

2018
2019

IMPACT REPORT

You have the power to positively change a child's life.



Letter from our Founding Chair

I couldn't have imagined back in 1974 that we would grow to be a national organization that serves and supports a quarter of a million children annually. Our psychology-based programs and resources, which promote mental well-being in children and youth, are being used in every province and territory in Canada.

I am proud to be a part of this growing organization and of our efforts to ensure every child in Canada has the opportunity to thrive. I am also privileged to be among so many dedicated supporters who share this same vision and I thank you for your commitment.

Together, we are giving children and youth a solid foundation of mental fitness so they can navigate the inevitable ups and downs of life. Thank you!



Letter from our Chair

It is both inspiring and energizing to have so many individuals who are committed to ensuring every child in Canada has the opportunity to thrive. We are grateful for your support.

Because of our supporters:

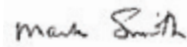
- Parents are forming a secure attachment with their infants promoting communication and brain development;
- Children are learning about stress and the effects on their developing brain while acquiring the skills to identify and manage their stress;
- Youth are developing resilience and positive coping skills as they learn to recognize the signs and symptoms of stress and how to develop and implement coping and problem solving strategies.

We couldn't do all of this without a community of committed supporters. We have made great strides in our goal to ensure every child in Canada has the opportunity to thrive and be resilient, but our work is not done yet.

Canada is in the midst of a mental health crisis. Anxiety is on the rise with youth and the estimated cost from mental health problems and illnesses to the Canadian economy is \$50 billion per year. We can't wait until our children and youth suffer from a mental illness. Prevention is the intervention needed.

I hope you will join us as we embark on an even bigger journey where we need to scale up our programs to reach more children and youth, providing more opportunities to build a solid foundation of mental health. And that is not all. In a world where technology is changing how we grow, learn and work, now more than ever we need to nurture resilience in our children giving them a mindset to recover from challenges and to have an optimistic outlook on their future.

Thanks your support.



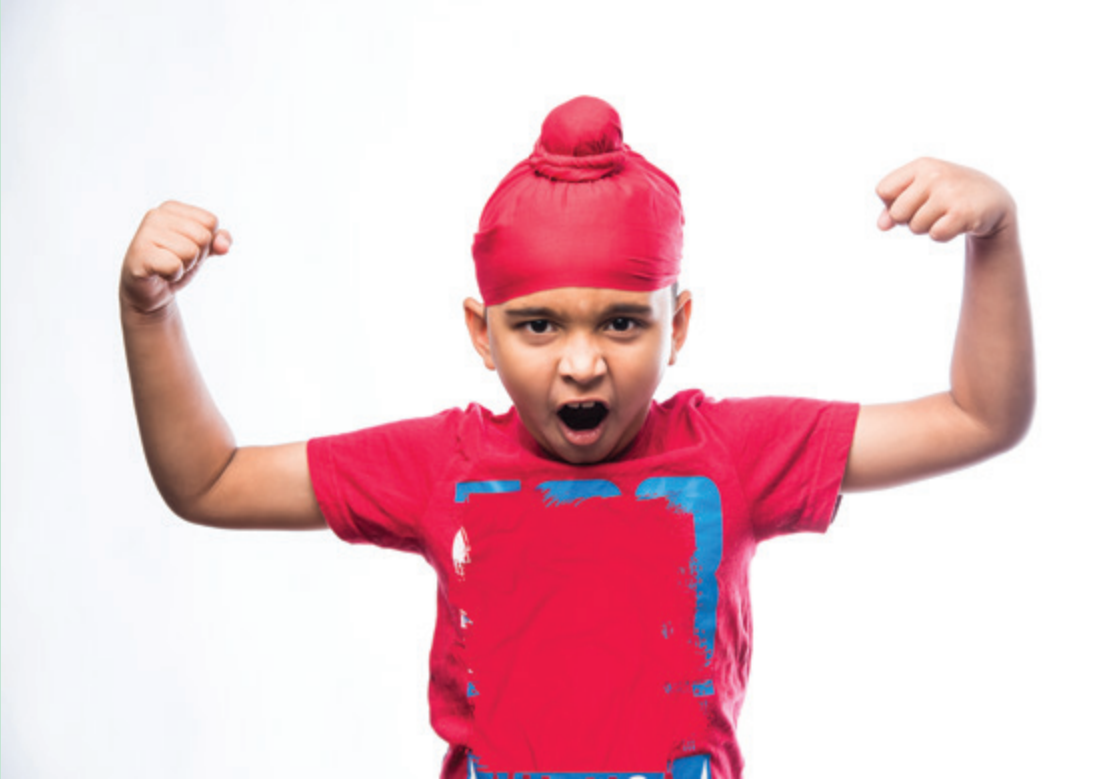
TO LEARN HOW YOU CAN POSITIVELY CHANGE THE LIFE OF A CHILD AND YOUTH, VISIT StrongMindsStrongKids.ca



Dr. Eric Jackman
FOUNDING
CHAIR



Mark L.D. Smith
CHAIR



Strong minds make for strong kids.

For over 45 years now, Strong Minds Strong Kids has been nurturing resilience in kids with the use of psychological science. We have a long history of developing and delivering psychological tools and resources to help kids thrive. Our goal is to provide children and youth with a solid foundation of mental health before problems or issues begin.

When you invest in Strong Minds Strong Kids, you invest in a brighter future for our children ensuring they have every opportunity to thrive.



Our Impact

220,000

infants, children and youth

2,500

new community champions trained

475

Indigenous mentors trained

120

training workshops conducted

2

new programs developed

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Encouraging strong parent-child relationships

Creates the foundation for all areas of child development

Thanks to our supporters, parents have access to our THE ‘FIRST THREE YEARS - MAKE THE CONNECTION’ (MTC) program which promotes healthy parent-infant attachment relationships - the essential building blocks for a child’s future well-being. We are helping parents interact with their babies in ways that promote secure attachment, communication and brain development

Thank to our supporters, parents know the primary role they play in the development and emotional well-being of their child through our PARENTING FOR LIFE (PFL) booklets which address important parenting topics such as positive discipline, speaking to teens and building resilience in children.

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“I learned how attachment lays the foundation of who my child will grow up to be.”

Parent participant in Make the Connection program

“The material helps students understand the brain and physiological responses to stressors, and also helps them understand their own triggers and how to begin the process of calming during stressful times.”

Elementary School Teacher

Promoting resiliency by buffering the impacts of stress

Builds positive coping strategies to deal with life’s stressors

Thanks to our supporters, children are given the tools to deal with stress effectively through our KIDS HAVE STRESS TOO! (KHST!) program. We are helping children become healthier and more resilient by teaching them how to identify and manage their stress.



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“I had no idea I was stressed. This program was really helpful and easy to use. I think all students would benefit from this.”

Grade 8 student



Developing positive coping skills

Fosters an increased sense of well-being

Thanks to our supporters, youth are learning how to manage stress today, and for the rest of their lives with our STRESS LESSONS programs. Teens are accessing psychologically-sound strategies and tools that helps them to develop resilience and positive coping skills.



Let's learn how to deal with stress.

TO LEARN HOW YOU CAN POSITIVELY CHANGE THE LIFE OF A CHILD AND YOUTH, VISIT StrongMindsStrongKids.ca

Taking care of yourself

Enables you to take care of others

Thanks to our supporters, the significant adults in a child's life are receiving support from our STRESS STRATEGIES and our 24/7: A RESOURCE FOR WORKING PARENTS programs. Adults are given the opportunity to explore sources of their stress and develop their own customized plans for managing it. Also, working parents are given access to information and strategies that support the psychological health of themselves and their children.



“I learned different types of stress and how to be aware of my own feelings and how that can affect my students”

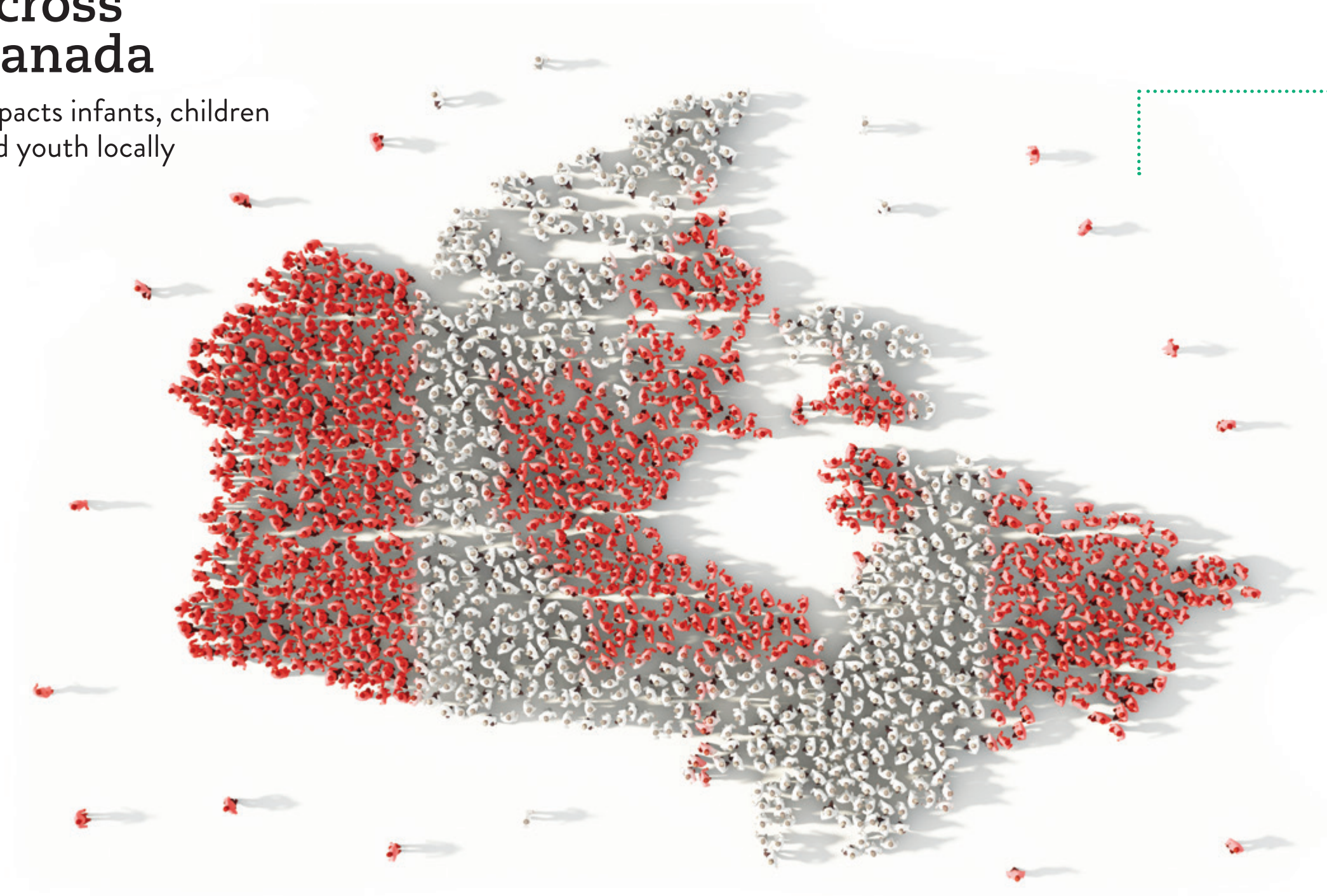
Secondary School Educator



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Building capacity in communities across Canada

Impacts infants, children and youth locally



11,000
community
champions
supporting infants,
children and
youth in their
communities with
our attachment and
stress management
programs

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Thank you for ensuring our children and youth have the opportunity to thrive

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Cheryl Pohlman Ph.D., C. Psych

RECOGNITION AND ACKNOWLEDGEMENT TO:

Linda Rapini Creative: designer



12:55 PM - Nov 7, 2019 - Twitter Web App

Thank you to @RBC for helping us put on our Kids Have Stress Tool workshop in partnership with @YRDSB highlighting our "Stress Lessons: Tools for Resiliency Grades 9-12" resource. We've had a great turnout today resulting in one of our biggest workshops yet! #kidshavestresstool



12:29 PM - Apr 5, 2019 - Twitter Web Client



Liked by letedwinmb and others
psychologyfoundationcanada Our 15th Annual Breakfast for Champions is underway! Our speakers Valerie Walker and Mike McDerment are discussing the nature of change during this new digital age! #PFCBreakfastForChampions #fundraising

November 7



psychologyfoundationcanada



Liked by 1969phoenix and others
psychologyfoundationcanada Thank you @tphcanada and participating staff of the 2018 Payroll Charitable Participation Programme... more
February 20



psychologyfoundationcanada



Liked by dooljr and others
psychologyfoundationcanada Check out our latest collaboration with @CBC Parents discussing sleep as previously seen in our 24/7 The Working Parent resource made possible by @Workplace_MHT https://bit.ly/2ME03PT #workplacestrategies #parentingtips #sleep
October 22



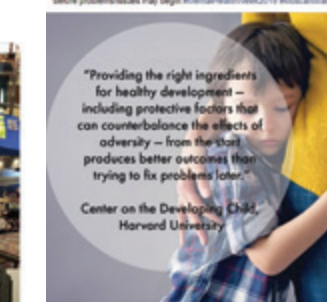
We are honoured to be receiving donations from vendors during Black History Month at @RBCInsurance Meadowdale office. Each vendor donated % of sales to support our programs that nurture resilience in kids and promote their mental wellbeing. #thankyou #grateful #nonprofit #kids



10:52 AM - Mar 16, 2019 - Twitter Web Client



psychologyfoundationcanada



Thank you to our community of supporters



TO LEARN HOW YOU CAN POSITIVELY CHANGE THE LIFE OF A CHILD AND YOUTH, VISIT [StrongMindsStrongKids.ca](https://www.strongmindsstrongkids.ca)

BREAKFAST OF CHAMPIONS

PRESENTING

DANIEL C. ANDREERE

PATRON

RBC Future Launch

PLATINUM

GOLD SPONSORS

SILVER

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Thanks to the Jackman Foundation for their generous support throughout the year.

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RBC Future Launch
Silent Voice Canada

Financial Overview

Statement of Financial Position As of December 31

	2018			2017		
	GENERAL FUNDS	JACKMAN & ENDOWMENT FUNDS	TOTAL	GENERAL FUNDS	JACKMAN & ENDOWMENT FUNDS	TOTAL
ASSETS						
Cash and short-term deposits	\$303,272	\$-	\$303,272	\$102,575	\$-	\$102,575
Accounts receivable	47,920	-	47,920	35,486	2,544	38,030
Interfund receivable	31,740	110,155	141,895	25,302	-	25,302
Prepaid expenses	8,964	-	8,964	12,923	-	12,923
Booklets inventory	79,059	-	79,059	85,046	-	85,046
	470,955	110,155	581,110	261,332	2,544	263,876
Guaranteed investment certificate	-	-	-	-	10,655	10,655
Marketable securities	-	1,160,263	1,160,263	-	1,180,525	1,180,525
	470,955	1,270,418	1,741,373	261,332	1,193,724	1,455,056
LIABILITIES						
Accounts payable & accrued liabilities	32,245	-	32,245	58,664	-	58,664
Interfund payable	110,155	31,740	141,895	10,655	25,302	35,957
Deferred revenue	218,721	-	218,721	233,392	-	233,392
	361,121	31,740	392,861	302,711	25,302	328,013
NET ASSETS						
Externally restricted	-	1,238,678	1,238,678	-	1,168,422	1,168,422
Unrestricted	109,834	-	109,834	(41,379)	-	(41,379)
	109,834	1,238,678	1,348,512	(41,379)	1,168,422	1,127,043
	\$470,955	\$1,270,418	\$1,741,373	\$261,332	\$1,193,724	\$1,455,056

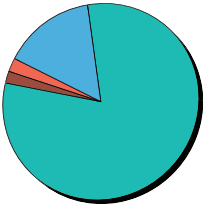
Statement of Operations For the Year Ended December 31

	2018			2017		
	GENERAL FUNDS	JACKMAN & ENDOWMENT FUNDS	TOTAL	GENERAL FUNDS	JACKMAN & ENDOWMENT FUNDS	TOTAL
REVENUE						
Donations, grants & sponsorships	\$850,899	-	\$850,899	\$652,813	-	\$652,813
Program generated	156,782	-	156,782	108,949	-	108,949
Gain on marketable securities	-	(418)	(418)	-	40,617	40,617
Other investment income	-	25,273	25,273	-	27,365	27,365
	1,007,681	24,855	1,032,536	761,762	67,982	829,744
PROGRAM-RELATED INVESTMENTS IN MENTAL HEALTH						
Program support & admin	840,349	-	840,349	810,772	-	810,772
Fundraising	48,066	-	48,066	56,685	-	56,685
Investment expenses & other	-	14,052	14,052	-	13,868	13,868
	888,415	14,052	902,467	867,457	13,868	881,325
(Deficiency) excess of revenue over expenditures	\$119,266	\$10,803	\$130,069	\$(105,695)	\$54,114	\$(51,581)

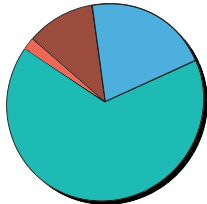
Statement of changes in net assets For the Year Ended December 31

	2018			2017		
	GENERAL FUNDS	JACKMAN & ENDOWMENT FUNDS	TOTAL	GENERAL FUNDS	JACKMAN & ENDOWMENT FUNDS	TOTAL
Net assets beginning of year	\$(41,379)	\$1,168,422	\$1,127,043	\$37,167	\$1,154,168	\$1,191,335
(Deficiency), excess of revenue over expenditures	119,266	10,803	\$130,069	(105,695)	54,114	(51,581)
Awards and related program costs	(8,450)	99850	\$91,400	(12,511)	(200)	(12,711)
Distribution from the Jackman Fund	40,919	(40,919)	-	39,660	(39,660)	-
Adjustment to Wright Fund	(522)	522	-	-	-	-
	\$109,834	\$1,238,678	\$1,348,512	\$(41,379)	\$1,168,422	\$1,127,043

Sources of Revenue



81% Corporate and Foundations
15% Program Generated
2% Investments
2% Donations



Investments in Mental Health
66% Kids Have Stress Too!/Stress Lessons
21% Connections for Life
11% Admin
2% Workplace



Strong minds make for strong kids.

Join us as we embark on an even bigger journey in our quest to ensure every child has the opportunity to thrive.

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Our Long Term Vision

1

Expand our reach

Our programs are evaluated. We know they work. We will reach more children and youth by reducing the barriers to access.

2

Grow our commitment to nurturing resilience

We have a track record of successfully developing and implementing evidence-based programs that nurture resilience in children and youth. We can and will do more with a new program that promotes the social and emotional skills needed to thrive in a world of change.

3

Create a movement

We can't wait until our children suffer from a mental illness. Programs and resources today are primarily focused on treating mental health issues. We will continue to offer primary prevention programs and resources that shift the focus to promotion of mental well-being.

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Thank you for nurturing resilience in children and youth.

We are grateful to our growing community of
committed supporters who help advance
the mental well-being of our youth.

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PSYCHOLOGY CANADA



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