

Mental & Health
Foundation
of Nova Scotia

TURNING CHALLENGES INTO OPPORTUNITIES

COMMUNITY REPORT 2021-2022



MISSION

The Mental Health Foundation of Nova Scotia is a registered charity that increases financial support to community initiatives that provide hope and eradicate the stigma surrounding mental illness and addiction. Our mission is to make a difference in the lives of Nova Scotians by supporting mental health and addiction initiatives. Our vision is to see Nova Scotians with mental illness and addiction thriving in our communities.

RAISE IT HERE, KEEP IT HERE

Three years ago, the Mental Health Foundation of Nova Scotia set an aspirational goal of distributing \$2 million dollars in funding. You helped us not only meet but exceed that during the 2021 calendar year. You helped fund more than 170 mental health initiatives throughout Mi'kma'ki: in historic African Nova Scotian communities, the agricultural heartland, coastal villages, urban centres, even online portals. Your generosity has made mental health support more accessible than ever before. We couldn't have done it without you!

MESSAGE FROM THE PRESIDENT & CEO AND CHAIR, BOARD OF TRUSTEES

As pandemic uncertainty continued, you helped the Mental Health Foundation of Nova Scotia make proactive thinking a priority. This take-the-lead approach allowed us to offer a mix of virtual and in-person events, make significant timeline changes, and focus on ingenuity and innovation.

2021-2022 was a year burgeoning with exceptional community and corporate fundraising, an unprecedented number of holiday season initiatives, and numerous outstanding contributions from you- our champions of mental health. The Foundation also received its largest donation to date - \$3,000,000 from the Honourable Brian Comer, Minister responsible for the Nova Scotia Office of Addictions and Mental Health.

Your commitment to the Mental Health Foundation of Nova Scotia helped establish a new benchmark for annual funding by awarding the highest number of Community and NSH Mental Health & Addictions Program Grants in its 29-year history.

Because of you, we were able to support the one in four Nova Scotians experiencing a mental health problem, illness or addiction, and their families.

With self-reported rates of depression and anxiety more than doubling since 2019, the Foundation recognizes its work is more required and relevant than ever before.

Thank you to our donors, volunteers, partners, stakeholders, and friends. Your generosity throughout 2021-2022 has permitted the Mental Health Foundation of Nova Scotia to uncover new opportunities for growth, build stronger relationships, and move forward full of optimism and hope.

Together, we are *changing the way people think* about mental illness and addiction.

THANK YOU, and here's to marking new milestones during our 30th anniversary in 2022-2023!

Starr Cunningham
President & CEO



Alisa Alyward
Chair, Board of Trustees



COMMUNITY FUNDING

In 2021-22, we funded more mental health initiatives than ever before through our Community Grants, Nova Scotia Health Mental Health & Addictions Program Grants, Named Grants and Strategic Partnerships. This map reflects the far-reaching impact of our Community Grants alone!

TOTAL FUNDING DISTRIBUTED

\$1,894,500

COMMUNITY GRANTS MAP AREAS IMPACTED BY COUNTY



AREAS OF FUNDING

- 2SLGBTQ+ Focused Initiatives
- Addiction & Gambling Supports
- Arts, Music & Recreation Therapy
- Black, Indigenous & Racialized Community Supports
- Community Spaces
- Crisis Intervention & Suicide Prevention
- Employment & Life Skills
- Healthy Aging
- Peer Support & Counselling
- Recovery & Integration
- Resiliency & Trauma Recovery
- Social Enterprise
- Support for Criminalized Individuals
- Youth-Focused Programs
- And more...



TOGETHER AGAIN

The holiday season saw the return of all partners and sponsors for the 30th Anniversary of the Festival of Trees including the RBC Black Tie Gala, Parkland Anniversary Reception, Advocate Forest of Trees, Steele Stockings, St. John Ambulance and The Doyle. The much-loved signature event raised more than \$242,000 with CTV's Steve Murphy serving as Emcee in his last official hosting role as CTV Atlantic's Chief Anchor. Honoured guest Dr. Robert Strang stole the show once again, auctioning off not one, but two Dinners with the Good Doctor.

A VERY DIFFERENT STAGE OF MIND



NANCY REGAN



ROB STEELE



BOLDLY GOING VIRTUAL

We got used to everything looking a little different during the pandemic, even our signature fundraisers. Lovingly dubbed 'A VERY Different Stage of Mind', the virtual version of the event was very successful raising \$368,675. Presenting sponsor BMO Bank of Montreal showed exceptional partnership in its unwavering support.

"We are so grateful and proud for the Foundation's resilience, agility and leadership," says Justin Scully, BMO Regional President, Atlantic. "The easy thing to do would

have been to do nothing, but the right thing to do was to innovate and find a way to make a difference no matter the circumstances, especially given the elevated importance of your work during this period of time. You delivered, big time!"

The hour-long broadcast featured a look back at highlights, memories, and many loyal donors throughout the years. That includes the Emera Eagles (Bruce Marchand, Chris Huskison, Dave Landrigan, Mike Roberts) who singlehandedly brought in \$205,000!

VISION AWARDS

The Vision Awards acknowledge individuals and organizations who share the Foundation's vision of mental wellness for all Nova Scotians. Each year, the Foundation honours recipients who have made a significant contribution to the work of the Foundation.



PARTNERS IN OUR VISION

Advocate Printing and Publishing stands true to its name. As a dedicated partner of the Mental Health Foundation of Nova Scotia the Advocate publicly supports the mental wellness of Nova Scotians. Celebrating more than twelve years of giving, Advocate brought the Festival of Trees back to its roots, reopening the Forest of Trees to the public for its 30th and final year. But the generosity doesn't stop there. Advocate Media's Crystal Murray designed and donated four stunning evergreens to the holiday display helping bring in more than \$31,626 in the tree auction alone. A tree-mendous contribution!



OUTSTANDING VOLUNTEERS

Increasing mental health support takes a community effort and Foundation volunteers Lynn and Jill Wagner are an important part of that circle. The mother/daughter team are always the first to sign up when the call for volunteers goes out - sometimes reaching out before the official ask has even been sent! The Wagners give their time at just about every event on the Foundation's calendar and always complete their volunteers duties with a smile. Thank you, Lynn and Jill for helping change the way people think about mental illness and addiction.



OUTSTANDING ACHIEVEMENT

Another lockdown brought a new wave of fundraising thanks to New Scotland Clothing Company! It teamed up with the Foundation to produce a Limited-Edition Roar Back T-shirt. With anxiety rates soaring, the campaign focused on an acronym to promote healthy coping strategies: Relax with deep breathing – Orient yourself to the present – Attune to your needs – and Release whatever is causing you stress. New Scotland Group of Companies Founders Kevin & Scott Saccary championed the initiative raising \$17,000 for the cause. The Saccary brothers then joined the cast of A Different Stage of Mind 2022 earning the People's Choice Award and raising an additional \$50,620 as The New Scotlanders. Now that's how you #ROARBack for mental health!



ADDICTION & MENTAL ILLNESS

Addiction was in the spotlight at this year's Let's Keep Talking presented by Bell Let's Talk and keynote sponsor J & W Murphy Foundation. Held during Mental Illness Awareness Week, the virtual event featured keynote speaker Allison Garber who spoke candidly about her experience with alcohol use disorder and the gift of sobriety.

Let's Keep Talking Awards were presented to five outstanding Individuals.



JACQUELINE COULSON-CLEMENTS
Outstanding Senior



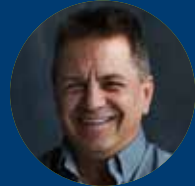
MARIO ROLLE
Outstanding Healthcare Provider



NADINE LEGER DE BLOIS
Outstanding Caregiver



SHIRIN MEHRPOOYA
Outstanding Youth



STEVEN DEVEAU
Outstanding Individual



COMMUNITY CONNECTION, VIRTUALLY

"I love it; I live for it. The virtual coffee house is one of my only connections to people now and it keeps me going. I really, really, miss the in person. It was one of the few things that drew me out of the house."

Joel Sampson, Mental Health Community Coffee House Hybrid Edition

SUPPORTING BLACK WELLNESS

Afrocentric Mind-Body-Breath was funded through the very first Pringle-Wilson Grant, established by past Foundation chair Rod Wilson and his partner Chris Pringle, to provide mental health support to BIPOC communities. Run by the Black Wellness Cooperative, the initiative provided 3 classes per week to 25-30 participants for 8 weeks. M.D. says, "I enjoyed the holistic approach focusing on the



breath, muscle and joint strengthening, yoga, meditation, and mindfulness. All these movements had powerful effects on the body and the mind and improved both my physical and mental well-being. I am also thankful for the opportunity to be able to participate in an exercise program via Zoom helping to prevent social isolation during the pandemic shutdown."

TRAUMA-INFORMED CARE

Six new trauma-informed mental health initiatives were launched in Colchester East-Hants to help families and individuals impacted by the April 2020 shootings thanks to the Scotiabank Resilience Fund. The programs provided resiliency training, mental health literacy opportunities and creative outlets for people of all ages including the Mobile Grief Program (Colchester East Hants Hospice Society),



Resilience Educational Program (CMHA Colchester East-Hants), Building Resiliency - A Community Approach (CMHA Colchester East-Hants), Family & Member Mental Health & Wellness Program (East Hants Fire Service), Music & Art After Trauma (After Trauma Empowerment Network), and MacPhee Centre Portapique (MacPhee Centre for Creative Learning).

TRANS-FORMATIONAL SUPPORT

Trans-Formative Voices, by Find Your Voice Music Therapy, is a program that helps transgender and non-binary participants overcome gender dysphoria by helping them find their authentic voice through individual and group music therapy sessions.

“I had one client who at our very first individual session, almost had an anxiety attack because they were so anxious



about their voice. They just felt so disconnected from it and that it wasn't authentic to them. Fast forward a couple of weeks and they've expressed they genuinely like how they're presenting and being perceived. They're not getting misgendered as much, so they have less dysphoria, are less worried, and feel safer in public spaces.” – Kastin Bradley, Music Therapist (They/Them or She/Her)

CHANGING LIVES THROUGH PEER SUPPORT

This program in Cape Breton was a huge success in providing opportunities for engagement and skill development and enhancement for women. Women genuinely got to be a part of something from planning and organizing to running the entire program.

“This project has given me confidence especially in communication. It's enabled me to recognize my skills and potential - something I didn't realize I had.” TT, Women Stepping Up Together Peer Support, Pathways to Employment.



TELE-MENTAL HEALTH

“In my family and culture, we don't talk a lot about the things that happened or feelings we have. I was very hesitant at first to do this with anyone. When I started preparing for my refugee hearing it triggered a lot of distress. My pregnancy added to this when I found out I was having a girl. It brought back traumatic memories of my abuse and I began to fear for her and how I could protect her. I never want her to be exposed to the abuse and harms I suffered. My psychologist was so kind and calm and understanding. Our sessions have focused on reducing symptoms caused by my abuse and the pain of telling my story to the judge. It's helping me better function day to day and live an engaged and productive life. Most people in my country don't believe in therapy. I want them to know it works and heals you in different ways.” -Haya, Connecting Survivors of Trauma with Virtual Mental Health Support.

The Nova Scotia Warm Line is crucial to support healthy people living in healthy communities. It relies on community organizations to help create the wrap around support



every member of society deserves to preserve their mental wellness, prevent addiction and support the ongoing management of mental health and addiction issues. It is effective, evidence-based, open to everyone and includes service in French and German to reach isolated seniors.

“This type of community-based support makes a difference while helping communities grow and flourish.” -Kelly Goudie, Nova Scotia Health, Health Promotion Specialist.

“I called a lady who at the age of 92, still lives alone in an old farmhouse which she has not left since Covid began. She has been a widow for decades and all three sons live out west. She told me she was on “nerve pills” and one morning was absolutely distraught. We talked and gradually she calmed. When she told me how much better she felt, I let her go. It was one of several gratifying moments shared with this vulnerable senior.” -Caring Calls (Delivered by South Shore Regional Library)



NOVA SCOTIA HEALTH INNOVATION SHOWCASE

President & CEO Starr Cunningham moderates the Nova Scotia Health Innovation Showcase highlighting the innovative ideas and technologies transforming healthcare in our province.

GOVERNMENT SUPPORT

The Office of Addictions and Mental Health provided a one-time investment of \$3 million to the Mental Health Foundation of Nova Scotia to support mental health and addictions projects across the province.

“The pandemic has been an especially challenging time for those with mental illness and addictions, particularly



for groups who were already facing barriers to accessing support,” said Brian Comer, Minister responsible for the Office of Addictions and Mental Health. “With the support of the Mental Health Foundation, this funding will help make a positive impact on the health and well-being of Nova Scotians.”

BRANCHING OUT

For the second year in a row, Killam Apartment Properties REIT and Southwest Properties raised more than \$26,000 through their Message of Kindness and Lot of Kindness campaigns for the Evergreen Festival. A one-day partnership with Deloitte raised more than \$5,500 thanks to matching



and on-site donations at the waterfront Ferris Wheel. The Tunnel of Hope presented by Nova Scotia Power and Emera once again brightened lives and raised awareness of the Foundation. Expect even bigger things for 2022 as the Foundation’s partnership with Evergreen continues to grow.

COMMUNITY FUNDRAISING

Once again this year, the Mental Health Foundation of Nova Scotia received support from community fundraisers across the province. Individuals and organizations held events and initiatives big and small that raised much-needed awareness and funds for mental health. One such initiative was Halifax ReTales’ 10th Anniversary GoFundMe campaign in support of the Foundation. To celebrate ten years as Nova Scotia’s most popular business and retail blog, founder Arthur Gaudreau set up the online fundraiser and encouraged his followers to donate. Gaudreau says he started Halifax ReTales after his own mental health crisis a decade ago. His celebratory GoFundMe campaign raised \$2,588 for mental health programs and services.



DOUBLE EXPOSURE

On the heels of the bestselling success of Stay the Blazes Home and We Rise Again, Len Wagg’s original photographs were featured in an exhibit at the Nova Scotia Archives. “Through Their Eyes” featured 33 professionally framed photos from his popular books which Len promptly donated to the Foundation for future fundraising opportunities.





YOUR LEGACY, YOUR IMPACT

The Foundation has laid the groundwork to build its planned giving strategy under the guidance of Trustee, Catherine Watson Coles, QC T.E.P. In 2021-22, several Nova Scotians made a lasting impact on the mental health of Nova Scotians through legacy giving. These generous Nova Scotians provided gifts to the Foundation upon their deaths leaving a legacy of hope for their fellow community members living with mental illness and addiction.

Peter Croxall was one of the donors who left a significant planned gift to the Foundation that will improve the lives of Nova Scotians living with mental illness and addiction. Peter's sister, Margaret Danforth, says the following of Peter's generosity:

"Peter lived his life as a person who went out of his way to offer help to others in need. Having worked in the area of mental health and addiction, he was acutely aware of the needs of the communities of Nova Scotia. He worked tirelessly mentoring young people and true to his nature, never expected anything in return. It came as no surprise that Peter included Mental Health Foundation of Nova Scotia in his will. He lived his life fully".

If you would like to learn more about planned giving, or to connect with a member of our team, please visit www.mentalhealthns.ca/planned-giving or email info@mentalhealthns.ca or call 902.464.6000.

THANKS TO OUR DONORS

The Mental Health Foundation of Nova Scotia extends its gratitude to all donors, including those who choose to remain anonymous.

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MONTHLY DONATION

Monthly donation is a meaningful way to support Nova Scotians living with mental illness and addiction. It provides the Foundation with support we know we can count on. In the words of one of our monthly donors:

“My monthly donation is not large but it does accumulate over time. I know it is appreciated and put to good use. Our family, and I think most families, have been affected by mental health issues either directly or indirectly. Resources are scarce so every bit counts. Besides, I feel good making a regular contribution to such a worthy cause!” – Monthly Donor since 2019

To learn more about monthly donation, please visit:
www.mentalhealthns.ca/team-hope

SUMMARIZED FINANCIAL STATEMENTS

The Mental Health Foundation of Nova Scotia consistently works to ensure our donors' investment in our mission makes a meaningful difference in the lives of Nova Scotians living with mental illness and addiction, and their loved ones.

STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS

Year ended March 31

	2022	2021
Revenue		
Donations	\$ 1,847,736	\$ 2,045,278
Special events	1,016,259	393,054
Miscellaneous	35,282	38,373
Government wage subsidy	25,441	98,524
Interest income	10,090	14,487
Services	3,876	2,471
	<u>2,938,684</u>	<u>2,592,187</u>
Expenses		
General and administrative	650,495	615,050
Special events	178,536	88,128
	<u>829,031</u>	<u>703,178</u>
Net revenues available for community funding	2,109,653	1,889,009
Community funding	<u>2,005,308</u>	<u>1,818,278</u>
Excess of revenue over expenses	<u>\$ 104,345</u>	<u>\$ 70,731</u>
Net assets, beginning of year	\$ 1,086,105	\$ 1,015,374
Excess of revenue over expenses	<u>104,345</u>	<u>70,731</u>
Net assets, end of year	<u>\$ 1,190,450</u>	<u>\$ 1,086,105</u>

STATEMENT OF FINANCIAL POSITION

March 31

	2022	2021
Assets		
Current		
Cash and cash equivalents	\$ 64,650	\$ 1,480,208
Cash held for custodial funds payable	14,773	14,818
Receivables	52,419	128,495
Short term investments	2,036,273	1,156,806
Prepays	34,438	12,629
	<u>2,202,553</u>	<u>2,792,956</u>
Capital assets	<u>5,397</u>	<u>2,674</u>
	<u>\$ 2,207,950</u>	<u>\$ 2,795,630</u>
Liabilities		
Current		
Custodial funds payable	\$ 14,773	\$ 14,818
Payables and accruals	115,945	132,221
Unearned revenue	59,499	5,300
Deferred contributions	827,283	1,517,186
	<u>1,017,500</u>	<u>1,669,525</u>
Long-term debt	-	40,000
Net assets	<u>1,190,450</u>	<u>1,086,105</u>
	<u>\$ 2,207,950</u>	<u>\$ 2,795,630</u>

The audited financial statements of the Mental Health Foundation of Nova Scotia for the year ended March 31, 2022, 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, 1120-300 Pleasant Street, Mount Hope Centre, Dartmouth, NS, B2Y 3S3 or by calling 902.464.6000.



WHEN YOU BELIEVE

After summer 2020 was sidelined by Covid, Camp BELIEVE returned to in-person camp at Brigadoon Village last summer hosting 10 returning campers between the ages of 10-18 years. Your support enabled magic moments, created connections and reduced social isolation for youth impacted by a parent's mental illness.

"Camp for me was a place where I felt like I belonged. I got to meet so many amazing new

people who I was able to connect with who understand what I go through on a regular basis. It was a place I was free of judgement and felt like I could truly be myself while being loved and supported." -Camper

"Camp was everything and more than she was hoping for. The friendships she has made over the years have helped her grow emotionally and independently." -Camper Parent

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Changing The Way People Think

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