

IMPACT REPORT 2 0 2 3

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01 Introduction

The Mental Health Society of Greater Victoria is a grassroots non-profit organization founded in 2018 to address barriers in the local mental health system. As a 100% volunteer organization, over half of whom have lived experience with mental illness, the MHS is run entirely by a group of people passionate about improving our community's mental health. Using our personal experiences alongside our holistic approach, we connect with each client individually and are committed to providing support and guidance as they pursue wellness.

Organization Overview

MISSION

To improve mental health in Victoria, British Columbia by facilitating access to services, delivering mental health resources and education, and providing compassionate peer support to all members of the community.

VISION

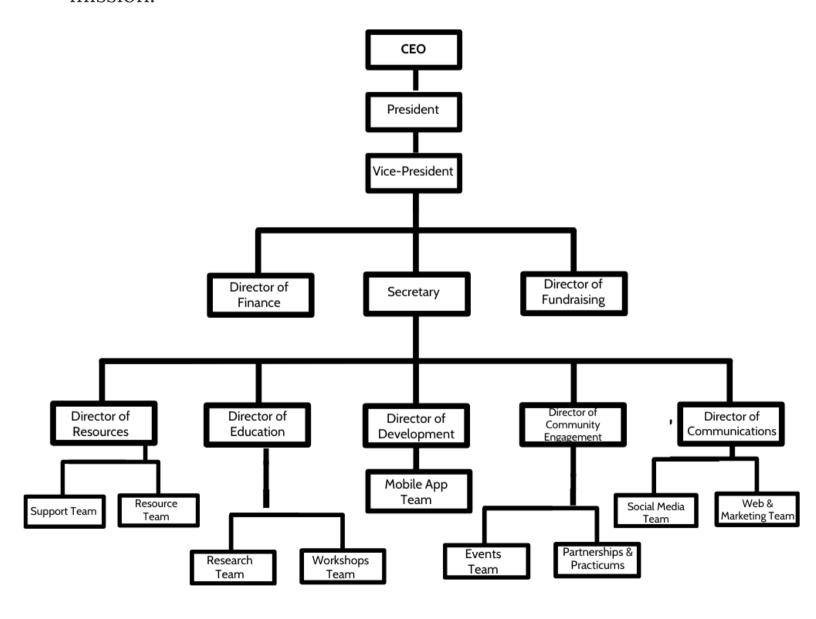
To replace stigma and barriers with access and compassion.

FOCUSES

- Increasing mental health training opportunities for the general public
- Facilitating access to local mental health services
- Promoting positive mental health for vulnerable populations
- Destigmatizing mental illness, addiction and substance use
- Providing extremely low-barrier peer-topeer support that is centered on individuality
- Creating a safe shared space for human connection in Victoria, BC

02 The Team

Our team started in 2018 as a pair of friends who wanted to make a difference. A few months later, the MHS had a small team of 6 volunteers who met weekly. Flash forward to today, our organization is now made up of over **40** <u>incredible</u> volunteers across eight teams that each focus on separate aspects of our mission.



MHS Team Tree Diagram



Team Statistics

At the MHS, we believe that it is important to have a multidisciplinary team of volunteers with different backgrounds and skill sets. We currently have over 40 volunteers, and each one contributes their unique perspectives through their individual lived experiences:

- 72.7% identify with having a mental health disorder, and 27.3% have lived experience with an addiction.
- 72.7% have lived experience supporting someone who lives with a mental health disorder.



Occupations

- **18.2%** work in the healthcare sector, with **58.7%** working in other fields.
- 40.9% of the team are currently students



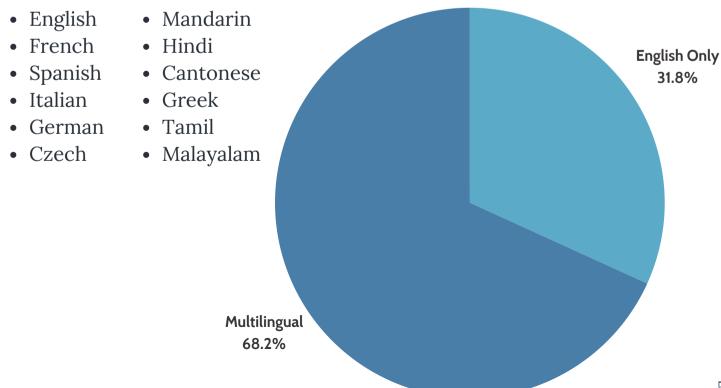
Education/Training

Our volunteers come from a range of educational backgrounds and experiences. Some of us have post-graduate degrees, while some of us have a wide range of mental health-related training, including:

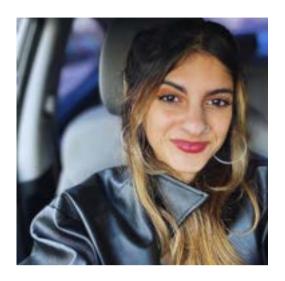
- SafeTalk Suicide Prevention
- Applied Suicide Intervention Skills Training (ASIST)
- Mental Health First Aid (MHFA)
- Overdose Intervention Training
- Psychological Self-Care (Red Cross)
- Trauma-Informed Care ...and many more!

Over **23%** of our volunteers report having used their MHS education/training in their professional lives, while over **50%** report having used their MHS education/training in their personal lives.

Languages Spoken by our Team



Board of Directors



Ilia Fernandez Founder, CEO | She/they

Hey everyone! As the MHS Victoria enters into its 6th years, I'm more determined than ever to make sure our impact carries on far into the future. It's been a challenging but rewarding experience and I'm so grateful to the amazing team that inspires me to keep at it even on the darkest of days. I can't wait to see how much further we get in 2024, especially with the release of our long-anticipated app, Mind Map!



Emma Waldock

President | She/her

Hi, I'm Emma, and I'm the President of the MHS! I have been with MHS since December 2021 and have so enjoyed being a part of such a wonderful organization and working with a truly amazing team of gifted people. I deeply believe in the importance of mental health education for communities and individuals, and am so grateful to be able to work towards reaching more people and spaces this year!



Tereza Belanger

Vice President | She/her

Hi, I'm Tereza, the Vice President of the MHS! I joined the MHS back in November 2020 and have held the title of Vice President for over 2 years now. Working with this incredible organization has easily been the most fulfilling thing I've ever been a part of, and I am so thankful to volunteer alongside such a compassionate and inspiring group of people. I'm so excited to continue our work and to see what 2024 brings!

Board of Directors



Lindsay Tannahill Director of Development | She/Her

This will be my third year on the board, and I'm so elated to see all of the amazing things we've accomplished this far. As the Director of Development, my main focus this year is moving the organization forward with the release of our app, MindMap, which will make accessing Mental Health resources easier for everyone. Our team spent all of last year making this app come to life, and we can't wait to get it out and helping the world.



Nancy Huo Secretary | She/Her

Hi I'm Nancy and I'm the secretary of the MHS! I've long been passionate about mental health and I love staying organized. I'm extremely grateful to be a part of such a wonderful organization and work with so many amazing people. Excited for more to come!



Kal Zubair

Director of Finance | He/Him

Hi, my name is Kal and I am the Director of Finance of the MHS. In addition to my passion for mental health advocacy and budgets, I enjoy hiking, cooking, and golf. I am thrilled to be a part of the team and to help support the MHS's goal of making mental health resources more accessible!

Board of Directors



Jess Kengathran

Director of Fundraising | She/Her

Hi, my name is Jess and I'm currently the Director of Fundraising at MHS. Aside from my fervour for mental health advocacy, I love to travel to various parts of the globe, and am an avid reader. I feel incredibly grateful to be part of an organization that I consider my own family and I cannot wait to see the diverse avenues through which MHS will grow in the upcoming years!!



Brooke MacLeod

Director of Resources | She/her

Hi! My name is Brooke and I'm the Director of Resources and Peer Support. I recently finished my bachelor's degree in psychology and neuroscience and I'm currently hoping to pursue a Master's in Counselling Psychology. This year I'm looking forward to reaching more people and communities and continuing to spread mental health support with the amazing people that make up this organization!



Jas Bhela

Director of Education | She/Her

Hi! My name is Jas and I recently joined MHS as the Director of Education. With an education background in psychology & criminology, I enjoy empowering individuals and fostering a positive change. In my free time, I enjoy working out, prioritizing self care, and spending time with friends and family. Being in social services for over 10 years, I am truly grateful to work alongside such amazing people to make mental health resources more accessible!

Managers/Team Leads



Shawn Chand

Resource Support (Data Lead) | He/Him

Hi there, my name is Shawn and I have been with MHS since 2022. I currently oversee the resource support database, document hub, peer support researchers and our new CRM. I have a deep passion about mental health and bringing down barriers to find help for those in need. In my free time, I enjoy spending time with family, reading, and learning new technology ideas.



Carina Chan

Newsletter and Website | She/Her

Hi! I'm Carina and I joined the MHS in March 2023. Working with the passionate people here at the MHS has been a very fulfilling experience for me and I have learned more about marketing and SEO. I deeply appreciate the opportunity to play a part in increasing access to mental health resources and knowledge. Outside of my work with the MHS, I love reading, making art, and learning about architecture.



Fred DeNisco

Social Media Lead | He/Him

Hi, my name is Fred, and I am the Social Media Team Lead for MHS Victoria. I've become more passionate about mental health in recent years and am elated at the opportunity to help others by promoting MHS's resources. When I'm not posting for MHS you can find me driving a little rainbow boat around False Creek in Vancouver and promoting awareness of Killer Whale conservation and research across the Salish Sea.

03 Yearly Summaries

Executive

- Operations
- Finance/Fundraising

Resources

- Peer Support
- Service Navigation

Education

- Workshops
- Research

Development

Mobile App

Community Engagement

Events

Communications

- Social Media
- Web/Marketing

Operations Team



| PROJECTS | DETAILS | OUTCOME |
|--|---|--|
| Volunteer Recruitment & Management | Develop robust time- tracking systemStart using VolunteerConnect | Use of Trello Hour Tracking board (Everhour power-up) Recruited 5 new volunteers through the platform |
| Administration | Secure storage spaceDedicated mailbox | Launched a partnership with the Dock Victoria for storage and workshop space Renewed Canada Post PO Box |
| Partnership Development | Create new partnerships Maintain pre-existing ones | Developed partnerships with the Dock and the University of Victoria Strengthened partnership with Surkeus Records |

Finance/Fundraising Team

Mental Health Society of Greater Victoria

| Donate to | make a diff | | | | |
|---------------|-------------|----------|-----------------|---------------------|--|
| Your donation | on Monthly | donation | Yearly donation | | What impact will this donation have? ① |
| \$10.00 | \$20.00 | \$50.00 | \$100.00 | Share this campaign | |
| 0.00 | | | CAS | | |

| PROJECT | DETAILS | OUTCOME |
|--------------------------|---|--|
| Community Grants | Actively identify and apply to grants that align with our vision and mission | One of our avenues for funding that allow us to pursue mental health initiatives, such as the free library |
| Donation Management | Diversify funding sources, establish consistent and sustainable funding, allocate funding accordingly | Ability to utilize donations effectively; while being able to keep track of our financials for records |
| Financial Development | Attain CRA status, develop and establish relationships with other organizations in order to collaborate, or hone in on a mutually beneficial partnership | Growth in reach, increase in financial potential as well as operational expansion |

You may also donate via e-Transfer to finances@mhsvictoria.org.

Peer Support Team

To address the gaps in mental healthcare in Victoria, we run an extremely low-barrier peer support program.

We provide:

- Information on services and resources
- Guidance accessing the local mental health/substance use system
- Compassionate, judgement-free support
- Validating feelings and experiences
- Available in multiple languages

Eligibility:

- Individuals who are 18+ and seeking mental health peer support and/or services in Victoria, BC.
- No diagnosis needed
- Connection to other services encouraged
- Also available to loved ones and support workers

| PROJECT | DETAILS | OUTCOME |
|------------------------|---|--|
| Service Navigation | Our Peers provide resources, reassurance and support throughout clients time navigating various services. | 6+ navigation requests5+ one-time support calls |
| Peer Check-In Calls | Our Peers call as often as weekly to help find the right services, check-in on your progress, and be there for you along the way. | 23 long-term clients> 141 check-in calls> 3844 minutes |
| Community Support | Utilizing our knowledge, resources, and training to ensure that people in the Greater Victoria community feel supported throughout their mental health journey. | Gradually creating a more inclusive, safe, and stigma- free community by allowing people to openly discuss their mental health |

Resource Team

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| PROJECT | DETAILS | OUTCOME | | | |
|---------------------------------|--|---|--|--|--|
| Resource Database | Comprehensive, user- friendly database, filterable to find the most suitable resources | Compiled list of 200+ local mental health services Once cleaned up, will populate our mobile app (to be released 2024) | | | |
| Service Research/ Navigation | Using our databases and community knowledge, volunteers find the right resources, facilitate access to services, and advocate for proper care. | Have a team of researchers to help peer support callers navigate the database and find ideal services for our clients | | | |
| Community Resources | Providing a user friendly and eas community resources that may be difficult for groups such as seniors and newcomers to access and navigate through. | • Compiled a hub of handouts, documents and guidelines for community based resources accessible by internal teams. | | | |
| Monitoring & Evaluating | Utilizing our client satisfaction surveys and ongoing check-ins to monitor and evaluate client progress through out peer check-in program(s). | Created client satisfaction surveys to monitor progress. Outlined criteria for future monitor initiatives. | | | |

"I always freeze up when I go to the doctors, so it's super helpful to talk through a plan beforehand to make sure I get what I need out of it."

-Peer Support Client

"Even with having learned all these skills, often times in chats I find that I am learning so much from my clients, after hearing about their struggles and achievements."

Volunteer, Peer Support Caller

"It's nice to hear that we both get something out of these peer support calls, that we can learn from each other."

-Peer Support Client

"I wish I found this earlier, it would've saved me a lot of time trying to figure things out myself and reaching dead end after dead end."

-Resource Navigation Client

"Now that we had this call today it has given me the motivation to work on some of these things... I'm going to get out today and do some of things I need to do."

-Peer Support Client

persons supported in 2023

"My role as a peer support worker has been extremely rewarding, not only for the skills I've developed, such as active listening and research, but also for the newfound confidence I've gained in navigating the health system."

-Michaela, Peer Support Caller



"I know that I can do this on my own, but sometimes I need a little encouragement and these calls remind me that I'm not alone in that."

-Peer Support Client

Mobile Development Team

The Mobile Development Team is polishing up the final pieces of the app.

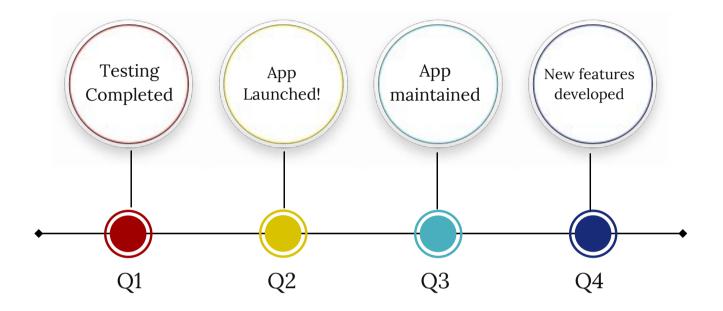
- The Mobile Development Team was first formed in 2022, and in 2023 they got to work creating the app.
- 100% of our team has lived experience with Mental Health through family, friends or self.
- The team actively supports each other through coding and professional development work.



| GOAL | DETAILS | OUTCOME |
|-------------|---|--|
| MindMap MVP | Complete the MindMap MVP | App completed and put into testing. UI/UX was fully remade in July 2023 and then implemented. |
| Funding | Generate knowledge of the app and provide us with additional resources | No funding achieved. We were able to create the app at no cost to the organization. |
| App Launch | Put the app into the world and create better access to mental health resources! | App did not make it to launch, but was put into testing, and we are preparing to give it the launch it deserves. |

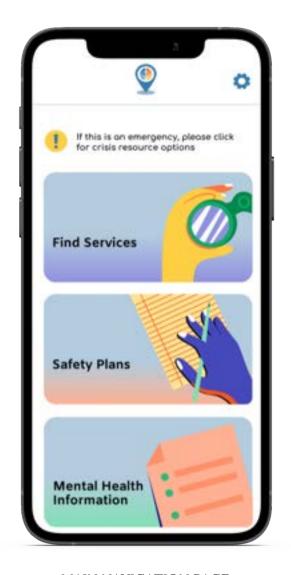
Mobile Development Team

2024 Goals and Timeline



| 2024 GOALS | DETAILS | OBJECTIVES |
|---------------------------------|---|---|
| MindMap Completed | Complete the mobile application according to the developed design | Finish up final touches Release app into testing Receive real user feedback |
| Plan a Launch | Create a release plan to best teach the community about the release of the app | High download ratesHelping as much of the community as possible |
| Launch the App + maintain it | See real world use of the app | Continue to develop the app, fix bugs, and create new features |

Mobile Development Team





Lindsay Tannahill Director



CBBell99
Chris Bell
Lead Developer



Sousa
Sousa
Da Noite
Developer



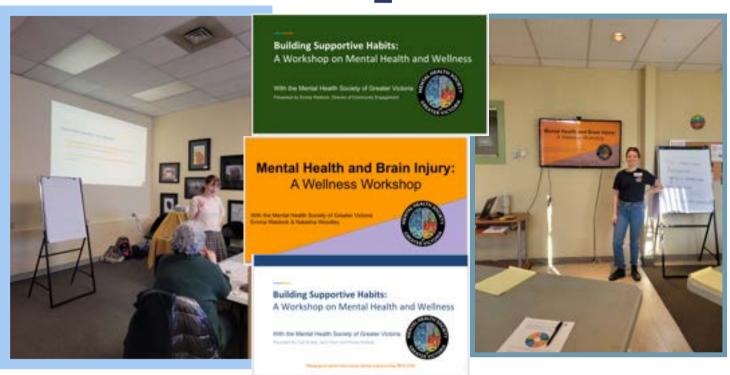
Matt-Chisholm
Matt
Chrisholm
Developer

MAIN NAVIGATION PAGE

The team is most excited about...

- The official launch of the long-anticipated app
- Helping provide access to so many community services
- The safety plan feature and the ways that it can be expanded
- Working with the dev team and others with similar mental health experience
- Developing tech skills while working on a community-based project
- The gorgeous design of the app!

Workshops Team

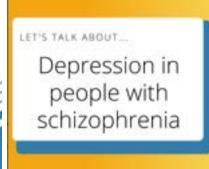


| PROJECT | DETAILS | OUTCOME |
|---|--|---|
| Virtual Workshops | Host online workshops providing information and tools for mental wellness | 27 attendees Acknowledged for our passion and community impact Received sizeable donation |
| In Person Workshops | Host workshops with local establishments to provide information and tools | Acknowledged for helpful conversation and strategies to take away Reached over 30 people Donations received |
| Increase awareness and interest in MHS workshops | Enhance advertising through social media and in person events | 4x increase in workshop requests and inquiry from year prior |

Research Team







| PROJECT | DETAILS | OUTCOME |
|--------------------------|---|--|
| Social Media Content | Create research outlines and educational materials for the social media team to create content with. | Produced 7 research outlines and educational materials. |
| Mind Map Content | Research and compile data for Mind Map. | Compiled a comprehensive FAQs spreadsheet, curated with information from our mobile app, enhancing accessibility and clarity |
| Educational Trainings | Complete mental health related trainings to evaluate their potential organizational benefits, and delegate trainings to match the needs of teams. | Reviewed 7 mental health trainings, one of which one was deemed relevant and useful for our organization. |

Outreach & Events Team

Over the last year...

The MHS team attended **8** community events, and had **445** community members visit our booth!

| EVENT | OBJECTIVE | OUTCOME |
|--|--|---|
| Oaklands Sunset Market & West Coast Winter Market | Maintain ongoing presence at the Oaklands Sunset Market Series | Highly positive feedback from the community Ran out of MHS business cards by the end of the events due to high booth turnout Largest event attended to date with thousands of attendees |
| Pride Victoria | To reach highly vulnerable populations (i.e. 2SLGBTQIA+ & youth) | Received excellent feedback and community donations Supplied over 100 community members with mental health resources Were able to attend the market for free, so all donations and sales were profit |
| Victoria SoberFest | To establish a relationship with other local mental health and addictions services, reaching a highly vulnerable population | Supplied over 60 community meme makers with mental health resources Increased connections with local community organizations for future partnerships |
| Victoria Health & Wellness Fair | Promote mental health as part of over all health and wellness, as well as connect with the community to promote our resources and raise money. | Led to future collaboration with UVic's Wellness Centre Sale of merchandise and donated works from local artists increased overall yearly sales. Interactive question tree enhanced community connnection and awareness |

Outreach & Events



Social Media Team

2023 Social Media Content Performance

Instagram -

• Reach: >10.2K

(25.5% higher than 2022)

• Followers: > 1,461

(+243 new since 2022)

Facebook -

• Reach: >1,595

• Page likes: >728

• Followers: >853



| PROJECT | DETAILS | OUTCOME |
|------------------------------|---|--|
| Self Care Sunday campaign | Self-care tips written by members of the team, with a rotating focus | Increased instagram engagement and positive brand consistency |
| BTS with MHS | An Instagram takeover initiative showcasing the daily lives of MHS team members | • 116 new followers on Instagram and an increase in engagement |
| Team Development | In the past year, our team trained to diversify content and expand our social media presence. | • Enhanced team skills and knowledge for better content creation and strategy by implementing trainings reviewed by the Research Team. |

Web/Media Team

Feeling lost? Clock here to sign up for peer support.



| PROJECTS | DETAILS | OUTCOMES |
|-----------------------|--|--|
| Website Update | Revamping home page design, SEO improvements, information updates | • 4.1K website visits (43% increase from 2022) |
| Monthly Newsletter | Mental health content such as Wellness Tips, Victoria Mental Health news, and book recommendations | • 207 subscribers in December 2023 (52% increase over the year) |
| MHS Blog | Informative blog for health and mental wellness information and resources | 15 posts published 686 visits to blog page (67% increase from 2022) |

04

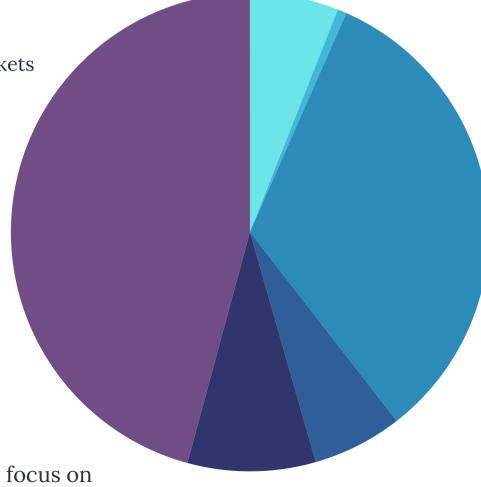
Expenses:January - December 2023

- Bank & Financial Fees: Bank fees, Square fees
- Office Expenses: PO Box, BC Society Annual Report fee, Certificate of Good Standing
- Utilities: Phone

Advertising: Website, Business Cards, Safety Plans

Equipment: Tent for markets

Rent: Market Fees



Notes:

2024 will require a greater focus on building up fundraising efforts

6 individual donors

Income: January - December 2023

Income: January - December 2023

2023 was another great year for community partnerships and donations. We received a total of \$1159.95 in donations this year and raised \$247.50 in market sales.

Donations:

General Donations, MHS Member BBQ Fundraiser, Truffles Catering, Surkeus Records, Peter Koltronis Run Donations



Sales:

Tote bags, Art, Coffee, etc.

95

\$1159.95

total donations

We missed projected donations by 22%

O5 Community Collaborations

To further expand our presence in the community and provide even more resources to community members, we have begun accepting student placements across our various teams and projects. We've also expanded our operations to include Community Contributors, allowing individuals to share their skills and knowledge to help aid our mission, even if they are unable to commit to volunteering on a regular basis.

Thank you to all who have contributed towards our Community Collaboration initiative!

| GROUP | GOAL | OUTCOME |
|---------------------------|---|---|
| UVic Nursing | Develop an ongoing knowledge exchange with 4th year Nursing students at UVic | Nurses were able to collaboratively contribute to MindMap app knowledge and expand our technical resources |
| UVic Social Sciences | Provide university students with hands-on experience working for a social service non-profit | Mentored students in non- profit finances and fundraising initiatives. Started up an initiative to provide peer support international students |
| Community Contributors | Allow for community members unable to commit to volunteering with alternative options to aid the mission of the MHS | We received work in the form of art donations, blog submissions, event help and more from Community Contributors |

06

Goals & Indicators for 2024

Goals

This year we hope to:

- Rent an office location
- Launch our mobile app: MindMap
- Obtain charity status
- Collaborate with and contribute to local crisis response teams
- Help improve local referral processes for and between mental health services
- Begin transitioning to a partial staff model
- Continue to cultivate meaningful relationships with local organizations

Indicators

Our tracked goals include ..

- developing a more diversified funding structure
- receiving 2x the hits to our website and blog
- reaching 200 app downloads
- obtaining 65%+ volunteer retention
- distributing 3x the amount of resources

... on top of beginning to meet the objectives of our 2024-2027 Strategic Plan



Thank you to everyone who has supported us this year!

Partners

- Surkeus Records
- The Gorilla Graffix Group
- University of Victoria (UVic)
- The Dock
- PSR Collaborative
- Oaklands Community Association
- Victoria Pride Society
- SoberFest
- Sail Cassidy

Sponsors

- West Bay Mechanical
- Search Light Marketing
- Payne Engineering
- Belle Am Jewellery
- VanCity



















Mental Health Society of Greater Victoria https://www.mhsvictoria.org admin@mhsvictoria.org 250 363 9429 (Voicemail only) Victoria, British Columbia, Canada