÉTIS PEOPLES, AS IDENTIFIED IN TREATY 8 AND MÉTIS REGION 1 TERRITORY.