

A world free of stigma where all people embrace acceptance and understanding of one another.

2021





The Stigma-Free Society is a registered Canadian charity that is committed to creating a world free of stigma. The Society understands that different forms of stigma often intersect with mental health, and we are working to create a world free of stigma where all people embrace acceptance and understanding of one another.

The mission of the charity is to foster programs that cultivate, encourage, and educate diverse communities to be inclusive and compassionate. The Society is achieving its mission by sharing stories of lived experience, working collaboratively with diverse communities, and educating people of all ages about stigma with a focus on mental health.



The Society's goal is to create AWARENESS of the various stigmas that exist in the world, develop an UNDERSTANDING of the challenges that numerous people face, and encourage all people to foster ACCEPTANCE of themselves and others.

The Stigma-Free Society's programming focuses on eliminating the stigma that discourages people from reaching out for help. Our programming promotes that mental health and wellbeing are greatly impacted by various other forms of stigma and discrimination, including race, developmental and physical disabilities, gender identity, sexual orientation and more. Our goal is to promote values of equality and inclusivity, and to empower diverse communities to support the unique needs of all people.





To offer educational tools and leadership which foster awareness of stigma, providing pathways to change.

VISION

A world free of stigma where all people embrace acceptance and understanding of one another.



Be Inclusive - Be Respectful Be Inspiring - Be The Solution



STIGMA-FREE SOCIETY PROGRAM REPORT

The Society reached its goal of expanding its programs further across British Columbia and other parts of Canada, particularly Manitoba. We fully implemented the online Student Mental Health Toolkit and fine-tuned our ability to effectively deliver the Virtual Stigma-Free School Presentations Program in schools.

Throughout 2021, the Society reached numerous educators and school staff by offering Virtual Professional Development Day Sessions.

STIGMA-FREE SOCIETY PROGRAM REPORT

Recognizing an underserved demographic in rural and agricultural communities, the Society launched the

Rural Mental Wellness Toolkit, which provides mental health resources, education, awareness, and peer support training to those who need it most.



The <u>Student Mental Health Toolkit</u> houses resources for students, educators, school counsellors, and parents/guardians on mental health and stigma. The Student Mental Health Toolkit contains valuable resources and information with tailored lesson plans, downloadable resources and much more. This robust toolkit serves as a space for young people to learn and grow. It provides educators with the tools they need to educate young people on this important topic.

The Society's <u>Virtual Stigma-Free Presentations</u> program is a unique offering that focuses on empowering people with lived experience of stigma and intersecting mental health issues. Presenters share their personal stories with students across Canada virtually. Two members of the SFS team virtually enter into classrooms and a Co-Presenter educates on the topics of mental health and stigma. The Personal Story Presenter shares their lived experience with their mental health challenges and provides a message of hope for young people.

Stigma-Free Society hosts professional development sessions for educators, where our team virtually offers a tour of the Student Mental Health Toolkit by introducing its valuable content to school staff.



The Society offers the <u>Rural Mental Wellness Toolkit</u>, which provides valuable resources for individuals living in agricultural and rural communities. The Rural Mental Wellness Toolkit offers information about mental health for rural residents, along with <u>peer support training</u> that has a specific focus on rural communities. The toolkit offers inspiring stories from rural residents who share their challenges and triumphs, informational articles, and much more.

The <u>Women's Peer Support Group</u> is a space for women to build meaningful friendships and work towards a deeper understanding and acceptance of their mental health in a safe, supportive environment. Due to the global pandemic, the program transitioned to a virtual space and participants met online. At the end of 2021, the Women's Peer Support Group was rehomed to a new organization and platform called Pay What You Can Peer Support and has adopted this dynamic group of women to continue on the legacy started at SFS. This new partnership allows for the Women's Peer Support group to flourish in an organization that has greater capacity for virtual online groups.

Dave RichardsonChair – Board Director
Co-Founder

Dave Richardson is the President and CEO of Octaform Systems Inc. and Co-Founder of the Stigma-Free Society. Mr. Richardson is a Director of Richardson International Limited. He is a Director Emeritus of Ducks Unlimited Canada following 20 years on that board and remains dedicated to several other charities and philanthropic activities. He was a founding member and Director of The Asia Pacific Foundation and a leader on various government trade missions to Asia. In addition, he was a Director of the Canada China Trade Council and Chairman of the Agriculture Committee. Mr. Richardson has served on a number of public and private boards throughout his career and continues to hold several other directorship positions.



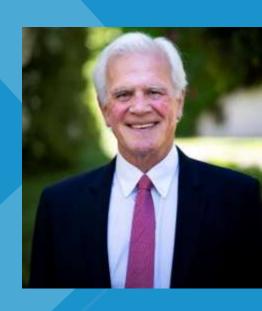


Anne-Marie ButlerTreasurer – Board Director

Anne-Marie Butler is a Chartered Professional Accountant and has held a variety of senior finance positions; currently as the Director of Finance and Operations for Stratford Hall School in Vancouver, B.C. Anne-Marie is well recognized as a business transformation leader and innovator who has leveraged her core competencies of Accounting, Finance and Technology to deliver significant and immediate business value to a number of organizations. Under Anne-Marie's leadership BC Egg became a highly profiled and recognized industry leader. IBM recognized Anne-Marie's dedication presenting her with the IBM Business Analytics Champion Award for multiple years.

David RobertsonM.A.(Hons), P.G.C.E.
Board Director

David Robertson was born and raised in Edinburgh, Scotland. After completing his M.A.(Hons) at the University of Aberdeen and his teaching degree (P.G.C.E.) from Loughborough University, in England, he began his teaching career in 1978. David and his family moved to Vancouver Island in 1986 at Brentwood. In 1993, he moved over to Shawnigan Lake School, working as Deputy Head before accepting the position of Headmaster in 2000. He brought his 25-year stint of leadership at the school to a close at the end of June 2018. Recently, David returned to school leadership and is excited to be the new Head of School at Queen Margaret's School in Duncan, B.C.





Dana Wasserman Psy.D., R. Psych. Board Director

Treasurer - Board Director

Dr. Dana Wasserman is a registered psychologist in Vancouver, BC who currently does work seeing clients for the Vancouver Association for Survivors of Torture. In the past, Dr. Wasserman has had her own private practice, worked with clients who are on disability, worked with the severely and chronically mentally ill, and had her post-doctoral fellowship working in a child mental health clinic. Aside from her clinical work, Dr. Wasserman reached out to the Stigma-Free-Society when she was diagnosed with her own mental illness and felt the stigma that so many of her clients had experienced.

Carol HenriquezBoard Director

Carol Henriquez is the Co-founder of Vancouver's Arts Umbrella, a thriving visual and performing arts centre for children, ages 2 to 19, which operates as a non-profit organization and registered charity. Carol has developed programs in conjunction with other arts organizations and Arts Umbrella itself has become a model for other institutions around North America. Upon graduating with a BA from the University of Manitoba, Carol was employed as a children's social worker and taught art classes in disadvantaged areas of Winnipeg. She received diplomas in Fine Arts at Langara College and Emily Carr Institute of Art & Design. Carol received Canada's highest distinction for lifetime achievement – the Order of Canada – among other numerous accolades and awards that speak to her impact in the community.





Dr. Chris RichardsonBoard Director

Dr. Chris G Richardson is currently an Associate Professor in the School of Population and Public Health at the University of British Columbia. His program of research is focused on examining the relationships between aspects of biopsychosocial development in adolescence and patterns of tobacco, alcohol, marijuana and other drug use. He is a Scientist with the Centre for Health Evaluation and Outcomes Sciences at St. Paul's Hospital and research lead for the Inner City Youth Program. In addition to his academic experience, Dr. Richardson has spent several years as a frontline worker in a variety of group home settings for homeless men and has served a member of the board of directors for From Grief to Action – a non-profit group providing support and advocacy for families dealing with a loved one's addiction.

Craig Jangula Board Director

Craig Jangula has a talent for understanding and helping manage complex public policy issues. He brings more than a decade of experience in government to his work at Jangula & Company. Craig's passion for research, community outreach, and development are combined with expertise in political campaigns and government decision-making. He has spent many years working in the offices of a number of MLAs. Craig's experiences have given him invaluable insight into the inner workings of the provincial government and the best ways to get his clients' stories in front of the right people. Craig is passionate about making a difference in the lives of others and is excited to lend his insight to the Stigma-Free Society.





Anisha Navaratnam Secretary – Board Director

Anisha developed a keen interest in mental health education in her high school years after her friend talked openly about her struggles with depression and bipolar disorder. After going through her own difficulties with mental health, Anisha realized a gap in how these issues were rarely, if ever, discussed in the classroom setting. She began working with education professionals around the Lower Mainland to develop a curriculum on these issues and hopes to see it one day integrated as a part of the official BC curriculum in the near future. Anisha Navaratnam joined the Stigma-Free Society in 2017 and enjoys contributing to the mental health realm with her expertise and passion.

Andrea Paquette

President- Ex-Officio Board Director

Andrea is the President and Ex-Officio
Board Director of the Stigma-Free Society.
Andrea works collaboratively with the
Board of Directors offering her insights on
the operations of the Stigma-Free Society.
Andrea has successfully led the Charity for
12-years and holds extensive experience in
the provincial government in policy,
communications, and research in the areas
of education, mental health, and social
development. Andrea received the 2019
Psychiatric Association of Canada
President's Commendation among many
other accolades recognizing her work in
mental health.





ANDREA PAQUETTE PRESIDENT AND CO-FOUNDER

Andrea Paquette, President, SFS, leads the Charity's team to accomplish the impacting work of the Society and is the original Founder of the then Bipolar Disorder Society of BC in 2010. Andrea is passionate about leading the Society's team through a lens of inclusivity, authentic communication and transparency. She has lived experience with mental illness and lives well with bipolar disorder. Andrea is certified in Mental Health First Aid and ASIST Suicide Prevention. She has also been trained and certified in the Mental Health Commission of Canada's Mental Health First Aid course.



SAMARA LIBERMAN PROGRAMS MANAGER

Samara has a Bachelor's degree in Equity Studies, Masters in Teaching and a Professional Development certificate in Youth Mental Health. She has worked with young people directly for many years in various capacities. She is extremely passionate about mental health and equity issues. Samara is diagnosed with two learning disabilities, as well as generalized anxiety disorder and situational depression. These diagnoses have positively informed the way she interacts with young people and have instilled empathy and compassion in her approaches to working with children.



MADELEINE CLARKSON PROGRAMS AND PARTNERSHIPS MANAGER

Madeleine (Maddie) Clarkson is the Communications and Project Manager for Stigma-Free Society, specifically for the Charity's new and developing programming. She recently graduated with a Bachelor of Arts degree in French with a Concentration for Prospective Teachers. Passionate about working with youth, she plans to pursue a career in the fields of psychology and education, and work within the mental health community to help spread awareness and reduce stigma. Maddie has lived experience with mental illness, having been diagnosed with Bipolar 1 Disorder when she was 14 years old. She shares her experiences and strategies for maintaining her mental well-being through her work with the Stigma-Free Society.



ROBYN THOMAS CONTENT CREATOR, WRITER & EDITOR

Robyn is a recent graduate of the University of Edinburgh's Global Mental Health and Society program, where she completed her MSc research on the transformative potential of psychosis. She is a mental health advocate and award-winning filmmaker and uses compelling storytelling to foster compassion, understanding and humane treatment for those with mental health challenges. She is delighted to return to the Stigma-Free Society as a content creator. Robyn has also worked as a WRAP (Wellness Recovery Action Plan) facilitator with the Mental Health Recovery Partners, has written content for a province-wide peer support curriculum project in BC, and has been invited to share her research at the World Hearing Voices Congress, the Mental Health Technology Transfer Centre Network, and the University of Edinburgh.



BRIANNA KUNDER INTERN - ADLER UNIVERSITY

Brianna is a current doctoral graduate student studying clinical psychology at Adler University. She has an Honours Bachelor degree in Psychology and Thanatology, as well as a Certificate in Grief, Loss, and Bereavement Studies from the University of Western Ontario. Brianna has always held a strong interest in the field of mental health from a young age. This interest has paved the way for her educational training in the field of clinical psychology. Having endured significant personal and familial mental health challenges, Brianna hopes that these experiences, along with her clinical education will be a positive contribution to the Stigma-Free Society. Brianna is excited to bring her knowledge to SFS and is eager to foster an environment where stigma is eradicated and equality prevails.



ALENSIA MA INTERN - ADLER UNIVERSITY

Alensia is currently pursuing her master's degree in Counselling Psychology at Adler University and is a graduate of the University of Nevada, Las Vegas with a BA in Psychology. After struggling with her own personal mental health issues during her undergraduate degree, she began working in the hospitality industry as a hostess eventually ending up in management. Seeing the everyday struggles and addiction that is prevalent in this industry, she has been inspired to return to education and begin a career path to help and educate hospitality workers and young adults. She would like to contribute to a greater awareness and reduced stigma of addiction and help others manage their highly stressful lives with more positive coping mechanisms and community support. She is excited for this opportunity to work with Stigma-Free society, gain experience and continue to open and grow her own perceptions and worldview.

STIGMA-FREE SCHOOL AND COMMUNITY PRESENTERS



JOESH KHUNKHUN



EJ WESTON



SARAH KHAN



TANPREET PARMAR



GIA KHUNKHUN



MIKE SCOTT



NATHAN LIRENMAN



CAM WEBSTER



STERLING RENZONI

2021 HIGHLIGHTS AND GROWTH

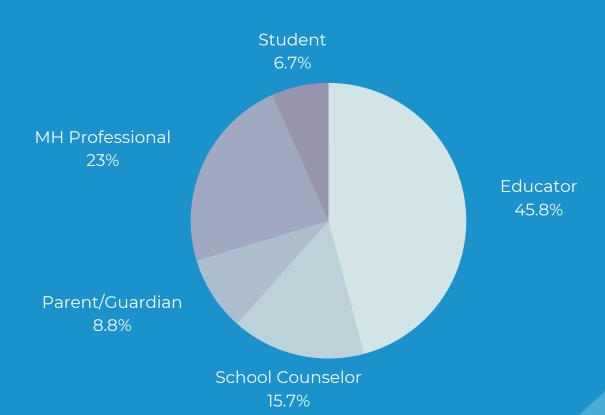
Building from the foundation of 2020, this year has provided the organization with **new opportunities** and **unique areas of growth**. Our team has grown and so has our capacity for innovation and program delivery.

The <u>Student Mental Health Toolkit</u> has shown great uptake throughout 2021, reaching more students, educators, school counselors and parents/guardians/caregivers than ever.

This year, there have been <u>455 requests</u> for access to the toolkit and over <u>15,445 website visitors</u> accessing the public view accessibility.

Additionally, there have been over <u>4,500 downloads</u> of school lesson plans. The success of the toolkit has allowed the Stigma-Free Society to support a vast audience as they learn about mental health and stigma of all kinds.

STUDENT MENTAL HEALTH FULL-ACCESS AUDIENCE2020



The Virtual Stigma-Free Presentations Program continued to grow and gain momentum over 2021, with the Society's new virtual delivery method. The Charity traditionally offered in-person presentations and adapted to COVID-19 restrictions in late 2020 and reached nearly 6,000+ students across British Columbia, Alberta and Ontario in 2021.

The Society gained a new type of national momentum and expansion that aided in further development of partnerships with school districts in both Manitoba and rural communities in northern British Columbia. Expanding into new geographic regions has been a big win for the Society, and we continue to strengthen current partnerships and grow more across Canada.



The Society is proud to have district-level delivery partnerships in B.C., including Vancouver School Board, Surrey School District, and our newest rural partnership in Peace River North School District 60.

We also have a significant presence on Vancouver Island and long-standing relationships with educators in Districts 61 and 62 (Greater Victoria and Saanich). SFS has delivered nearly 80 presentations in 2021 in these regions and additional areas.



Throughout 2021, SFS has had the incredible opportunity to reach more educators and school staff through their facilitation of virtual *Professional Development Day Sessions*. Through these sessions, we have been able to share our Student Mental Health Toolkit in engaging and interactive ways with a variety of stakeholders in school communities and provide them with an opportunity to experience a virtual school presentation. These sessions have been an impactful way for us to promote our programs and meet important members of school communities.

The development of the *Rural Mental Wellness Toolkit* has led to the successful delivery of our *Rural Residents Peer Support*Program in 2021. The first two cohorts trained 23 individuals in peer support, and gave them valuable skills to offer more effective support in their communities. The Society plans to offer three additional cohorts per year and expand its registration uptake. The Toolkit's reach is increasing as website use gains more traction over time.

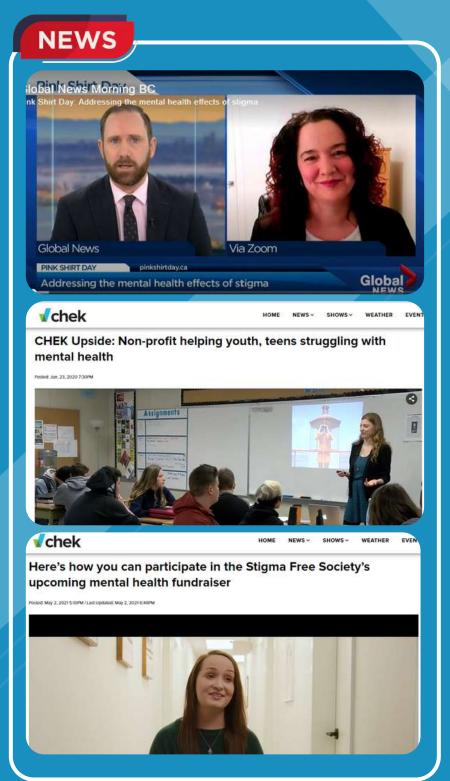
In 2021, the Stigma-Free Society had the exciting opportunity to create a robust Toolkit for the United Way School's Out after-school programs, serving communities in the Lower Mainland of BC. The United Way School's Out Toolkit was designed exclusively for the use of staff in these programs. This toolkit houses information about how staff can support their own mental health, general education on mental health and wellbeing, as well as exciting and engaging Activity Plans that can be implemented in these programs to educate children on mental health. Through this toolkit, SFS has hosted workshops for School's Out staff to deepen their education on subjects surrounding their own mental health and the mental well being of children in their programs. They have also offered presentations for children in the programs to complement their learning about these topics.



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island

MEDIA HIGHLIGHTS

This Stigma-Free Society's media exposure remained impressively high in 2021. The Society was featured on City TV and CHEK TV, continues its collaboration with CFAX 1070, and took part in numerous radio interviews highlighting our work.



STIGMA-FREE SOCIETY FUTURE DEVELOPMENTS

The Society is aiming to expand its reach and increase program impact provincially and nationally in 2022. After two years of enduring isolation, restrictions, and school closures, supporting youth and addressing the mental health impacts of the COVID-19 pandemic continues to be a priority. The Society will be integrating our COVID-19 youth mental wellness content into the Student Mental **Health Toolkit** and promoting these resources to a greater number of school districts in British Columbia, Manitoba and throughout rural communities.





In 2021, The Stigma-Free Society received a generous \$20,000 from the Vancouver International Airport - YVR "20 Days of Giving" grant. This funding will enable us to improve and strengthen the <u>Student Mental Health</u> <u>Toolkit</u> and produce a strategic marketing campaign that will raise awareness of our programs for youth, school staff and parents/guardians within a national context.

Our Rural Mental Wellness Toolkit already has an extensive reach in communities across Canada and the United States, with uniquely tailored resources and support for underserved rural and agricultural communities. We will continue to cultivate partnerships with rural and Indigenous organizations and guest contributors, and work with a marketing company to direct more individuals to our Rural Mental Wellness Toolkit. We will also increase the number of rural participants for our **Peer** Support Facilitator Training Program, with the aim of building community and fostering opportunities for leadership.





Building on the incredible momentum of our program uptake, we will strive to scale our capacity nationally through a national social media and marketing campaign. We have already reached new communities in B.C., Manitoba and beyond, expanding our impact to provinces across Canada. While we continue to educate more communities, we will also strengthen current programs for B.C. students, educators, parents and rural residents.

We are grateful for the incredible support of our Stigma-Free community, which led to such an impactful year in 2021. The Society looks forward to supporting even more individuals on their mental health journeys, while breaking down stigma and barriers to support in communities across Canada and beyond.

The Society's innovative website (stigmafreesociety.com) and social media presence on <u>Facebook</u>, <u>Instagram</u>, <u>LinkedIn</u> and <u>Twitter</u> continues to feature interactive online content. These platforms provide informative conversations from diverse experts and community members with lived experience.



THANK YOU TO OUR DONORS

Our generous and important donors have been an imperative part of our growth this year. Donations have enhanced the Stigma-Free Society's ability to support young people, rural residents, school communities and so many more throughout 2021.

We cannot thank these incredible donors enough for their contribution and we thank our entire Stigma-Free community for its support.

The Stigma-Free Society strongly embraces that no matter what challenges we face,



Financial Statements of

STIGMA-FREE SOCIETY

And Notice to Reader Communication thereon Year ended March 31, 2021 (Unaudited)



KPMG LLP 800-730 View Street Victoria BC V8W 3Y7 Canada Tel 250-480-3500 Fax 250-480-3539

NOTICE TO READER

On the basis of information provided by management, we have compiled the statement of financial position of Stigma-Free Society as at March 31, 2021 and the statement of operations and changes in net assets for the year then ended. We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon. Readers are cautioned that these financial statements may not be appropriate for their purposes.

KPMG LLP

Chartered Professional Accountants

Victoria, Canada

August 24, 2021

Statement of Financial Position

March 31, 2021, with comparative information for 2020 (Unaudited - See Notice to Reader)

	2021		2020
Assets			
Current assets:			
Cash	\$ 148,555	\$	67,366
Accounts receivable	2.5		885
	\$ 148,555	\$	68,251
Liabilities and Net Assets Current liabilities: Accounts payable and accrued liabilities Accrued payroll expenses Deferred revenue	\$ 13,447 5,000 40,000	\$	3,849 - 40,000
Deletted levelide	58,447	-	43,849
Long-term debt	30,000		
	88,447		43,849
Net assets	60,108		24,402
	\$ 148,555	\$	68,251

See accompanying notes to financial statements.

On behalf of the Board:

Andrea Paquette Director Director Directo

Statement of Operations and Changes in Net Assets

Year ended March 31, 2021, with comparative information for 2020 (Unaudited - See Notice to Reader)

	2021	2020
Revenue:		
Donations and grants	\$ 342,578	\$ 293,980
Other government assistance (note 6)	31,202	-
Interest	98	26
Community support	-	6,410
	373,878	300,416
Expenses:		
Program expenses (Schedule 1)	301,238	245,085
Operating expenses (Schedule 2)	36,934	42,803
	338,172	287,888
Excess of revenue over expenses	35,706	12,528
Net assets, beginning of year	24,402	11,874
Net assets, end of year	\$ 60,108	\$ 24,402

See accompanying notes to financial statements.

Notes to Financial Statements

Year ended March 31, 2021 (Unaudited - See Notice to Reader)

1. Purpose of the Society:

Stigma-Free Society (the "Society") aims to increase awareness, understanding and acceptance among the general population including youth in schools, businesses/organizations and the public in geographical areas about stigma with a focus on mental health.

The Society is incorporated under the Society Act of British Columbia and transitioned to the new BC Societies Act on July 23, 2018. As a Canadian Registered Charity, the Society is exempt from income tax and may issue receipts for charitable donations.

2. Basis of presentation:

The recognition, measurement, presentation and disclosure principles in these financial statements may not be in accordance with the requirements of any of the financial reporting frameworks in the CPA Canada Handbook – *Accounting*

3. Significant accounting policy:

Donations-in-kind

The Society records donated materials, services and facilities in those cases where:

- the Society controls the way they are used;
- there is a measurable basis for arriving at fair value; and
- the services are essential services, which would normally be purchased and paid for if not donated.

The Society would not be able to carry out its activities without the services of the many volunteers who donate a considerable number of hours. Because of the difficulty of compiling these hours, contributed services are not recognized in the financial statements.

Notes to Financial Statements (continued)

Year ended March 31, 2021 (Unaudited - See Notice to Reader)

4. Revenue:

Donations and grants revenue is comprised of revenue received from the Province of British Columbia, the British Columbia Gaming Commission, corporations and foundations. Community support revenue includes amounts donated to the Society by individuals, service clubs, school and community organizations and municipal governments.

5. Technology and websites:

The Society has traditionally offered programming in person throughout schools and communities in British Columbia. The Society adapted their programming for mental health education and peer support to virtual delivery via online websites due to the restrictions of the COVID-19 pandemic and it caused an increase in the Society's website development and maintenance costs for the fiscal year 2020-2021 as compared to the previous fiscal year 2019 - 2020.

6. Other government assistance:

During the year, the Society applied for the Canada Emergency Wage Subsidy (CEWS). CEWS is a subsidy that provides government assistance up to 75% of eligible remuneration and is based on the revenue reduction experienced by the Society due to COVID-19. The funds received are not required to be repaid. During the year, the Society received and recognized a total of \$21,202 in relation to this subsidy.

In addition, the Society applied for and received the Canada Emergency Business Account (CEBA) made available under the Federal government COVID-19 response plan. The CEBA is an interest free government loan with a portion being forgiven if certain conditions are met. The loans intention is to help cover operating costs during a period where revenues have been temporarily reduced due to COVID-19. Under this program, the Society received \$40,000. If the Society repays the balance of the loan on or before December 31, 2022, it will result in loan forgiveness of 25 percent. The \$10,000 forgivable portion has been recognized in the statement of operations at March 31, 2021.

Schedule 1 - Program Expenses

Year ended March 31, 2021, with comparative information for 2020 (Unaudited - See Notice to Reader)

	2021	2020
Program delivery	\$ 244,435	\$ 210,268
Promotion and educational materials	13,263	10,001
Technology and websites (note 5)	27,695	6,299
Office supplies	8,160	9,667
Scholarships	4,000	4,000
Program insurance	2,215	2,688
Program room rental	1,470	2,162
	\$ 301,238	\$ 245,085

Schedule 2 - Operating Expenses

Year ended March 31, 2021, with comparative information for 2020 (Unaudited - See Notice to Reader)

	2021	2020
Contract personnel Accounting and legal Business fees and licenses Interest and bank charges	\$ 28,580 6,227 1,723 404	\$ 30,000 10,142 1,517 1,144
	\$ 36,934	\$ 42,803