

# Annual Report

# 2024

**CANADIAN MENTAL  
HEALTH ASSOCIATION  
QUÉBEC DIVISION**



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



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# Word from the President and Executive Director



**Denis Fournier**  
President



**Denise Byrnes**  
Interim Executive Director

## WHAT A YEAR FOR THE CMHA!

It was a year of major changes, along with successes and concrete action to achieve the goals in our strategic plan. We strengthened collaboration with the Branches and with the CMHA federation and laid the foundations for a more robust organization.

The changes were significant, with a new president of the board of directors and a new interim executive director as of November 2023. We worked together to complete the transition and continue the organization's development. Efforts included applying for a charity number with the Canada Revenue Agency, which we are eagerly awaiting to set our fundraising ambitions in motion. Mental health is an increasing concern for employers, organizations, public authorities, and communities. This concern must lead to financial support for prevention, awareness, and public services programs.

We signed our affiliation agreement with CMHA National, which sets out our duties and rights in the Federation. This effort enabled us to strengthen our relationships and put the needs of Québec at the centre of the national office leadership team's discussions about language, health policies, and philanthropy. This work was made possible because of the close collaboration between the board of directors and the management team. We should also mention the efforts of our vice-president, Genevieve Cyr, who represents us on the CMHA National board of directors.

We believe that the CMHA-Québec Division has the mandate to support and promote our Branches' efforts and programs. When we join forces, our messages have more impact. This is why we worked with them to develop shared content for Mental Health Week and why we were on site for the Annual General Meetings of the Saguenay, Quebec City, and Montréal Branches. We will continue to strengthen these ties, and we hope to sign our agreements with them this coming year.

As you read this report, you will note that our programs and services are thriving. There is strong demand for the *BounceBack* program. Our partnership with the Quebec Maritimes Junior Hockey League and the Ligue de hockey junior AAA du Québec for the *Talk Today* program has had a major impact on the awareness of young players, giving them the tools they need to ask for help. Based on a Québec pilot project of the *Resilient Minds* program, designed for first responders, we intend to seek funding for a provincial rollout.

Last but not least, we would like to thank our volunteer members of the board of directors, our team of engaged, creative employees, our Branches, our partners, our donors, and our funders for their support, their time, their ideas, and their engagement for mental health.

Enjoy the report!

*Denis Fournier & Denise Byrnes*

# Thank you Geneviève

The CMHA would like to thank Geneviève Fecteau who, after 10 years of commitment to both the Montréal Branch and the Québec Division of the CMHA, has decided to move on to new challenges. Known for her humanity, her dedicated, passionate work, and her desire to develop the CMHA's voice in Québec. Geneviève is a manager with a heart who initiated projects and changes that have left their mark on the history of the CMHA.

**Geneviève fecteau**  
Former Executive Director



# Who we are: the CMHA in Québec

The four CMHAs in Québec share a common mission but have unique service offers to meet local and provincial needs. Three local branches – Québec City, Saguenay, and Montréal – have had roots in their communities for years. The Québec Division has the mandate of deploying provincial programs, supporting the branches, and ensuring consistency in how the brand is used in the province.

→ Québec Division

→ Québec City branch

→ Montréal branch

→ Saguenay branch

3

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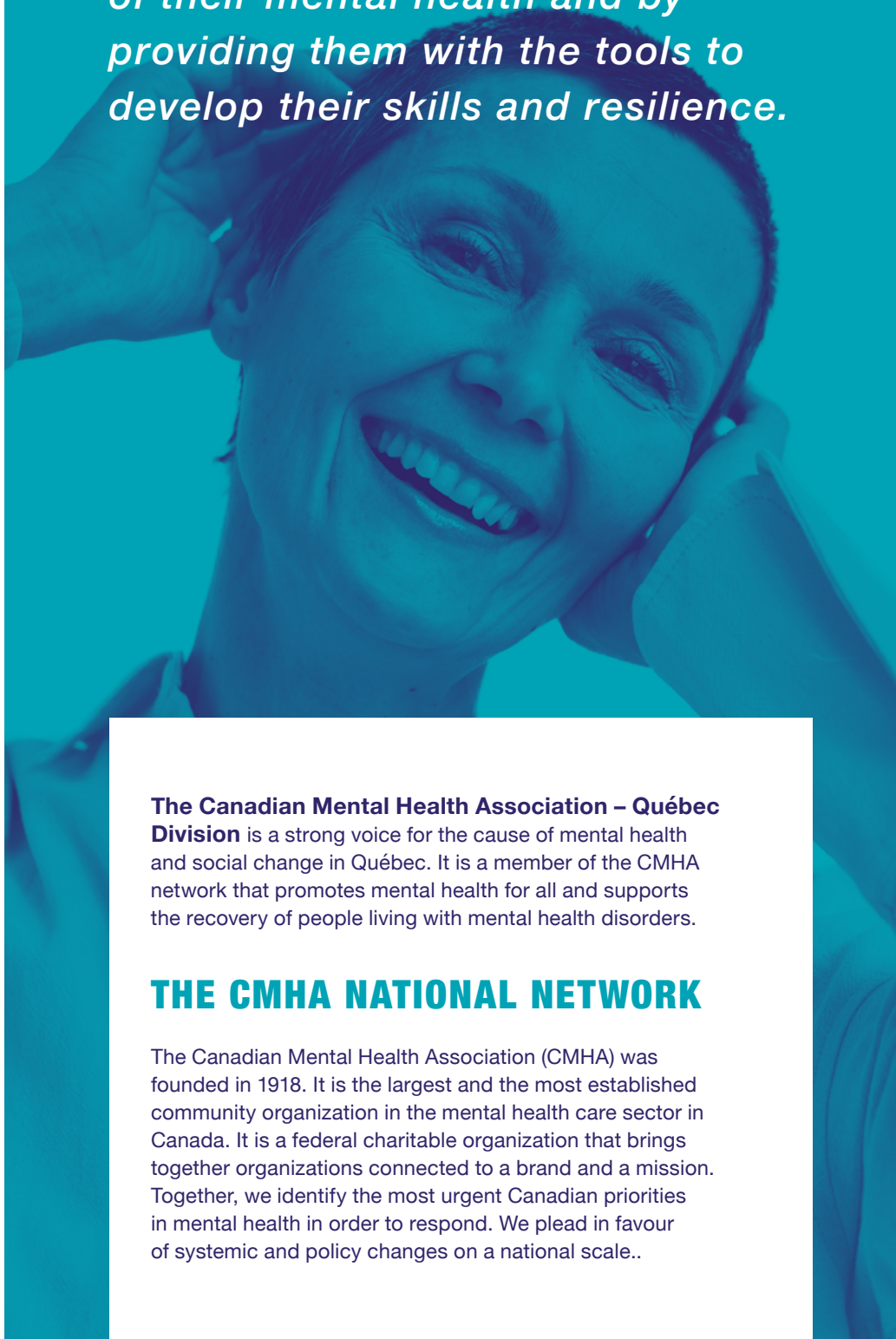
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## TERRITORIES SERVED

- Québec Division
- 1. Québec city branch
- 2. Montréal branch
- 3. Saguenay branch



*We are committed to supporting the well-being of Quebecers by preventing the deterioration of their mental health and by providing them with the tools to develop their skills and resilience.*



**The Canadian Mental Health Association – Québec Division** is a strong voice for the cause of mental health and social change in Québec. It is a member of the CMHA network that promotes mental health for all and supports the recovery of people living with mental health disorders.

### THE CMHA NATIONAL NETWORK

The Canadian Mental Health Association (CMHA) was founded in 1918. It is the largest and the most established community organization in the mental health care sector in Canada. It is a federal charitable organization that brings together organizations connected to a brand and a mission. Together, we identify the most urgent Canadian priorities in mental health in order to respond. We plead in favour of systemic and policy changes on a national scale..

# The team

## **Denise Byrnes**

Interim Executive Director

## **Ariane Charlebois**

Director of Communications and  
BounceBack Program Manager

## **Daynah Savage**

Administration and  
Development Assistant

## **BOUNCEBACK PROGRAM TEAM**

## **Laura Lorenzini**

BounceBack Program Coordinator

## **Oriane Tamba**

Psychosocial Coach

## **Melissa Clarke**

Psychosocial Coach and  
Quality Control Agent and Trainer

## **Olivia-Jane Desbiens**

Psychosocial Coach

## **Frédérique Gagnon**

Psychosocial Coach

## **Yvonne Lalonde**

Psychosocial Coach

## **Johanna d'Imperio**

Psychosocial Coach

## **Maria Tsovikian**

Psychosocial Coach

## **Erika Holst-Roy**

Psychosocial Coach

## **COLLEAGUES WHO LEFT THE CMHA QUÉBEC IN 2023-2024**

## **Geneviève Fecteau**

Executive Director of the Québec Division

## **Matthew Henri**

BounceBack Program Coordinator

## **Manuel Clavijo Salazar**

Psychosocial Coach

## **Marc-Antoine Viens**

Psychosocial Coach and  
Quality Control Agent and Trainer

## **Megan Sabourin**

Psychosocial Coach



# Members of the 2023-2024 board of directors



**Denis Fournier**  
President



**Geneviève Cyr**  
Vice-President



**Marianne Poliquin**  
Second Vice-President



**Christopher Ah-Kion**  
Treasurer



**Chad Walcott**  
Secretary



**Rose Lyndsay Daudier**  
Director



**Karen Hetherington**  
Director



**Jean-François Michaud**  
Director



**Anne Nguyen**  
Director

## 01

### BounceBack

*BounceBack is a free self-help program that enables you to take control of your mental health and restore your well-being.*

This year, thanks to a public marketing campaign, we generated a great deal of interest for the BounceBack Self-help program. Targeted initiatives increased the number and suitability of referrals. When the individuals referred understand the Self-help program and are sufficiently motivated, they have a much greater chance of benefiting from what they learn. To date, 75% of participants who complete the program report not needing additional services. The skills acquired and consolidated as part of this program help people better manage low mood, depression, anxiety and worries throughout their lives.

The program gained popularity in leaps and bounds. We surpassed the objectives set by our funding partner for annual participants by 30%. We believe it is important to maintain a service offer that can be rapidly accessed, which is why we will increase the number of coaching hours and extend phone appointment hours this year.

### Talk Today Program

*Talk Today is one of the most complete mental health programs for athletes in Canada. Its goal is to educate young athletes about suicide prevention to promote the benefits of positive mental health across the country.*

In February, as part of mental health awareness month in hockey, we took part in game days with the Quebec Maritimes Junior Hockey League (QMJHL) and the Ligue de hockey junior AAA du Québec (LHJAAAQ). These awareness-raising games help reduce the stigma associated with mental health problems and encourage people to ask for help. With the Talk Today program partners, we hosted information booths and were invited to take part in ceremonial face-offs. For spectators, it was a chance to learn more about local mental health and suicide prevention services. These events complement the Talk Today training offered to players and employees during the year.

## 02

# 03

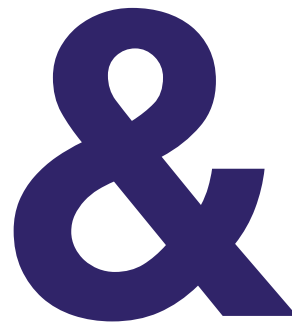
## Mental Health Week: #MyStory

### THE NATIONAL CAMPAIGN

Storytelling, in all its forms, promotes mental health and reduces stigmatization. For the 72nd edition of Mental Health Week, the CMHA encouraged the public to share their stories, because stories create connections and strengthen communities. The CMHA also invited its members to tell their own stories and those of their service users and their teams. It was a fantastic opportunity to connect the needs of the public to community services. The stories inspire and mobilize people to support their loved ones or ask for help themselves.

## Our communications

An organization's strength lies in a consistent vision, mandate, and brand image. This is why this year we developed a brand guide and a content strategy. With the support of experts, we developed accessible content adapted to the context of Québec. A series of brochures, a mini guide, and infographics will be available by the end of 2024.



## Human resources

Several initiatives were introduced to strengthen our employer brand and to promote employee retention and team spirit. Because at the CMHA, we believe that there is no health without mental health, and we take action to protect it.

# 04



# 01 Bounce back



## HIGHLIGHTS

- » **1567 individuals referred** from across Québec were assigned a coach for the BounceBack Self-help journey
- » **80% of participants** saw a reduction in their anxious and depressive symptoms
- » There were **nearly 32,000 new visitors** to the <https://bouncebackqc.ca/> website, a **115% increase** over the previous year
- » The number of registrations for the [BounceBack video library](#) rose **144%** over the previous year
- » Reference to the program appears on the [new CETI SMDI platform](#) (Centre d'expertise en technologie de l'information - Santé mentale, dépendance et itinérance: centre of expertise in information technology – mental health, addiction and homelessness)
- » We offered access to training videos for health and social services professionals from the bouncebackqc.ca website ([family medicine groups](#) and [CLSCs](#))

Retrouver son entrain™ | QUÉBEC

**Programme gratuit**

6 mois d'accompagnement pour reprendre le contrôle

Retrouver son entrain™

Retrouver son entrain™ | QUÉBEC

**Reprenez le contrôle**

Pour gérer inquiétude, anxiété, stress et déprime

Retrouver son entrain™

Retrouver son entrain™ | QUÉBEC

Mon accompagnatrice Retrouver son entrain m'a permis de me sentir à l'aise et en sécurité pour partager mes sentiments et mes pensées.

”

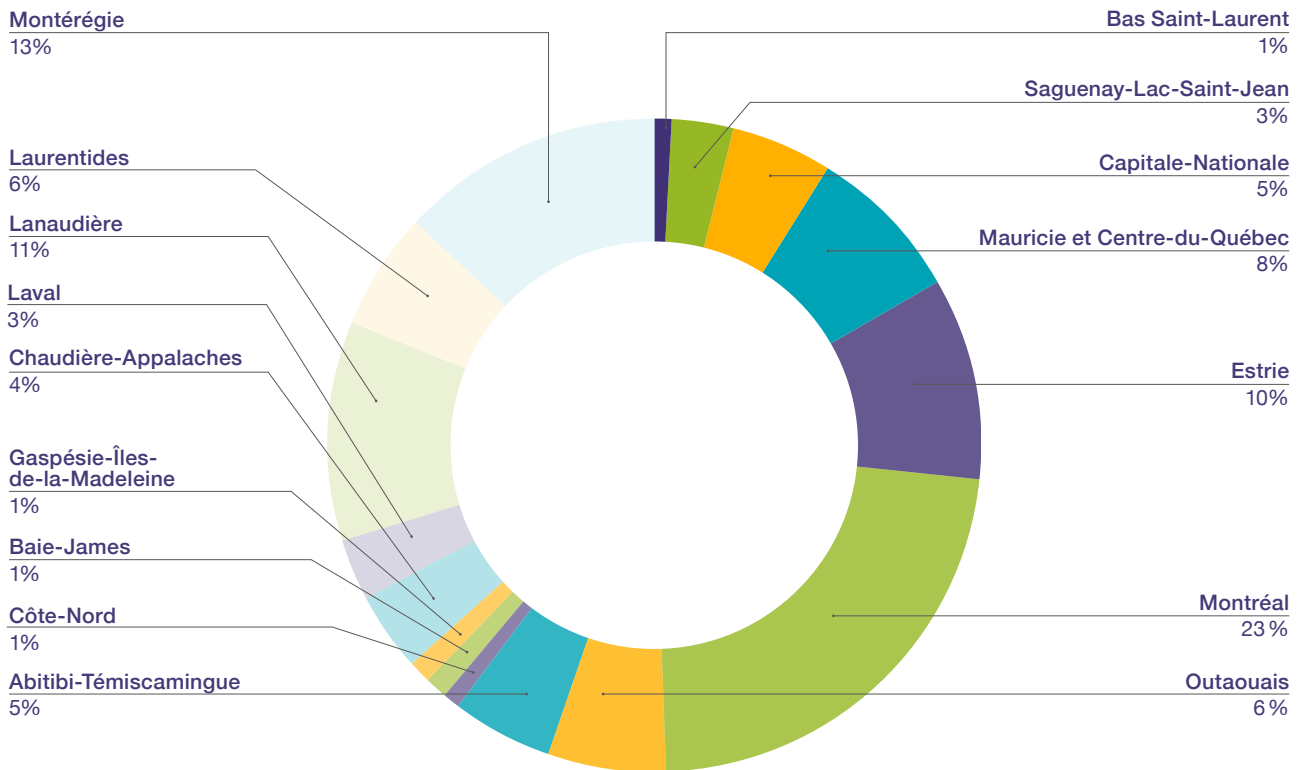
Retrouver son entrain™ | QUÉBEC

Les cahiers d'exercices étaient très clairs et faciles à utiliser. Mon accompagnateur était également très attentionné et m'a vraiment aidée.

”

Images from the fall 2023 population campaign / testimonials

## PEOPLE FROM ALL OVER QUÉBEC ARE BOUNCING BACK.



### BIG THANKS TO :

- The **MSSS** for their support, trust and collaboration.
- The **CIUSSS de l'Est-de-l'Île-de-Montréal**, who is our partner as part of our service agreement. They support the deployment of the program within the health and social services system.
- **Webit interactive agency** for the program's public campaign and updates to the microsite.
- **Mario Lévesque**, social worker and member of the Service populaire de psychothérapie in Laval for his invaluable clinical support services to our coaches.



# Talk Today Program

**TALK TODAY**

# 02

## TALK TODAY PROGRAM PARTNERS

### TEAM CITY

- |                |                            |
|----------------|----------------------------|
| 1. Drakkar     | Baie-Comeau                |
| 2. Armada      | Blainville-Boisbriand      |
| 3. Saguenéens  | Chicoutimi                 |
| 4. Voltigeur   | Drummondville              |
| 5. Olympiques  | Gatineau                   |
| 6. Remparts    | Québec                     |
| 7. Océanic     | Rimouski                   |
| 8. Huskies     | Rouyn-Noranda              |
| 9. Phoenix     | Sherbrooke                 |
| 10. Cataractes | Shawinigan                 |
| 11. Foreurs    | Val-d'Or                   |
| 12. Tigres     | Victoriaville              |
| 13. Braves     | Valleyfield                |
| 14. Cobras     | Terrebonne                 |
| 15. Condors    | Cégep de Beauce-Appalaches |
| 16. Flames     | Gatineau                   |
| 17. Everest    | Côte-du-sud                |
| 18. Indigo     | Granby                     |
| 19. Panthères  | Saint-Jérôme               |
| 20. Phoenix    | Montréal                   |
| 21. Prédateurs | Joliette                   |
| 22. Titan      | Princeville                |
| 23. VC         | Laval                      |

## HIGHLIGHTS

- » Training workshops reached **533 players and employees** from **12 Quebec Maritimes Junior Hockey League teams** in Québec and **11 Ligue de hockey junior AAA du Québec teams**
- » The **CMHA attended five game days** (with the support of board members and CMHA branches in Québec) for both the LHJAAAQ and the QMJHL
- » We participated in ceremonial face-offs, including one with **Lionel Carmant, Minister Responsible for Social Services**
- » We created **promotional materials** to support our representation activities (booths and ceremonial face-offs)
- » We distributed wallet cards with local resources
- » Some teams, inspired by the CMHA *Game-Day Guide*, published press releases, created content for social media, and wrote blog posts (e.g.: [Armada de Blainville](#), [LHJAAAQ](#))



Stigmatization and discrimination related to mental health problems often dissuade people from asking for the help they need, when they need it most. The Talk Today program offers sports organizations and their athletes the opportunity to play a leading role in changing mindsets in their communities.

» Visit the program website at [www.talktoday.ca](http://www.talktoday.ca)

## A HUGE THANKS TO :

- **Meaghan Lowrey**, trainer on contract for the CMHA – Québec Division for 2023-2024.
- **Alex Salomie**, National Program and Communications Manager, and **Justin Dickie**, Consultant for the Talk Today/ Parlons-en program (CMHA – Ontario Division).
- **Hugo Fournier**, Executive Director of the Association Québécoise de Prévention du Suicide (AQPS).
- **Linda Poirier**, President of the Regroupement des Centres de Prévention du Suicide du Québec (RCPSQ).
- **David Crowdis**, Assistant General Manager, Ligue de hockey junior AAA du Québec
- **Claude Benoist**, Coordinator, Marketing and Translation Services, Quebec Maritimes Junior Hockey League.

# Mental Health Week: #MyStory

# #MyStory

May 1-7,  
2023



## CMHA Mental Health Week



“

I had been feeling overwhelmed for a few weeks. My workload was causing me anxiety and it was affecting my relationship. I felt more irritable than usual. I didn't have the energy or desire to engage in leisure activities outside of work hours.

I needed an **accessible solution, quickly.**

I signed up for the **Bounce back program** for free.

By talking with my coach over the phone, I set goals for myself. The workbooks in the program gave me concrete tools to reach my goals.

Managing anxiety and depressed moods in an ongoing process, BUT today...

I felt more "alive". I feel like **I have taken back control of my life.**

What I've learned will help me in the future for sure.

”

**#MyStory**



## HIGHLIGHTS

- » Production of videos that present some of the services available in Québec
  - [Division du Québec](#)
  - [Filiale de Montréal](#)
  - [Filiale de Québec](#)
  - [Filiale de Saguenay](#)
- » Production of a [collaborative video](#) to communicate key messages as part of the social media campaign :
  - 5 out of 5 people have a mental health.
  - It will vary throughout your life just like your physical health did.
  - Did you know that each year in Canada, one out of five people will experience mental health problems or illness?
  - We all have a story / experience that affected one of our loved ones mental health or our own.
  - The simple act of expressing our stories through movement, creating art, talking or writing help us create connections with others and make sense of what we're living.
  - Telling our story can therefore be beneficial for our own mental health and well-being and for those around us.

In Québec, this campaign increased the discoverability of provincial and local services offered by the four members of the CMHA. It helped us better understand the realities of different regions served by the CMHA and reminded us that we share a mission: to promote mental health and prevent its deterioration. We are enthusiastic about the idea of strengthening collaboration across the province, so that the public has timely access to appropriate services from the CMHA when they need them.



### MANY THANKS TO :

- The teams of the **four CMHAs in Québec** for their contribution to content.
- **OBOX** for producing the videos.
- The **Community Health and Social Services Network (CHSSN)** for support for translation and dissemination to anglophone communities in Québec.

# 03

# Our communications

## HIGHLIGHTS

- » Rollout of the content strategy (thanks to Eva Milko from the agency Good Vibes Strategy and our experts : Marc-André Dufour and Amélie Seidah, psychologists)
- » Development of the first [Guide de marque de l'ACSM au Québec](#) (for our members and partners) – (available in French only)



- » Giving out awards at the gala for [Mindset](#) (reporting on mental health)



» Improved working conditions (floating days, a day off for birthdays, in-office stipend, vacation, flextime, purchase of fresh fruit for the team, clinical support for coaches)

» Creation of our *Employee Manual*, including policies and procedures

» Team-building activities

- Bowling
- Mini putt
- Origami
- Tea room

» Professional development

- Managing marketing projects
- First aid for psychological health
- Non-profit membership
- Preventing psychological harassment in the workplace
- Aging in good mental health
- Neurodiversity 101
- Neurodiversity awareness
- Neuroinclusive leadership
- Conflict management at work
- Best practices in the intersection between mental health and addiction
- Compassion fatigue
- Resilience: adapting and preparing to bounce back better
- Let's talk about anxiety and worry

• Depression : better understanding it and facing it together

• Brains at work

• Human resources : Influencer

• Communicating with empathy

• Legal tools to better manage your non-profit organization



# 04



Website [acsm.qc.ca](http://acsm.qc.ca)

Microsite [BounceBack](#)

YouTube [/@ACSM.Division.Quebec](#)

SnapChat [acsm.quebec](#) (new in 2023)

Facebook [/ACSM.Quebec](#)

Instagram [/ACSM.Quebec](#)

X [@AcsmQuebec](#)

LinkedIn [/Canadian Mental health Association – Quebec Division](#)

**Financial statements**

**2023**

**/2024**

## CANADIAN MENTAL HEALTH ASSOCIATION - QUÉBEC DIVISION

<b>Results As at march 31 2024</b>	<b>2024</b>	<b>2023</b>
<b>PRODUITS</b>		
CIUSSS de l'Est-de-l'île-de-Montréal - Service Agreement	\$1,052,102	\$911,647
CMHA National	\$36,078	\$681
Self-financing activities	\$20,221	\$-
Deferred contributions related to fixed assets	\$13,382	\$11,782
Consultations	\$4,581	\$18,170
Donations	\$4,290	\$-
Other revenues	\$851	\$799
	\$1,131,505	\$943,079
<b>CHARGES</b>		
Salaries and social charges	\$711,613	\$600,762
Professional fees	\$109,058	\$15,873
Rent	\$70,789	\$63,656
Design and printing	\$51,599	\$48,079
Promotion and communication costs	\$40,140	\$19,543
Office expenses	\$37,314	\$28,118
Accounting fees	\$33,082	\$32,880
Depreciation of fixed assets	\$13,382	\$11,782
IT costs	\$13,288	\$21,134
Travel and entertainment expenses	\$9,747	\$5,690
Insurance	\$6,440	\$5,534
Training costs	\$5,464	\$8,114
Legal fees	\$5,418	\$5,505
Bank charges	\$1,938	\$1,874
Licences	\$1,438	\$1,261
Others	\$1,309	\$1,003
Dues and membership	\$400	\$1,045
Management fees	\$-	\$54,026
	\$1,112,419	\$925,879
<b>SURPLUS OF INCOME OVER EXPENSES</b>	<b>\$19,086</b>	<b>\$17,200</b>

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and business hours**

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BounceBack program  
1-844-657-2106

Monday to Friday, 9 a.m. to 5 p.m.

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