

RESPONDING TODAY AND INNOVATING FOR TOMORROW

2023-2024 IMPACT REPORT



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MESSAGE FROM BOARD CHAIR AND CEO

Dear Friends and Supporters,

In a world that is constantly evolving, the importance of mental health care and well-being cannot be overstated, especially at a time when accessing resources can be challenging for many in need.

The Institute for Advancements in Mental Health (IAM) is dedicated to addressing the challenges brought about by change and ensuring that individuals, caregivers, and communities receive the support they need. Many of these challenges are ones we predicted in our forward-looking Futures Report, and some are unique to the way the world has shifted as a result of rapid societal change.

Over the past year, we have witnessed an increasing need for mental health care, particularly for those living with serious and complex mental illnesses. The challenges faced by these individuals are multifaceted and demand a comprehensive and new approach to care. At IAM, we are committed to addressing these needs head-on, working to build a future where everyone has access to the support and resources they need.

One area of growing concern is the unmet need for services for caregivers. These selfless individuals—family members, friends, or professionals—often bear the heavy burden of supporting their loved ones through their mental health journeys. The physical, emotional, and mental health toll on caregivers cannot be understated. Recognizing this, IAM has prioritized the development and expansion of our caregiver support programs, offering training and essential resources to help caregivers manage their own well-being while they care for others.

In response to the escalating demand for changes in the mental health system, we have strengthened our partnerships with organizations across Canada. These collaborations have enabled us to extend our reach and offer a broader range of options and resources. Through our united efforts, we are better equipped to address the complex mental health challenges facing our communities, wherever they may be in Canada.

Our annual report, "Responding Today, Innovating for Tomorrow," truly encapsulates the work we're doing. In a challenging economic environment there is limited across not only our organization, but with government, foundation and corporate partners, we increasingly need to focus on providing the care that is needed today, while still building and investing in innovations that can help relieve burden in the future.

We're strong believers that innovation can start at the community level, and have impact nationally. We've seen this with our **Futures Report** and our **Your Toolkit** which has been used by thousands to more effectively navigate the mental health care system and have more meaningful conversations with their healthcare providers. We've also been inspired by community innovation across the country, by organizations similar to ours, working to help those who need it most.

Our partnerships have also been instrumental in launching groundbreaking research projects through our **Mental Health Innovation Prize Challenge**, driving forward the future of mental health care. These efforts underscore our commitment to transforming mental health support and care across the country.

This year, we have new and innovative programs designed to meet the evolving needs of those we serve. IAM's **Scholarship Program** continues to provide vital financial support to students with mental illness, the **Medication Resource Centre** ensures that accurate and accessible information is available to all, and **Your Toolkit** initiative empowers individuals with schizophrenia to take control of their healthcare journeys.

We want to extend our deepest gratitude to our dedicated staff, whose unwavering commitment and compassion have been the backbone of IAM's success. We also wish to thank our donors and supporters, whose generosity has enabled us to meet the increasing demand for our services. Finally, we want to thank our Board of Directors for their guidance and support and time in volunteering their skills to help navigate the challenges and opportunities we face.

As we move forward, IAM remains steadfast in our mission to work for a responsive mental health system in Canada, while removing complexities and barriers to accessing care. We will contribute solutions that are developed with and respond to individuals, caregivers and communities, while advocating for social inclusion and societal change. We will continue to advocate for mental health innovation, expand our services, and foster an inclusive society free from stigma. I invite you to explore our programs, share your experiences, and join us in our mission to transform mental health care in Canada.



Chris Damaren Board Chair

Chis Damaren



Mary Alberti
CEO

May alberti

ABOUT THE ORGANIZATON

About Us

For over 40 years our team has pioneered innovative ideas, concepts, programs and services to solve for serious and complex Mental Health issues.

Formerly the Ontario Schizophrenia Society, IAM embarked on a brand transformation in 2021 to meet the urgent needs of a growing population living with serious and complex Mental Health issues. Our focus is on designing and delivering human-centred solutions situated at the community level; and collaborating with cross-sectoral partners to make change from the bottom-up.

Mission & Vision

IAM innovates in mental health by developing solutions that are returned to communities through strategic partnerships and collaboration.

With our in-house services, we design programs tailored to the needs of our clients, including individuals with complex mental health issues and their support networks.

We operate through a leading, synergistic relationship between innovation and service, where people living with mental health needs are both the co-creators and beneficiaries of the services and solutions we build for Canadians across all provinces and territories.

Our Dual Mandate

Human-centred programs empowering individuals, caregivers, and community partners impacted by serious and complex

Mental Health issues.

Direct Services

Community Innovation

Designing new solutions
that fill gaps in the current
system and address
serious and complex
Mental Health issues
impacting Canadian
communities.

Who We Serve

At IAM, we serve people with serious and complex mental illnesses, people with or without a diagnosis, family members/caregivers, professionals, and communities.

What We Believe In

IMPACT



We listen to what people need so that together, we can deliver real solutions for real lives.

INTEGRITY



We work for better mental health with unwavering candor, compassion, and respect, always.

INNOVATION



We question what's not working and move fast to create meaningful change.

PARTNERSHIP



We believe that we are better together, not alone.

BY THE NUMBERS

Number of people reached through Support Line:

1942





Number of people reached through Recovery in Action:

210

Number of people reached through Community Events:

301

44%

Of IAM's donors were new donors

Partnerships to expand our reach and impact



Total Page Views to our Website

43,313

Number of people reached through Professional Trainings:

176



CBT Training

90%+

felt workshops taught them new skills to help and manage the mental illness of their family member **Recovery In Action**

100%

of participants felt the program left them feeling hopeful for their future



Number of people reached through Caregiver Programming:

571

CBT For Professionals

90%+

learned practical information that can be applied to their day-to-day





Bipolar for Caregivers Webinar

100%

100% of participants stated an increase in their knowledge about bipolar disorder

CAREGIVERS ARE CRUCIAL

We would like to thank PC CareMakers Foundation for their support, as well as the community partners and caregivers across Canada who played an integral role in this project.

"Caring for the Caregiver" outlines IAM's commitment to addressing the increasing demand for caregiving for individuals living with serious mental illness. It highlights the insufficiency of current support structures, which negatively impacts both caregivers and the quality of care provided.

IAM's study had two primary objectives: to understand how caregivers can be best supported in their roles and to examine the impact of COVID-19 on the mental health service landscape in Canada.

Key findings from the study indicate a lack of detailed information for caregivers to navigate the mental health system, with caregivers often finding support by chance. The study also identified significant gaps in access to standardized peer support, inadequate funding for mental health services, and shortage of psychiatrists leading to long waiting times that aggravate the health of their loved ones living with serious mental illness.

Living With Serious Mental Illness dentified Research Gaps The demand for caregiving for individuals living with serious mental illnesses is intensifying, with record-high demands during the COVID-19 pandemic · Yet, despite the integral role these family caregivers play in the well-being of the mentally ill, sustainable support structures are notably insufficient Research **Methods** · Semi-structured interviews were conducted with 25 participants (family caregivers and mental health service providers) across Canada. The study utilized a participatory research design approach to explore family caregivers' and relevant Research provincial/territorial * partners perspectives of how **Findings** best to support family caregivers in their role as Structured Peer **Funding** caregivers of people living with serious Support There needs to mental illnesses While participants be organization identified peer of mental health support as the most **Discharge Planning** funding. support they have Service Caregivers need a roadmap "Policymakers Navigation received, they from the point of diagnosis to and government In provinces pointed out the after care as there is neither talk a lot about need for structured where service adequate follow up nor a putting money peer support navigators are proper plan, hence the into mental already programs across "revolving door" health but where incorporated in provinces is it going?" the mental health Mental Health and the Justice System system, "For caregivers, where the employing and system fails them too is that training more the lower courts in the system navigators criminal system do not will be a great way to sustain handle mental health" hence the need for continuous support mental health training of law enforcement officers

IAM is investing in this research because caregivers are a crucial yet often overlooked component of the mental health care system. Caregivers provide essential support, advocacy, and care for individuals living with serious mental illnesses, but they frequently do so without adequate resources, recognition, or support. This imbalance can lead to caregiver burnout, reduced quality of care, and negative impacts on both the caregivers' and the patients' well-being.

By conducting this research, IAM aims to shed light on the specific needs of caregivers and their preferred ways of support, hearing from them directly. Understanding these factors is essential for developing targeted interventions and support structures that can enhance the caregiving experience and improve outcomes for both caregivers and their loved ones.

Value for Caregivers in the Future

The insights gained from this research will drive several key benefits for caregivers in the future:

- 1. Improved Support Structures: By identifying the gaps in current support systems, IAM can develop more effective, sustainable support structures tailored to caregivers' needs. This includes increasing access to standardized peer support and access to timely and available care.
- 2. Enhanced Care Pathways: The research highlights the need for detailed information and standardized care pathways. Implementing these will help caregivers navigate the mental health care system more efficiently, reducing stress and improving the quality of care they provide.
- 3. Advocacy and Policy Change: The findings will be used to advocate for systemic changes at the government level, aiming to secure better funding, resources, and recognition for caregivers. This can lead to broader policy changes that support caregivers' roles and enhance their well-being.
- 4. Increased Knowledge Dissemination and Future Collaboration: IAM will disseminate the research findings through reports, social media campaigns, and re-engagement with pan-Canadian partners. Sharing knowledge will foster a more supportive community and drive collaborative efforts to address research and service delivery gaps.

IAM's investment in this research is a pivotal step towards transforming the support landscape for caregivers. By addressing their unique needs and challenges, we aim to create a more resilient, informed, and supported caregiving community, ultimately leading to better mental health outcomes for all.

THANK YOU FOR YOUR CONTINUED SUPPORT AND COMMITMENT

Thank you to our donors and supporters. We deeply value our long-term donors, whose unwavering commitment has been the backbone of our ability to provide consistent and reliable mental health support.

We are incredibly proud to have earned the trust, faith, and support of these donors, some of whom have been generously contributing every month for over 20 years.

We see many groups coming together to support IAM, putting their collective donations to work to drive impact for IAM.

These monthly gifts are vital, allowing us to maintain and grow our programming, respond to urgent needs, and ensure that we can provide seamless access to care and resources for those who need it most. Thanks to their steadfast contributions, we are able to continue our mission without interruption, building a stronger, more supportive community for all.



Your consistent support can make a transformative difference for an organization like IAM. As a smaller organization, we rely heavily on the steady, predictable income that monthly donations provide. This ongoing support allows us to plan ahead, sustain our essential programs, and respond swiftly to emerging needs in the mental health community.

With your donations, you are not just giving a gift; you are investing in the long-term health and well-being of countless individuals and families who depend on our services. Your commitment ensures that we can continue to innovate, expand our reach, and provide uninterrupted access to the care and resources that make a real difference in people's lives.

STORIES OF SUPPORT

We are always proud to share stories of support for the work we do, and the people we serve. The following is a donor (who has requested to remain anonymous) who wanted to highligh their history with the organization and why they support us. We encourage you to share your stories with us.



Donor's History with IAM

My support for IAM (formerly the Schizophrenia Society of Ontario) goes back many years. In 1979, my brother died by suicide at the age of 20, two years after being diagnosed with schizophrenia. My mother had also been diagnosed with the same illness before that and was hospitalized alongside my brother in 1979, but she was discharged while he remained admitted.

He died by suicide while in hospital. It was a devastating experience for me and my family, with very little understanding or support provided at that time. In 1992, my youngest sister also developed schizoaffective disorder and has been in and out of hospitals several times over the years.

Fortunately, my mother went into remission, came off her medication and lived a full and happy life for over 20 years until her passing in 2021.

My sister has hoped to also come off her medication, but it has never ended well when she has tried. She is currently on medication and doing reasonably well with support from the Assertive Community Treatment (ACT Team) and is living with me.

Why Do I Support IAM?

I support IAM, in particular, because of their dedication to educating the public and helping improve the lives of those affected by this devastating illness and their families.

Young and intelligent people have their whole lives ahead of them and are slammed into this illness, which may come with cognitive impairment. I have helped raise money, participated in several walks and have taken IAM's Strengthening Families courses.

IAM gives me hope that their continued innovation and advocacy will one day result in better treatments for our loved ones, and their support confirms we are not alone in this struggle.

I too worried I would develop the illness, and it has taken many years to overcome that fear. I also believe it is the stigma that prevents my sister (and others) from accepting her illness (although I know anosognosia is part of the illness).

I continue to hope that the stigma will be conquered through education and the efforts of organizations like IAM so that people can get help early and, therefore, improve their outcomes.

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DONOR AND FOUNDATION SUPPORT

IAM has been supported by many donors, foundations and corporations throughout the years. Each of our new and ongoing donors and foundations who support us have made a impact in the work we do and for the people we serve.

Rexall Caregiver Network

IAM is grateful to the Rexall Care Network for their \$30,000 donation to support our caregiver initiatives at IAM. IAM serves those with the greatest needs, not only those with a diagnosis of serious mental illness but also and particularly their support networks. Caregivers navigators of these are challenging experiences, and the programs we have created are based on facilitating, easing and helping with these experiences. This generous donation from the Rexall Care Network allows us to continue our work on supporting caregivers, and as we chart our path forward in 2024 and prepare to take on some of our greatest challenges yet.

The Sam and Roma Mercanti Foundation

The Sam and Roma Mercanti Foundation has pledged a gift of \$25,000 per year over five years to support IAM's Scholarship Program. Celebrating its 21th anniversary, our scholarship program stands proudly as Canada's one-of-akind bursary initiative, dedicated to empowering individuals living with mental health illness educational opportunities. supporting the IAM Scholarship Program, the Sam and Roma Mercanti Family Foundation will be instrumental in creating opportunities for young individuals living with mental illness to aspire, achieve, and excel in their academic and professional journeys. IAM is proud to announce this new partnership with the SRMF.

The Bickell-Wilder Foundation

IAM extends sincere gratitude to The Bickell-Wilder Foundation for their invaluable support. The generous funding provided by The Bickell-Wilder Foundation plays a an important role in sustaining our one-to-one counseling navigation ensuring program hours, uninterrupted access to essential support services for individuals facing serious and mental health challenges. The complex partnership with The Bickell-Wilder Foundation exemplifies the profound impact that collaboration and philanthropy can have on improving mental health outcomes and fostering a supportive community environment.

Dalglish Family Foundation

We cannot overstate the importance of the continuous financial support from the Dalglish Family Foundation to our operations. The generous donation of \$50,000 last year enabled us to effectively distribute resources and meet the immediate needs of our clients across IAM.

Echo Foundation

The ongoing support from the Echo Foundation plays a pivotal role in the success of our initiatives. The renewed commitment of \$60,000 last year enabled us to allocate resources effectively, addressing urgent client service needs throughout IAM.

Hudson Technology

Since 2010, Hudson Technology has been a steadfast supporter of IAM's programs and services, embodying a shared commitment to addressing serious and complex mental health challenges. IAM takes immense pride in the enduring partnership with Hudson Technology Inc., a collaboration that has significantly contributed to the advancement of mental health initiatives and the empowerment of individuals facing mental health issues.

AWB Foundation

Since 2012, the AWB Foundation has played a pivotal role in bolstering IAM's educational resources, programs, services, and community innovation initiatives. Through their unwavering support, the AWB Foundation has made significant contributions to enhancing the accessibility and impact of IAM's initiatives aimed at empowering individuals, caregivers, and community partners facing serious and complex mental health challenges. IAM is deeply grateful for the AWB Foundation's partnership and their steadfast commitment to making a difference in the mental health landscape.

Tom and Ruth Kritsch

Since 1997, Tom and Ruth Kritsch have been steadfast pillars of support for IAM, embodying a spirit of unwavering dedication and generosity that has profoundly impacted our mission. As long-term donors and supporters, their commitment to advancing mental health initiatives instrumental been in shaping transformative work IAM undertakes. Most recently, Tom and Ruth have extended their invaluable support towards developing crucial resources for the communities of Barrie and Hamilton, exemplifying their deep-rooted belief in the power of community-driven change. As one of our top principal donors, IAM extends heartfelt gratitude to Tom and Ruth Kritsch for their enduring partnership and profound impact on our ability to provide essential services and support to those in need.

Douglas Goold

IAM extends heartfelt appreciation to Douglas Goold, a dedicated supporter who has been contributing to our cause since 2015. Douglas's unwavering commitment to the IAM scholarship program has been instrumental in enabling individuals facing complex mental challenges to pursue their academic aspirations and transform their lives. His generosity and belief in the transformative power of education have significantly impacted the lives of those striving to overcome barriers and reach their full potential. IAM is profoundly grateful for Douglas Goold's enduring support and the profound difference he continues to make in the lives of our community members.

Marie Day Laufer

Marie Day Laufer has been a beacon of support for IAM since unwavering 1993, embodying a spirit of generosity and compassion that has touched countless lives. IAM is profoundly grateful for Marie's longstanding dedication and commitment to our cause, as her continuous contributions have been instrumental in propelling our mission forward and making a tangible difference in the lives of individuals facing serious and complex mental health challenges. Marie's enduring support serves as a testament to the transformative power of philanthropy and community spirit, and IAM extends heartfelt gratitude for her consistent belief in our vision and work over the years.

WXN

IAM is honored to stand as WXN's Charity of Choice since 2022. The depth of gratitude we hold for this partnership knows no bounds, and it is with great pride that we acknowledge the impactful presence of WXN's CEO, Sherri Stevens, who has graciously shared her personal narrative with the IAM community and beyond. This alliance stands as a beacon of inspiration and empowerment, fostering a shared commitment to driving positive change and enhancing mental health advocacy.

COLLABORATIONS

IAM partners with other organizations to enhance our reach and expand our impact because collaboration is key to addressing the complex and multifaceted challenges of mental health. By joining forces with a diverse array of partners, including community groups, healthcare providers, advocacy organizations, and research institutions, we can pool resources, share expertise, and develop comprehensive, innovative solutions that would be impossible to achieve in isolation. These partnerships enable us to extend our services to a broader audience, ensuring that more individuals and caregivers receive the support they need. Together, we can drive systemic change, advocate for better policies, and create a more inclusive, supportive environment for all those affected by mental health issues.

Number of Partnerships in the last year

A few examples of our partners and collaborators:

- + Mental Health Research Canada
- + Drug Free Kids Canada
- + Hamilton Police Services
- + Phoenix Program
- + Peer Connections Manitoba
- + Family Enrichment and Counselling New Brunswick

- + Schizophrenia Society of Canada
- + Federated Health
- + OCAD U
- + Family Services of Central Alberta
- + Caregivers Nova Scotia
- + AMI Quebec

INNOVATION

At IAM, we are proud to report continued progress in our innovation work, supported by vital funding that enables us to build on our past achievements and foster new collaborations.

Provided ongoing support to research partnerships, including looking at disparities in end-of-life care for people living with schizophrenia in partnership with the Ottawa Hospital.

This year, we co-designed new evaluation tools for various programs, including Bipolar Disorder Education sessions, Delusional Thinking and Hearing Voices workshops, the Mental Health at Home workshop, Recovery in Action, Strengthening Families Together (SFT), and our monthly education sessions. These tools are designed to enhance our understanding of program effectiveness and inform future improvements.

We also completed evaluation summaries for several key programs, including Bipolar sessions for individuals and caregivers, Recovery in Action for bipolar, SFT, Cognitive Behavioral Therapy (CBT) for professionals and caregivers, and CBT coaching. Our ongoing efforts to improve data collection have seen us actively participate in the Provincial Dataset Initiative, increase the collection of demographic information by frontline staff, and strengthen our internal processes for integrating client emails into our fundraising lists.

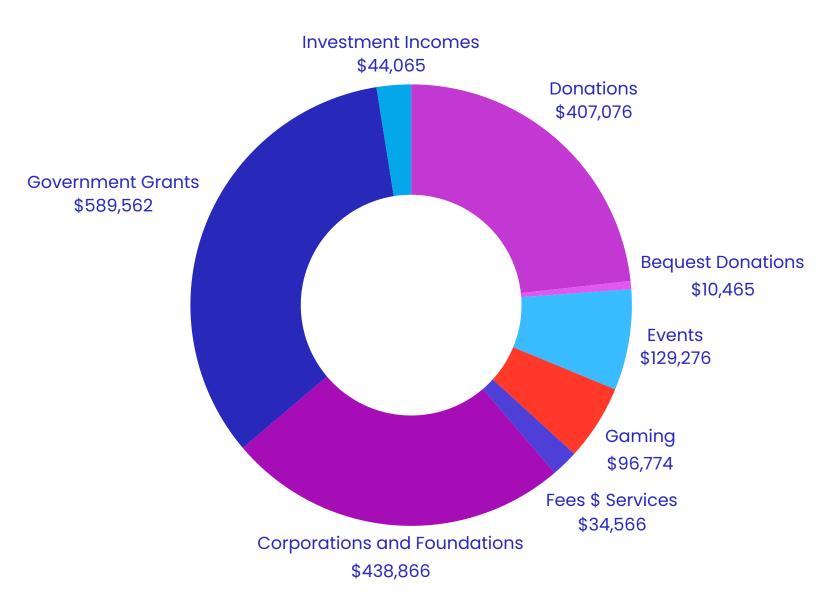
Our commitment to collaboration is reflected in our participation in numerous community collaboratives, such as Defend Disability, the Ontario Caregiver Coalition, the Mood Disorders Society of Canada Steering Committee, Boehringer Ingelheim's Community Voice Partnership Panel, the Mental Health Consortium, the MHA Community Provider Collaborative Table, EPION, the AMHO Leadership Forum, the Rare Beauty Mental Health Council, and the IQVIA Advisory Board for the Advancement of Health.

Additionally, we secured funding to print 500 copies of "Your Toolkit" for broader distribution and to develop a digital accompaniment, further expanding the reach and impact of our resources.

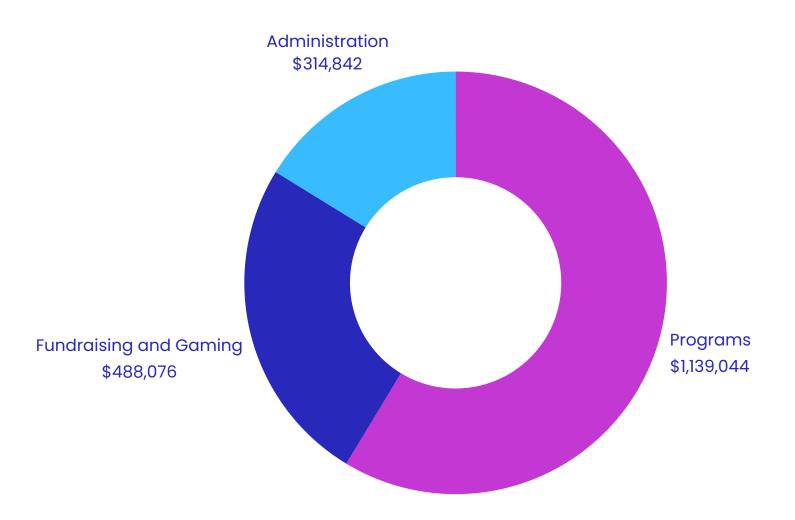
Through these efforts, IAM continues to innovate and collaborate, driving forward our mission to improve mental health care and support across Canada.

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FINANCIAL HIGHLIGHTS: REVENUE



FINANCIAL HIGHLIGHTS: EXPENSES



THANK YOU TO OUR GENEROUS DONORS

\$100-\$999

Abadi, Babak Adamson, Donald Agrawal, Anita Alzamora, Eduardo Anderson, Neil Archard, Ethel Archie, Suzanne M. Aro, Robert Bahri, Rupa Bajic, Jelena Baker, Eleanor Barber, Richard Baron, Eric Bauernfreund, Karl Bell, Thomas Bell, Ashley Belzile, Aline A. **Bennie, Tom and Cathy** Bezverbnyy, Alexandr Bichon, Andrée Biderman, Beverly Bigelow, Jesse Billes, Martha **Bolland, Monica** Borg, Linda Boshan, Linda **Bossert, Wayne Boucher, Marc** Boychuk, Susan L. Boyd, Vanda Brandon, Cheryl Brass, Jane **Bright, Esther** Brown, John R. Bruni, Silvano Buchanan, Alan Burgmann, Carol Ann **Butchey, Caroline** Butler, Michael H. Byres, Henry Cacho, Mauricio Campbell, Glen S. Campbell, Maria Caners, George Carnelos, Sarah Carruthers, Margaret R. Fink, Judith M. Carter, Joyce Cederwall, Karen Chamberlin, Marolyn Chauvin, Peter **Christakis, Harry** Christy, Gail

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Cicuta, Claudio Comfort, Jean S. Friedrichsen, John Herman, Michael Kollar, John J. McMurray, Joyce

\$10,000-\$19,999

Goold, Douglas

\$20,000-\$29,999

Bigelow, Susan Day Laufer, Marie

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Sun Life Financial
The Maple Kiwi Foundation
WillowWood School

\$1,000-\$4,999

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Braestone Family Wealth
Charities Aid Foundation Canada
CIBC Children's Foundation
Cleaning Facility Services Inc.
Diner Agency Inc.
Edward Jones
Estate of Maisie Askey
Kumail Karimjee Professional Corporation
Mill Run Golf Club

Ottawa Community Foundation
Parker Pad & Printing Ld.
Peter & Catherine Singer Foundation
Robert Half
Stendel Foundation
The Betty and Joe Gray Family Foundation
The Kit Skelly Foundation
Thomas, Large and Singer Inc.
United Way East Ontario
WillowWood School Inc. Athletic Fund Account

\$10,000-\$19,999

Hudson Technology Corp Meighen Family Foundation The Bickle-Wilder Foundation Women's Executive Network

\$20,000-\$29,999

AbbVie Corporation
Boehringer Ingelheim (Can) Inc.
EXP Services Inc
Janssen Inc.
Otsuka Canada Pharmaceutical Inc.
Rexall Care Network

\$50,000+

The Dalglish Family Foundation Echo Foundation Federated Health Charities Corporation Halton Healthcare Services The Tom and Ruth Kritsch Family Foundation

Mental Health Innovation Prize

Thomas Gabriel Fund

Government Funders

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