

ANNUAL REPORT | 2023-2024



Mental Health Foundation
We have a better future in mind.

Message from the Board

As I reflect on the past year, one word stands out: momentum. This year has been one of remarkable progress for the foundation, marked by resilience, growth, and a renewed focus on our mission. Every transition has unlocked new opportunities to amplify our impact. I am proud of how we have embraced this exciting period of transformation.

The changes we've made and experienced - in leadership, strategy, and programs have all been driven by one clear goal, to better serve individuals facing mental illness and addiction challenges in our communities.

The progress we've seen in 2023/2024 is a true reflection of the dedication and passion of our staff, volunteers, and partners. Their unwavering support has been key to driving our mission forward, thank you.

With change comes fresh perspectives and renewed energy, and I am excited about the incredible direction we are heading in. Under new leadership and with a sharpened strategic vision, we are poised to expand our reach and deepen our impact even further.

As we adapt to the evolving landscape of Alberta's health services within the province, the Mental Health Foundation's commitment to funding innovative research, education, and systems of care has never been stronger. Through strategic donor investments, we've continued to make a powerful, positive impact

on mental illness and addiction programs across Alberta.

To our donors, partners, volunteers, and community members, thank you. Your trust and belief in our mission are the fuel behind our momentum. Together, we are building a stronger, more sustainable future for the Mental Health Foundation.

A special acknowledgment to the Trustees who stepped down during the term; Gord Gilroy, Scott McKeen, Yalda Kazemi, and Mohammad Asif. Your commitment and contributions were greatly appreciated.

Looking ahead, I am filled with optimism. With your continued support, we will remain a vital force in creating a better future for mental illness and addiction services.

Thank you for being a part of this journey!



Sincerely,

DeAnn Hunter

Board Chair,
Mental Health Foundation

Board of Trustees



DeAnn Hunter, Board Chair

Angela Porteous, Vice Chair

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Simon Foxcroft

Aileen Giesbrecht
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Yalda Kazemi
Scott McKeen

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We have a better future in mind.

The Mental Health Foundation raises funds to enhance mental illness and addiction recovery through integrated systems of care, research, and education.

WE STRATEGICALLY GUIDE DONOR INVESTMENTS
IN HIGH IMPACT, ESSENTIAL AREAS.



Programs & Services

Impactful initiatives support those with mental health and addiction challenges.



Patient Supports

Accessible resources help individuals in treatment.



Research

Innovative procedures and equipment improve therapies.



Education & Awareness

Workshops and presentations strengthen community resilience.



Facility Enhancements

Comfortable, well-designed, and respectful spaces aid healing.

Impact Across Alberta

The Mental Health Foundation is proud to fund initiatives that serve communities across Alberta. Throughout 2023-2024 an incredible **\$1,349,332** was disbursed to support programs and services across the province.

PROVINCIAL

Kickstand – Integrated mental health services for young people aged 11-25.

Technology Access for Bedbased Services (TABS)

Electronic devices to facilitate community and connection for patients in treatment facilities.

Tourette OCD Alberta Network – Education, peer support, and access to evidence-based care for individuals living with Tourette Syndrome and Obsessive Compulsive Disorder.

CALGARY ZONE

Youth Mobile Mental Health Support

A *Youth Health Bus* bringing targeted health care education, outreach, primary health care, and mental health services directly to high school students in under-served Calgary communities.

CENTRAL ZONE

- **Addiction & Mental Health Support** – Drumheller
- **An Influential Generation** – Red Deer, Brazeau, Ponoka & Wetaskiwin
- **Community Kitchen** – Hanna
- **EMBRACE Program** – Wetaskiwin, Maskwacis & Ponoka
- **Growing Protective Factors** – Viking
- **Mental Health Capacity Building Initiative** – Rural Alberta
- **Mothers for Recovery Support Group** – Red Deer
- **Move Your Mood Studio** – Red Deer
- **ODP Client Group Engagement** – Red Deer
- **Sensory Items & Art Supplies** – Red Deer
- **Sensory Room Equipment** – Red Deer
- **Simple Connections, Stronger Community** – Vermilion
- **Transform Through Nature** – Red Deer

EDMONTON ZONE

- **Access 24/7** – Adult Intake Services
- **Alberta Hospital Edmonton** – Events
- **AMH Survey Response Rate Patient Improvement**
- **ASPIRE Christmas Gift Giving**
- **Community Based Mental Health Program**
- **Family Support & Education in Psychotic Illness**
- **Forensic Assessment & Community Services Holiday Lunch**

NORTH ZONE

- **Communities in Mind** – New Horizon Co-op
- **Family & Leisure Program Space** – Fort McMurray
- **Mental Health & Addictions Enhancement** – St. Paul
- **Playful Pathways** – Peace River
- **Spiritual & Recreational Space** – Grande Prairie





Growing Protective Factors helps vulnerable individuals facing food insecurity, financial constraints, and limited access to healthcare.

Factors like connecting with friends and abstaining from substances fosters hope for the future. With financial support, clients can attend medical appointments, access recreational facilities, afford nutritious food, and engage in stress-relieving activities.



An Influential Generation empowers high school youth to become positive role models in their communities. The goal is to counteract the vaping epidemic among youth and promote healthier and happier lifestyles. Influencers are trained to give presentations to younger students about the harmful impacts of vaping, raising awareness and providing coping strategies to manage everyday stress.



The Community Kitchen is a 6-week program for vulnerable adolescents and young adults facing mental illness and addictions in the town of Hanna. Participants plan and prepare nutritious, well-balanced meals, learn how to build community, and gain independence. Incorporating this program into a client's therapy journey creates a lasting positive impact on mental health and overall well-being.



The Playful Pathways project has created a *Sensory Modulation Room* and *Therapeutic Play Environment* in the Peace River Addictions and Mental Health Clinic. These new spaces for newborns to 18-year-olds help improve therapeutic outcomes, foster inclusivity, and increase capacity to serve marginalized peoples, newcomers to Canada, Indigenous Canadians, and the LGBTQIA2S+ community.



Annual Fundraising Breakfast

The Annual Fundraising Breakfast is the Mental Health Foundation's signature event supporting mental illness and addiction care across Alberta. Since 2009, this powerful event has raised over **3.1 million dollars** to transform the lives of individuals and families affected by mental illness and addiction.

Dr. Tracy Dennis-Tiway's Keynote Address offered a revolutionary new way of understanding, managing, and leveraging anxiety. Instead of eliminating anxiety she challenged us to harness the positive and healthy aspects of anxiety to be better equipped to face our uncertain future with hope, tenacity, and courage.

Support for the Mental Health Foundation's Annual Fundraising Breakfast ensures that the 1 in 5 Albertans struggling with mental illness or addiction can access care when they need it most.



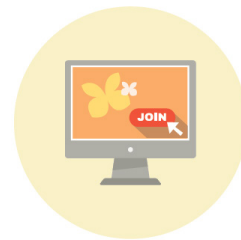
\$287,763 Raised



650 In-Person Attendees



39 Event Sponsors



100+ Virtual Attendees

93% of attendees enjoyed the event and would plan to attend again

THANK YOU FOR SUPPORTING KICKSTAND

The Mental Health Foundation is proud to support Integrated Youth Services (IYS) and the Kickstand initiative to transform how young people in Alberta access health and social services.

Through generous philanthropic support, Kickstand is ensuring Alberta youth, aged 11-25, and their families/caregivers have rapid access to easily identifiable, integrated health and social services that promote recovery capital, enhance quality of life, build community and individual capacity, and address mental health and wellness.



RBC Foundation

"The unique mental health services and resources Kickstand offers to youth align with our **Future Launch Program** that targets youth, and reflects our commitment to meaningful employment through practical work experience, mental well-being supports, skills development opportunities, and networking solutions."

*Jerilynn Daniels, Regional Director
RBC Royal Bank*

Your generosity to support youth mental health and IYS is empowering youth to seek help and receive support on their journey to wellness.



**Fondation
Graham Boeckh
Foundation**

"Kickstand, Alberta's Integrated Youth Services (IYS) initiative, fills an important gap in mental illness and addictions services for teens and young adults, changes the trajectory of lives and supports family carers. We look forward to continuing to work with Kickstand as they support young people in accessing the mental illness, addictions and social services they need, when and where they need them."

*Marni Pearce, Senior Director
Graham Boeck Foundation*



"Supporting the Mental Health Foundation and Kickstand aligns perfectly with our commitment to community well-being. We believe in the power of accessible mental health resources to transform lives, and we are honoured to contribute to this vital cause."

*Paige Smith, Corporate Relations
Shell Canada*



"Working with organizations and helping to develop mental illness supports in our community has been one of our main goals since 1984. Input from hundreds of staff and volunteers in these endeavours creates strong caring bonds that unite us together. Kickstand's focus on youth is the key to this continuation."

*Dani Hunter
Hunter Family Foundation*

OUR VALUED SPONSORS

Thank you to our sponsors for supporting the Mental Health Foundation's 2024 Annual Fundraising Breakfast, 2024 Lunch and Learn series, and 2023 AHE Holiday Light-up.

Abbey Lane Homes	Great West Media
Alberta Blue Cross	Hodgson Schilf Evans Architects Inc.
Altitude Investments Group of Companies	Keller Construction / A John Cameron Experience
Assiff Law	Ledcor
Baker Tilly	Lloyd Sadd Insurance Brokers
Bell Media	Lovella
Bennett Jones LLP	Miller Thomson LLP
Bird Construction	Northgate Industries Ltd.
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Delnor Restoration Services	Sorrell Financial
Edmonton International Airport	Synergy Group of Companies
EllisDon	TD Bank Group
Felesky Flynn LLP	Trimac Transportation
Flaman Group of Companies	

COMMUNITY EVENTS

Alberta Hospital Edmonton Centennial Celebration	Matrix Solutions Tomato Plant Fundraiser
Alberta Hospital Edmonton Holiday Light Up	Modern Day Courage Book Launch
Alberta Hospital Edmonton Staff Appreciation Tea	Move for Mental Health
Apex Ascent	No Talent Hacks Golfapalooza
CAMP for a Cause	Parlee McLaws Walk/Run Employee Challenge
Cars & Coffee -Presented by Alberta Mustang Owners Association & Freedom Ford	Points West Marketing Customer Appreciation Event
Chauncey Classic Hockey Tournament	Sherwood Customs Takeover Truck & Car Show
Chemco Golf Tournament	Thiessen & Associates Charity BBQ
Clark Builders Golf Tournament	William Bell Memorial Golf Tournament
Edmonton Disc Golf Association Tournament	Ye Olde Craft Lodge 196 Christmas Charity Luncheon
First Responders Appreciation BBQ	
GFL Environment Charity Golf Tournament	
Linda Diane Hudson Memorial Concert	

Thank you to each of our incredible supporters who have helped us raise funds and spread awareness for the Mental Health Foundation by choosing to host community events.

THANK YOU FOR SUPPORTING ALBERTA HOSPITAL EDMONTON



"The Stollery Charitable Foundation is proud to partner with Mental Health Foundation to transform mental health care for Albertans and ensure everyone has an opportunity to access the supports and services that they need to live a life that is not impacted by mental illness or addictions."

Jeff Bryson, Executive Director,
The Stollery Charitable Foundation



"We are grateful for the opportunity to support Mental Health Foundation's renovations to patient units at Alberta Hospital Edmonton; demonstrating our mission of 'impacting lives and promoting healthy communities'."

Rob Morrison, Chair,
Edmonton Civic Employees
Charitable Assistance Fund

THANK YOU TO OUR ANNUAL INDIVIDUAL DONORS

\$1,000-\$4,999

Abheeram, Bhumatee
Baines, Nathan
Bizuk, Adam
Bryson, Jeffrey
Burrows, Barbara
Carey, Roseanne
Day, Nancy
Fergusson, Gail
Goulet, Curt & Eleanore

Greenshaw, Andrew
Grey, Christopher
Hay, Fiona
Horvath, Eric
Hsu, Susan and William
Hunter, DeAnn
Jaglal, Ralph
Kelland, Jill
Kelly, Lindsay
Lockyer, Tara

Ly, Mark
Maclure, S. James & Christine
Manz, Deb
McArthur, Debra
McKinnon, Deborah
McNeill, Jody
Mitchell, Nicholas
Moroz, Don
Parker, Barry

Perret, Michele
Porteous, Angela
Semenuik, Anne
Shifrin, Samuel
Spillett Baron, Dania
Stone, Karen
Swankhuizen, Chad
Turnbull, Cameron
Young, Ralph

\$5,000-\$9,999

Brook, Mary-Kay
Eaton, Bill and Christa

\$10,000-\$24,999

Omell, Penny
White, Dr. P.J.
\$25,000+
Priestner, Patrick & Diana

THANK YOU TO OUR ANNUAL ORGANIZATIONAL DONORS

\$5,000-\$9,999

Benefaction Foundation
Enterprise Holdings Foundation
GFL Environmental
Gibson Energy
Ron Hodgson Chevrolet Buick GMC
Servus Credit Union
TC Energy
TransCanada Pipelines Limited
WSP Canada Inc

\$10,000-\$24,999

Air Canada Foundation
Baher Family Fund
Bell Canada
Cliff Lede Family Charitable Foundation
CN Foundation
Co-operators Group Limited
Dwayne Marshman Family Foundation
Grant Thornton
Leder Charitable Foundation

Melton Foundation

TELUS Friendly Future Foundation
William and Florence Lede Family Foundation
Wolfe Pack Warriors Foundation
\$25,000 - \$49,999
Royal Alexandra Hospital Foundation
\$50,000-\$99,999
Alberta Health Services/ Foundation Relations
ATB Financial

Cenovus Energy

David & Nancy Foreman Charitable Gift Fund
Edmonton Community Foundation
Eldon and Anne Foote Fund
Estate of Deeann Maria Kolbuc
\$100,000-\$499,999
Bell-Graham Boeckh Foundation Partnership
Edmonton Civic Employees Charitable Assistance Fund

Hunter Family Foundation

McConnell Foundation
RBC Foundation
Shell Canada
\$500,000
Stollery Children's Hospital Foundation



Co-op is working with the Mental Health Foundation to raise funds for mental health programs and initiatives in communities across Alberta. In its 4th year, the *Co-op Communities in Mind* campaign raised **\$74,824.30** to support local mental health and addictions programs/ services. Subsequently, this funding has already gone to support 13 programs and services benefiting the communities where the dollars were raised.

We would like to thank the staff and leadership of our 2023/2024 Co-op trading area partners: *Central Alberta, Cornerstone, New Horizon, South Country, and Westview.*



Through generous donor investments, we support essential programs and services ensuring Albertans have accessible mental illness and addictions care when they need it most. We have a better future in mind — where the people in our communities live happy, healthy lives.

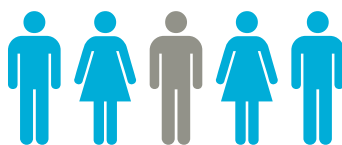
60%



of those with mental health concerns won't seek help

1 in 5

Canadians will experience a mental illness in any given year



Young people aged

15 to 24

are more likely to experience mental illness and substance use than any other age group

Financial Snapshot

AUDITED
FINANCIAL
STATEMENT



Financial Statement of Revenues and Expenditures
Year Ended March 31, 2024

REVENUES	2024	2023
Donations and fundraising	\$ 2,786,099	\$ 2,728,129
Investment income	61,540	60,490
	2,847,639	2,788,619
DIRECT FUNDRAISING EXPENDITURES	806,353	900,685
	2,041,286	1,887,934
EXPENSES		
Administration expenses, including amortization	1,012,605	541,462
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	1,028,681	1,346,472
OTHER INCOME (EXPENSES)		
Unrealized gain (loss) on marketable securities	142,939	(27,099)
Realized gain on marketable securities	23,052	17,886
Disbursements	(1,349,332)	(1,342,455)
	(1,183,341)	(1,351,668)
DEFICIENCY OF REVENUE OVER EXPENSES	\$ (154,660)*	\$ (5,196)*

NOTE ON DEFICIT FOR THE 2024 FINANCIAL YEAR: The reported deficit of \$-154,660 for the 2024 fiscal year reflects the accounting treatment of delayed donation revenue recognition. Donations are recorded only in the year they are disbursed, creating a temporary discrepancy between actual and expended revenues and expenditures.



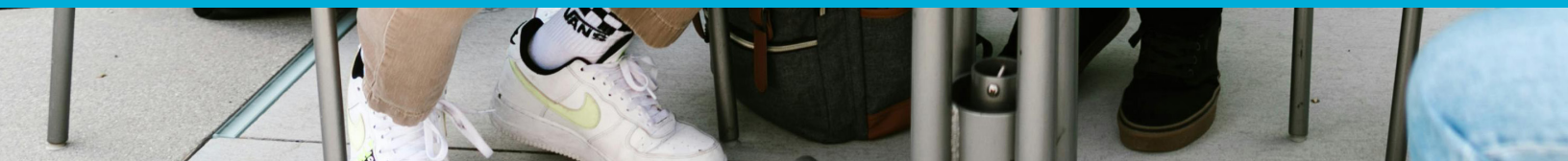
SUPPORT OUR CAUSE

Mental illness is often impossible to see.
The difference your donation can make isn't.

Your donation ensures Albertans have access to essential mental health programs and services.



Scan code to
DONATE TODAY!



@MentalHealthAB

@MentalHealthAlberta

mentalhealthfoundation.ca

Charitable Registration # 82157 7673 RR0001



Mental Health **Foundation**

We have a better future in mind.

Building 9, Room 127, Alberta Hospital Edmonton
17480 Fort Road NW, Edmonton, AB T5Y 6A8

P: 780.342.7718

E: info@mentalhealthfoundation.ca