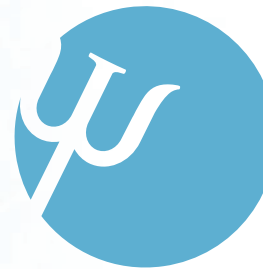


ANNUAL
REPORT
2007



THE PSYCHOLOGY
FOUNDATION
OF CANADA

LA FONDATION
DE PSYCHOLOGIE
DU CANADA

MESSAGE FROM THE PRESIDENT



Since its founding in 1974, The Psychology Foundation of Canada has worked to “bring psychology to life” by sharing sound psychological knowledge to better people’s lives. Psychologists and others working in the mental health field have joined The Foundation to develop prevention programs to support parents and strengthen families, key factors in raising resilient, psychologically healthy individuals. These programs are delivered to parents and professionals through partnerships with local health, education, social and community agencies.

Parenting for Life was the first program developed by The Foundation and continues to have an impact through its award-winning public education campaign, resources for parents and parent educators and a Speaker’s Bureau which offers expert presenters for workplaces, community settings and schools.

Kids Have Stress Too!® receives national and international recognition as parents and professionals obtain training and receive tools to help them recognize stress in children and learn how to

help children in their care with age appropriate strategies which will last a lifetime.

The Foundation recognizes the changing needs of the community and is working on an innovative project with mental health service providers to adapt mental health services for newcomer families.

In 2007, The Mental Health Commission of Canada was established, a great forward looking achievement. The Commission recognizes that we all have a role to play if Canada is to build a national strategy for mental health. For years, psychologists who work in a variety of settings, have provided specialized mental health services and will continue to play a critical role in the development of programs and services. We thank them for their commitment to community and to their profession.

Dr. Eric Jackman
President

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Catherine Willinsky, M.H.Sc., *Program Consultant*

MESSAGE FROM THE CHAIR

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Karen Buck
Dr. Eric Jackman
Dr. Ester Cole
Harriet Stairs



2007 has been a terrific year and I am pleased to share our successes with you through our Annual Report.

As you will read, we've been expanding existing programs, developing and delivering new programs and positively impacting many Canadian families in communities throughout Canada. We launched our new logo, Mission Statement and web site to signal our commitment to "sharing sound psychological knowledge to better people's lives". We believe that building strong, healthy families and that providing strategies to help people cope with the stresses of daily life are the foundation we need to build a healthy and prosperous society.

I am pleased that the great work that has been done is being recognized by many. Through our successes we have been able to increase our strong team of volunteers, program delivery partners and supporters to achieve the goals set by the Board of Trustees.

We rely on our ongoing supporters whose financial and in-kind support makes progress possible and we thank them for the trust they have placed in us.

And finally, great people are the heart and soul of The Psychology Foundation of Canada.

The success of The Foundation is due in large part to the strong, active Board of Trustees. Our Trustees, each experts in their fields, volunteer countless hours to lead committees of volunteers, develop and deliver programs and fundraise for the Foundation. I want to express my gratitude for their commitment to The Foundation and to the community.

I look forward to the continuing development and strengthening of both existing and new initiatives and ask that you join me to promote the psychological well-being of Canadians everywhere.

A handwritten signature in black ink that reads "Karen Buck". The signature is written in a cursive, flowing style.

Karen Buck
Chair, Board of Trustees

A YEAR IN REVIEW 2007



Kids Have Stress Too![®] is a universal primary prevention program to provide parents, caregivers and professionals with the awareness, knowledge and skills to help children become more resilient and healthier by learning to manage their stress. The program helps parents and those working with children to better understand childhood stress and how to provide children with age appropriate tools to help them deal with stress effectively.

This year we:

- worked with our delivery partner Invest in Kids to train more than 500 new Facilitators and childcare professionals across Canada
- formed a partnership with The Lawson Foundation and Fanshawe College to further develop the components of the Preschool Program, add them to the Fanshawe Early Childhood Education Curriculum and evaluate the effectiveness of the training and implementation
- completed the School Feasibility Study to determine if educators would use an adapted program in their classrooms – the need is great!
- received the Institutes of Health Research – Institute of Neurosciences, Mental Health and Addiction NGO Outreach Award to develop an online learning component for parents so that busy parents or those living in remote communities would have access to the resources traditionally delivered at a local training session

Program sponsors



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Judy Ferguson
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Harriet Lewis
Diana Martin
Dr. Anne Mellers
Dr. Wendy Saleh
Irene Santos
Joan Vanduzer

Program Consultants

Krista Saleh
Catherine Willinsky

PARENTING FOR LIFE

Parenting for Life is an award-winning public education program designed to promote positive parenting skills and the well-being of families. Based on five major themes of parenting, there are five booklets (in English and French) available for parents and for distribution at family resource centres, parent groups and for use in parenting programs.

More than 1 million booklets have been distributed across Canada and are now available on the web site. These are complemented by posters that are displayed in bus shelters, office towers, schools, childcare and community centres.

This year we:

- completed focus testing the Facilitator's Kit for Parenting the School-Age Child and started to draft a second edition
- responded to requests for media interviews on radio, TV and for articles in magazines. Regular features appear in the Kids in Motion publication
- distributed Parenting for Life booklets and posters across Canada with translations for use in Japan
- reinstated a Speaker's Bureau to provide presentations at conferences, in community settings, workplaces and schools for professional groups, parents, employees and educators



Program sponsor



Program Steering Committee

Dr. Ester Cole (*Chair*)
Dr. Robin Alter
Dr. Nina Josefowitz
Dr. Karen Katchen
Bonnie Mok
Chantal Regis
Kerri Richards
Suzette Arruda-Santos
Krista Saleh - *Program Consultant*

Diversity in Action Scarborough is a pilot project intended to address the mental health needs of newcomer groups in Scarborough, home to the largest number of new immigrants to Toronto. The aim of the project is not only to connect newcomers with the agencies that deliver traditional mental health services, but to work with representatives of the relevant ethno-cultural groups to develop new approaches that will enhance the ability of service providers to help newcomer children and families.

Beginning with the Afghan community, the goal of this initiative is to develop, pilot and evaluate services and programs that address issues that affect the mental health of newcomer children, youth and their families and serve to build capacity in the service system which can be replicated for other ethno-specific communities.

This year we:

- completed a literature review and community consultation
- formed a structure and committees to develop the project
- engaged a Program Coordinator to help in our efforts to forge stronger linkages and understanding between the Afghan community and mainstream agencies

We plan to:

- Identify unmet mental health-related service needs of the Afghan community
- Modify current services/programs and develop new services, either agency or community-based, to meet identified needs (services will build on the competencies and program area priorities of the participating service delivery organizations)

- work towards developing Scarborough mainstream agencies' capacity to deliver appropriate and needed services for Afghan children, youth and their families

Program Sponsors/Partners



The children's mental health centres (CMHCs) in Scarborough (Aisling Discoveries, East Metro Youth Services, Rosalie Hall, Youthlink)
The Psychology Foundation of Canada
Sabawoon Afghan Family Education and Counseling Centre
The Children's Aid Society of Toronto – Scarborough Branch
Catholic Cross Cultural Services

Project Steering Committee

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Halim Amini
Sandy Birnie
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Dr. Thao Nguyen
Sharon Jolliffe
Zarsanga Zopal

In the Community

Workplace Mental Health Pilot Project



We celebrated new partnerships with Desjardins Financial Security, The Canadian Mental Health Association and the Ontario Psychological Association to support workplace mental health and provide an alternate venue to reach parents with our work-life balance message. Senior Executives and Managers were treated to a breakfast session with Dr. Steven Stein, our Past Chair, to discuss “Managing to Manage Workplace Stress” and employees learned how to manage “The Struggle to Juggle” at Lunch and Learn sessions. The booklets produced for the project are being distributed across Canada and are available on the web site.

The Toronto Police Service received the first Psychologically Healthy Workplace Award for their work to establish programs and services for their members.

Dr. Stein and President Dr. Eric Jackman took the message to Ottawa to alert Members of Parliament, Senators and business leaders about the high costs to the economy of mental illness and stress in the workplace.

Program Planners

Sue Bochner
Daniel Roussel
Dr. Steven Stein
Liz Scanlon
Isabelle Truchon
Judy Hills
Krista Saleh – *Project Manager*



Recipient of Outreach Award

The Canadian Institutes of Health Research – Institute of Neurosciences, Mental Health and Addiction honoured The Foundation and the Kids Have Stress Too!® Program with the NGO Outreach Award to help us build an online learning program for the web site to reach parents with information and strategies to help their children learn how to handle stress.

Conferences and Events

Attendance at conferences provides the opportunity to promote programs and raise awareness about PFC and its mandate. This past year, staff and volunteers attended The Ontario Psychological Association’s Conference, Mental Health Week activities in Toronto and Ottawa, The National School Health Symposium and The Early Childhood Educator’s conference.



Dr. Steven Stein helps employers address Stress in the Workplace

Thank you

The Annual Breakfast
More than 250 guests attended the Annual Breakfast at The Board of Trade hosted by



The Honourable Margaret McCain speaks at Annual Breakfast

Chair Karen Buck to hear The Honourable Margaret McCain speak about “Society’s Role in the Development of Children”. You can download Mrs. McCain’s remarks when you visit the web site www.psychologyfoundation.org. The Foundation wishes to thank the sponsors and supporters of the Annual Breakfast. Proceeds from the Breakfast support Foundation programs and projects.

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Dr. Zofia Radziuk
Harriet Stairs
Trish Thomas/David Robertson

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Scotiabank Toronto Waterfront Marathon
 Thanks to the first team who ran and walked to raise funds for The Foundation. Captain Runa Whitaker and colleagues from rl-Solutions were joined by PFC staff and volunteers to take part in the event. The team thanks all those who supported their efforts to raise more than \$3,500 for PFC programs.



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The Foundation also wishes to thank BCS Communications Ltd. for their help to design a new logo to complement the Mission Statement and goals developed in 2007. Thanks Helmut Dostal and David Jaeger for your ongoing support.

Good-bye and Thank You to:
 Trustee Dr. Nina Josefowitz
 Foundation Administrator Tammy Whitten

FINANCIAL OVERVIEW

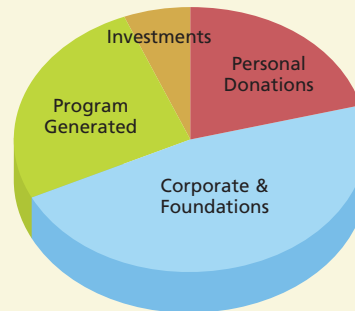
THE PSYCHOLOGY FOUNDATION OF CANADA STATEMENT OF FINANCIAL POSITION

At December 31

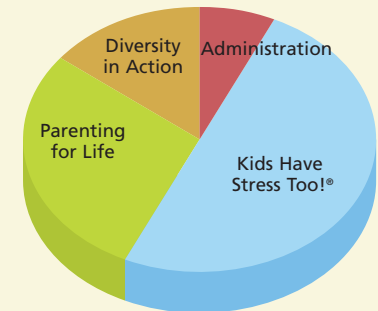
2007 2006

	General Funds			Restricted Funds		2007	2006
	Operating	Kids Have Stress Too!	Diversity in Action	Jackman	Parenting for Life		
CURRENT ASSETS							
Cash and short term deposits	\$20,360	\$119,510	\$37,420	\$612	\$44,815	\$222,717	\$266,721
Accounts receivable	8,663	591	-	4,835	345	14,434	16,118
Interfund receivable	-	-	-	290	-	290	15,955
Prepaid expenses and sundry	5,401	-	-	-	-	5,401	5,341
Deferred costs	-	12,110	-	-	-	12,110	9,403
Investment in marketable securities (cost 2007 - \$626,468; market 2006 -\$830,336)				833,340	-	833,340	591,471
	\$34,424	\$132,211	\$37,420	\$839,077	\$45,160	\$1,088,292	\$905,009
CURRENT LIABILITIES							
Accounts payable and accrued charges	\$11,972	\$954	-	-	\$271	\$13,197	\$15,769
Interfund payable	290	-	-	-	-	290	15,955
	12,262	954	-	-	271	13,487	31,724
NET ASSETS							
General and restricted funds	22,162	131,257	37,420	839,077	44,889	1,074,805	873,285
	\$34,424	\$132,211	\$37,420	\$839,077	\$45,160	\$1,088,292	\$905,009

SOURCES OF REVENUE



EXPENDITURES



www.psychologyfoundation.org

www.kidshavestresstoo.org



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