

# CHANGE YOU CAN FEEL

## 2024-2025 IMPACT REPORT

DRIVING GROWTH & INNOVATION





# MESSAGE FROM BOARD CHAIR AND CEO

This year, we leaned even further into the idea of responding today, while innovating for tomorrow. In practical terms, that meant reshaping how we deliver care, sharpening how we measure impact, and lifting lived experience into policy rooms where decisions get made.

## **Redesigning care around people—not diagnoses.**

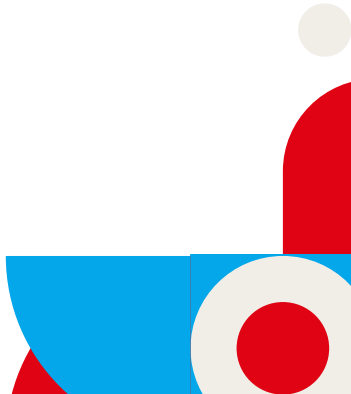
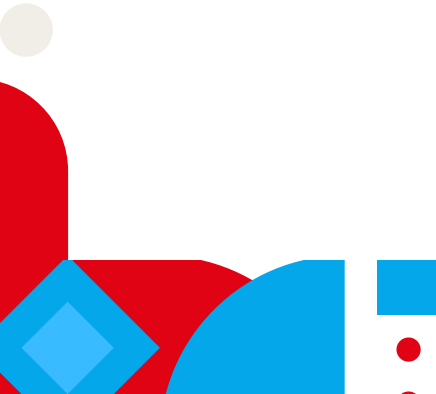
In this fiscal, we launched a trans-diagnostic, stepped-care model across our direct services. The shift might sound technical, but its meaning is simple: people shouldn't be sorted—or stalled—by labels. Whether someone comes to us with schizophrenia, bipolar disorder or another serious and complex mental illness, they can now move seamlessly from brief navigation and psycho-education into longer-term, CBT-based counselling when that's what their daily life demands.

## **Listening, scanning, adapting.**

An environmental scan of caregiver and lived-experience programs across Canada helped us pinpoint gaps and opportunities, particularly for families navigating new diagnoses or relapse. Those insights are already informing updates to Strengthening Families Together and other flagship offerings. Parallel to that, we co-developed new evaluation tools for six core programs—from Recovery in Action to Delusional Thinking groups—so we can better track what changes for participants over time. It's the kind of behind-the-scenes work funders increasingly expect and, more importantly, that our community deserves.

## **Innovation you can hold—and click.**

Your Toolkit—the co-designed resource that helps people prepare for clinical appointments—hit a major milestone: 500 print copies were created and available to be in the hands of service users, caregivers, and clinicians nationwide. A digital companion is in development, widening access and making updates easier. We also began groundwork for a “Beginner's Guide to CBT” to demystify evidence-based strategies for both individuals and caregivers.



## **Turning voices into approvals and strategies.**

On the advocacy front, your voices mattered. IAM's lived-experience submissions contributed to Health Canada's approval of Vraylar (cariprazine) and the two-month Abilify (aripiprazole) long-acting injectable—expanding treatment options for people with serious mental illness. We also took a seat at the National Care Champions Table to help shape and endorse a National Caregiving Strategy—a five-pillar roadmap to support the more than eight million Canadians providing unpaid care. These wins show what happens when data and story meet persistence and partnership.

## **Powered by community generosity.**

Amid economic headwinds, our community showed up. Together, you helped secure \$391,000 in new corporate and foundation support, including investments from Rexall Caregiver Network, Bell Let's Talk and Bausch Health. Our signature Hole Out for Hope golf tournament marked its 12th year, raising \$93,000 and bringing its lifetime total to over \$940,000. Runners in the Toronto Waterfront Marathon doubled participation and funds raised over last year—proof that every kilometre counts when it's for a cause you believe in.

We were also honoured that the Honourable Edith Dumont, Lieutenant Governor of Ontario, accepted patronage of IAM this year. Her support, alongside initiatives like our corporate roundtable and "Future of Mental Health Care in Canada Is in Our Hands" reception, deepened relationships with donors and partners who power our impact.

## **To our staff:**

thank you for embracing change while holding compassion constant.

## **To our volunteers and event champions:**

Thank you for making fundraising fun—and functional, and for your help providing the services and training, such as delivering SFT, RIA, the counselling line and doing research in supporting program development.

## **To our donors and partners:**

your trust gives us the courage to try what's never been tried.

## **To every individual and caregiver who walked through our door (or inbox) this year:**

your resilience guides our direction. We exist because the system still has gaps. We persist because together we can close them.

# ABOUT THE ORGANIZATION

## 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

### Direct Services

**Human-centred programs** empowering **individuals**, **caregivers**, and **community partners** impacted by serious and complex Mental Health issues.

### 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.

# CARE BUILT AROUND LIVES, NOT LABELS

In 2024-25 **we re-engineered how support reaches people** living with serious and complex mental illness. Our new trans-diagnostic, stepped-care model **focuses on what clients need to function—rather than which diagnosis box they fit.**

Whether someone phones our navigation line or drops into a community-education session, they can now glide through four integrated steps:



## **Navigation & Brief Support**

Immediate problem-solving via phone/Zoom.

## **Psycho-education & Skills**

Flagship groups like Strengthening Families Together (caregivers) and Recovery in Action (individuals).

## **Solution-Focused CBT Blocks**

Longer bursts of counselling when life demands a deeper dive.

## **Specialised Add-ons**

Modules on Delusional Thinking, Bipolar Education, plus trainings for police and front-line professionals.

## **What changed—and why it matters**

### **Skills Upgrading**

100 % of front-line staff finished first-wave stepped-care training, ensuring every touchpoint feels seamless.

### **Meaningful Research, Meaningful Change**

A student-led environmental scan of caregiver & lived-experience programs flagged three national gaps—early-stage support, culturally safe peer spaces, accessible CBT tools. Findings now drive the designing of all of our programming.

### **New Ways to Track**

Six core programs adopted new outcome-tracking tools so we can finally quantify gains in coping skills, daily-living confidence, and family functioning.

# CAREGIVER AND CLIENT VOICES

Behind every program metric lies a person navigating the peaks and valleys of serious mental illness—often hand-in-hand with a caregiver. In these stories, you'll meet caregivers who found language and community through Strengthening Families Together, and individuals who turned crisis into momentum inside our new solution-focused CBT blocks. Their words remind us why IAM redesigned services this year: to make sure no one is bounced between silos and everyone has a clear, compassionate path forward.

## Heather's Story – A Caregiver Finds Language

When Heather's brother Marco relapsed, she was overwhelmed by jargon and wait-lists. Strengthening Families Together gave her plain-language explanations, a community of peers, and the confidence to speak up during clinical appointments. "I stopped feeling like a bystander in Marco's life," she says.

After three ER admissions in six months, Omar joined our new solution-focused CBT blocks. Over six sessions he learned grounding skills, set micro-goals, and mapped early-warning signs with his support circle. Six months later, Omar has held part-time work for 14 consecutive weeks.

## Omar's Journey – From Emergency Visits to Sustainable Routines



## By The Numbers

### 240+ Caregivers Engaged

86% report "greater confidence navigating the system"

### 1465+ Counselling Contacts

Means fewer bounce-backs to hospital—37% of participants reduced crisis-service use.

### 100+ Professionals Trained

More workplace professionals understand how to manage complex and serious mental health in the workplace



# TURNING INSIGHTS INTO TOOLS

Innovation at IAM begins with a single question: “What practical tool or proof-point would change a life today—and the system tomorrow?” In 2024-25 that question drove every prototype, partnership and paper. Here are some of the successes we had as an organization.

## **Your Toolkit Evolves**

500 print copies have been produced and are ready for distribution to individuals, community partners nationwide. The completed digital companion is ready for launch on the IAM website, giving these groups real-time access to updates and resources.

## **Beginner’s Guide to CBT**

Feedback has confirmed the need for this resource, and we’ve begun planning its full development to accompany Your Toolkit. This resource will be co-written with individuals, caregivers, and frontline workers to ensure clear, accessible language and practical usability.

## **Evidence That Sticks**

- 2 peer-reviewed papers on caregiver experience reached 2,105 readers, spotlighting gaps in care-coordination and cultural safety.
- Ongoing research partnership with Ottawa Hospital looking at disparities in end of life care for people living with schizophrenia.
- Innovation Prize Challenge seeded three external projects—from AI-enabled overdose prediction to digital phenotyping in first-episode psychosis.

## **Evaluation culture 2.0**

Six flagship programs now capture baseline and follow-up data on coping confidence, daily-living skills, and caregiver burden—closing the loop between design and impact.





# VOICES THAT MOVE POLICY

Policy shifts begin with lived-experience voices, sharpened by evidence. In 2024-25, IAM's advocacy team proved that formula again. From briefing Ontario's Assistant Deputy Minister on Your Toolkit to convening a cross-sector Pharma Round Table, IAM amplified real-world stories until they landed in policy memos and budget lines.



## Medication access wins

IAM's lived-experience submissions helped secure Health Canada approval of Vraylar (cariprazine) and the two-month Abilify (aripiprazole long-acting injectable) —offering new stability options for people with complex mental illness.

## National Caregiving Strategy

We sat on the Champions Table shaping Canada's first-ever five-pillar roadmap for the nation's 8 million unpaid caregivers. The strategy now moves to implementation—and IAM will watchdog progress on respite funding and income supports.

## Policy in action

- Briefed Ontario's Assistant Deputy Minister of Mental Health & Addictions on Your Toolkit as a potential province-wide resource.
- Co-authored submissions on correctional-system reforms to improve mental-health access for incarcerated populations.
- Convened a Pharma Round Table linking researchers, regulators, and lived-experience experts to accelerate patient-centred trials.

## Next targets

Push for national standards on stepped care, embed caregiver metrics in provincial reporting, and expand drug-coverage formularies for novel antipsychotics.



# HOLE OUT FOR HOPE

Sun-splashed fairways, heartfelt stories at every tee box, and a record tally on the leaderboard for our **12th Annual Hole Out for Hope** tournament once again proved that a day of golf can change lives. **Over 140 golfers** came together at Mill Run Golf Club and **raised more than \$93,000** for IAM's programs. That pushes the event's **lifetime contribution past an extraordinary \$940,000.**

This tradition began more than two decades ago when friends **Fred Howe and Craig Sindrey**—bonded by a love of golf and personal ties to complex mental illness—decided to turn a single charity round into lasting impact. **Their vision has grown into one of IAM's signature fund-raisers, attracting a devoted circle of players, volunteers, and business supporters year after year.**



**Thank-you to our 2024 sponsors whose generosity kept every drive and putt purposeful:**

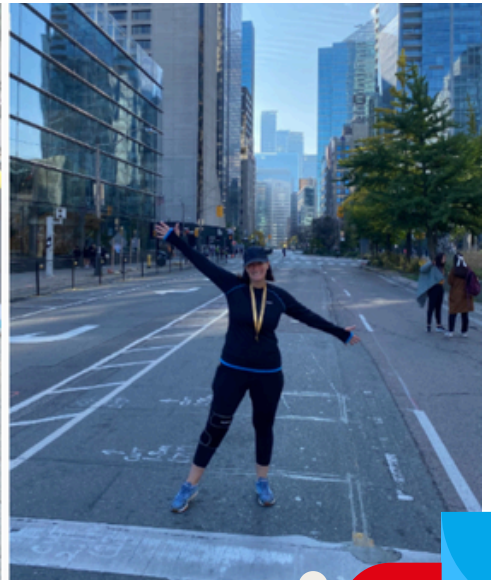
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# TORONTO WATERFRONT MARATHON

To every walker, jogger, and personal-best-chaser who pulled on an IAM bib this year—thank you.

**Together, 16 passionate supporters doubled last year's roster and turned kilometres into care, raising more than \$5,500 for our programs.** You ran for loved ones in recovery, for families still waiting on answers, and for everyone who deserves compassionate, stepped-care support.

Your fundraising pages lit up with encouraging notes donations and optimism. **Most important, your strides carried our mission onto Toronto's streets, sparking conversations with spectators and fellow runners about IAM helping us further share the work we do.**



**"This 5 K reminded me that our battles aren't fought in isolation. IAM's work is vital, and it's our community that powers it."** — Heather, 5 K finisher

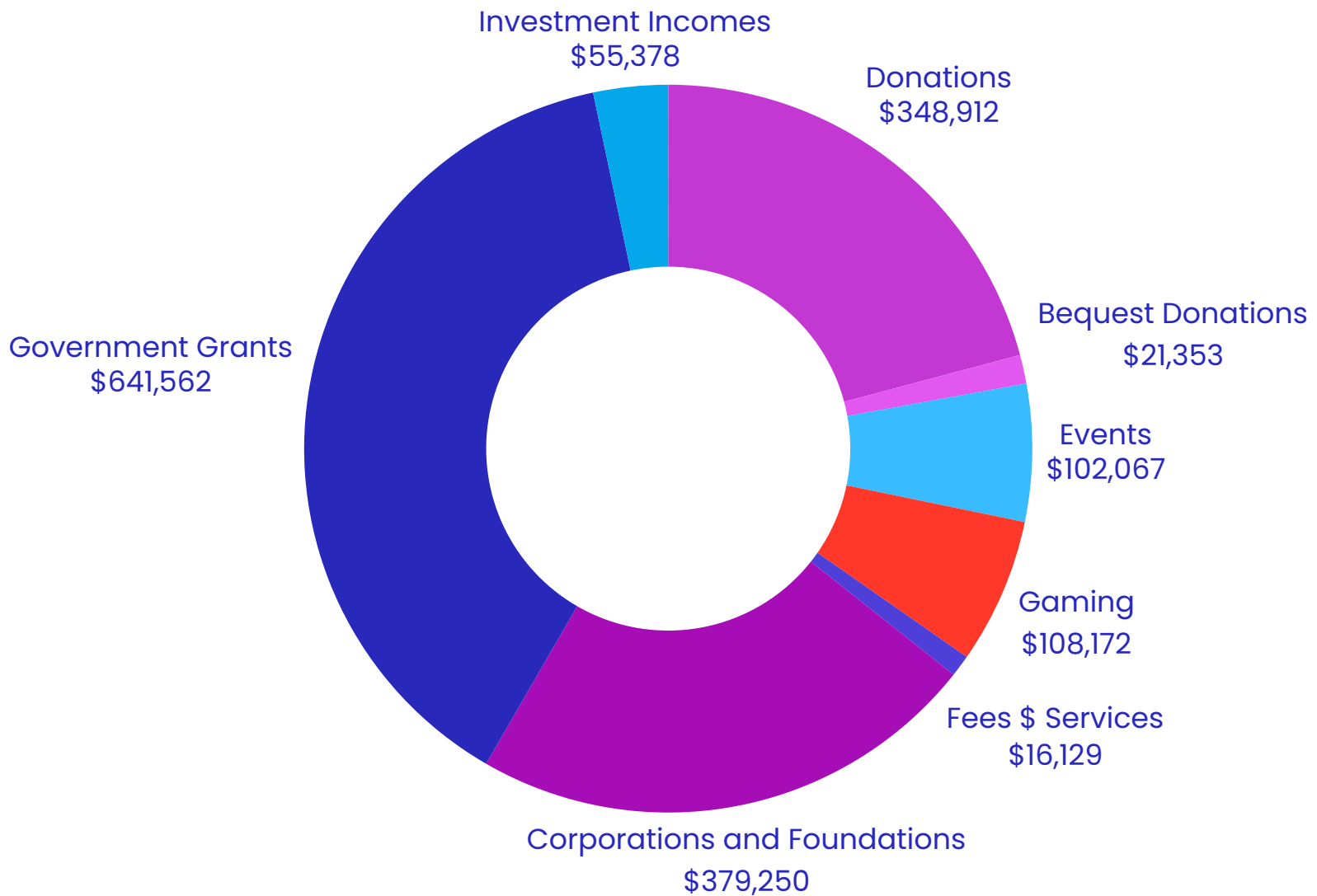
**"My son Ravi, in recovery from schizophrenia, and I walked together for IAM's critical work. Thanks to all our supporters."** — Mike, marathon walker

Your effort funds counselling sessions, caregiver workshops, and innovations like Your Toolkit—practical resources that change daily life for people facing serious and complex mental illness.

Whether you sprinted, paced, or strolled, every step moved someone closer to hope. We can't wait to cheer you on again next year. **Until then, know that your miles matter and your impact is already felt in homes and communities across Canada.**

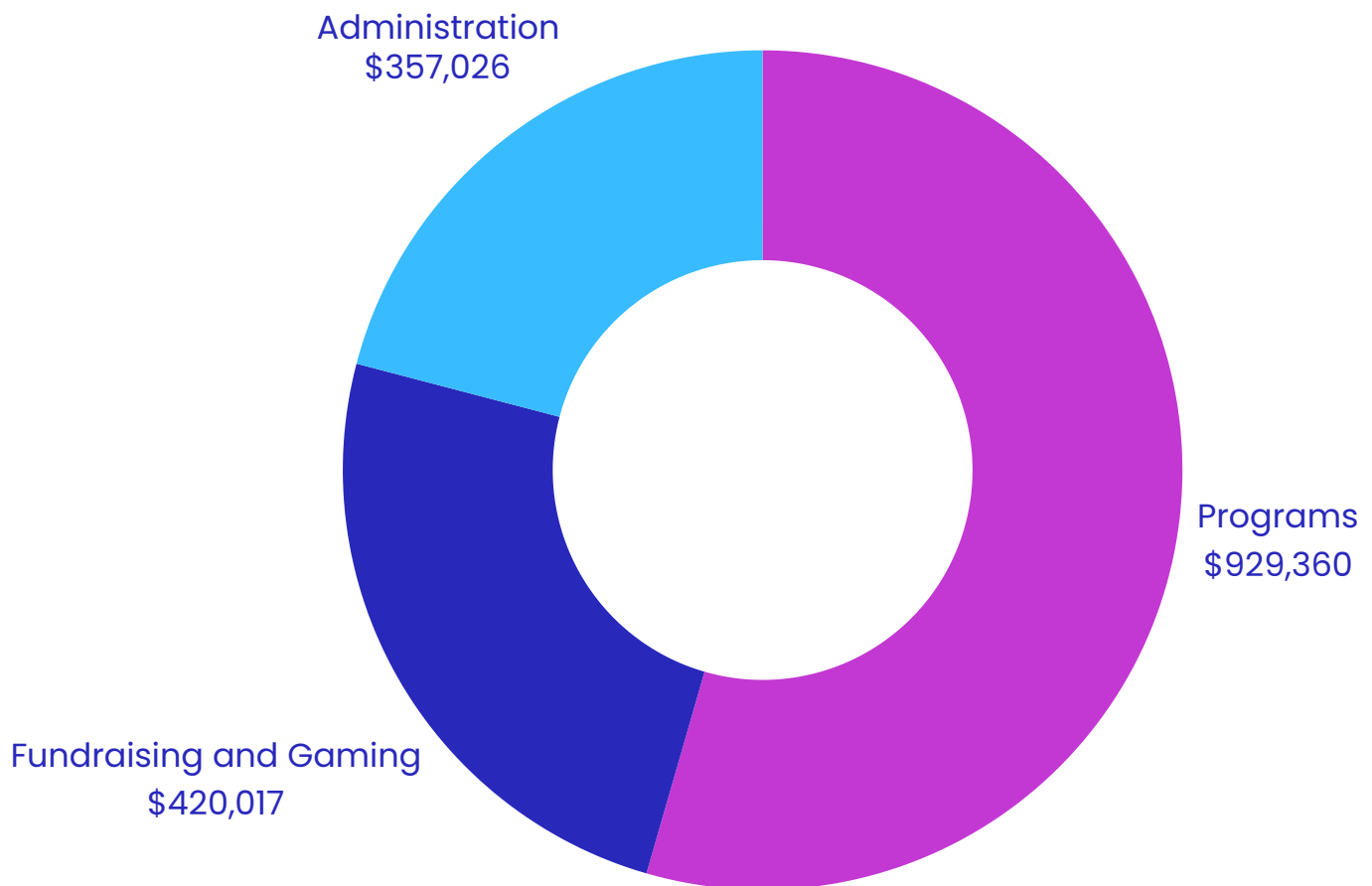


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