

**2024
IMPACT REPORT**

Celebrating **50 years** of
building resilience together



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LETTER FROM OUR FOUNDING CHAIR

Fifty years ago, a visionary group of psychologists came together with a bold mission: to harness the power of psychology to create a better future for Canadian society. In 1974, these pioneers created the Ontario Psychological Foundation. They committed to building awareness, fostering innovation, and celebrating excellence in the field—all with the goal of improving the advancements of psychology and the mental health of Canadians.

Today, their vision has flourished into a shared movement. What our founders knew instinctively is now widely affirmed: psychological science is essential for mental health, and nurturing children’s mental wellness lays the foundation for a brighter future. With advancements of programs across Canada its name changed to the Psychology Foundation of Canada. Over the past many decades, Strong Minds Strong Kids, Psychology Canada has proudly touched millions of young lives, driven by our unwavering commitment to psychology and its transformative power.

This 50th year is a tribute to all the champions who carried our mission forward, and supporters like you who continue to drive our impact. As we reflect on this journey, we celebrate the progress we’ve made and embrace the vital work still ahead ensuring a mentally healthier future for Canada’s youth.

Thank you for your commitment, for being a true champion of our children’s well-being, and for playing a vital role in creating a future where every child has the opportunity to thrive.



Eric Jackman

Dr. Eric Jackman
C.M., O.Ont., Ph.D., LL.D., D.Sc.
Founding Chair

LETTER FROM OUR CHAIR

As Chair of Strong Minds Strong Kids, Psychology Foundation of Canada, it is my privilege to celebrate an extraordinary milestone—our 50th anniversary. For five decades, our mission has been to support Canadian families and children with mental health programs that build resilience and promote well-being.

This milestone is a testament to the incredible community that has supported us along the way. Together, we’ve created a legacy of impact, one rooted in stories of real lives transformed. One such story is Sarah’s—a mother who shared how our Kids Have Stress Too! program helped her son James navigate his feelings, overcome challenges, and thrive. As Sarah told us, “It’s changed the way he approaches everything—from school to friendships, to simply being himself.”

Stories like James’s remind us why this work is so vital. Over the years, countless parents, caregivers, and children have shared how our programs have made a difference in their lives. Each story of resilience fuels our drive to reach more families and ensure every child has the tools to flourish.

As we look to the future, we remain committed to expanding our reach, adapting to the evolving mental health landscape, and innovating with new technology and community-based solutions. None of this would be possible without you—our supporters, champions, and partners.

Thank you for being part of this journey. Your belief in our mission and your generosity have brought us to this moment and continue to inspire us as we embark on the next 50 years of impact.



J. Goldberg

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

Celebrating 50 Years of Building Resilience Together

For 50 years, Strong Minds Strong Kids has been dedicated to leveraging psychological science to help children and youth in Canada build the superpower of resilience. Our mission has always been to equip them with the tools to overcome obstacles, embrace challenges, and realize their full potential.

This milestone year was about more than celebration—it was about taking bold steps forward. With your unwavering support and generosity, we set an ambitious goal to increase our impact by 50%. Because of you, we've reached new heights, positively influencing more young lives across Canada with our proven psychology-based programs.

As we reflect on the past five decades, we are filled with gratitude for the kindness and commitment of supporters like you. Together, we've been catalysts for change, empowering children and youth to build strong mental health foundations and overcome challenges.

**THANK YOU for being
an integral part of
this journey.**

**Resilience
is like a
superpower
for tough
times.**

It's not about never falling—it's about learning to rise stronger every time.

Resilience empowers youth to face challenges, believe in themselves, and transform obstacles into opportunities. It acts as a shield that keeps them moving forward, turning every stumble into a stepping stone toward growth and success.



To celebrate this incredible milestone, we're thrilled to share **50 highlights** from this year of your generosity in action.



Impacting Children's Mental Health

Through our programs, we are equipping more children and youth with resilience skills and creating lasting opportunities for positive change.

1

403,400 children and youth

were introduced to our programs giving them the first step to building a stronger foundation of mental health.

2

3,500+ children and youth

engaged with tools like our Stress Coach Chatbot, ThriveLandia, Stress Busters Activity Book, Zen Garden app, and Resilience Quiz, deepening their understanding of stress and coping.

3

14,472 youth-serving

professionals were trained to extend our mission and reach.

4

859,470 children and youth

continue to benefit from our programs each year.

5

2,050 parents

gained knowledge to support their children's mental health journeys.

6

2,000 of those youth-serving professionals

implemented our evidence-based programs (Kids Have Stress Tool and Stress Lessons) to improve the well-being of children and youth.

7

570 grades 4-6 students

participated in our Stress Busters program, learning effective stress management and coping strategies in classrooms and online.

8

510 of those parents

engaged with our Make the Connection online parenting program giving them the tools to form a strong relationship with their infant.

9

9,200 of those caring adults

are now equipped with booklets and workshops, helping them create nurturing environments that foster resilience and well-being.

10

300 high school students

were trained in our Stress Lessons Peer Mentor program



1

403,400 children and youth

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giving them the first step to building
a stronger foundation of
mental health.





Transforming Lives

We are providing children, youth, and their supportive adults with life-altering skills that help them to build resilience and proactively manage their mental health, both now and in the future.

Children and Youth Finding Strength

11

“I’ve been struggling with stress for so long, but when Stress Busters started, I was really happy because it helped me... it’s just been a really positive outcome for me.
– Grade 4 Student, Calgary, AB

14

“I came to the training not feeling happy because I was stressed from the day I was having, but after the training... I feel so much better and properly educated on how I can manage my stress and help others.”
– Grade 12 Student, Regina, SK

18

83.3% of high school students are finding the Stress Lessons Peer to Peer program invaluable for self-support and 85.7% are feeling more prepared to assist their peers with stress.

Adults Building a Foundation for Mental Wellness

12

“In the current social climate, with so many families experiencing stress... the KHST! training had practical and helpful solutions for becoming advocates for children, youth, and parents.”
– Playroom Facilitator & Educator

15

“The StressLess workshop provided me with ways to create a safe space for kids. As a soccer coach, I now feel equipped to support the children I work with weekly.”
– Coach, Toronto, ON

17

“Strong Minds Strong Kids not only have well-rounded programs, what I love about their work is it is based on prevention. Only if we invest in children and youth today, will they grow into balanced self-aware adults tomorrow.”
– Growing Strong Minds Conference Attendee

19

“I found the [Stress Lessons] training really practical in how I can utilize it in my classroom, extra curricular activities and my personal life. I loved the easily digestible information and the obvious message of building resilient thinkers. I am definitely going to recommend this training to any colleague I can. Many of the resources in the guide will also be used in my classroom!”
– English Teacher, Saskatchewan

Parents Feeling Empowered

13

“Your programming and resources have been a staple for me as a parent. They’ve empowered me to better support my kids facing challenges.”
– Parent

16

“The MTC program reminded me of the importance of one-on-one time with my child. Developing healthy attachments early is so critical for lifelong relationships.”
– MTC Parent

20

“A wonderful interactive online program (Thrivelandia). I was inspired and motivated to share the strategies with parents at my work and in my personal life.”
– Parent, Ontario

13

“Your programming and resources have been a staple for me as a parent. They’ve empowered me to better support my kids facing challenges.”

– Parent





Building Community Partnerships

We are collaborating with more dedicated community partners who are empowering children and youth with our mental health promotion programs.

Here are just a few of them:

21

Alberta Home Visitation Network Association

(MTC, Kids Have Stress Tool, & StressLess)

22

Children's Services Cornwall

(Kids Have Stress Tool!)

23

Boys & Girls Club Winnipeg

(Peer Mentor Program)

24

Winnipeg School Division

(Peer Mentor Program)

25

Balancing Birth to Baby

(Make the Connection)

26

Canadian Mental Health Association Newfoundland & Labrador

(Stress Lessons)

27

AY Jackson Secondary School, Ontario

(StressLess, Peer Mentor, Stress Lessons)

28

Little Kickers

(StressLess)

29

Muskoka Family Resource Centre

(Make the Connection)

30

Hastings Prince Edward District School Board

(Kids Have Stress Tool!, Stress Lessons)

“Strong Minds Strong Kids not only have well-rounded programs, what I love about their work is it is based on prevention. Only if we invest in children and youth today, will they grow into balanced self-aware adults tomorrow.”

– *Growing Strong Minds Conference Attendee*

17





Sharing Knowledge

We are advancing mental health promotion by refining our programs, and gathering and sharing insights, ultimately ensuring that children receive informed, effective support.



31

Meta-Analysis

Launched an in-depth literature review to understand the effectiveness of technology-based mental health promotion programs to support youth.

32

KHST! and Stress Lessons Evaluation

Collaborated with the University of Regina to refine and enhance program delivery.

33

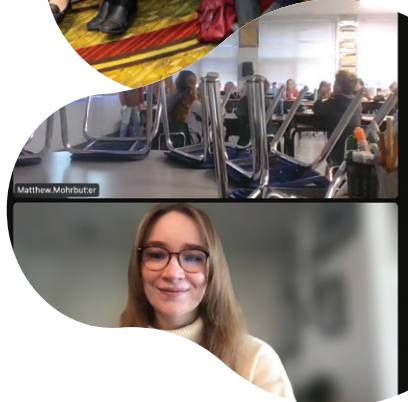
Growing Strong Minds Conference

Brought together 200+ youth-serving professionals and students for knowledge sharing and collaboration.

34

Wellness Webinars

Engaged 722 community members with expert-led sessions on supporting children's and youth mental health.



36

StressLess Development

Worked with community partners to pilot booklets and workshops, tailoring resources for adults to promote kids' mental well-being.

37

Stress Busters Refinement

Gathered feedback from teachers, parents, and children to optimize the program for kids aged 9-12.

35

Peer Mentor Program Evaluation

Partnered with the Student Commission of Canada to assess program impact in British Columbia and Saskatchewan.

38

Youth Ambassador Campaign

Collaborated with four youth ambassadors to promote our Stress Coach Chatbot, empowering peers to tackle stressful situations in their lives.

39

Teacher Champions Initiative

Empowered educators across Canada to act as champions for youth mental health, equipping them with crucial training and resources to amplify the impact of our direct-to-youth programs in classrooms and communities.

40

Make the Connection Enhancements

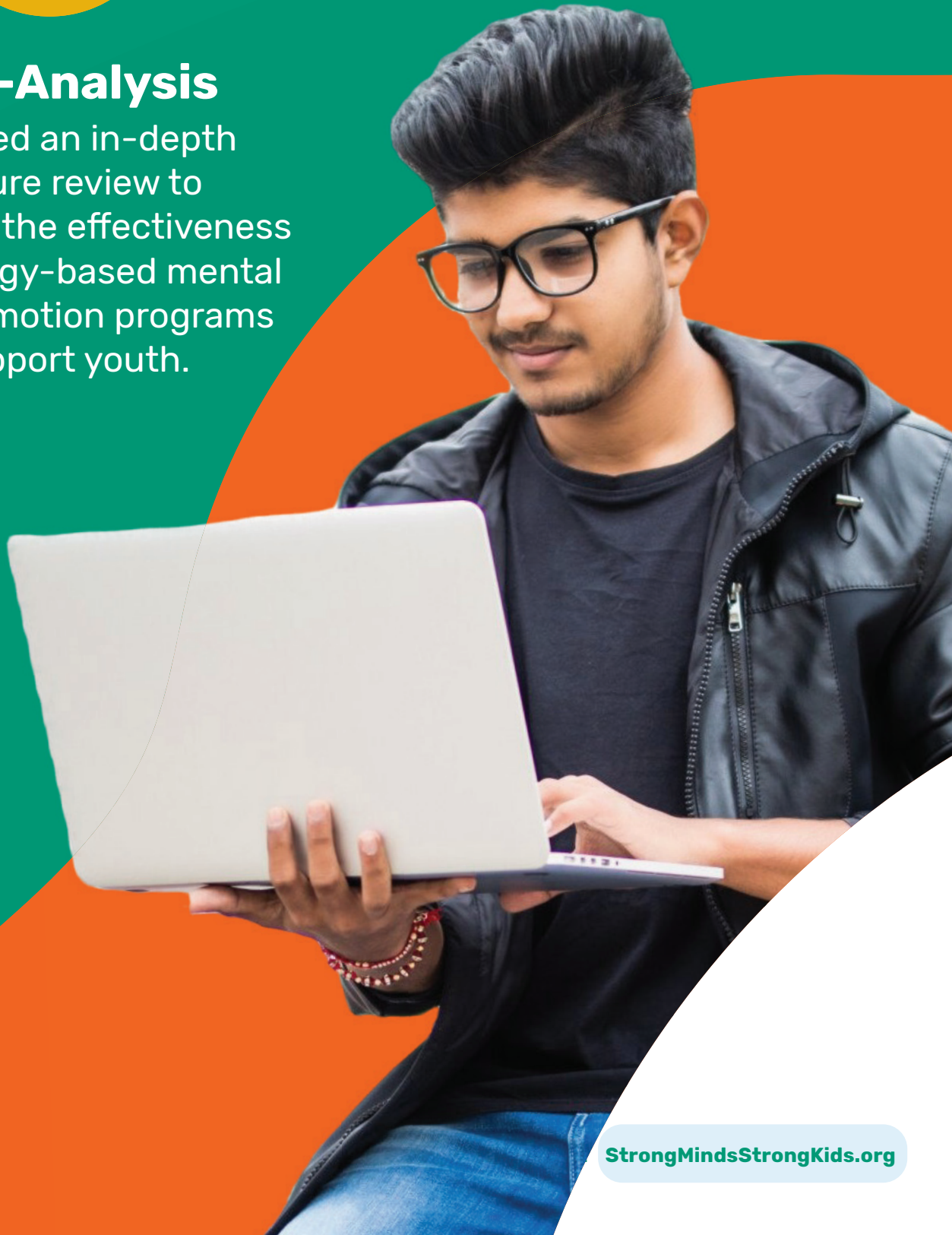
Consulted with professionals and partnered with the University of Ottawa to evaluate and adapt the MTC program for improved infant-caregiver relationships.



31

Meta-Analysis

Launched an in-depth literature review to understand the effectiveness of technology-based mental health promotion programs to support youth.





Growing Our Network

We are gaining momentum, attracting a growing network of supporters who recognize the impact of our work and the importance of investing in children’s mental health promotion.

41

Growth Gala Success

Brought together 360 leaders from psychology, corporate sectors, and academia, united in celebrating children and committing to 50 years of mental health support.

42

New Partnerships

Engaged prospective funders within communities to broaden resources and deepen our reach.

43

Generous Backing

Secured the support of 35 sponsors and donors, enabling us to provide programs and resources to children and families at no charge.

44

Strategic Insights

Conducted an analysis of our outreach and engagement strategies to refine and expand our donor network.

45

Expanded Collaborations

Strengthened partnerships across the country to enhance our collective impact.

46

“50 Days” Campaign

Mobilized new and existing donors across Canada, expanding our donor base and strengthening national engagement.

47

Peer-to-Peer Growth

Explored new partnership events to boost peer-to-peer fundraising initiatives.

48

Community Consultation

Partnered with organizations and youth-serving professionals to tailor our programs to the needs of local communities.

49

Anniversary Impact

Connected with our top 50 corporate, foundation, and individual donors to celebrate our 50th anniversary and reaffirm their support.

50

National Advocacy

Informed health ministers and dignitaries across Canada about our nationwide efforts to promote children’s mental health.

WE OFFER THREE CORE PILLARS TO PROVIDE COMPREHENSIVE MENTAL HEALTH PROMOTION PROGRAMS:

1. Attachment:

The first three years of a child's life are crucial for brain development and social and emotional learning. This is why we offer parents our Make the Connection program.

• MAKE THE CONNECTION

is designed to help parents of infants (ages 0-3) foster a secure attachment from the very beginning. This program promotes strong parent-child relationships, laying the foundation for healthy brain development, emotional stability, and lifelong well-being.

2. Stress Management:

Equipping children and youth with the ability to identify and manage their stress gives them crucial coping skills to manage the many adversities in life. Our programs teach practical, evidence-based strategies for recognizing and managing stress at every stage of development.

- **KIDS HAVE STRESS TOO! (KHST!)** helps children (ages 4-12) understand and manage their stress, develop effective coping strategies, and build resilience.
- **STRESS BUSTERS** offers children (ages 9-12) the opportunity to explore stress management techniques and put them into practice in a fun and supportive environment, enhancing their coping skills.
- **STRESS LESSONS** provides teens (ages 12-18) with psychologically sound strategies to build resilience and develop positive coping mechanisms in the face of stress.
- **PEER MENTOR** empowers teens (ages 14-18) to recognize and manage stress, foster meaningful peer conversations, and develop leadership skills, enabling them to serve as stress ambassadors within their schools and communities.
- **STRESSLESS** equips caring adults with practical strategies to help children and youth (ages 4-18) manage stress, build resilience, and cultivate positive coping skills in real-time.
- **STRESS STRATEGIES** supports significant adults in a child's life by helping them identify personal sources of stress and create customized plans for managing it effectively.

3. Capacity Building for Thriving:

Thriving is about more than just surviving: It's about growing and excelling despite challenges. Our thriving program teaches children and youth crucial skills to proactively manage their mental health now and into the future.

• THRIVELANDIA

enhances resilience in young people (ages 10-17) by focusing on five key factors of resilience: mindfulness, gratitude, optimism, self-compassion, and perseverance—to help them establish an arsenal of resilience skills that will support them throughout their life!



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Thank you!



Thank you to our growing community of supporters

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Financial Overview

Statement of Financial Position As at December 31

| | 2023 | | | 2022 | | |
|--|-------------------|---------------------------|---------------------|-------------------|---------------------------|---------------------|
| | General Fund | Jackman & Endowment Funds | Total | General Fund | Jackman & Endowment Funds | Total |
| Assets | | | | | | |
| Cash and short-term deposits | \$ 431,199 | \$ - | \$ 431,199 | \$ 443,789 | \$ - | \$ 443,789 |
| Accounts receivable | 25,641 | - | 25,641 | 72,947 | - | 72,947 |
| Interfund receivable | 341,404 | 10,055 | 351,459 | 332,814 | 10,055 | 342,869 |
| Prepaid expenses | 44,763 | - | 44,763 | 35,198 | - | 35,198 |
| Booklets inventory | - | - | - | 38,595 | - | 38,595 |
| | 843,007 | 10,055 | 853,062 | 923,343 | 10,055 | 933,398 |
| Marketable securities | - | 1,933,466 | 1,933,466 | - | 1,766,587 | 1,766,587 |
| | \$ 843,007 | \$ 1,943,521 | \$ 2,786,528 | \$ 923,343 | \$ 1,776,642 | \$ 2,699,985 |
| Liabilities | | | | | | |
| Accounts payable & accrued liabilities | 48,000 | - | 48,000 | 75,997 | - | 75,997 |
| Interfund payable | 10,055 | 341,404 | 351,459 | 10,055 | 332,814 | 342,869 |
| Deferred revenue | 254,095 | - | 254,095 | 261,705 | - | 261,705 |
| | \$ 312,150 | \$ 341,404 | \$ 653,554 | \$ 347,127 | \$ 332,814 | \$ 680,571 |
| Net Assets | | | | | | |
| Externally restricted | - | 1,602,117 | 1,602,117 | - | 1,486,828 | 1,486,828 |
| Unrestricted | 530,857 | - | 530,857 | 532,586 | - | 532,586 |
| | 530,857 | 1,602,117 | 2,132,974 | 532,586 | 1,486,828 | 2,019,414 |
| | \$ 843,007 | \$ 1,943,521 | \$ 2,786,528 | \$ 923,343 | \$ 1,819,642 | \$ 2,699,985 |

Statement of Operations For the Year Ended December 31

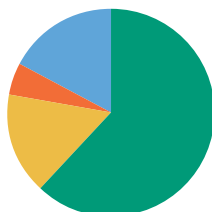
| | 2023 | | | 2022 | | |
|---|------------------|---------------------------|------------------|------------------|---------------------------|------------------|
| | General Fund | Jackman & Endowment Funds | Total | General Fund | Jackman & Endowment Funds | Total |
| Revenue | | | | | | |
| Donations, grants & sponsorships | \$ 788,075 | \$ - | \$ 788,075 | \$ 682,457 | \$ - | \$ 682,457 |
| Program generated | 199,798 | - | 199,798 | 138,624 | - | 138,624 |
| Gain (loss) on marketable securities | 1,883 | 146,588 | 148,471 | - | (108,436) | (108,436) |
| Other investment income | - | 43,719 | 43,719 | - | 32,503 | 32,503 |
| | 989,756 | 190,307 | 1,180,063 | 821,081 | (75,933) | 745,148 |
| Program-related Investments in Mental Health | | | | | | |
| Program support & admin | 892,034 | - | 892,034 | 926,721 | - | 926,721 |
| Fundraising | 151,808 | - | 151,808 | 135,612 | - | 135,612 |
| Investment expenses & other | - | 21,553 | 21,553 | - | 20,859 | 20,859 |
| | 1,043,842 | 21,553 | 1,065,395 | 1,062,333 | 20,859 | 1,083,192 |
| Excess (deficiency) of revenue over expenditures | \$ (54,086) | \$ 168,754 | \$ 114,668 | \$ (241,252) | \$ (96,792) | \$ (338,044) |

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

| | 2023 | | | 2022 | | |
|--|-------------------|---------------------------|---------------------|-------------------|---------------------------|---------------------|
| | General Fund | Jackman & Endowment Funds | Total | General Fund | Jackman & Endowment Funds | Total |
| Net assets, beginning of year | \$ 522,351 | \$ 1,495,955 | \$ 2,018,306 | \$ 713,923 | \$ 1,643,077 | \$ 2,357,000 |
| Excess (deficiency) of revenue over expenditures | (54,086) | 168,754 | 114,668 | (241,252) | (96,792) | (338,044) |
| Distribution of awards | 62,592 | (62,592) | - | 49,680 | (50,330) | (650) |
| Net assets, end of year | \$ 530,857 | \$ 1,602,117 | \$ 2,132,974 | \$ 522,351 | \$ 1,495,955 | \$ 2,018,306 |

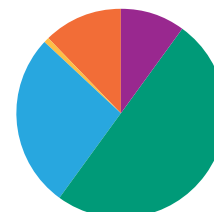
SOURCES OF REVENUE

Corporate and Foundations 62%
Investments 16%
Donations 5%
Program Generated 17%



INVESTMENTS IN MENTAL HEALTH

Infant 10%
Children 50%
Teens 27%
Admin 12%
Adults 1%





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