



# Annual Report

## 2012-2013





#### THE MISSION

## CONFIDENT KIDS, PRODUCTIVE ADULTS

The Psychology Foundation of Canada applies the best psychological knowledge to create practical programs helping children become confident, and productive adults. Our programs and resources are delivered through multiple channels and diverse partnerships across Canada.



THE PSYCHOLOGY  
FOUNDATION  
OF CANADA

LA FONDATION  
DE PSYCHOLOGIE  
DU CANADA

#### DURING THIS PAST YEAR WE:

- engaged in a strategic planning exercise to do a major re-think of our brand to focus our efforts on mental health promotion and better articulate the value we bring to benefit children and their families
- aligned all of our programs and resources to provide children with the essential building blocks for healthy, happy futures
- trained more than 2500 new facilitators (educators, health and social service professionals) to reach children and families across Canada with the *Make the Connection*, *Kids Have Stress Too!* and *Stress Lessons* Programs
- distributed more than 12,000 Teacher Guides for elementary teachers in every province
- presented at 140 national and provincial conferences and workshop days in 2012-13
- reached employers and employees with resources to help them not only to address workplace mental health issues but also parenting/family issues
- developed and posted an e-learning module for agencies and professionals working with newcomers to Canada

## Contents

Message from the Founding Chair .....	4
Message from the President .....	5
A Year in Review 2012-2013 .....	6
First Three Years .....	8
Kids Have Stress Too!® .....	10
Stress Lessons .....	12
Every Mind Matters .....	16
Parenting for Life .....	18
Diversity in Action .....	20
Staying on Top of Your Game® .....	22
In the Community .....	24
Annual Breakfast .....	27
Thank you .....	27
Board of Trustees and Board Committees .....	28
Financial Overview .....	29



## Message from the Founding Chair



Nearly 40 years ago, a group of psychologists who had been involved with the Ontario Psychological Association, had a vision of a psychologically healthy Canada. Psychologists knew that they needed to create programs to help parents and caregivers at the earliest possible time in a child's life to establish the essential building blocks for healthy, happy futures but they also recognized a need expressed by the education sector to provide strategies to help children build their resiliency skills and deal with the everyday stresses of life that affect learning and health as they grow and mature.

We have taken great steps this year in fulfilling our promise to apply the best psychological knowledge to create practical programs helping children become confident and productive adults – the mission of our Foundation and our guiding principle. Through the programs we have created and through the hard work of our program managers, delivery partners, trainers, facilitators, Trustees, committee members and administrators, we have been able to make a difference in the lives of so many individuals and families.

This year we have been able to offer programs to help parents starting at the birth of their children. We've reached teachers with programs to enhance self-regulation and build resiliency skills. We "bring psychology to life" using research based knowledge and applying it to real life problems faced by parents, caregivers, teachers and children as well as newcomers to Canada who are experiencing mental health issues.

We have implemented our programs to address a wide range of mental health needs within the community. As these programs continue to grow, we are able to work with individuals and groups within the community to develop and broaden the programs, while sharing information and prevention strategies. We thank our thousands of delivery partners who reach Canadians in their local communities.

We are greatly indebted to the many corporations, foundations and individuals who contribute resources and funds to keep The Foundation moving forward utilizing the valuable knowledge we have to enhance people's lives. We thank you all for making our work so successful, promoting mental fitness of Canadians everywhere.



Dr. Eric Jackman  
Founding Chair

## Message from the President



2012-2013 has been an exciting year of reflection and change and I am pleased to share our story with you in this Annual Report. I am heartened by the resolve of the Trustees, Program Committees, staff and volunteers of The Psychology Foundation of Canada to strengthen our focus on helping children become confident and productive adults. We are one of few organizations focused on improving mental health and we have taken great strides during this past year by expanding our existing programs across Canada and reaching out to educators, social service, health professionals and others in the community to join us as partners in these initiatives.

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.

*The Make the Connection* attachment program has been adapted to better serve Aboriginal communities. *Kids Have Stress Too!*® Programs have been created for classroom use for grades 1 to 3, *Stress Lessons* for grades 4 to 6 and now grades 7-9. Ongoing 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 adding a new booklet to the series of parenting resources – *Straight Talk About Teens*. We learned how to better serve the mental health needs of newcomer families in the *Diversity in Action, Scarborough Project* and have built a module for knowledge exchange which can be used by other communities where newcomers settle. The workplace mental health program – *Staying on Top of Your Game*® uses the workplace as a venue for our messages and expert speakers share their knowledge to help people in their "struggle to juggle" multiple responsibilities.

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 creative and effective programs and resources. Their work on our behalf means that we have exceptionally low administrative costs to ensure all funds directly support program development and implementation.

I look forward to the continuing development of new initiatives and partnerships to promote the mental fitness of Canadians. We rely on the generosity and partnerships of our supporters and sponsors for our programs and to make progress possible. We sincerely thank them for the trust they have placed in us.



Cathy Backman  
President



## A Year in Review

2012-2013





## First Three Years



The 'First Three Years-Make the Connection' (MTC) program was developed to promote healthy parent-infant attachment relationships in order to provide the essential building blocks for a child's future emotional well-being. Healthy attachment relationships during childhood offer substantial protection by building coping skills and emotion regulation abilities for adult life. These skills and abilities reduce the likelihood of individuals engaging in health threatening behaviours during adolescence and adulthood.

The MTC program has particular relevance for many marginalized families and communities, including Aboriginal, who face challenges in the area of attachment. For this reason, our primary focus in 2012-13 was to adapt our program, training and resources to meet the needs of these communities.

This year:

- Aboriginal communities received funding from Health Canada to train over 150 front-line staff to deliver MTC parenting programs in over 20 aboriginal communities in Northern Ontario, New Brunswick, Nova Scotia and Labrador
- we created "MTC Parenting Activities to Support Attachment 0-3" Facilitator Guide and workshop to address training needs identified by aboriginal and other at-risk communities
- we trained six mentors to support ongoing delivery of MTC in Aboriginal communities in Nova Scotia, New Brunswick and Labrador
- Niagara Public Health selected "Make the Connection" to be delivered across their region to first time parents and parents of toddlers
- Toronto Public Health continued to deliver "Make the Connection" 0-1 and in 2013 rolled out our "Make the Connection" 1-2 program for toddlers. Both programs run several times a year in 15 identified at-risk communities.
- research on "Make the Connection", conducted by Toronto Public Health and Queen's University progressed to the final stages of a randomized control study of 500 families

### Program Sponsors



R. Howard Webster Foundation  
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 The Harold Kopas Foundation  
 The Ronald MacFeeters Family Fund, Toronto Community Foundation  
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 Richard Adamson  
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 Ayala Hanen Manolson  
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 Cindy Da Costa (ON)  
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 Brooke Collins (AU)





## Kids Have Stress Too!®



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:

- completed the national roll out of the Preschool Program reaching communities in every province across Canada
- implemented the program for classroom use – grades 1 to 3 and Stress Lessons for grades 4-6. More than half of all grades 4-6 teachers in Canada have ordered the kit
- developed a Guide for Grades 7-9 with an accompanying booklet for parents
- recruited new trainers to train teachers, 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 150 conferences and workshops for professionals working with children

### Program Sponsors



Jackman Foundation

J.P. Bickell Foundation

### Program Committee

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Claire McDermont (Co-chair)  
Anne Dupré  
Judy Ferguson  
Rochelle Fine  
Barbara Steep  
Cindee Karnick-Davison  
Jennifer Towers

### Program Managers/Consultants

Cindy Andrew (Western Canada)  
Paule Giguère (Quebec)  
Brittany Jamieson  
Jeff O'Neill (Maritimes)  
Catherine Willinsky  
Krista Saleh

### Trainers

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Tracy Bridges  
Judy Ferguson  
Sue Foisy  
Nancy Graham  
Claire LaBelle  
Dr. Annie Lamonde  
Sylvie Lavoie  
Jill Levine  
Tia Morris  
Anne Murray  
Claude Painter  
Judy Robbins  
Dr. Linda Scott  
Francine Tellier  
Robin Ward



## Stress Lessons

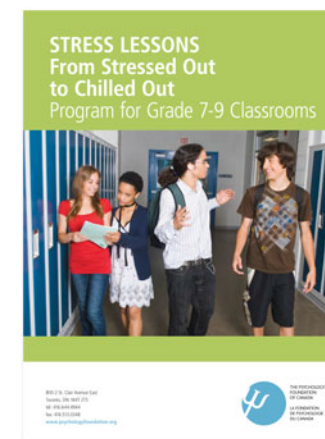


**Let's learn  
how to deal  
with stress.**

*Stress Lessons* for grades 4-6 and *From Stressed Out to Chilled Out* for grades 7-9 are resources for Canadian educators and parents to help grades 4 to 6 and grades 7 to 9 students learn how to manage stress today, and for the rest of their lives. These research-based programs were developed in collaboration with a range of Canadian experts including educators, parents, counselors, child development and stress experts and psychologists.

This year we:

- worked with a team to compile research, develop, promote and implement the program for grades 7-9 students across Canada
- recruited new trainers to help with the promotion and implementation of the program
- presented the new program at ERDI – Directors and Superintendents of Education from across Canada
- distributed more than 12,000 *Stress Lessons* kits to teachers across Canada
- worked with school districts to implement the programs



### Program Sponsors



### Program Committee

Dr. Robin Alter (Chair)  
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Anne Dupré  
Judy Ferguson (sub-committee chair)  
Rochelle Fine  
Cindee Karnick-Davison  
Brittany Jamieson  
Maria Meffe  
Bonnie Mok  
Jennifer Towers

### Program Managers

Catherine Willinsky  
Cindy Andrew (Western Canada)  
Paule Giguère (Québec)  
Jeff O'Neill (Maritimes)



# PFC's Trainers and Facilitators across Canada

## 2008-2013

### PFC BY THE NUMBERS

397

Number of Kids Have Stress Too!® Grade 1-3 Guides downloaded

11,109

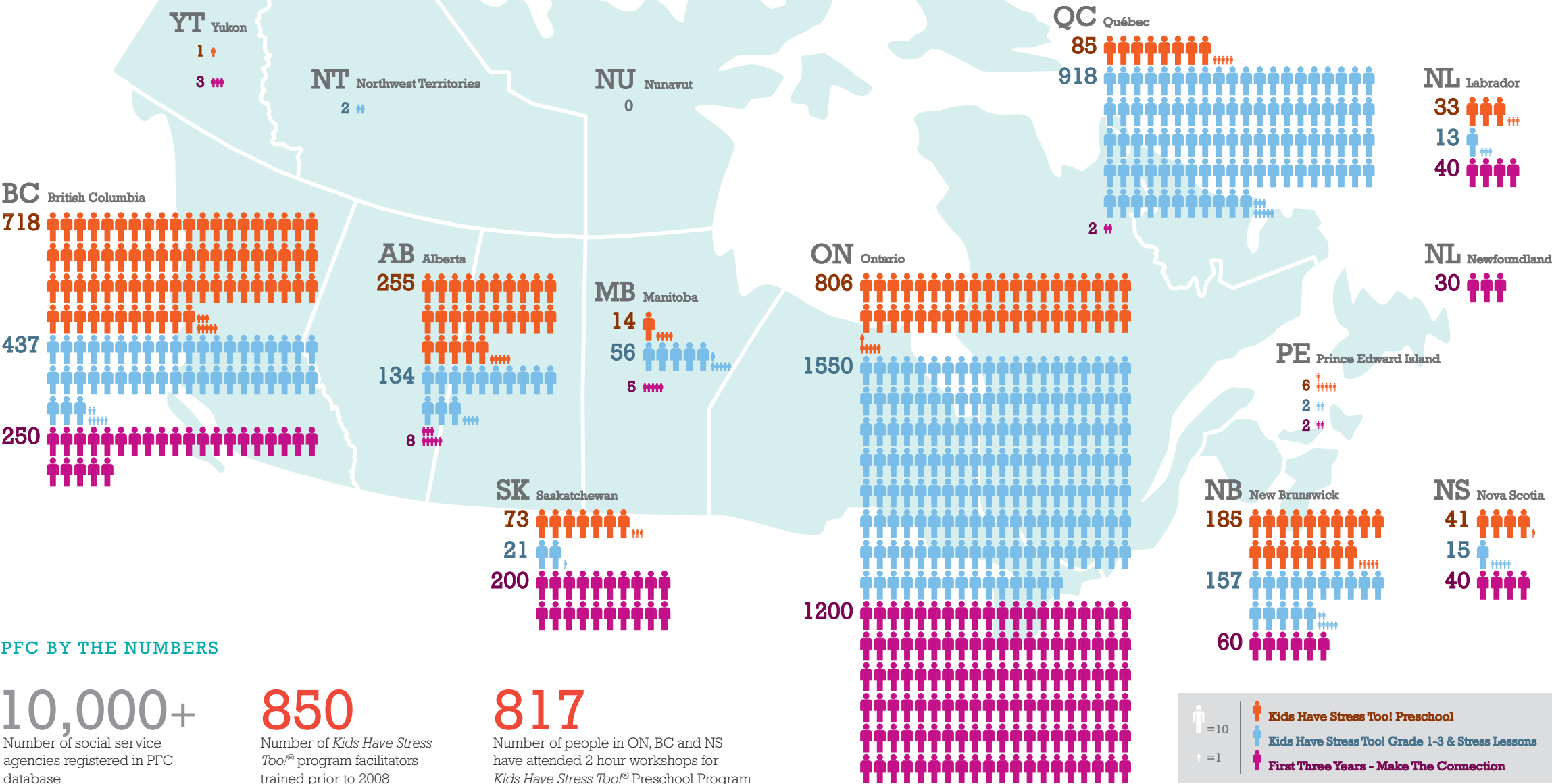
Number of Stress Lessons Guides distributed across Canada

2M

Number of Parenting For Life booklets distributed across Canada

2,000+

Number of First Three Years – Make The Connection facilitators trained across Canada



### PFC BY THE NUMBERS



Every Mind Matters



**Every Mind  
Matters**

In support of  
The Psychology Foundation of Canada

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.

[everymindmatters.org](http://everymindmatters.org)

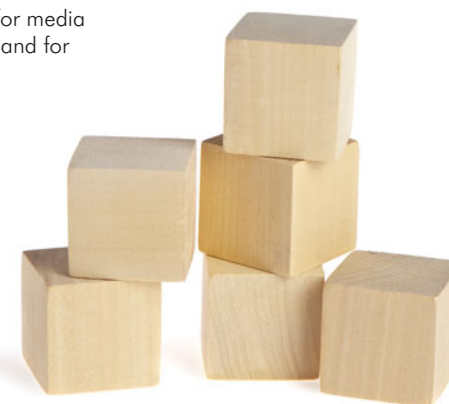




*Parenting for Life* is an award winning public education program designed to promote positive parenting skills and the well-being of families. Based on major themes of parenting, there are seven booklets (in English and French) available for parents and for distribution at family resource centres, parent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

This year we:

- created a new booklet for the series – *Straight Talk About Teens*
- updated and distributed 6 different *Parenting for Life* booklets 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* and developed a training agenda
- responded to requests for media interviews on radio, TV and for articles in magazines



#### Program Sponsor

Jackman Foundation

#### Program Steering Committee

Dr. Maria Kokai (Chair 2011-June 2013)  
Dr. Ester Cole (Co-Chair)  
Dr. Janette Pelletier (Chair June 2013)  
Dr. Robin Alter  
Cindy Andrew  
Ann McCoy

Bonnie Mok  
Suzanne Park  
Kerri Richards  
Beatrice Traub-Werner  
Emily Williams  
Catherine Willinsky





## Diversity in Action



The pilot phase of the 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 is complete and the partners are now working to sustain the work, build the model and implement the project in other areas. 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 were 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 and Tamil communities
- received a Knowledge Exchange Grant from the Centre of Excellence for Children's Mental Health at CHEO to develop the model and create digital stories of youth and their experience when coming to Canada. The e-learning module based on what we've learned and can be replicated in other communities is posted on the website at [www.psychologyfoundation.org](http://www.psychologyfoundation.org). Diversity in Action section
- provided training sessions for community agency staff and Outreach workers Julia Ghani, Stephanie Yin and Juanita Nathan served as consultants to schools and other community organizations to help in our efforts to forge stronger linkages and understanding between the Afghan, Mandarin and Tamil 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 a Vital Youth Award

### Program Sponsors/Partners

THE ONTARIO  
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FOUNDATION

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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

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Judy Hills  
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Lisa Loong  
Alan Nickell

### Afghan Outreach Worker

Julia Ghani

### Tamil Outreach Worker

Juanita Nathan

### Mandarin Outreach Worker

Stephanie Yin

### Program Consultant

Catherine Willinsky



## Staying on Top of Your Game®



## STAYING *on top* OF YOUR GAME®

WORKPLACE MENTAL HEALTH

*Staying on Top of Your Game®*, a program of The Psychology Foundation of Canada is about supporting people across Canada to be the best they can be in all parts of their lives. The “struggle to juggle” demands of work and family makes the workplace 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 in-depth articles on the web site covering the topics explored in the interactive “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 to reach employers and employees with our messages of how to build resiliency skills not only at work but also how to help children at home and at school. Speakers addressed how to improve brain health and work-life balance and how to manage being part of the “sandwich” generation. Senior Executives, managers and staff were treated to sessions with Dr. Louise Hartley, Dr. Nasreen Khatri, Dr. Troy Janzen, Dr. Adam McCrimmon, Suzanne Park and Bart Mindszenty

- provided speakers for *Lunch and Learn* sessions in the greater Toronto area, Ottawa, Montreal, St. John’s Newfoundland, Levis, Quebec City, Calgary

We plan to:

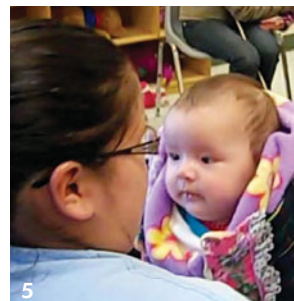
- distribute the resources widely and participate in relevant conferences and workshops
- continue to provide speakers for workplaces

### Program Committee

Dr. Louise Hartley (Chair)  
Philip Hunter  
Peder Jacobsen  
Dr. Nasreen Khatri  
Dana Mandowsky  
Suzanne Park



# In The Community



1. "There's no Health without Mental Health" award winners Dana Geenbaum, Andrea Wilkinson with Dr. Martin Antony, Ryerson University and PFC President Cathy Backman 2. Program graduates 3. Lunch and Learn with PFC expert speakers 4-6. Moms, dads, and grandparents attend *Make the Connection* programs with their babies



## 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:

- Early Years and Best Start Conferences
- Early Childhood Educator's Conferences & Aboriginal Conferences – British Columbia, Ontario, Quebec and New Brunswick
- Every Child Belongs – B.C.
- Expanding Horizons – Infant Mental Health
- Canadian Mental Health Association National Conference
- Shaping the Future – Alberta
- The Ontario & Canadian Psychological Associations' Conferences
- Human Resources Professional Associations
- ERDI – Directors of Education from across Canada
- School Guidance Counsellors – British Columbia, Alberta, Ontario, Quebec
- Umbrella Daycare Services, Joy of Childhood – Ontario
- First Nations Communities – British Columbia, Ontario, New Brunswick, Nova Scotia and Labrador
- Workplace Healthy Living Wellness Fairs
- FQDE – School Directors-Quebec
- Brain Development & Learning Conference & ECEBC – Vancouver
- Bridging the Gap, Victoria
- Partnerships with Public Health to deliver programs
- Family Resource Programs Canada – national and provincial
- Mental Health Week activities
- Ontario Healthy Schools Coalition
- ONECA – Ontario Native Education Counsellors Association
- Children's Mental Health Ontario
- Brain Development – B.C.
- School Board/District conferences and professional development days

Announcing...

## 40th Anniversary Celebrations

Join us at events and participate in activities throughout 2014 to celebrate progress made during the past 40 years since The Psychology Foundation of Canada was founded in 1974.

### Conference and awards day – Wednesday, April 2, 2014

Join us to hear world renowned speakers discuss what we are learning about our brains and how we can help our children from birth into adulthood develop resiliency skills, enhance performance and well-being. Lunch with the Canadian Club will feature George Cope, CEO and President of Bell Canada.

The day of workshops and exciting speakers will be followed by a cocktail reception and awards presentation to honour some of Canada's best.





1. Breakfast for Champions 2012 2-3. Workplace Mental Health Seminars 4-6. Kids Have Stress Too! Training in Moncton  
7. Committee members hard at work 8. Conference display

## Breakfast for Champions Tuesday, November 27, 2012

### BREAKFAST for Champions

**Presenting Sponsor:**  
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**Supporting Sponsor:**  
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Ryerson University  
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Catherine Willinsky

#### 2012 Breakfast for Champions

##### Committee

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Emily Chau  
Emily Du  
Kathie Howes  
Marilyn Mirabelli  
Vanda Orsini  
Remy Sookhai

## Thank you

Thank you to all who  
participated and donated to:  
2012 and 2013 Scotiabank  
Toronto Waterfront Marathon.  
Together we collected over  
\$9,000 in donations for The  
Psychology Foundation of  
Canada.

Goodbye and thank you to  
those who have served the  
Foundation as trustees for the  
past 6 years and in some  
cases have served a second  
or third round of terms. Their  
commitment to the work of  
PFC is exemplary and their  
contributions will continue to  
have an impact on Canadians  
from coast to coast.

Gina Alexandris  
Dr. Karen Katchen  
Dr. Maria Kokai  
Bart Mindszenty

Thank you to the following for  
their ongoing support:  
The Walsh Group  
Signature Business Centre

Thank you and best wishes to  
Catherine Willinsky who served as  
Kids Have Stress Too! Program  
Manager for the past 5 years.  
Catherine accepted the position of  
Director of The Centre of  
Excellence for Campus Mental  
Health in Ontario.

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Remy Sookhai B.Sc. Administrator  
Barbara MacKay Ward M.Ed. First  
Three Years Program Manager  
Cindy Andrew B.P.E., B.Ed. Program  
Consultant – National, B.C. & Alberta  
Paule Giguère B.Sc. Program Consultant  
– Quebec  
Jeff O'Neill B.Sc. OT Program  
Consultant – Atlantic Canada  
Catherine Willinsky M.H. Sc. Program  
Consultant  
Krista Saleh B.Sc. M.B.A. Program  
Consultant

# Financial Overview

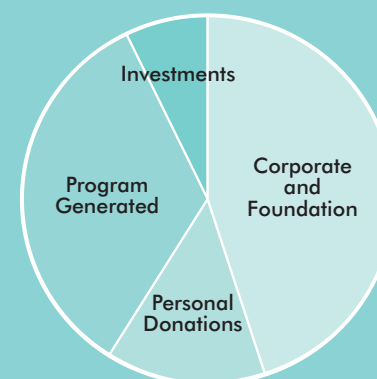
## THE PSYCHOLOGY FOUNDATION OF CANADA STATEMENT OF FINANCIAL POSITION

At December 31	General/Programs	Restricted Funds	2012	2011
Cash and short term deposits	215,838	8,880	224,718	254,198
Investments	-	967,201	967,201	919,605
Inventory	56,687	-	56,687	47,856
Other	431,399	2,023	433,422	140,771
	<b>703,924</b>	<b>978,104</b>	<b>1,682,028</b>	<b>1,362,430</b>
Liabilities	39,370	57,918	347,208	97,288
Deferred contribution	-	-	200,000	50,000
<b>Net Assets</b>	<b>347,008</b>	<b>920,186</b>	<b>1,134,820</b>	<b>1,215,142</b>

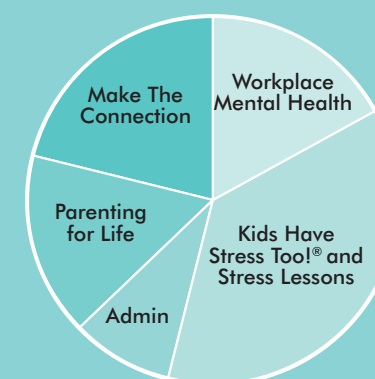
## STATEMENT OF OPERATIONS

Year Ended December 31	2012	2011
<b>Revenue</b>		
Donations, grants and sponsorships	439,076	430,563
Program generated	154,318	130,771
Investment income	65,483	34,748
	<b>658,877</b>	<b>596,082</b>
<b>Program related investments in mental health</b>	<b>614,897</b>	<b>457,212</b>
Administration & program support	180,142	162,972
Fundraising	6,237	9,079
<b>Other</b>		
Foreign exchange gain/loss	1,026	-1,805
Management and custody fees	13,394	12,865
	<b>815,696</b>	<b>640,323</b>
<b>Excess (deficiency) of revenues over expenditures</b>	<b>-156,819</b>	<b>-44,241</b>

### Sources of Revenue



### Investments in Mental Health







THE PSYCHOLOGY  
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OF CANADA

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