

Kids Have Stress Too!

Every Mind  
Matters

Staying on Top  
of Your Game

Diversity  
in Action  
Scarborough

Parenting For Life

# Annual Report

2010-2011



THE PSYCHOLOGY  
FOUNDATION  
OF CANADA

LA FONDATION  
DE PSYCHOLOGIE  
DU CANADA



— *sharing sound  
psychological knowledge  
to better people's lives*

During this past year:

- we have trained more than 500 new facilitators (educators, health and social service providers) to reach families across Canada with the *Kids Have Stress Too!*® Programs
- presented at 98 national or provincial conferences or workshop days
- DIAS Outreach Workers have presented more than 100 workshops and programs for agencies and their communities
- More than 1800 employees and employers have attended workplace mental health sessions to “*Stay on Top of Their Game*®”
- More than 25,000 people have accessed the website resources

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# Message from the President



Since 1974, The Psychology Foundation of Canada has promoted mental well-being or, what we now like to call, mental fitness. We develop programs to enhance psychological resilience to give people the tools to deal with the bumps in life. We also believe that, "... an ounce of prevention is worth a pound of cure."

Over the years, our programs have reached millions of Canadians with award-winning public education pamphlets and programs designed to support parents in raising their children. We do so at conferences and workshops for professionals working with children and families, in our newcomer communities and in workplaces. We deliver training sessions to businesses across Canada on "work-life" balance and issues related to creating less stressful work environments. We are very busy.

The Foundation is governed by a dedicated Board of Trustees comprised of psychologists, business and community leaders. We thank the trustees and committee members, our experts and delivery partners and all our willing volunteers for their commitment to making a difference in the lives of so many.

We are greatly indebted to the many corporations, foundations and individuals who contribute resources and funds to keep The Foundation moving forward. We thank you all for making our work so successful, promoting mental fitness of Canadians everywhere.

Have a good day!  
With many thanks,

A handwritten signature in black ink that reads "Eric Jackman".

Dr. Eric Jackman, C.M., O.Ont., Ph.D., C. Psych., LL.D.  
*President*



# Message from the Chair 2010-2011



2010-2011 has been an exciting year and I am pleased to share our successes with you in this Annual Report.

As you will read, we have been working to achieve the objectives established during our strategic planning session held in the fall of 2010. All of our committees have been working hard to raise funds, develop partnerships and embrace new technologies 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.

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 adapted for classroom use for grades 1 to 3 and a new program for grades 4 to 6 will be launched early in 2012. Loyal and new partnerships have enabled a national rollout of new resources and training initiatives. *Parenting for Life* continues to provide speakers for parent groups and has updated the parenting booklet series and added a new booklet to the series of parenting resources—*Straight Talk About Teens*. *The Diversity in Action*, Scarborough Project continues to flourish as we have been able to maintain the work with the Afghan community and work with the Mandarin speaking community. New partnerships will help to expand outreach to other areas with newcomer communities. The workplace mental health program re-branded *Staying on Top of Your Game*® has added a new booklet on the “Sandwich Generation” and more resources for the interactive online “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 the launch of *Every Mind Matters*, [www.everymindmatters.org](http://www.everymindmatters.org), our new website to engage people and organizations across the country in improving the mental health of all Canadians and raise funds to support The Foundation’s work. We want to build awareness of the work being done by the Foundation and the impact the programs are having in Canada. People and organizations joining *Every Mind Matters* will receive a quarterly newsletter full of new research, topics of interest, program updates, education and training opportunities.

I look forward to the continuing development of new initiatives and partnerships to promote the psychological well-being of Canadians. 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 fluid and cursive, with the first name being more prominent.

Harriet Stairs  
Chair, Board of Trustees

This year we further adapted the *Kids Have Stress Too!*<sup>®</sup> program for classroom use — grades 1 to 3 and grades 4 to 6





**A Year in Review**  
2010-2011

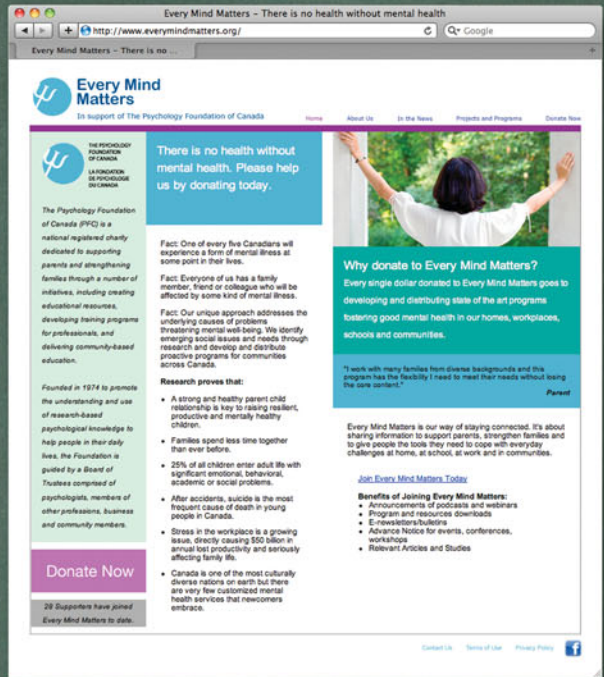


# Every Mind Matters

In support of  
The Psychology Foundation of Canada

Vice-Chair Cathy Backman and trustee Bart Mindszenty led the development of a web site to raise funds and stay connected to our community of supporters. It's about sharing information to support parents, strengthen families and to give people the tools they need to cope with everyday challenges at home, at school, at work or in communities.

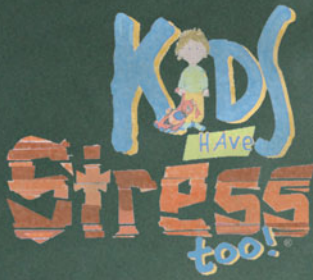
Every single dollar donated to *Every Mind Matters* goes to developing and distributing state-of-the-art programs fostering good mental health.



www.everymindmatters.org







*Kids Have Stress Too!*<sup>®</sup> 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:

- created a booklet for parents of preschool children to accompany the revised Preschool Program for children ages 2½ to 5 years of age
- further adapted the program for grades 1 to 3 and grades 4 to 6
- recruited new trainers to train facilitators and childcare professionals across Canada
- 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 at several conferences and provided workshops for professionals working with children

#### Program Sponsors



Jackman Foundation  
J.P. Bickell Foundation

#### Program Committee

Claire McDerment (*Co-chair*)  
Jonathan Wood (*Co-Chair 2010*)  
Dr. Robin Alter  
Anne Dupré  
Judy Ferguson  
Lindsay Rogan  
Barbara Steep

#### Program Consultants

Cindy Andrew (British Columbia)  
Paule Giguère (Quebec)  
Catherine Willinsky  
*Trainers:*  
Jackie Ayer, Sue Foisy,  
Jill Levine, Anne Murray,  
Claude Painter, Judy Robbins,  
Linda Scott, Sylvie Lalonde

*Diversity in Action Scarborough* is in the third year of a pilot project intended to build the capacity of the service system 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. The core partners in the project are Aisling Discoveries Child and Family Services, East Metro Youth Services, Rosalie Hall, Youthlink, Children's Aid Society, Scarborough Branch, Catholic Cross Cultural Services.

This year we:

- Worked with our partners and the project committees to plan outreach and activities for the Afghan and Mandarin communities
- Used a Capacity Building Grant from the Centre of Excellence for Children's Mental Health at CHEO to develop the evaluation framework for the project and with funds from The Ministry of Child & Youth Services, completed the evaluation with the help of Dr. Morton Beiser
- Provided training sessions for community agency staff and Outreach workers Julia Ghani and Stephanie Yin served as consultants to schools and other community organizations to help in our efforts to forge stronger linkages and understanding between the Afghan and Mandarin communities 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 and Vital Youth Award

### Program Sponsors/Partners



Ministry of Child and Youth Services

The children's mental health centres (CMHCs) in Scarborough (Aisling Discoveries, East Metro Youth Services, Rosalie Hall, YOUTHLINK)



The Psychology Foundation of Canada

The Children's Aid Society of Toronto – Scarborough Branch

Catholic Cross Cultural Services



### Project Steering Committee

Anne Dupré (*Chair*)  
Liane Davey (*Co-Chair*)  
Sandy Birnie/Katina Watson  
Carolyn Davis  
Claire Fainer  
Phillip Howe  
Betty Kashima  
Myra Levy  
Lisa Loong  
Alan Nickell

# PARENTING FOR LIFE

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 Tamil community to identify unmet mental health-related service needs of the Tamil 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).
- Continue to work towards building mainstream agencies' capacity to deliver appropriate and needed services for Afghan, Mandarin speaking and Tamil children, youth and their families

*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 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:

- created a new booklet for the series: *Straight Talk About Teens*
- updated 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
- 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

## **Afghan Steering Committee**

Mr. Farouq Tinat  
Dr. S. Hassan Fazl  
Hakima  
Hanifa Ferver  
Latifa Lodin  
Mr. Omar Zahidi  
Lailoma Ahmadzi

## **Afghan Outreach Worker**

Julia Ghani

## **Mandarin Outreach Worker**

Stephanie Yin

## **Evaluation Consultants**

Susan Kasprzak, Dr. Morton Beiser,  
Dr. Kelly McShane

## **Program sponsor**



**Desjardins**  
Financial Security®

## **Program Steering Committee**

Dr. Ester Cole (*Chair*)  
Dr. Robin Alter  
Dr. Karen Katchen  
Dr. Maria Kokai  
Wanda Matuszkiewicz  
Ann McCoy  
Bonnie Mok  
Suzanne Park  
Kerri Richards

# STAYING on top OF YOUR GAME®

WORKPLACE MENTAL HEALTH

*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 a new booklet for the workplace series — *Managing The Sandwich Generation Challenge*
- posted an interactive “wheel” on the web site describing the seven life areas with some questions to ask yourself and strategies you can use to “stay on top of your game.” More “in-depth” articles are now a part of the site.
- 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, Ottawa, Montreal, Halifax, St. John’s Newfoundland, Levis, Quebec City

We plan to:

- provide in-depth information articles for each of the strategies posted on the web site with the interactive “wheel”
- distribute the resources widely and participate in relevant conferences and workshops
- continue to provide speakers for workplaces

## Program Sponsor



**Desjardins**  
Financial Security®

## Program Committee

Dr. Anita Teslak (*Chair 2010*)  
Cathy Backman (*Chair 2011*)  
Caroline Faull  
Peder Jacobsen  
Suzanne Park

## Assisting with planning:

Sue Bochner  
Dr. Steven Stein  
Claude Beauchamp (DFS)  
Liz Scanlon (DFS)  
Judy Hills  
Krista Saleh and Susan Calderwood  
— *Project Managers*

# 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 & Canadian Psychological Associations' Conferences
- \_ Human Resources Professional Associations
- \_ Early Years and Best Start Conferences
- \_ Early Childhood Educator's Conferences & Aboriginal Conferences - British Columbia, Ontario & Quebec
- \_ Pincher Creek and School Guidance Counsellors - Alberta
- \_ Umbrella Daycare Services- Ontario
- \_ First Nations Communities – British Columbia and New Brunswick
- \_ Workplace Healthy Living Wellness Fairs
- \_ Dad's Count Conference
- \_ Brain Development & Learning Conference & ECEBC - Vancouver
- \_ Bridging the Gap, Victoria
- \_ Public Health Lunch and Learns for Mentors
- \_ Family Resource Programs Canada
- \_ Mental Health Week partnership with Canadian Mental Health Association
- \_ Ontario Healthy Schools Coalition
- \_ Children's Mental Health Ontario

# 2010/2011 Board of Trustees

## **President**

Dr. Eric Jackman *C.M., O.Ont., Ph.D., C.Psych., LL.D.*

## **Past President**

Reva A. Gerstein *C.C., Ph.D., LL.D., D.Lit., C.Psych.*

## **Chair**

Harriet Stairs *B.A.*

## **Vice Chair**

Dr. Karen Katchen *Ph.D., C. Psych.*  
(to June 30, 2011)

Cathy Backman *MBA*  
(from July 1, 2011)

## **Past Chair**

Dr. Steven Stein *Ph.D., C. Psych.*

## **Treasurer**

Martin Block *C.A.*

Dr. Robin Alter *Ph.D., C. Psych.*

Dr. Ester Cole *Ph.D., C. Psych.*

Dr. Joanne Cummings *Ph.D., C. Psych.*

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Judge Donna Hackett *(The Honorable Justice)*

Dr. Maria Kokai *Ph.D., C. Psych.*

Harriet Lewis *B.A., M.A., LL.B.*

Claire McDerment *R.N., B.Sc.(N)*

Bart Mindszenty *APR, FCPRS*

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Dr. Mark L.D. Smith *MBA, Ph.D.*

Dr. Anita G. Teslak *Ph.D., C. Psych.*

Judith Hills *B.Sc. Executive Director*

Remy Sookhai *B.Sc. Administrator*

Krista Saleh *B.Sc. MBA Program Consultant*  
(to March 2011)

Cindy Andrew *B.P.E., B.Ed. Program Consultant – BC & Alberta*

Paule Giguère *B. Sc. Program Consultant – Quebec*

Susan Calderwood *B.A. Program Consultant*

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

## **Executive Committee**

Harriet Stairs *(Chair)*

Dr. Eric Jackman

Dr. Karen Katchen

Dr. Steven Stein

Cathy Backman

Martin Block

Bart Mindszenty

## **External Relations Committee**

Bart Mindszenty *(Chair)*

Cathy Backman

Marylou Hilliard

Christina Politis

Rozalyn Werner-Arcé

## **Web Strategy Sub-committee**

Steven Cherwenka

Ali Morrow

Don Smith

Colin Stairs

Jonathan Wood

## **Finance/Audit Committee**

Martin Block *(Chair)*

Dr. Eric Jackman

Harriet Stairs

Dr. Steven Stein

## **Governance Committee**

Suzanne Park *(Chair)*

Harriet Lewis

Don W. Smith

## **Nominating Committee**

Dr. Steven Stein *(Chair)*

Dr. Ester Cole

Dr. Eric Jackman

Harriet Stairs

# Financial Overview

## THE PSYCHOLOGY FOUNDATION OF CANADA

### STATEMENT OF FINANCIAL POSITION

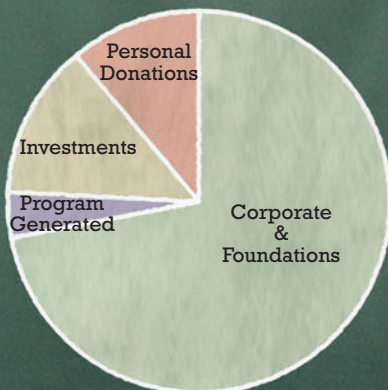
At December 31	General/Program Funds	Restricted Funds	2010	2009
Cash and Short Term Deposits	342,119	2,472	344,591	475,338
Investments		899,213	899,213	822,019
Other	74,665	-	74,665	15,089
	416,784	901,685	1,318,469	1,312,446
Liabilities	31,976	27,110	59,086	69,200
Net Assets	384,808	874,575	1,259,383	1,243,246

### STATEMENT OF OPERATIONS

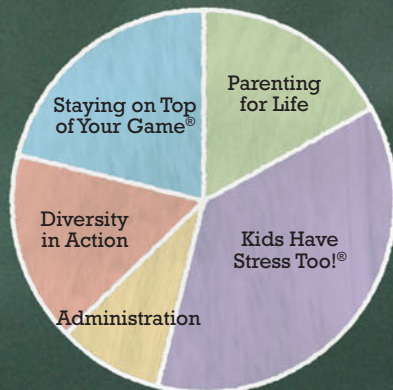
Year Ended December 31	2010	2009
<b>REVENUE</b>		
Donations, grants and sponsorships	469,777	446,998
Program generated	95,837	97,381
Investment income	89,371	84,783
	654,985	629,162
<b>PROGRAM RELATED EXPENSES</b>	381,808	269,910
<b>ADMINISTRATION &amp; PROGRAM SUPPORT</b>	173,584	165,994
<b>FUNDRAISING</b>	68,610*	-
<b>OTHER</b>		
Foreign exchange loss	3,156	7,491
Management and custody fees	11,690	10,780
	638,848	454,175
<b>Excess (deficiency) of revenues over expenditure</b>	16,137	174,987

\* a one time expense related to a fundraising tribute dinner.

Sources of Revenue



Expenditures



psychologyfoundation.org

kidshavestresstoo.org

everymindmatters.org



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FOUNDATION  
OF CANADA

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DE PSYCHOLOGIE  
DU CANADA

2 St. Clair Avenue East, Suite 800  
Toronto, ON M4T 2T5  
Tel. 416.644.4944 Fax. 416.513.0348  
Email. [info@psychologyfoundation.org](mailto:info@psychologyfoundation.org)  
Charitable Number: 88921 2395 RR0001