



THE PSYCHOLOGY
FOUNDATION
OF CANADA

LA FONDATION
DE PSYCHOLOGIE
DU CANADA



Annual Report
2009/2010

Message from the President



A group of psychologists met more than 35 years ago to discuss ways to give psychology away and to share sound psychological knowledge to better people's lives. The Ontario Psychological Foundation was born and later, in 1984, evolved like a butterfly, into The Psychology Foundation of Canada.

This group was joined by business, university, community and mental health leaders. Together they developed programs to support parents and strengthen families, key factors in raising resilient, psychologically healthy children and adolescents. These leaders understood that the costs of treating sickness would continue to escalate, and that preventing illness by promoting health was the most expeditious approach to Canada's long-term well-being. They adopted the old notion that, "An ounce of prevention is worth a pound of cure".

Our well researched and effective programs have reached millions of families across Canada with the help of our delivery partners in the health, education and social service sectors. We thank all of our expert partners, dedicated trustees, advisory boards, and willing volunteers who share their expertise and time to bring psychology to life, to make a difference in the lives of so many.

Today, we are greatly indebted to the many corporations, foundations and individuals who contribute resources and funds that keep the foundation moving forward. We thank you all for making our work so successful, promoting the psychological well-being of Canadians everywhere.

With many thanks,

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

Dr. Eric Jackman
President



Message from the Chair 2009-2010



2009-2010 has been an exciting year and I am pleased to share our successes with you in this Annual Report.

As you will read, all of our committees have been working hard to raise funds so that we can adapt existing programs, develop and deliver new programs and resources and expand our outreach in innovative ways to have a positive impact on children and families. Building strong healthy families, to focus on children and their mental health and providing strategies to help people deal with the stresses of daily life are the foundation to building a healthy and prosperous society.

I want to thank our strong team of trustees, volunteers and partners for sharing their time and expertise to monitor community trends and needs, identify emerging social changes affecting the mental health of Canadians and for their help to develop programs and resources to address those needs. The success of The Foundation is due in large part to their commitment to provide imaginative and effective programs and resources.

The *Kids Have Stress Too!*[®] Programs have been evaluated, added new tools including an online component for parents and are well underway with a national rollout of new resources and training initiatives. *Parenting for Life* has added a new booklet to the series of parenting resources – *Kids Can Cope: Parenting Resilient Children at Home and at School*. The *Diversity in Action, Scarborough Project* was recognized by The Centre of Excellence for Children’s Mental Health

with a capacity building grant to develop an evaluation framework for the project and a Toronto Community Foundation Vital Signs Award to help with the promotion of the project to other communities. The workplace mental health program has been re-branded *Staying on Top of Your Game*[™] and has added two new booklets and a “wheel” to help people assess their lifestyles and offer strategies to help them “stay on top of their game”.

One of the highlights of this past year was a Tribute event for our founder and President, Dr. Eric Jackman. The Psychology Foundation of Canada is one of the more than 50 organizations Eric has led and supported for more than 30 years and the Board of Trustees wanted to recognize and honour Eric for his lifetime of service and philanthropy. More than 300 people gathered to enjoy hearing about “life with Eric” and to thank him for his exemplary leadership and contributions to improving the lives of others.

We rely on the generosity and partnerships of our supporters and sponsors for our programs and to make progress possible. We thank them for the trust they have placed in us.

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

Harriet Stairs
Chair, Board of Trustees

A Tribute to Dr. Eric Jackman



Honouring a lifetime of service and philanthropy

More than 300 family, friends and colleagues gathered at the Four Seasons Hotel in Toronto in May 2010 to pay tribute to our President Dr. Eric Jackman. Chair Harriet Stairs and Master of Ceremonies Tony van Straubensee introduced speakers from his boyhood days, his family, school chums and business colleagues to tell stories of achievements and escapades. The evening featured a movie of his life with special tributes from the Governor General, the Prime Minister, the Premier of Ontario and Toronto's Mayor as well as from the many organizations he has supported.

Eric has earned our respect, admiration and gratitude founding and serving in leadership roles in more than 40 organizations. These organizations continue to have a major impact in communities across Canada.

People who contributed in his honour:

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The Toronto Scottish Regiment
University of Toronto

A Year in Review 2009-2010



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.

Program sponsors



Jackman Foundation
Rogan Investment Management

Program Committees

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Jonathan Wood (*Co-Chair*)
Dr. Robin Alter
Anne Dupré
Judy Ferguson
Lindsay Rogan
Barbara Steep
Joan Vanduzer
Ryerson University Student
placement – Carolina Alvarez

Program Consultants

Cindy Andrew (British Columbia)
Krista Saleh
Catherine Willinsky
Trainers – Jackie Ayer, Jill Levine,
Anne Murray, Linda Scott

This year we:

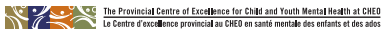
- worked in partnership with The Lawson Foundation and Fanshawe College to further develop the components of the Preschool Program and to evaluate the effectiveness of the training and implementation
- created a booklet for parents of preschool children
- trained new Facilitators and childcare professionals across Canada
- re-launched the program in British Columbia
- further adapted program for classroom use – grades K to 3
- posted 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
- presented a several conferences and provided workshops for professionals working with children



Diversity in Action Scarborough is in the second year of a pilot project intended to deal with 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 to 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.

Program sponsors



Program Partners

The Children's Mental Health
Centres (CMHCs) in Scarborough
(Aisling Discoveries, East Metro
Youth Services, Rosalie Hall,
YOUTHLINK)
The Children's Aid Society of
Toronto – Scarborough Branch
Catholic Cross Cultural Services

Project Steering Committee

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Carolyn Davis
Dr. Robin Harris
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Betty Kashima
Myra Levy
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Rhoda Matlow
Don Smith

Afghan Outreach Worker

Julia Ghani

Mandarin Outreach Worker

Stephanie Yin

Evaluation Consultants

Suzanne Kasprzak
Dr. Morton Beiser

This year we:

- Worked with our partners and the project committees to plan outreach and activities
- Received a Capacity Building Grant from the Centre of Excellence for Children's Mental Health at CHEO to develop the evaluation framework for the project
- Provided training sessions for community agency staff and Outreach worker Julia Ghani served as a consultant to schools and other community organizations to help in our efforts to forge stronger linkages and understanding between the Afghan community and mainstream agencies
- Worked with the Afghan Steering Committee to better understand community needs and plan appropriate activities
- Provided educational sessions for members of the community and participated in their events
- Were the recipient of a Toronto Community Foundation Vital Signs Award
- Started to work with the Mandarin Community



We plan to:

- Develop a model based on what we've learned that can be replicated in other communities
- Bring together agencies that serve the Mandarin speaking community to identify unmet mental health-related service needs of the Mandarin speaking communities
- 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).
- Continue to work towards building mainstream agencies' capacity to deliver appropriate and needed services for Afghan and Mandarin speaking children, youth and their families

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 major themes of parenting, there are six booklets (in English and French) available for parents and for distribution at family resource centers, 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 centers.

Program Sponsors



Program Steering Committee

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Dr. Karen Katchen
Dr. Maria Kokai
Wanda Matuszkiewicz
Bonnie Mok
Suzanne Park
Kerri Richards
Colin Stairs
Rozalyn Werner-Arcé
Cindy Andrew

This year we:

- published a new booklet for the series: *Kids Can Cope: Parenting Resilient Children at Home and at School*
- distributed the second edition of the *Facilitator's Guide for Parenting the School-Age Child*
- responded to requests for media interviews on radio, TV and for articles in magazines
- modified and distributed Parenting for Life booklets and posters across Canada
- provided presentations at conferences, in community settings, workplaces and schools for professional groups, parents, employees and educators
- developed an online survey for users of the program to solicit feedback for future planning

STAYING
on top
OF YOUR GAME™



Program sponsor



Program Committee

Dr. Anita Teslak (*Chair*)
Caroline Faull
Peder Jacobsen
Suzanne Park

Assisting with planning:

Sue Bochner
Dr. Steven Stein
Claude Beauchamp (DFS)
Isabelle Truchon (DFS)
Judy Hills
Krista Saleh – *Project Manager*

Staying on Top of Your Game™, a program of The Psychology Foundation of Canada in partnership with Desjardins Financial Security, is about supporting people across Canada to be the best they can be in all parts of their lives. The workplace is an excellent venue to reach people with our mental health promotion messages.

This year we:

- developed two new booklets for the series – *Managing to Manage Across Generations at Work* and *Bouncing Back: How Workplace Resiliency Can Work for You*
- developed a “wheel” describing the seven life areas with some questions to ask yourself and strategies you can use to “stay on top of your game”
- continued the cross Canada tour to reach employers and employees with our work-life balance, “Staying on Top of Your Game” messages. Senior Executives and Managers were treated to breakfast sessions with Dr. Steven Stein, our Past Chair, to discuss “Staying on Top of their Game: Maximizing Emotional Intelligence to be a better leader”. Employees at Lunch and Learn sessions learned how to manage “The Struggle to Juggle” and how to “bounce back” by using resiliency skills at work
- provided speakers for Lunch and Learn sessions in the greater Toronto area, Montreal, Levis, Quebec city

We plan to:

- develop an interactive version of the wheel for the web site and provide in-depth information articles for each of the strategies
- distribute the resources widely and participate in relevant conferences and workshops
- continue to provide speakers for workplaces

We're Out There...

Conferences, Events

Attendance at conferences provides the opportunity to promote programs and raise awareness about PFC and its mandate. This past year, staff and volunteers participated at:

- The Ontario Psychological Association's Conference
- Human Resources Professional Association
- Early Years and Best Start Conferences
- Early Childhood Educator's Conferences – Ontario & British Columbia
- Bow Valley College, Alberta
- Umbrella Daycare Services – Ontario
- Dad's Count Conference
- Your Workplace Employee Engagement Conference and Workplace Healthy Living Wellness Fairs
- Brain Development & Learning Conference, Vancouver
- Catholic & Public School Boards/Districts

Thank You

The Psychology Foundation of Canada Annual Breakfast | Wednesday, November 25, 2009

Presenting Sponsor:

Jackman Foundation

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Trends International

Dr. Ester Cole
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Dr. Eric Jackman

Harriet Stairs

Dr. Ester Cole

Thank you and Good-bye

The Board of Trustees wishes to recognize and thank Joan Vanduzer for her contributions and support for the Kids Have Stress Too! Program, Beck Hoffland for his years of service as Treasurer and Dr. Anne Mellers for her work to support program committees for the past six years and her leadership as Vice-Chair and Acting Chair of the Board.

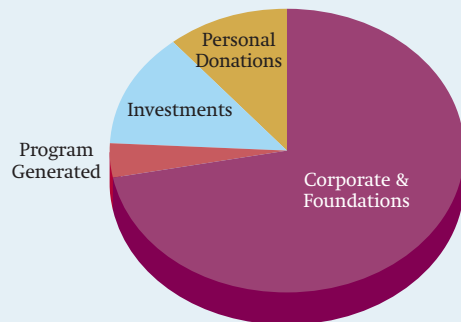
Financial Overview

The Psychology Foundation of Canada Statement of Financial Position At December 31

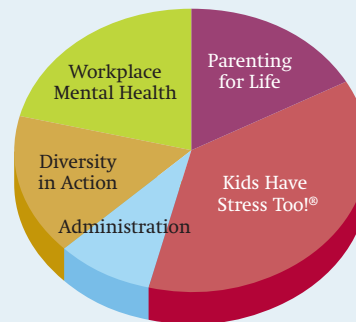
2009 2008

	General Funds				Restricted Funds		
	Operating	Kids Have Stress Tool!®	Diversity in Action	Parenting for Life	Jackman		
CURRENT ASSETS							
Cash and short term deposits	\$187,346	\$194,629	\$87,294	\$3,363	\$2,706	\$475,338	\$227,465
Account receivable	5,581	33	-	170	1,828	7,612	53,751
Interfund receivable	-	-	-	-	2,076	2,076	1,820
Prepaid expenses and sundry	5,401	-	-	-	-	5,401	13,473
Deferred costs	-	-	-	-	-	-	12,482
Marketable securities (cost 2009 - \$629,414; market 2008 - \$644,183)	-	-	-	-	822,019	822,019	778,127
	\$198,328	\$194,662	\$87,294	\$3,533	\$828,629	\$1,312,446	\$1,087,118
CURRENT LIABILITIES							
Accounts payable and accrued charges	\$13,792	\$4,729	\$3,936	-	-	\$22,457	\$17,039
Interfund payable	2,076	-	-	-	-	2,076	1,820
	15,868	4,729	3,936	0	0	\$24,533	\$18,859
NET ASSETS							
Externally restricted	-	-	-	-	828,629	828,629	782,475
Unrestricted	182,460	189,933	83,358	3,533	-	459,284	285,784
	\$198,328	\$194,662	\$87,294	\$3,533	\$828,629	\$1,312,446	\$1,087,118

SOURCES OF REVENUE



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Design : Tyler Hayward

Charitable Number: 88921 2395 RR0001