

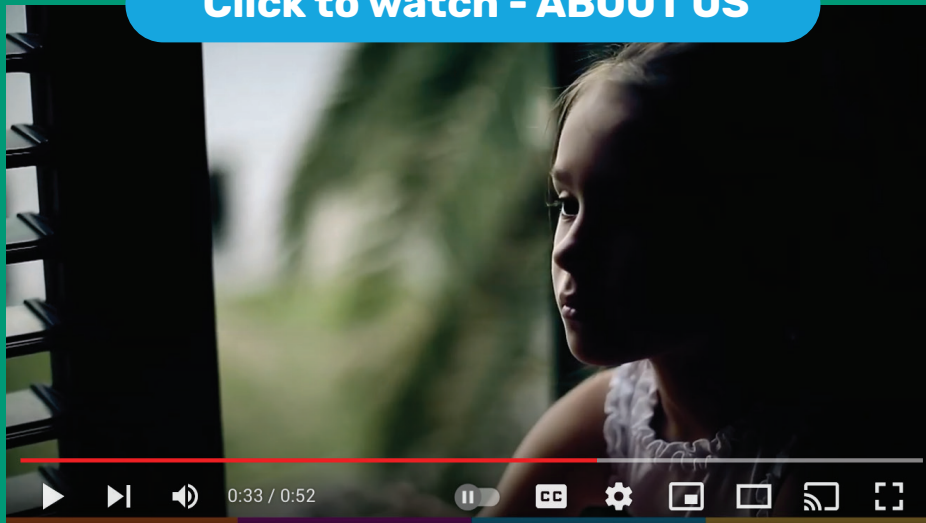


## 2022-2023 IMPACT REPORT

# FOSTERING RESILIENT FUTURES:

Empowering Today's Youth for Tomorrow

[Click to watch - ABOUT US](#)



PSYCHOLOGY CANADA

From The Psychology Foundation of Canada

## Letter from our Founding Chair

In recent years, there has been a growing recognition of the crucial role mental well-being plays in the overall development of young minds. The challenges our children face are evolving: academic expectations, social dynamics, and the increasing prevalence of digital influences underscore the need for a proactive stance in promoting mental wellness among our youth.

By addressing mental health early, we empower our children to build resilience, develop coping mechanisms, and ultimately thrive in the face of life's uncertainties. This is what has been driving our mission for almost 50 years and why our psychology-based programs and resources focus on building strong foundations of mental wellness.

2024 marks an enormous milestone as we celebrate our 50th anniversary. This is a perfect opportunity for us to applaud the many leaders in the Canadian psychological and business community for your foresight and vision to the importance of mental health promotion.

Thank you for your commitment, for championing the well-being of our children, and for helping to build a future where every child can flourish. I look forward to celebrating our 50th anniversary with you next year.



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

**Dr. Eric Jackman**  
C.M., O.Ont., Ph.D., LL.D., D.Sc.  
**Founding Chair**  
2022 Recipient of CPA's  
Distinguished Contributions to  
Psychology as a Profession

## Letter from our Chair

As we stand at the threshold of a new era with our 50th anniversary next year, I am inspired by the critical role we play in shaping the well-being of generations to come.

The challenges facing today's youth are diverse and demanding, with mental health standing out as a pivotal concern. Our organization has long been dedicated to equipping our youth with the tools they need to navigate the complexities of the modern world. Mental health promotion programs are not just a necessity; they are an investment in the future resilience and well-being of our society.

I am excited about the potential for growth and impact that lies ahead. By expanding our efforts with our proven psychology-based programs, we can be the catalyst for positive change in the lives of countless young people.

Together, let us embark on this journey towards a future where mental well-being is a priority, and every child has the opportunity to thrive. Your continued support is invaluable as we strive to make a lasting difference in the lives of our youth and make a greater impact in our next 50 years.



A handwritten signature in black ink that reads "J. Goldberg".

**Jessica Goldberg**  
B.A., M.A., MBA  
**Chair**

# With your support, children now possess the emotional fortitude to navigate life's highs and lows with resilience!

Our mission is to help children and youth develop a robust set of skills that not only equips them to overcome obstacles but also inspires them to reach their full potential, harnessing the power of setbacks as stepping stones toward success and fulfillment.

Your commitment and contributions are enabling us to fulfill our mission, reach new heights and make meaningful changes in the lives of those we serve. Your kindness has given us the ability to positively impact more children and youth with our proven psychology-based programs.

## Thanks to you, we are:

- ✓ **Offering youth more ways** to benefit from our psychology-based mental health promotion programs.

We have developed a **24/7 chat bot** and a **new peer mentor program** empowering youth to not only learn about stress and stress management techniques, but also support each other.

- ✓ Engaging more **childcaring professionals beyond the classroom** with the knowledge and tools to support the mental health journey of the children in their care. We have consulted with and adapted our existing programs to have impact with children in environments where they live and play.

- ✓ **Increasing access** to our proven programs and resources.

**Over 298,000** children and youth benefitting from our programs

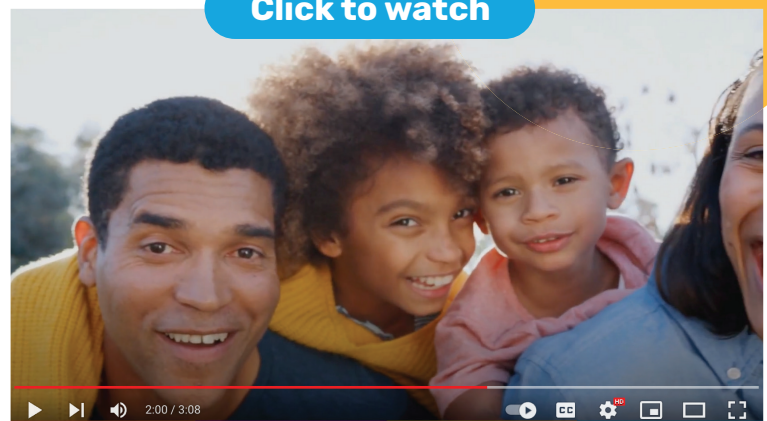
**Over 3,300** child caring professionals implementing our program with kids

**Over 1,300** new community partners added to our network



Check out **HOW** we are **REDUCING WAIT TIMES** for mental health support.

Click to watch



Ensure every child in Canada can thrive

[DONATE](#)

[VISIT StrongMindsStrongKids.org](https://www.strongmindsstrongkids.org)



“

Thank you for giving me confidence. I didn't know what I was feeling and now I do and I know what to do about it.”

**-10-year old Davin**

# Your support has expanded the development and reach of our mental health promotion programs and resources, positively impacting more children and their families

In fostering a child's mental well-being, we recognize that it truly takes a village. The collective efforts of parents, caregivers, community leaders, and childcaring professionals play an integral role in providing the leadership and support as a child navigates their mental health journey. Empowering youth themselves with the tools to better understand and manage their mental health is also crucial. This combined approach becomes the pillars of strength that guide each child toward a brighter, more resilient future and what we have been focusing on in 2023. We have:



## 1. Created more ways for youth to easily obtain our mental health promotion programs:

- **Developed a 24/7 chat bot** and a new peer mentor program empowering youth to learn about stress and stress management techniques.
- **Launched a new resilience building online game** ThriveLandia where so far 250+ youth are learning the skills associated with resilience in a fun and engaging way.

## 2. Engaged more childcaring professionals beyond the classroom with the knowledge and tools to support the mental health journey of the children in their care.

- **We have consulted with and adapted** our existing programs with key childcaring professionals within the Greater Toronto Area and Alberta communities to ensure our programs have impact with children in environments where they live and play.

## 3. Expanded access to existing proven psychology-based programs and resources giving more children and youth opportunities to develop crucial coping skills to last a lifetime:

- **Over 4,000 children and youth are advancing** their knowledge of stress, stress management and resilience through our Stress Busters program and activity book, Zen Garden app and Resilience Quiz
- **An additional 3,300 childcaring professionals** are using our programs with over 290,000 children in their care.

## 4. Partnered with post secondary institutes to expand validation of our program impact:

- **We are actively collaborating** with University of Ottawa and University of Regina to conduct comprehensive evaluations to enhance the effectiveness of our programs that leverage academic expertise and real-world application.

## 5. Increased our base of supporters to guarantee that our programs remain accessible to children and families without incurring any costs:

- **Over 35 corporations and foundations** now support us with hundreds of individual donors giving to our important cause.



Ensure every child in Canada can thrive

[DONATE](#)

[VISIT StrongMindsStrongKids.org](https://www.strongmindsstrongkids.org)

A photograph of a woman with blonde hair in a braid kissing a baby on the cheek. The image is overlaid with a semi-transparent blue filter. A large white quotation mark is positioned above the text box.

“

Thank you for this AMAZING content in the Make the Connection online program. This is really changing the way I think about and actually interact with my baby and I think she is loving it!!! I told everyone at my mom and baby's play centre about it. This is AMAZING information.”

**-Rachel, Parent**

**AGES 0-3**

**make the**  
  
**connection**<sup>®</sup>



## MAKE THE CONNECTION

promotes healthy parent-infant attachment relationships, which are the essential building blocks for a child's future well-being.



## KIDS HAVE STRESS TOO! (KHST!)

helps children become healthier and more resilient by teaching them how to identify and manage their stress.



## STRESS BUSTERS PROGRAM

gives children the opportunity to learn about stress and stress management and put into practice the skills learned.



## STRESS LESSONS

programs provide teens psychologically-sound strategies and tools to help them develop resilience and positive coping skills.



## THRIVELANDIA

advances skills in children and youth associated with resilience using a five-factor model including mindfulness, gratitude, optimism, self-compassion, and perseverance.



## STRESS STRATEGIES

helps the significant adults in a child's life explore sources of their stress and develop their own customized plans for managing it.

# Thank you to our growing community of supporters

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Mobolaji  
Tina

## RECOGNITION AND ACKNOWLEDGEMENT TO:

Linda Rapini Creative



“

“Mental health, and promoting positive mental health is at the forefront of concerns in the education system. As teachers, we deal with this on a daily basis. The ThriveLandia program focuses on developing 5 pillars of resilience in students; mindfulness, optimism, gratitude, perseverance and self-compassion. There are 5 practical, ready to use lesson plans supported by slide presentations to guide lessons. I appreciate not having to do extra work to implement this program. There are also cross curricular extension ideas for areas that teachers can choose from if they feel an area of resilience needs more focus. The value of developing resilience in young people is tremendously important, especially in the shadow of Covid-19. When I looked further into this program, I discovered that there is also an interactive student platform for young people and support for parents which can be shared. Developing resilience is crucial to promoting strong minds in the students we teach, and I highly recommend this program from Strong Minds Strong Kids, Psychology Canada.”

**-Karen Ashton, Grade 7 & 8 Teacher**

**AGES 10-17**

**THRIVELANDIA™**

# We are grateful for your generosity and commitment



## 19th annual **BREAKFAST FOR CHAMPIONS**



\$ 100,000 +



RBC Future Launch



From \$50,001 - \$99,999



The Gordon & Ruth Goeder Charitable Foundation



Under \$ 50,000



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# Financial Overview

## Statement of Financial Position As at December 31

	2022			2021		
	General Fund	Jackman & Endowment Funds	Total	General Fund	Jackman & Endowment Funds	Total
<b>Assets</b>						
Cash and short-term deposits	\$ 443,789	\$ -	\$ 443,789	\$ 679,193	\$ -	\$ 679,193
Accounts receivable	72,947	-	72,947	27,212	-	27,212
Interfund receivable	332,814	10,055	342,869	229,055	10,055	239,110
Prepaid expenses	35,198	-	35,198	8,948	-	8,948
Booklets inventory	38,595	-	38,595	85,617	-	85,617
	<b>923,343</b>	<b>10,055</b>	<b>933,398</b>	<b>1,030,025</b>	<b>10,055</b>	<b>1,040,080</b>
Marketable securities	-	1,766,587	1,766,587	-	1,810,100	1,810,100
	<b>\$ 923,343</b>	<b>\$ 1,776,642</b>	<b>\$ 2,699,985</b>	<b>\$ 1,030,025</b>	<b>\$ 1,820,155</b>	<b>\$ 2,850,180</b>
<b>Liabilities</b>						
Accounts payable & accrued liabilities	75,997	-	75,997	32,737	-	32,737
Interfund payable	10,055	332,814	342,869	10,055	229,055	239,110
Deferred revenue	304,705	-	304,705	263,225	-	263,225
	<b>\$ 390,757</b>	<b>\$ 332,814</b>	<b>\$ 723,571</b>	<b>\$ 306,017</b>	<b>\$ 229,055</b>	<b>\$ 535,072</b>
<b>Net Assets</b>						
Externally restricted	-	1,443,828	1,443,828	-	1,591,100	1,591,100
Unrestricted	532,586	-	532,586	724,008	-	724,008
	<b>532,586</b>	<b>1,443,828</b>	<b>1,976,414</b>	<b>724,008</b>	<b>1,591,100</b>	<b>2,315,108</b>
	<b>\$ 923,343</b>	<b>\$ 1,776,642</b>	<b>\$ 2,699,985</b>	<b>\$ 1,030,025</b>	<b>\$ 1,820,155</b>	<b>\$ 2,850,180</b>

## Statement of Operations For the Year Ended December 31

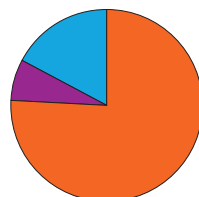
	2022			2021		
	General Fund	Jackman & Endowment Funds	Total	General Fund	Jackman & Endowment Funds	Total
<b>Revenue</b>						
Donations, grants & sponsorships	\$ 682,457	\$ -	\$ 682,457	\$ 597,262	\$ -	\$ 597,262
Program generated	138,624	-	138,624	192,783	-	192,783
Gain (loss) on marketable securities	-	(108,436)	(108,436)	-	264,577	264,577
Government assistance	-	-	-	95,977	-	95,977
Other investment income	-	32,503	32,503	-	32,338	32,338
	<b>821,081</b>	<b>(75,933)</b>	<b>745,148</b>	<b>886,022</b>	<b>296,915</b>	<b>1,182,937</b>
<b>Program-related Investments in Mental Health</b>						
Program support & admin	926,721	-	926,721	619,894	-	619,894
Fundraising	135,612	-	135,612	10,617	-	10,617
Investment expenses & other	-	20,859	20,859	-	18,269	18,269
	<b>1,062,333</b>	<b>20,859</b>	<b>1,083,192</b>	<b>630,511</b>	<b>18,269</b>	<b>648,780</b>
Excess (deficiency) of revenue over expenditures	\$ (241,252)	\$ (96,792)	\$ (338,044)	\$ 255,511	\$ 278,646	\$ 534,157

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

	2022			2021		
	General Fund	Jackman & Endowment Funds	Total	General Fund	Jackman & Endowment Funds	Total
Net assets, beginning of year	\$ 724,158	\$ 1,590,950	\$ 2,315,108	\$ 419,070	\$ 1,361,881	\$ 1,780,951
Excess (deficiency) of revenue over expenditures	(241,252)	(96,792)	(338,044)	255,511	278,646	534,157
Distribution of awards	49,680	(50,330)	(650)	49,427	(49,427)	-
Net assets, end of year	\$ 532,586	\$ 1,443,828	\$ 1,976,414	\$ 724,008	\$ 1,591,100	\$ 2,315,108

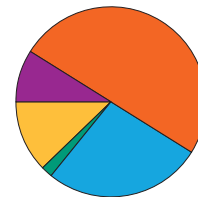
### SOURCES OF REVENUE

Corporate and Foundations 74%  
Investments 0%  
Donations 7%  
Program Generated 19%



### INVESTMENTS IN MENTAL HEALTH

Infant 9%  
Children 50%  
Teens 27%  
Admin 2%  
Adults 12%



Ensure every child in Canada can thrive

DONATE

VISIT [StrongMindsStrongKids.org](https://StrongMindsStrongKids.org)

Join us in 2024 as we celebrate 50 years of promoting the mental well-being of children, youth and their families in Canada through the crucial work of Strong Minds Strong Kids, Psychology Canada (SMSKPC) and The Psychology Foundation of Canada (PFC).



turns

50



THE PSYCHOLOGY  
FOUNDATION  
OF CANADA

LA FONDATION  
DE PSYCHOLOGIE  
DU CANADA

## 50 years of ...

### **Growing Strong:**

from provincial association to a national organization that now serves over a ¼ million families annually

### **Nurturing minds:**

with a primary prevention approach that lays the foundation for mental well-being

### **Leveraging psychology:**

using psychological science to proactively improve the lives of children, youth and their families in Canada.

## SAVE THE DATE

November 14, 2024

The Marriott  
Downtown Toronto

### FOLLOW US ON



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