

Mental & Health
Foundation
of Nova Scotia

COMMUNITY REPORT 2017-2018



#CHANGINGTHEWAYPEOPLETHINK

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Tweet

Mental Health Foundation of Nova Scotia
@MentalHealthNS

#OurTeam
Alison Davidson, Sara Smysniuk, Starr Cunningham, Mike Brannen, Deborah Eaton, and Kate Udle

435 LIKES

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↻
♥
✉

Mental Health Foundation of Nova Scotia

#OurWhy
Being social is key to mental wellness. Research tells us loneliness is more than just a feeling. It can be a serious cause for concern. Why? Because being socially connected is a fundamental factor to optimal aging and overall health.

Here at the Foundation we support programs that bring people together. We host events that celebrate and engage our communities, we share self-care strategies that abate social isolation and we promote the benefits of face-to-face interaction.

We also stay social online; actively posting photos and stories that promote hope, recovery and a consistent message aimed at motivating our followers and friends to take notice, start conversations and inspire others.

We hope you enjoy flipping (or clicking) your way through our Community Report to learn more about the Foundation and how you can help us make a difference by [#CHANGINGTHEWAYPEOPLETHINK!](#)

👍 Like
💬 Comment

📅
👤
🏠
🔔
☰

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#Mission
To make a difference in the lives of Nova Scotians by supporting mental health initiatives in our communities.

#Vision
Nova Scotians with mental illness and addiction are thriving in our communities.

#Values
We Care. We genuinely care about the one in five Nova Scotians living with a mental illness or addiction and our sole focus is on making a positive difference in their lives.

We Enable. We exist to raise money in the community and in turn fund initiatives in the community.

We are Accountable. We are stewards of the money we raise and are responsible to our donors and volunteers to ensure transparency, integrity, efficiency and public trust. We work with discipline but not paralysis.

Changing The Way People Think

Mental & Health Foundation

of Nova Scotia

105 LIKES

↩
↻
♥
✉

Instagram

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♥
💬
📌

mentalhealthns What an exciting year of evolution here at the Mental Health Foundation of Nova Scotia!

From April 2017 to March 2018, we experienced twelve months of growth. From launching our innovative [#PTSD](#) campaign to hosting our most successful [A Different Stage of Mind](#) fundraiser ever; the Foundation is on a trajectory of transformation.

We know the current challenges surrounding mental health and addiction are huge and the demand for service is high. That's why we're moving forward with a renewed sense of urgency and determination. We have always strived to change the way people think, but it has never been more imperative than it is right now.

Our team is strong, our volunteers are prepared and we know Nova Scotians are ready to grow the momentum. Thank you for helping us get here and for believing in the work we have yet to do. Together, we can create a province where people living with mental illness and addiction are thriving in our communities!

[@StarrMHFNS](#)

🏠
🔍
+
♥
👤

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As I wrap-up my two year term as Chair of the Board of Trustees and move into the role of Past Chair, I have much to reflect upon. The Foundation has experienced considerable success during 2017-2018.

With our mission always paramount, our Board and dedicated Foundation team has eradicated stigma, educated Nova Scotians and raised critical funds for mental health and addiction programs in our province.

Our Community Grants Program has literally brightened smiles and created connections between young people at risk and praiseworthy mentors. Our signature events have tackled tough topics such as [#PTSD](#), suicide, depression, anxiety and bullying. Our ground-breaking [#CampBELIEVE](#) has almost doubled its original number of participants since its inception in 2016.

Simply put, we are making a difference in the lives of Nova Scotians by supporting mental health and addiction initiatives in our communities. Thank you for being such a critical part of this achievement.

Mike

105 LIKES

↩
↻
♥
✉

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VJ Rice Concrete
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President & CEO
Mental Health Foundation of Nova Scotia

#GrantsAtWork

Mental Health Foundation of Nova Scotia

Since 2006, we have provided more than \$3.5 million in funding through our Community Grants, Named Grants and Nova Scotia Health Authority Grants to programs and community organizations across the province. And, we're just getting started!

Your donations are [#CHANGINGTHEWAYPEOPLETHINK](#) about mental illness and addiction in Nova Scotia and the more funds we raise the more people we can help.

You can [#Donate](#) and support our grant programs at mentalhealthns.ca/donate/



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mentalhealthns *Bigs in Blue* is a pilot project between the **Halifax Regional Police** and **Big Brothers Big Sisters of Greater Halifax**. The goal of the program is to build safer communities, help children overcome challenges and guide our youth to become future leaders.

Corey (The Blue) and Zach haven't known each other long, but already the impact has been amazing. Both of them have grown a lot from this match and even caught some fish along the way!

We're incredibly proud of the impact our Community Grants have on young people in our communities.

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Bright Smiles has us grinning from ear-to-ear at the opportunity to help put smiles back on some deserving faces in Pictou County!

The Bright Smiles Project provides free dental check-ups and procedures to adults living with mental illness, who for many reasons aren't able to access appropriate oral care. Proper dental care can reduce the risk of heart disease and a bright smile can help raise confidence. Just ask Wanda!

"Because of the work on my front teeth, I can now smile proudly which has given me my life back!"



205 LIKES

Instagram

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mentalhealthns *Living Leisure, Loving Life at Abbie J. Lane* is a grant that allows us to bring the joy of leisure and self-care to patients at the Abbie J. Lane. Sometimes, it's an outing with friends for a cup of coffee that makes the most impact. This grant gives patients a chance to focus on their wellness rather than their illness!

"Helps me know if I'm ready for the real big world."

"I really want to do this... so I'm going to push through my anxiety"

"The recreational therapists pushed me out of my comfort zone to come here, but just the right amount" (referring to the coffee walk)

"I love it because we get to relate to each other" (referring to the coffee walk)

"I get to clear my head and get fresh air" (referring to the coffee walk)

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We love **LOVE (Leave Out ViolenceE)!** That's why we're so pleased to provide ongoing support to the organization as it connects with violence-affected youth in Halifax and in the Mi'kmaq communities of Sipekne'katik and Membertou.

LOVE focuses on building healthy relationships, instilling self-respect and ending the cycle of violence. It's a safe place for all that creates a family vibe and a true spirit of acceptance. Now we're sure you'll love LOVE, too!


"Here at LOVE, we incorporate meetings with Elders and cultural practices into our individualized work with youth, including sweat lodges, smudge ceremonies, drumming, dancing and storytelling."



154 LIKES

Instagram

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mentalhealthns *Under One Umbrella* gives those in need a chance to access support services on one day, under one roof. People in the Cape Breton Regional Municipality who are lacking essentials, are able get help and connect with services they would normally have a hard time accessing. We're happy to support this positive and empowering initiative through our Community Grants.

"A true example of people in our community coming together to help their neighbours."

"I was able to get my hair cut, set up an eye appointment and a dental appointment to finally get the work done I've been needing to do for a while. Everyone was really nice and very helpful." [#SelfCare](#)

#EradicatingStigma

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NOW BOARDING
MENTAL HEALTH FOUNDATION

Our community-inspired programs, [Mental Health Above All](#) and [Blankets of Love](#), go a long way toward helping us let the one in five Nova Scotians who are living with mental illness and addiction know they are not alone. For more information go to mentalhealthns.ca

Through our Lunch & Learns, school visits, conference participation and education sessions we share stories of hope and recovery that foster openness and understanding. We know knowledge is power!

Mental Health Foundation of Nova Scotia
@MentalHealthNS

Our community-inspired programs, [Mental Health Above All](#) and [Blankets of Love](#), go a long way toward helping us let the one in five Nova Scotians who are living with mental illness and addiction know they are not alone. For more information go to mentalhealthns.ca

205 LIKES

Mental Health Foundation of Nova Scotia

We enjoyed the opportunity to share lunch with the team at [STI](#) this afternoon and talk about the importance of putting Mental Health Above All and [#CHANGINGTHEWAYPEOPLETHINK!](#)

Like Comment

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@MentalHealthNS

Thanks to the team at [@iNovaCU](#) for the warm welcome this morning. It was my first 'Breakfast' & Learn! [@mentalhealthns](#) [#EradicatingStigma](#) [@StarrMHFNS](#)

314 LIKES

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Senior Living
A PUBLICATION OF THE CHRONICLE HERALD • MAY 2017

Live more with loving care

The 2017 Northwood Live More Award recipients (from left) are: Joyce Bond (Loving Care Award), Joan Christie (Community Award), Betty MacDonald (Diversity Award), Rosanne Burke (Innovation Award) and Ruth Martin-McInerney (Research Award).

mentalhealthns #seniorliving

Mental Health Foundation of Nova Scotia

"During rough times I still curl up with my quilt and think about how much love went into making that blanket." [#BlanketsofLove](#)

Like Comment

#YouCanHelpToo

Tweet

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Release the Cannon, an indoor soccer tournament dedicated to the memory of a teammate, donated all funds raised to the Mental Health Foundation of Nova Scotia!

157 LIKES

Mental Health Foundation of Nova Scotia

Huge thanks to our friends at [Wilson's Fuels](#) for making the Mental Health Foundation of Nova Scotia the beneficiary of their annual Charity Classic Golf Tournament. Over \$68,000 was raised and we couldn't be happier! #CHANGINGTHEWAYPEOPLETHINK

Like Comment

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mentalhealthns Trails n' Tails proceeds will benefit our #PTSD First Responders Service Dog program. Thank you to all who came out! It was a great day to bark in the park!

Tweet

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@MentalHealthNS

Do you have an idea for a community event or fundraiser? Well, #YouCanHelpToo! Community events help to raise awareness, break-down barriers and eradicate stigma while #CHANGINGTHEWAYPEOPLETHINK about mental illness and addiction across Nova Scotia!

You can find out how to host your own event at mentalhealthns.ca/community-events/

157 LIKES

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mentalhealthns This year's Blue Nose Marathon Charity Challenge featured our youngest supporter, Henry. He ran the route and raised more than \$1,500! "When people tell me they're nervous for the run, I tell them "Don't Worry! You can do it! As long as you practice, you will go SUPER fast and people will cheer for you! It's REALLY fun to run with friends or with your Mommy and Daddy on race day." #HenryBlueNose

Mental Health Foundation of Nova Scotia

Thank you to our friends at [Gift Market](#) for choosing to support the Mental Health Foundation of Nova Scotia while celebrating their first anniversary! Together, we are changing the way people think about #mentalillness and #addiction.

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Stop by [Zebraskin Tattoo Shop](#) tomorrow for a BBQ and TEMPORARY tattoos designed by talented artists keen on making a difference in their community! Proceeds from tomorrow's event will help support the Mental Health Foundation of Nova Scotia.

#LKT2017

Mental Health Foundation of Nova Scotia

Let's Keep Talking with Lt. Gen. Roméo Dallaire attracted a packed house and sparked a critical conversation surrounding #PTSD. This 4th annual event featured a special video message from Madame Sophie Grégoire Trudeau, a discussion with artist Nigel Beck and words of support from our friends at NorthWest Healthcare Properties and Bell Aliant.



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mentalhealthns The presentation of our Let's Keep Talking Awards filled the auditorium with both inspiration and admiration. Congratulations to our amazing 2017 recipients!

Mental Health Foundation of Nova Scotia @MentalHealthNS

Outstanding Healthcare Provider – Nicole Robinson
 Outstanding Youth – Amanda Higgins
 Outstanding Senior – Jim Malone
 Outstanding Individual – Stephanie Reidy
 Outstanding Caregiver – Sheila Morrison

“Never be afraid to take care of your mental health. It’s okay to not be okay,” Jim Malone.



157 LIKES

#PTSD ISN'T ALWAYS BORN ON A BATTLEFIELD

Mental Health Foundation of Nova Scotia

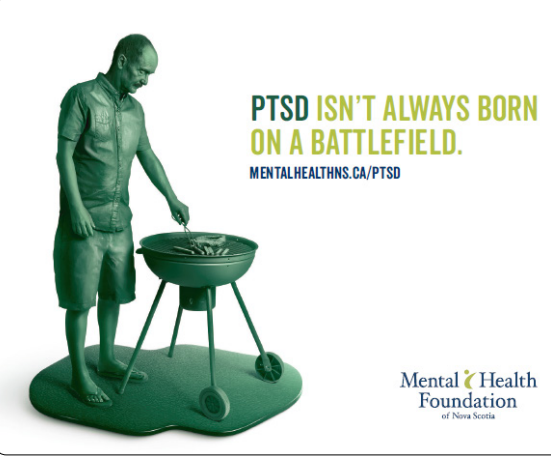
A unique partnership with the creative minds at Arrivals + Departures, Jive Photographic and three volunteer participants (Sherry Blinkhorn, Phonse Jessome and Parker White) created this innovative and award-winning #PTSD Awareness Campaign.



Like Comment

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#PTSD isn't always born on a battlefield. It does not discriminate. It affects people of all ages, races, jobs and economic levels. The campaign was launched in January, yet it has already sparked conversations, broadened the extent of PTSD awareness in our province and received recognition on a local, regional and international front.



157 LIKES

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mentalhealthns You can learn much more about our campaign and access PTSD resources at mentalhealthns.ca/ptsd

#FOT2017

Mental Health Foundation of Nova Scotia

Our 26th annual [Compass Group Canada Festival of Trees](#) celebrated an East Coast Christmas in fine style! [The Shannex Holiday Luncheon](#) smelled as good as it looked, boasting one-of-a-kind cakes and platters of cookies, festive wreaths and the always popular 12 Days of Christmas Raffle.




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World Trade & Convention Centre



Our thanks to [@CTV Morning Live's Heidi Petracek](#) and [Cyril Lunney](#) for once again emceeing our sold-out event!

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Mental Health Foundation of Nova Scotia
[@MentalHealthNS](#)

The festivities continued into Saturday night with the oh so glamorous [RBC Black Tie Gala](#), featuring renowned singer and songwriter, [Jimmy Rankin](#)!



345 LIKES

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Very pleased to attend the [2017 Festival of Trees @RBC_Canada Gala](#), in support of [@MentalHealthNS](#). Helping to change the way people think. [#HappyHolidays](#) to everyone!





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Mental Health Foundation of Nova Scotia
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Happy to be at [@MentalHealthNS #FOT2017 Luncheon](#). It's beautiful in here!

345 LIKES

Tweet

Mental Health Foundation of Nova Scotia
[@MentalHealthNS](#)

A live auction and a [Forest of Trees](#) destined to various not-for-profits across the HRM made for a memorial and magical weekend.



298 LIKES

#DSOM2018

Mental Health Foundation of Nova Scotia

15 years brings the best year yet! #DSOM2018 was a roaring success thanks to a roster of stars who brought the house down while breaking all fundraising records!

Like Comment

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@MentalHealthNS

A sold out crowd at the new **Halifax Convention Centre** cheered and danced along with @DSOM alumni host, **Nancy Regan** and four fabulous acts – **Robert Zed** and the **Men of the Deeper Pockets**, **Gladys & Mabel**, **The BMO Wealth Pack** and **The Emera Eagles**. Anti-bullying advocate, **Elsie Morden** also shared her story and vocal talents.

345 LIKES

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mentalhealthns Gladys & Mabel make their return to #DSOM2018. Hilarious!

Tweet

Sarah K.

#DSOM2018 for @MentalHealthNS - @mcinnescooper proud to support.

#CampBELIEVE

Mental Health Foundation of Nova Scotia
@MentalHealthNS

#CampBELIEVE marked its second year by welcoming more campers and touching more lives in July 2017!

134 LIKES

Lisa Marie Kuhn Thank you so much for having Camp BELIEVE -- my kids have been to the 2016 and 2017 sessions and we really hope funding can continue so a 2018 can be made possible. This is an unique and very special and much needed camp. ❤️

Love · Reply · Message · 1 · 2 hrs

Instagram

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Aylesford

mentalhealthns We're proud to partner with our friends at **Brigadoon Village** to offer this unique overnight camp for youth who are impacted by a parent living with mental illness. It's a camp where kids can focus on just being kids and we couldn't make it possible without the generous support of **Palookas Charitable Foundation**, the **J&W Murphy Foundation** and many other individual donors.

Roo Jones My daughter attended for the first time this summer, she LOVED Camp Believe, it has been such a positive and uplifting life experience for her ❤️ Thank you to ALL the supporters!!!!

Like · Reply · Message · 1 hr

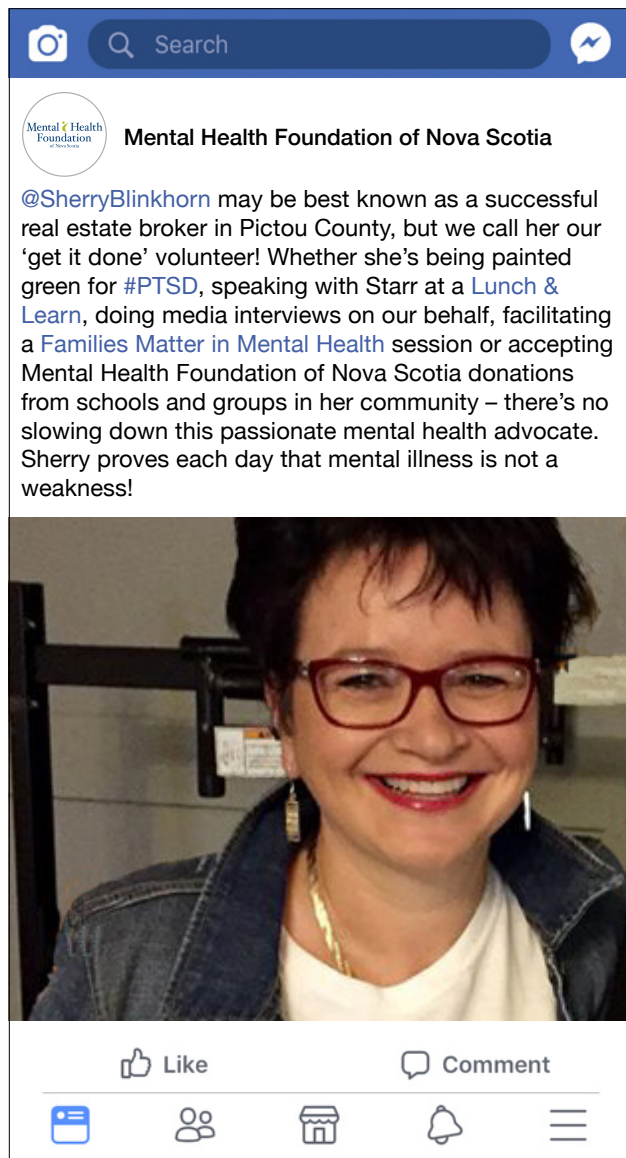
Mental Health Foundation of Nova Scotia

I can feel the energy and enthusiasm bursting from this photo. Such an amazing partnership!

Like Comment


#VisionAwards

#OUTSTANDING VOLUNTEERS



Mental Health Foundation of Nova Scotia

@SherryBlinkhorn may be best known as a successful real estate broker in Pictou County, but we call her our 'get it done' volunteer! Whether she's being painted green for #PTSD, speaking with Starr at a Lunch & Learn, doing media interviews on our behalf, facilitating a Families Matter in Mental Health session or accepting Mental Health Foundation of Nova Scotia donations from schools and groups in her community – there's no slowing down this passionate mental health advocate. Sherry proves each day that mental illness is not a weakness!



Like Comment




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mentalhealthns @PaulHollingsworth is a member of our Board of Trustees, but his volunteer commitment runs much deeper. Five years ago, we asked him to emcee our very first Let's Keep Talking event. Since then, he has hosted Clara Hughes, Michael Landsberg, Margaret Trudeau, Lieutenant-General Roméo Dallaire and Steven Page! While we applaud Paul's exceptional talents on stage, we most appreciate his openness and bravery in sharing his own story of losing his brother to suicide with our LKT audiences each year.

#OUTSTANDING ACHIEVEMENT



Mental Health Foundation of Nova Scotia @MentalHealthNS

@BruceMarchand, @ChrisHuskilson, @DavidLandrigan and @MikeRoberts may refer to each other as colleagues, but they can also call each other our TOP A Different Stage of Mind fundraisers ever! This talented foursome had the audience on its feet, and its sponsors digging deep, when it took to our DSOM stage as **The Emera Eagles**. Their hard work, dedication and power to motivate people to give certainly took it to the limit and left us with a peaceful, easy feeling!



345 LIKES

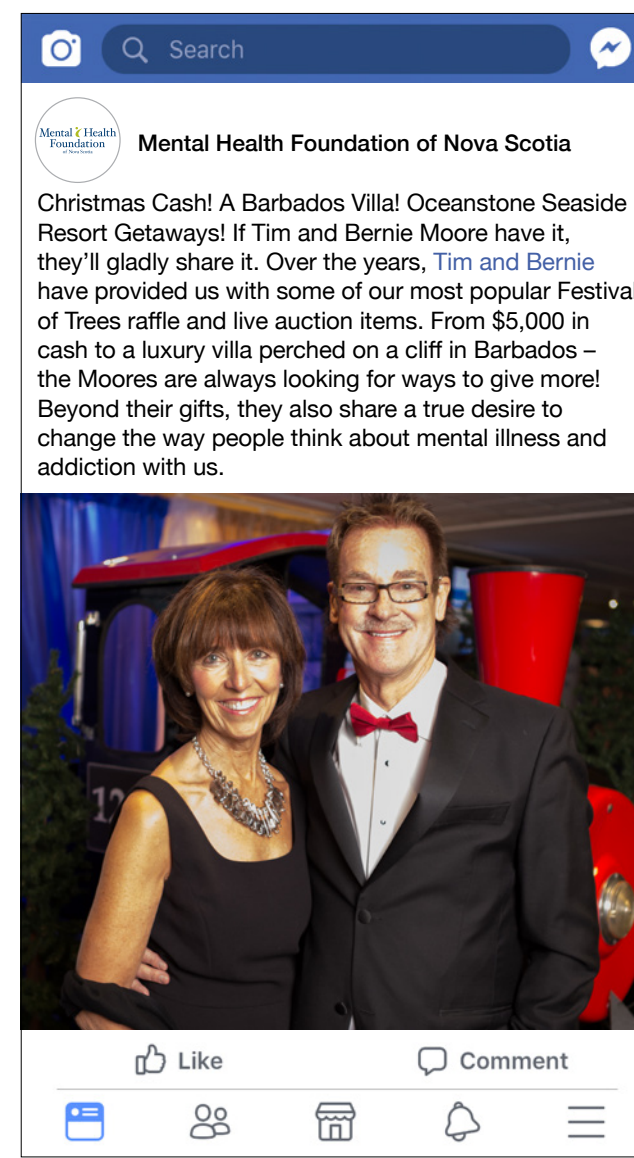
#PARTNERS IN OUR VISION



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mentalhealthns @LisaMurphy and @KarenSpaulding are the inspiring and generous sisters behind the **J&W Murphy Foundation**. Named after their parents, the late Janet and William Murphy, the charitable organization works to make a difference in our Nova Scotia community. Lisa and Karen are substantial supporters of Camp BELIEVE, The Bright Smiles Project, Let's Keep Talking and the Mental Health Foundation of Nova Scotia in general. We are most proud of the guidance they provide us and the friends they have become!

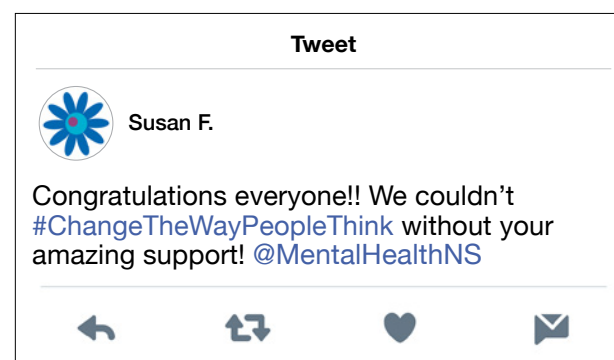


Mental Health Foundation of Nova Scotia

Christmas Cash! A Barbados Villa! Oceanstone Seaside Resort Getaways! If Tim and Bernie Moore have it, they'll gladly share it. Over the years, **Tim and Bernie** have provided us with some of our most popular Festival of Trees raffle and live auction items. From \$5,000 in cash to a luxury villa perched on a cliff in Barbados – the Moores are always looking for ways to give more! Beyond their gifts, they also share a true desire to change the way people think about mental illness and addiction with us.

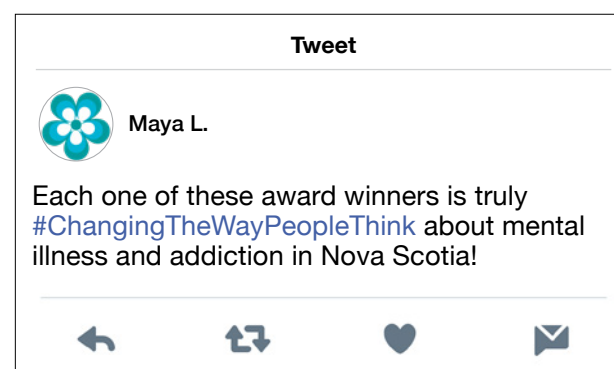


Like Comment



Susan F.

Congratulations everyone!! We couldn't **#ChangeTheWayPeopleThink** without your amazing support! @MentalHealthNS



Maya L.

Each one of these award winners is truly **#ChangingTheWayPeopleThink** about mental illness and addiction in Nova Scotia!

#ThankYou

#VISIONARY

Air Canada Foundation
Arrivals + Departures
Bell Aliant
BMO Bank of Montreal
CIBC Global Markets
Compass Group Canada
CTV Atlantic
Davis Polk & Wardwell LLP
Emera
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FMAV
J & W Murphy Foundation
John & Elizabeth Godin Charitable Trust
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Models for Mental Health Pictou County
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Oceanstone Seaside Resort
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Ian Vessey

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Pink Larkin
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Race Auto Group
Nabil Ramia
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rcs construction
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Scotiabank Global Banking and Markets
Judy Steele
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Podium Properties
Sherry Porter & Doug Hall
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RBC Royal Bank - Metro Halifax
RICAS Engineering
Bryan Rice
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Royer Thompson Associates
Donna Rubenstein
Russell Investments Canada Ltd.
S.W. Weeks Construction Ltd.
Tracy Saarloos
Tara Sadler
Sambro Fisheries Ltd.
Shaw Group Ltd.
Mark Sidebottom
Michael Sim
Patrick Sims
George Soare
Jim Spatz
Susan Spence
Stantec
Rodney Stevenson
Strategic Charitable Giving
Phil Street
Stright-McKay Ltd.
Studio In Essence
Summer Wind Holdings Ltd.
Linda Tanner
Terra Nova Construction
Philip Tibbo
Town of New Glasgow
Trusty 1 Fisheries Ltd.
United Gulf Developments Ltd.
Tana Woodward
Dennis Zwicker

#MONTHLY

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Shauna Archibald
Erica Baker Psychological Services Ltd.
Doug Buffett
Krista Canning
Joyce Carter
Shannon Cunningham
Starr Cunningham
Timothy Daley
Jacob Damberg
Alison Davidson
Kathleen Dedrick
Deborah Eaton
William Hay
Kenneth Kilby
Marian Macken-Issekutz
Paul Midgley
Jennifer Simister
Patrick Sims
Sara Smysniuk
Phil Street
Jack Whittle
Deborah Windsor
Patrick Sims
Phil Street
Martha Tuff
Jack Whittle

#FinancialFocus

STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS
Year ended March 31

	2018	2017
Revenue		
Special events		
Donations	\$ 1,144,325	\$ 864,041
Services	299,850	351,201
Investment income	94,630	41,695
Miscellaneous	10,616	17,564
	3,448	
Expenses	1,552,869	1,275,176
Special events		
General and administrative	330,016	323,693
	503,497	493,860
	833,513	817,553
Net revenues available for community funding	719,356	457,623
Community funding		
	440,365	513,078
Excess (deficiency) of revenue over expenses	\$ 278,991	\$ (55,455)
Net assets, beginning of year	\$ 898,330	953,785
Excess (deficiency) of revenue over expenses	278,991	(55,455)
Net assets, end of year	\$ 1,177,321	\$ 898,330

STATEMENT OF FINANCIAL POSITION March 31

	2018	2017
Assets		
Current		
Cash and cash equivalents	\$ 545,434	\$ 281,071
Cash held for custodial funds payable	14,336	13,291
Receivables	345,274	199,870
Short term investments	782,131	874,942
Prepays	20,192	5,656
	1,707,367	1,374,830
Long term investments		
Capital assets	133,491	127,017
	17,869	23,644
	\$ 1,858,727	\$ 1,525,491
Liabilities		
Current		
Custodial funds payable	\$ 14,336	\$ 13,291
Payables and accruals	130,662	159,239
Unearned revenue	59,000	359
Deferred contributions	477,408	454,272
	681,406	627,161
	1,177,321	898,330
Net assets	\$ 1,858,727	\$ 1,525,491

The audited financial statements of the Mental Health Foundation of Nova Scotia for the year ended March 31, 2018, as audited by Grant Thornton LLP are available upon request. Copies of the complete statements may be obtained from the Mental Health Foundation of Nova Scotia, 300 Pleasant Street, Suite 1120, Mount Hope Centre, Box 1004, Dartmouth, NS, B2Y 3Z9 or by calling 902-464-6000.

#FunFacts

We've presented to **small groups** in fire halls and **national audiences** of **1200**.

Over **6000 Twitter** followers and growing.

Our team **exercises self-care** with quarterly mental health days!

We have donors from **all over the world**.

More than **800 individuals** chose to remember their loved ones through an In Memorial gift to the Foundation.

Net revenue from fundraising **increased 32%**.

Net available for funding **increased 62%** over last year.

Over **3000 Facebook** daily views.

Over **\$6,100** in printing costs were **saved** due to supplier **donation**.

More than **2000 direct mail** letters were sent.

Animal lovers abound, our small team of six has **five dogs and two cats!**

Growing on Instagram with over **600 Followers**.



WE'RE #CHANGINGTHEWAYPEOPLETHINK



Changing The Way People Think

Mental & Health Foundation

of Nova Scotia

#JOINOURCOMMUNITY

 /MentalHealthNS

 @MentalHealthNS

 MentalHealthNS

300 Pleasant Street, Suite 1120
Mount Hope Centre, PO Box 1004
Dartmouth, Nova Scotia B2Y 3Z9

PHONE: 902.464.6000
TOLL FREE: 1.866.CARING.2
EMAIL: info@mentalhealthns.ca

Charitable registration number:
8586 35675 RR0001
mentalhealthns.ca

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