



HE
-IS-
ME

SHE
-IS-
ME

Changing The Way People Think

Mental & Health
Foundation
of Nova Scotia

COMMUNITY REPORT 2016-2017

HE -IS- ME SHE -IS- ME

FROM OUR PRESIDENT & CEO



Throughout 2016-2017, we worked tirelessly to *change the way people think* about the face of mental illness and addictions in our province. We did this by sharing positive stories of hope that contained both struggle and success.

The face of mental illness is not the face of a stranger. It's more likely to be the face of someone sitting next to you at the dinner table, working in the office next door or perhaps, like me, looking back at you in the mirror.

I am a mother, partner, employee, volunteer and friend. I'm physically active, I practice self-care and I love to learn new things. I also have moments when putting one foot in front of the other is difficult.

I am not alone. There are far more Nova Scotians living happy, productive and successful lives with mental illness than you may think. No one is immune.

He is me, she is me. They are all of us. Thank you for believing in the work we do,

Starr Dobson
President & CEO, Mental Health Foundation of Nova Scotia

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STARR DOBSON, EX OFFICIO
President & CEO
Mental Health Foundation of Nova Scotia

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 addictions 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.

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OUR TEAM

“A team is more than a collection of individuals; it is a living, dynamic system. Its whole is greater than the sum of its parts.”

—Julian Young, Associate, Fire Inside



ALISON DAVIDSON



DEBORAH EATON



JENNIFER LEWANDOWSKI



CARA QUIGLEY



SARA SMYSNIUK



KATE UDLE

FROM OUR CHAIR

2016-2017 has been a year of progress for the Mental Health Foundation of Nova Scotia. By expanding our Community Grants Program to include Named Grants, we have been able to impact even more change across the province.

Working with the Foundation team, our Board of Trustees has redefined our Strategic Plan's Enabling Strategies. We are no longer raising awareness and reducing stigma. We are now on a mission to heighten education and eradicate stigma.

As more Nova Scotians respond to our message of hope, the demands placed upon us continue to grow. We are committed to ensuring we do everything we can to meet those needs. With your help, we believe Nova Scotians living with mental illness and addictions can truly thrive in our communities.

Together we can *change the way people think*. Thank you for your support,

Mike Elgie
Chair, Mental Health Foundation of Nova Scotia Board of Trustees



INCREASING COMMUNITY FUNDING

Every year, through the support of donors, we distribute Community Grants and Nova Scotia Health Authority Mental Health & Addictions, Central Zone (NSMHA) Grants. They support programs and services essential for recovery, such as mental health staff training, healthy living initiatives, community integration supports, housing projects, anti-stigma education and anti-bullying programs. In 2016-2017, our grants impacted an estimated 39,000 individuals directly and nearly 200,000 indirectly. Here are just a few of the unique programs we're proud to support.

TOTALLY OUTRIGHT IN NOVA SCOTIA

AIDS COALITION OF NOVA SCOTIA, HRM

Totally Outright seeks to identify peer leaders amongst young GBTTQ men, and bring them together for four days: teaching life skills, increasing knowledge and enhancing competencies to make use of in their own lives, to inform the organizations they're part of and to impart on their peers.



SNOZELING PATHWAYS IN THE MIND

CLIFFORD STREET YOUTH CENTRE SOCIETY, CAPE BRETON

Pathways to Snozelen MindWorks engages with youth to design and implement a sensory, calming area which aids in the understanding of peers with mental health issues, as well as providing an accessible, safe alternative for children who need to decompress.



SCHOOL TOUR OF RED FISH

HALIFAX THEATRE FOR YOUNG PEOPLE, HRM

Red Fish is a play written specifically for youth who may be experiencing anxiety and depression in Junior High. Its aim is to increase awareness and reduce the stigma associated with these illnesses.



SPREADING THE WORD

PICTOU COUNTY ROOTS FOR YOUTH, PICTOU COUNTY

Three video PSAs were created featuring real people sharing their stories and experiences with mental illness. The videos aim to educate the public about what types of help are available and how to access these resources.

YOUTH AND CANNABIS

HRM

This campaign aims to educate youth between 16-25 years of age about the potential mental health consequences of cannabis use and driving while high. Studies from the campaign show even a moderate dose of marijuana is shown to impair driving performance, since it affects alertness, concentration, perception coordination and reaction time – essential skills required for safe driving.



BUILDING STRONG RELATIONSHIPS

Community events and fundraisers play an integral role in improving Nova Scotia's mental health programs and services. We share our stories online, through Lunch & Learns, school presentations, conferences, keynote speeches and in everything we do. You share your talents by volunteering and serving on our Board of Trustees and board committees. When you share your story and your talents, you help us eradicate the stigma surrounding mental illness.



IF YOU TALK, I WILL LISTEN

Rugby NS ordered rubber bracelets featuring the tagline, "If you talk, I will listen. If you listen, I will talk." The bracelets were sold by players. Half of the proceeds were designated to the Mental Health Foundation of Nova Scotia and the other half designated to a support fund for younger players striving to reach high performance.

MENTAL HEALTH FIRST AID COMMUNITY GRANT PRESENTED BY ST. JOHN AMBULANCE

Mental Health First Aid is a two-day course designed to teach participants how to provide help to a person developing or experiencing a mental health problem or crisis. We are so pleased to offer the training free of charge to eligible applicants through our new Mental Health First Aid Community Grant presented by St. John Ambulance.

Our thanks to Steven, Jenn and the whole St. John Ambulance team for allowing us to make this happen. We are fortunate to call you supporters, but more importantly, friends!



LEBANESE FESTIVAL

We were thrilled to be chosen as the 2016 charity of choice for the 15th annual Lebanese Festival. This always popular cultural celebration features delicious food, magnificent entertainment and welcoming hearts full of generosity.



NORTHWOOD FOUNDATION

On the road to partnership! We were pleased to receive a portion of the proceeds from the Northwood Foundation's "Break the Stigma Car Raffle" this year. The mental wellness of Nova Scotia seniors is paramount. Our thanks to Northwood for driving this important message home.



CAMP BELIEVE

Camp BELIEVE is an overnight camp for children and youth ages 8-17 who are impacted by a parent's mental illness. In partnership with Brigadoon Village, this one-of-a-kind camp was created out of the awareness that mental illness affects the whole family.



“ I loved Camp BELIEVE so much and still talk about it all the time! ”
- Megan, ten-year-old Camp BELIEVER

FOG OFF

The message behind Fog Off Clothing Co. is simple – no one should ever have to travel down a foggy path alone. Our thanks to Fog Off creator, Tim Henneberry, for choosing to donate a portion of all Nova Scotia sales to support the work we do.

It's a fashionable and fun initiative you can support by purchasing a hoodie or hat at PSEUDIO stores across the province.



KEVIN JOHNSTON AND MAGGIE

We were so pleased to attend a special presentation to honour the heroic actions of Cst. Kevin Johnson at Province House in May. The Honourable Diana Whalen, Minister of Justice and Attorney General of Nova Scotia, thanked Kevin for his bravery as a member of the Halifax Regional Police Service. Kevin's PTSD Service Dog, Maggie, was right by his side. We're incredibly proud of making this service dog match possible!

HEIGHTENING EDUCATION & ERADICATING STIGMA

The Mental Health Foundation of Nova Scotia is dedicated to improving the lives of Nova Scotians living with mental illness and their loved ones and increasing access to mental health education and awareness for all Nova Scotians. We will continue to educate on topics of mental illness and addiction in order to eradicate stigma and increase public understanding and support.



OPENING DOORS: END FAMILY VIOLENCE

2016-2017 wrapped up our Opening Doors – End Family Violence workshops. These unique two-hour presentations were designed to connect more Nova Scotians with mental health information.

Thanks to the financial support of the Department of Justice Canada and Lawtons Drugs, we were able to visit three rural communities (Milbrook First Nations, New Waterford and Digby) this year. The workshops shared first-voice experiences, expert speakers and entertainment.

LUNCH & LEARN

Heightening education and eradicating stigma is an important component of the Mental Health Foundation's Strategic Plan. With that in mind, we welcome requests for public speaking.

Our team has presented to students of all ages, church groups, community organizations and workplaces with our Lunch & Learn program. Our message is simple – mental illness is not a weakness and there is hope for recovery!



“The personal stories shared and the interactive session for Q&A allowed for a comfortable atmosphere for people to not only feel safe to discuss and connect, but to recognize that mental health is something that can affect us all.”

— Lunch & Learn participant

IN THE NEWS...

2016-2017 was a fantastic year for mental health in the media. The Foundation received excellent coverage locally, and some stories even gained national attention. We are incredibly proud to share our successes far and wide, and serve as a trusted mental health advocate and voice. To stay up-to-date with all our latest news, visit mentalhealthns.ca/news.



MAKING (RADIO) WAVES...

Our team can often be heard on the radio providing resources and educating listeners about specific topics relating to mental health and mental illness.



SENIOR LIVING

Every month, Starr Dobson pens an article for The Chronicle Herald's Senior Living publication. The column encourages our senior population to get involved, practice self-care and make mental health a priority in their lives.

Marking milestones

STARR DOBSON
When was the last time you marked a milestone? Maybe it was a special wedding anniversary or a memorable birthday.
As a former co-host of the CTV News at 5, I had the unique opportunity of helping countless Maritimeers celebrate their special occasions. And the responsibility came with quite a bit of pressure.
You certainly don't want to mispronounce someone's name or hometown when you know they're waiting at home, surrounded by their loved ones, to see their photo on television.
Milestones are meant to be commemorated. They give us a tremendous reason to look back and reflect while also focusing on the future.
My parents will be marking a significant golden milestone in 2017: 50 years of marriage. It's an anniversary that's sure to cre-



the Commission's Board, the Honourable Michael Wilson, share remarks at our RBC Black Tie Gala. Through the years, we have had many memorable festival moments. Back in 2005, the witness of our diamond ring raffle proposed to his girlfriend the day after attending our gala. Now, 15 years later, they've grown into a happy family of four.

In 2013, we had true festival magic come to life when two competing bidders decided to combine their efforts and donated \$21,000 to have one of our trees delivered to the family of a nine-year-old girl who really wanted it in her home for personal reasons.

I have no doubt this year will be special as well. Beyond bringing people together, sharing stories of hope and showcasing our beautiful artists and musical talent, the 25th annual Crippass Group Canada Festival of Trees will continue to change the way people

LOOKING TO ADVERTISE WITH US?

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Senior Living

Senior Living is published 10 times a year by The Chronicle Herald, 257 Joseph Street, Dartmouth, N.S., P10 2G6, 902 273-2123.

It is delivered in The Chronicle Herald and is available for pickup at select Atlantic Supercenters, Sobeys, Loblaws, Shoppers Drug Mart, Walgreens and various homes across Nova Scotia.




Chairman and Publisher
 Mark Wilson

MEDIA SPOTLIGHT

Media is one of the most powerful channels for sharing stories of hope and increasing understanding. This year, we have been able to generate mental health conversations and action through print, radio, television and social media.

SOCIAL MEDIA

The Mental Health Foundation of Nova Scotia is very active on social media! Social media is a fantastic way for us to engage with a diverse audience worldwide. As our accounts continue to grow, we hope you'll join us on Twitter, Facebook and YouTube to stay connected!

-  /MentalHealthNS
-  @MentalHealthNS
-  MentalHealthFdnNS

LET'S KEEP TALKING

In May, we presented our Let's Keep Talking event. Margaret Trudeau shared her personal stories to remind others of the importance of nurturing the body, mind and spirit.

2016 LET'S KEEP TALKING AWARD RECIPIENTS

- Outstanding Senior: Trudie Helmke
- Outstanding Youth: Brandon Highmore
- Outstanding Caregiver: Linden Gray
- Outstanding Healthcare Provider: Dr. Emmanuel Aquino
- Outstanding Individual: Laurel Walker



GROWING & DIVERSIFYING REVENUES

Through major fundraising efforts, the Mental Health Foundation of Nova Scotia is *changing the way people think* about mental illness while raising much needed funding. The demand is great as our applications continue to grow exponentially.

25TH ANNUAL FESTIVAL OF TREES

In November, the Compass Group Canada Festival of Trees celebrated its silver anniversary and 25 years of holiday memories! Our Shannex Holiday Luncheon and our RBC Black Tie Gala featured the sparkling Nova Centre & EllisDon Forest of Trees beautifully decorated by local designers and organizations in support of Nova Scotians living with mental illness. Past memories met present technology as St. John Ambulance and STI Technologies Ltd. joined us as our Luncheon and Gala technology sponsors.



A DIFFERENT STAGE OF MIND

The 14th annual BMO Bank of Montreal A Different Stage of Mind featured performances from five-star groups made up of Nova Scotia's community leaders performing in the roles of musical icons.

Hosted by Mayor (Sherriff) Mike Savage, the Nashville-themed show drew a sold-out crowd of over 500 guests to the World Trade & Convention Centre. Team Pat went home with the coveted People's Choice Award, a recognition typically reserved for groups committed to large-gift fundraising, after fans chanted their name and stood to applaud the visibly moved mother-son duo.



“ This was an overall amazing experience. You have all done a remarkable job. I really am at a loss for words other than thank you. From the bottom of my heart, thank you all so much. ”
– Participant, Change of Scenery Grant



NAMED GRANTS

To increase revenues, the Foundation has developed a new Named Grant program. In 2016-2017, we awarded more than \$55,000 of extra funding through the 100 Men Who Give a Damn! Halifax Change of Scenery Community Grant, the JSMT Community Grant, the Pictou County Community Grant and the Mental Health First Aid Community Grant. This program allows us to match the needs of Nova Scotians with the priorities and generosity of specific communities, organizations, businesses and individual donors.

Contact our office to find out how you can launch a Named Grant of your own!

SUMMARIZED FINANCIAL STATEMENTS

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

	2017	2016
Revenue		
Special events	\$ 864,041	\$ 766,429
Donations	351,201	577,036
Services	41,695	64,319
Investment income	17,564	8,110
Miscellaneous	675	170
Loss on disposal of capital assets	-	(15,062)
	<u>1,275,176</u>	<u>1,401,002</u>
Expenses		
Special events	323,693	287,731
General and administrative	493,860	510,671
	<u>817,553</u>	<u>798,402</u>
Net revenues available for community funding	<u>457,623</u>	<u>602,600</u>
Community funding	<u>513,078</u>	<u>776,422</u>
Deficiency of revenue over expenses	\$ <u>(55,455)</u>	\$ <u>(173,822)</u>
Net assets, beginning of year		
As previously stated	\$ 1,512,204	\$ 1,917,515
Change in accounting policy	(558,419)	(789,908)
As restated	<u>953,785</u>	<u>1,127,607</u>
Deficiency of revenue over expenses	<u>(55,455)</u>	<u>(173,822)</u>
Net assets, end of year	\$ <u>898,330</u>	\$ <u>953,785</u>

STATEMENT OF FINANCIAL POSITION
March 31

	2017	2016
Assets		
Current		
Cash and cash equivalents	\$ 281,071	\$ 280,417
Cash held for custodial funds payable	13,291	7,765
Receivables	199,870	242,577
Short term investments	874,942	947,885
Prepays	5,656	18,675
	<u>1,374,830</u>	<u>1,497,319</u>
Long term investments	127,017	116,189
Capital assets	23,644	30,417
	<u>\$ 1,525,491</u>	<u>\$ 1,643,925</u>
Liabilities		
Current		
Custodial funds payable	\$ 13,291	\$ 14,236
Payables and accruals	159,239	63,436
Unearned revenue	359	54,049
Deferred contributions	454,272	558,419
	<u>627,161</u>	<u>690,140</u>
Net assets	<u>898,330</u>	<u>953,785</u>
	<u>\$ 1,525,491</u>	<u>\$ 1,643,925</u>

The audited financial statements of the Mental Health Foundation of Nova Scotia for the year ended March 31, 2017, 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.

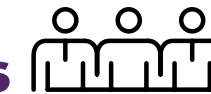
FUN FACTS

Net revenue from fundraising
increased 19%.



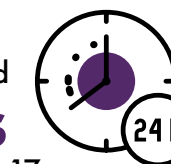
It takes a village...

85 volunteers



were on deck to help out at this year's Compass Group Canada Festival of Trees Luncheon & Gala.

Board of Trustees and
Committee members shared
1150 hours



of their time with us in 2016-17.



Our **gift-in-kind supporters**
provided us with almost **\$250,000.**

Our youngest runner in this year's
Blue Nose Marathon Scotiabank Charity Challenge
**was just three years old,
and raised \$885!**

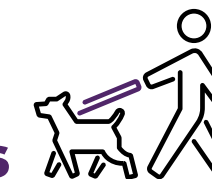
Way to go, Henry!



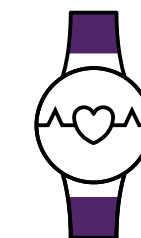
More than
600 individuals
chose to remember their loved ones through
an In Memorial gift to the Foundation.

In September,

**140 humans
and 100 dogs**



took part in the 2016 Tails N' Trails Charity Hike at
Uniacke Estate Museum Park. That's a total of 680
legs walking in support the Foundation!



Our 3rd annual Zumbathon was another
huge success! Collectively, participants did
54 hours of Zumba!
Talk about working up a sweat!

Funding projects

increased 26% over last year.



Our full-time staff is trained in
**Mental Health
First Aid** and makes
giving back a priority.

CREATING ORGANIZATIONAL CAPACITY

Organizational capacity encompasses a wide range of capabilities, knowledge and resources. We are grateful to have the support and strong leadership from our partners, supporters, donors and volunteers.

OUTSTANDING VOLUNTEERS



LINDA TOWNSEND & KOKO TRAILS N' TAILS

Four years ago, Linda Townsend left her successful career to launch a doggone great business, Muddy Paws Adventures. Today, she and her canine companion, Koko, are the dynamic duo behind "Trails N' Tails." This annual fundraising event brings people and pups together for a therapeutic walk in the park, with monies raised supporting our PTSD First Responder Service Dogs Program. It takes countless hours to produce this popular fundraiser. Bow WOW to Linda and Koko!



CHRIS SPERDAKES & ANDREW BARTLETT JSMT FUNDRAISING

Chris Sperdakes and Andrew Bartlett make giving back a priority. The two friends have been raising funds and awareness in their home community of Sackville since 2001 when they created the JSMT Fundraising Society in memory of Chris' dad, John Sperdakes.

In 2016-2017, they directed funds raised to the Mental Health Foundation of Nova Scotia and we created the JSMT Community Grant which is open to organizations with a mental health mandate in Sackville.

OUTSTANDING ACHIEVEMENT

LILY DEYOUNG & SHAWNA COLEMAN MODELS FOR MENTAL HEALTH

Volunteers Lily DeYoung and Shawna Coleman wanted to raise funds for mental health programs in Pictou County in a creative and fun way. In November 2014, they launched the first Models for Mental Health fundraiser, bringing together community members and local consignment fashions to raise over \$7,000 for the Mental Health Foundation of Nova Scotia. This year, nearly \$20,000 was raised and granted back to the county.



PARTNERS IN OUR VISION

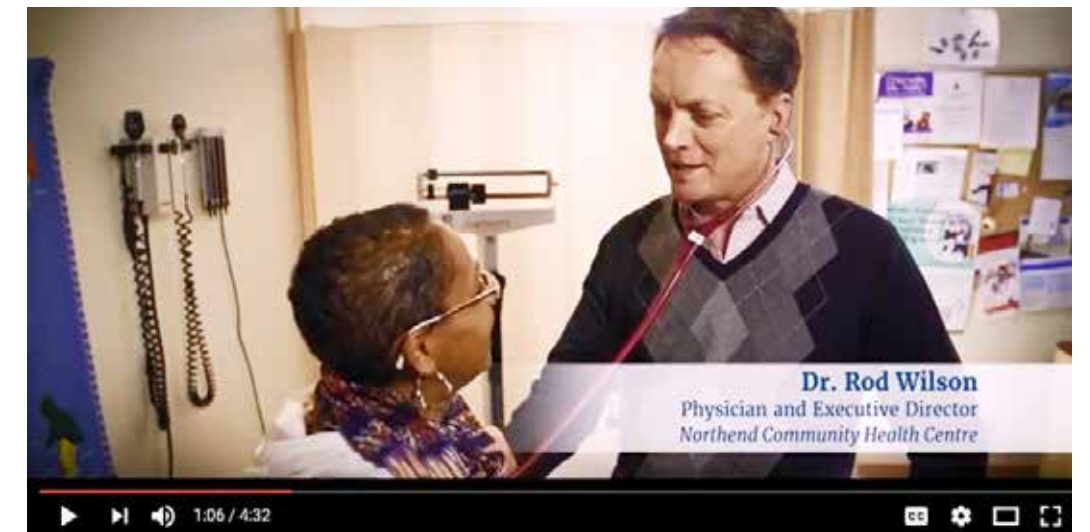
BELL ALIANT

Bell Aliant shares our commitment to mental health by partnering with the Mental Health Foundation for initiatives including Let's Keep Talking and Camp BELIEVE. We're incredibly lucky to have such a wonderful supporter and strong community role model. Thank you, Bell Aliant, for helping us *change the way people think!*

HE IS ME, SHE IS ME VIDEO PARTNERS

RPM, DR. ROD WILSON & JONATHAN LEWIS

As we looked back on 25 years of history at the Compass Group Canada Festival of Trees, we looked forward by sharing three personal stories of struggle eventually turned to hope through a video made possible by our friends at RPM Productions. Dr. Rod Wilson, Jonathan Lewis and Starr Dobson shared their lived experiences to show *they are all of us.*



THANK YOU TO OUR DONORS!

The Mental Health Foundation of Nova Scotia extends its gratitude to all donors. Every gift contributes to the success of mental health programming across the province and gives hope to Nova Scotians living with mental illness and their loved ones. We would also like to thank the generous donors who give to us from the heart, and wish to remain anonymous. **View a full list of our donors at mentalhealthns.ca/donors.**

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