



# Report of Activities

CANADIAN MENTAL  
HEALTH ASSOCIATION –  
QUÉBEC DIVISION



Canadian Mental  
Health Association  
Québec Division  
*Mental health for all*

Presented at the Annual General Meeting  
November 17, 2021



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**KAREN HETHERINGTON**

President

## A Word from the President

Like every organization during the pandemic, the Québec Division of the Canadian Mental Health Association (CMHA) faced some difficult moments in the past year. That said, 2020-2021 also offered tremendous opportunities for positioning and growth. With the decision of the Ministère de la Santé et des services sociaux (MSSS) to give the CMHA - Québec Division a contract and funding for five years, we can now offer online mental health services to the Québec public through our Bounce Back program (Retrouver ton entrain).

Despite the MSSS's recognition of Bounce Back, we were once again unable to obtain recurrent funding from the PSOC to support the Division's mission. We will continue discussions on this matter with the MSSS in the coming year.

Geneviève Fecteau is continuing in her role as Executive Director both for the Montréal Branch and the Québec Division, a tremendous responsibility. Geneviève is to be congratulated for her vision, perseverance, creativity, and the commitment she brings to her duties.

To facilitate a clearer relationship between

the two entities, the Québec Division signed an agreement in principle with the Montréal Branch, formalizing the administrative relationship to legitimize joint management. I would like to thank the CMHA – Montréal Branch, its board of directors, and its employees for their ongoing support for the Division's development.

I would also like to thank our board of directors for 2020-2021 : Georgia Vrakas, Martin Wiedenhoff, Jean-Rémy Provost, and Esther Paquet. Mr. Provost and Ms. Paquet left the board during the year and were replaced by Denis Fournier and Jean-Guy Gauthier. I would like to note the important contribution of our outgoing members who were cornerstones for the CMHA in Québec and Montréal. Welcome to the new recruits who joined us and immediately demonstrated their diligence and commitment. We also had the pleasure of welcoming four observers this year: Michèle Audette, Rose-Lyndsay Daudier, Geneviève Cyr, and Marianne Poliquin. They demonstrated great commitment to the cause and contributed to the Division's development. Unfortunately, Michèle Audette is unable to continue supporting us as she takes on her new responsibilities

in the Senate. We congratulate her on her appointment and trust she will have a major impact on Canadian politics.

Also, I would like to extend a special thank you to Ariane Charlebois, who heads up the Montréal Branch. Ariane shared her communication expertise and offered us invaluable support in implementing the Bounce Back program. She is now a permanent employee of the Division, sharing her time with the Montréal Branch as Director of Communications.

The year ahead looks like it will be an exciting one. We will welcome new members to our board of directors and undertake a strategic planning exercise, and we will launch the Bounce Back program in Québec in January.

Thank you to the MSSS for their confidence in financing Bounce Back. Thank you to the British Columbia Division for allowing us to use their licence and to the Ontario Division for its implementation support. On behalf of the board of directors and the Québec members of the CMHA, I would like to thank the Canadian Mental Health Association national office for its growing leadership in the federation, for

the visibility it has provided in different arenas, and for its ongoing support as our division moves forward.

A great deal remains to be done, but we are fortunate to be able to lay solid foundations thanks to a caring federation, strong partnerships, and a passionate, professional team.

**Karen Hetherington**  
President

# A Word from the Executive Director

I am excited and proud to close out the year 2020-2021 for the Québec Division. It has been over three years since we took up the torch of this important entity of the CMHA in Québec and within the federation. It has been three years of dedicated, behind-the-scenes work to lay the foundations of this organization, which has enormous potential. It took a global pandemic for the spark to finally catch, as mental health became a more central concern to decision makers and funding providers.

The year 2020-2021 was marked by a major contract from the Ministère de la Santé et des services sociaux (MSSS) to implement Bounce Back, a flagship CMHA program. This trust and recognition are a decisive step in our organization's history. This opportunity is particularly significant as we were all wondering how to do our part to help the community make it through this major crisis. The CMHA, with a history of 102 years, is an important actor across the country and has proven its leadership and its potential for impact at many levels, particularly in this context. The Québec Division can do its part by offering a new mental health service to the public.

As you will see in reading this brief document, it deviates somewhat from a traditional report of activities. We were not

able to offer the Parlons-en aux jeunes joueurs de hockey program, and we were unable to hold any events during the year. Even Mental Health Week was low key because of more limited means. But behind the scenes, tremendous work was done to lay the foundations of the Bounce Back program and, in turn, the entire administrative structure of the Division.

We engaged in long negotiations with representatives of the MSSS, established a licencing agreement with our colleagues in British Columbia who manage the licence, and created the administration and governance to put in place the organization as an employer and service provider.

The year 2021-2022, which is already under way, will primarily address project management and the organization's first steps in strategic thinking. Each step in the development of the Québec Division is being carefully planned and consolidated to ensure solidity and sustainability. Financing challenges await us given that the current funding, while generous, is intended only for the Bounce Back program. Efforts to obtain a charitable organization number are under way, as is strategic planning to gain the support of financial partners to allow us to develop and increase our influence.

The CMHA Québec Division has the challenge, but also the incredible opportunity, of starting virtually from scratch. However, it has very rich historical knowledge and is supported by a solid federation. I would like to guide this organization to adopt a solid positioning in the Québec and Canadian ecosystem as a leader in innovation in mental health, aiming for a lasting impact on social environments and policies. Our heartfelt wish is that our organization's current development be put at the service of its members, partners, and communities. We want to reinvent our own model as a group and member of a federation so that our value proposition responds to real needs.

We submitted a brief to the MSSS in February 2021 as part of public consultations to develop the new Mental Health Action Plan. We encourage all influential authorities to recognize mental health as a public health issue and to ensure mental health promotion and prevention in all spheres of society. This position is the cornerstone of our development.

Within the federation, the Québec Division has a strong influence in terms of a turning point in social impact and for the inclusion and promotion of the Francophonie. Giant steps have been made at this level, and

they will be beneficial for communities both within and outside Québec.

I would like to particularly thank our president for her help, support, commitment, and tremendous generosity. She heads up the organization with passion, and she is a proud defender and representative of the cause, the Francophonie, and the Québec community. I would also like to thank all members of the board of directors for their commitment and trust. They have taken on an extraordinary project, and it is a pleasure to work with them.

The Québec Division team is also developing gradually. We welcomed Sonya Cormier for a six-month mandate to help implement the Bounce Back program. Then Ariane Charlebois joined us for project and communications management and strategy for the organization and the Bounce Back program.

Since the start of the new fiscal year, Charlene Charles Jeganathan has been establishing and managing our social media presence, and we finally received our first cohort of four psycho-social coaches coordinated by Sarah Da Ponte. Sarah is responsible for clinical services and community relations for the Bounce Back program.

We are now finalizing the implementation of the program, planning its launch, and moving into strategic planning mode to continue the organization's development.

Thank you all for being here!

**Geneviève Fecteau**  
Executive Director

**GENEVIÈVE FECTEAU**

Executive Director



# The 2020-2021 Board of Directors

**Karen Hetherington**  
CHAIR

**Georgia Vrakas**  
VICE-CHAIR

**Martin Wiedenhoff**  
SECRETARY TREASURE

**Esther Paquet**  
DIRECTOR

REPLACED DURING THE YEAR BY  
**Denis Fournier**

**Jean-Rémy Provost**  
DIRECTOR



# The 2020-2021 Team

**Geneviève Fecteau**  
EXECUTIVE DIRECTOR

**Sonya Cormier**  
DIRECTOR OF NATIONAL PROGRAMS  
(contract from January to July 2021)

## SUPPORT FROM THE MONTRÉAL BRANCH TEAM

**Ariane Charlebois**  
COMMUNICATIONS ADVISOR

1505

# 2020-2021 Highlights

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01

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National Mental Health  
Week 2020  
(organized by the Montréal Branch)

Receiving a private contract  
as a service provider with the  
Ministère de la Santé et des  
services sociaux  
(in effect January 1, 2021)

02

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03

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Implementation of the  
administrative structure

Submission of a brief

04

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05

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Implementation of the  
Bounce Back program

 **BounceBack**®  
reclaim your health

# Financial Statements 20-21



## Financial Statements

### BALANCE SHEET

AS AT MARCH 31, 2021

2021

2020

#### ASSETS

##### Current assets

Cash on hand	\$ 17,738	\$41,797
Accounts receivable	\$902,647	\$9,870
Prepaid expenses	\$256	\$256
	\$920,641	\$51,923

#### LIABILITIES

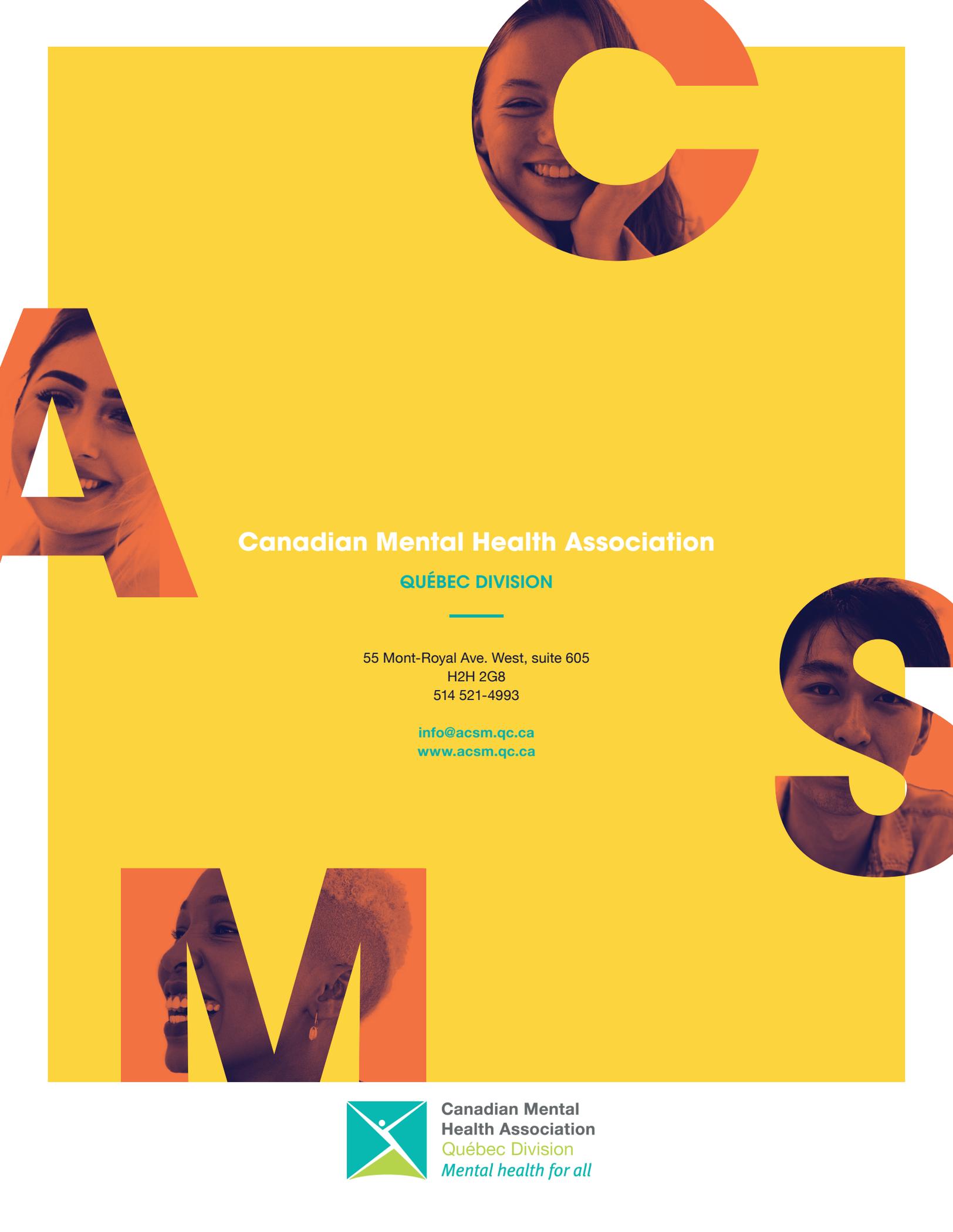
##### Accounts payable

Accounts payable (note 3)	\$ 120,364	\$ 1,200
Due to an affiliated organization (note 4)	\$75,591	\$50,349
Deferred contribution (note 5)	\$724,312	\$-
	\$920,267	\$51,549

#### NET ASSETS

Unappropriated	\$374	\$374
	\$920,641	\$51,923

The financial statements were prepared by independent auditor Gosselin et Associés, located at 7930 20<sup>e</sup> Ave., Montréal, QC H1Z 3S7.



# Canadian Mental Health Association

## QUÉBEC DIVISION

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