



Canadian Mental
Health Association
Alberta
Mental health for all



centre for
suicide prevention

The view from here

ANNUAL REPORT 2024-25

Inside this report



PAGE 3 **CMHA in Alberta**

PAGE 4 **A message from our Board Chairs**

PAGE 5 **A message from our CEO**

PAGE 6 **About us**

PAGE 7 **Strategic priorities**



PAGE 10 **Convening the community**

PAGE 11 **Ways to support our work**

PAGE 12 **Collaborators, partners, and donors**

PAGE 13 **Financials**



LAND ACKNOWLEDGMENT

We acknowledge that we operate on the traditional and contemporary lands of Indigenous Peoples in Alberta, including Treaty 6, 7, and 8 territories as well as the five territories of the Métis Nation of Alberta.

CMHA in Alberta

With seven regional offices across the province, we deliver community-based mental health programs tailored to the unique needs of each region.

CMHA ALBERTA NORTHEAST REGION

Head office: Fort McMurray
woodbuffalo.cmha.ca

CMHA ALBERTA NORTHWEST REGION

Head office: Grande Prairie
gpcmha.ca

CMHA EDMONTON REGION

Head office: Edmonton
edmonton.cmha.ca

CMHA ALBERTA EAST CENTRAL REGION

Head office: Camrose
cmhacamrose.ca

CMHA ALBERTA CENTRAL REGION

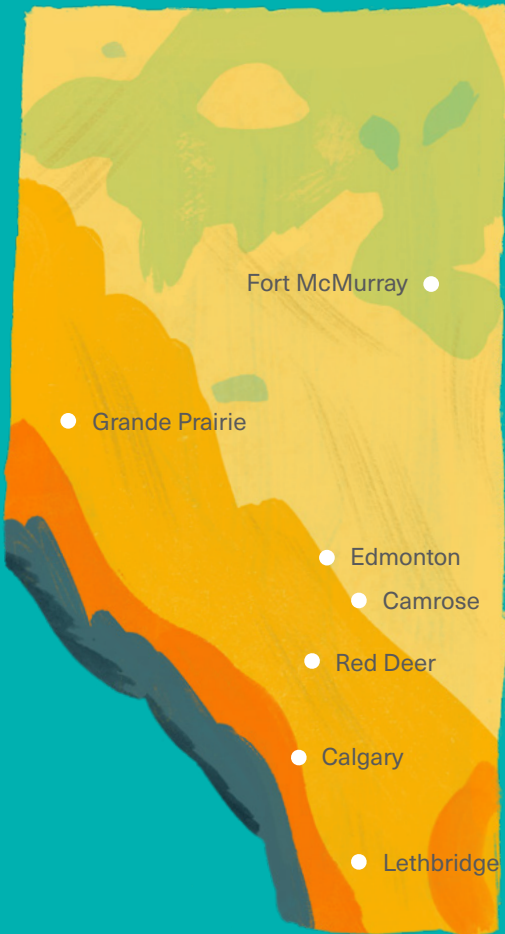
Head office: Red Deer
cmharedder.ca

CMHA CALGARY REGION

Head office: Calgary
cmha.calgary.ab.ca

CMHA ALBERTA SOUTH REGION

Head office: Lethbridge
lethbridge.cmha.ca



A message from Carmelle Hunka and Brent Korte, Board Chairs

When we first began our discussions about what we could become as a combined organization, we only thought we knew the potential.

What we have learned is there was so much more opportunity than each Board of Directors could have imagined. Our view changed as we changed and grew.

Our amalgamation to become Canadian Mental Health Association, Alberta Division and Centre for Suicide Prevention builds upon the strengths of two already important and established organizations. We have been excited by the growth, connection and impact that CMHA AB + CSP is bringing to our communities.

Since September 2024, when we came together, we have seen the leadership of CMHA AB + CSP thrive. The management team and our CEO Mara Grunau have moved mountains to create a culture committed to suicide prevention and mental health. We are proud of the commitment of our staff to their work and the communities they support. Change isn't easy, but from this team, we have seen strength, engagement, resilience, and compassion. On behalf of the Board of Directors, we thank the staff for their incredible spirit and hard work.

Our Board of Directors has come together to provide the leadership, governance, and oversight the new organization needs to be successful. As we move from our transition Board to our new structure, we thank the Board Members who represented their regions with energy and contributed to our collective success. We look forward to our continued collaboration. And we are excited to welcome our new Board Members, whose diverse expertise and insights will be invaluable as we guide CMHA AB + CSP through its next chapter.

While we know there is much more to be done, we are confident CMHA AB + CSP will continue to meet the needs and challenges of our communities with a view of continued enthusiasm.

That's the view from here.



Carmelle Hunka
Board Co-chair



Brent Korte
Board Co-chair



A message from Mara Grunau, CEO

In the early 1900s, Roseto, Pennsylvania was the place to be. Established by Italian immigrants from a town of the same name, this community's members boasted unusual health outcomes.

Despite their poor diet, low levels of exercise, and high rates of smoking, Rosetan Americans were dying not of cardiovascular disease, addiction, or suicide, but of old age. Popularized by Malcolm Gladwell in 2008 and studied initially by Wolf and Bruhn in the 1950s, the Roseto of the mid-twentieth century is an example of the power of a thriving community. A community where people fundamentally took care of each other, had strong social ties, and ongoing social interaction. The "Roseto Effect" is that the "values of the world we inhabit and the people we surround ourselves with have a profound effect on who we are." Community cohesion offers people a sense of hope, belonging, meaning, and purpose in living.^{1,2}

Pre-dating Roseto, Emil Durkheim, sociologist and founder of suicidology, coined the phrase "collective effervescence," suggesting that our survival and wellbeing rests on our social integration and shared purpose with each other. Collective effervescence can come about from being with friends but also exists among people with "weak ties" – such as audience members at a concert or a hockey game, people we see at the train station every morning, our pickleball club members, or our co-workers.³



Preventing suicide and promoting mental health begins here. While there are many things that we can cultivate to improve our individual health outcomes, building connected, resilient communities promotes wellness for us all.

This focus on and amplification of community mental health is the compelling rationale behind the amalgamation of Centre for Suicide Prevention and Canadian Mental Health Association, Alberta Division.

Our new organization, Canadian Mental Health Association, Alberta Division and Centre for Suicide Prevention (CMHA AB + CSP for short!), established September 2024, has our work cut out for us. We lead community mental health in Alberta and suicide prevention in Canada. Together with the CMHA Regions, our funders, and our myriad pan-Canadian suicide prevention associates, we are building connected, resilient communities with a more hopeful future for all.

That's the view from here.



Mara Grunau
CEO

¹ Gulkin, C. (2009). Outliers: Extended families, better health outcomes. Canadian Family Physician, 55(7).

² Swanson, A. (2023). The inspiring epigenetic effect of community on health. Nutrition Genome. <https://nutritiongenome.com/the-epigenetic-effect-of-community/>

³ Rime, B. & Paez, D. (2023). Why we gather: A new look, empirically documented, at Emile Durkheim's theory of collective assemblies and collective effervescence. Association for Psychological Science. <https://doi.org/10.1177/17456916221146388>

About us

Canadian Mental Health Association, Alberta Division and Centre for Suicide Prevention (CMHA AB + CSP) is a leader in community mental health and suicide prevention across the province.

Together with CMHA Regions, we're building connected, resilient communities where people's wellbeing is supported locally – by a friend, a peer, or a support group through their local CMHA.

Board of Directors

Carmelle Hunka, *Co-Chair*

Brent Korte, *Co-Chair*

Vincent Agyapong

Jim Campbell

Shelby MacLeod

Ross Manning

Tim Parker

Meagan Parisian

Michael Power

Nancy Reynolds

Steve Sproule

Andrew Tarbitt

Brent Taylor

Tim Young

OUR Vision

Connected, resilient communities, creating pathways to mental wellbeing for all.

OUR Mission

A coordinated and effective system of community mental health and suicide prevention programs and services.

OUR Values

Promotion and prevention, collaboration, innovation, community, and inclusivity.

Strategic priorities

01

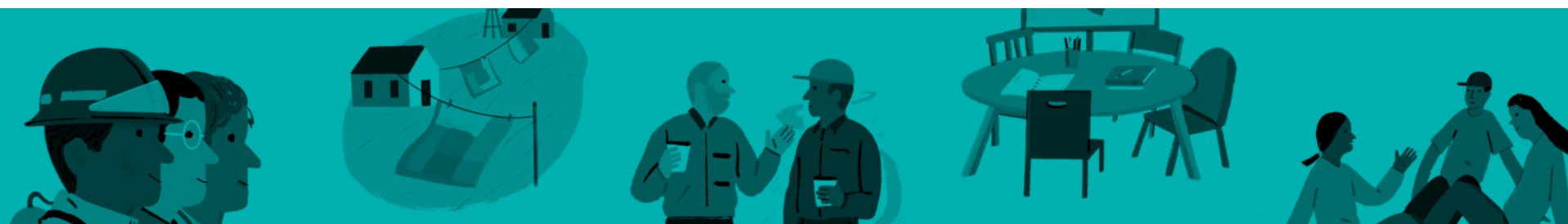
A thriving, integrated organization

02

A backbone organization for CMHA Regions

03

The go-to hub organization for community mental health and suicide prevention



Open up to see the view from here and the impact we're making together.

Workshops

We offer workshops and other learning opportunities focusing on suicide prevention, intervention, and workplace mental health, including Applied Suicide Intervention Skills Training, Certified Psychological Health and Safety Training and the Working Stronger Conference.

771 workshops
15,875 participants
308 Trainers



Suicide prevention workshops

Applied Suicide Intervention Skills Training

238 workshops
5,016 participants

225 Trainers

91% of participants feel more prepared to help

90% of participants feel more skilled to help

88% of participants feel more confident to help

Team Up: Preventing suicide in high performance athletes

83% of participants feel more knowledgeable about how to get help for a teammate

Rural Mental Health Project

\$631,547 of funding was disbursed to **31** rural communities across Alberta in support of local mental health initiatives

“Facilitating Animator training provides a reciprocity of learning, where I am not only sharing my knowledge from being an Animator, I am also able to hear from and learn about other communities.”

– Animator on the Animator Facilitation Team



OSI-CAN

8 active peer groups were facilitated by **14** group facilitators

“It’s helped me realize the importance of truthful conversation and being vulnerable in [the same] spaces that you might have been avoiding.”

– Peer group participant



Recovery College

Operates in the CMHA Regions

90% of participants felt more hopeful about the future

87% of participants felt better able to manage stress

“It’s opened up that door to talk about the things that you don’t think people are going to understand.”

– Recovery College participant



Caregiver Connections

Operates in the CMHA Regions

96% of participants felt more capable of being a caregiver

90% of participants felt better supported socially and emotionally



Buddy Up

1,588 Buddy Up Champions in total

262 individuals and **81** organizations in **15** different industries were added in 2024–25

2,353 participants took Buddy Up Skills Training to learn how to reach out to someone they’re worried about

“[Buddy Up Skills Training] is a good tool to provide everyone with the resources as a starting point for awareness and some direction on how to help someone in need.”

– Buddy Up Skills Training participant

Skills for Safer Living

We’re incubating this critical program that builds skills in young people experiencing suicide ideation along with their parents and caregivers.

Respite House

With a contribution from the Calgary Safety Investment Fund, foundational preparations have been made to launch Respite House in Calgary.



Healthy Campus Alberta

Students and faculty from **31** campuses were engaged in meaningful conversation, connection, and resource-sharing in **13** in-person and virtual events

“This has been a valuable resource for us over the years, sharing knowledge and best practices... advocating for post-secondary campus mental health, and holding space for [post-secondaries] to connect and work with each other.”

– Mental Health and Well-being Strategist, Banff Centre for the Arts & Creativity

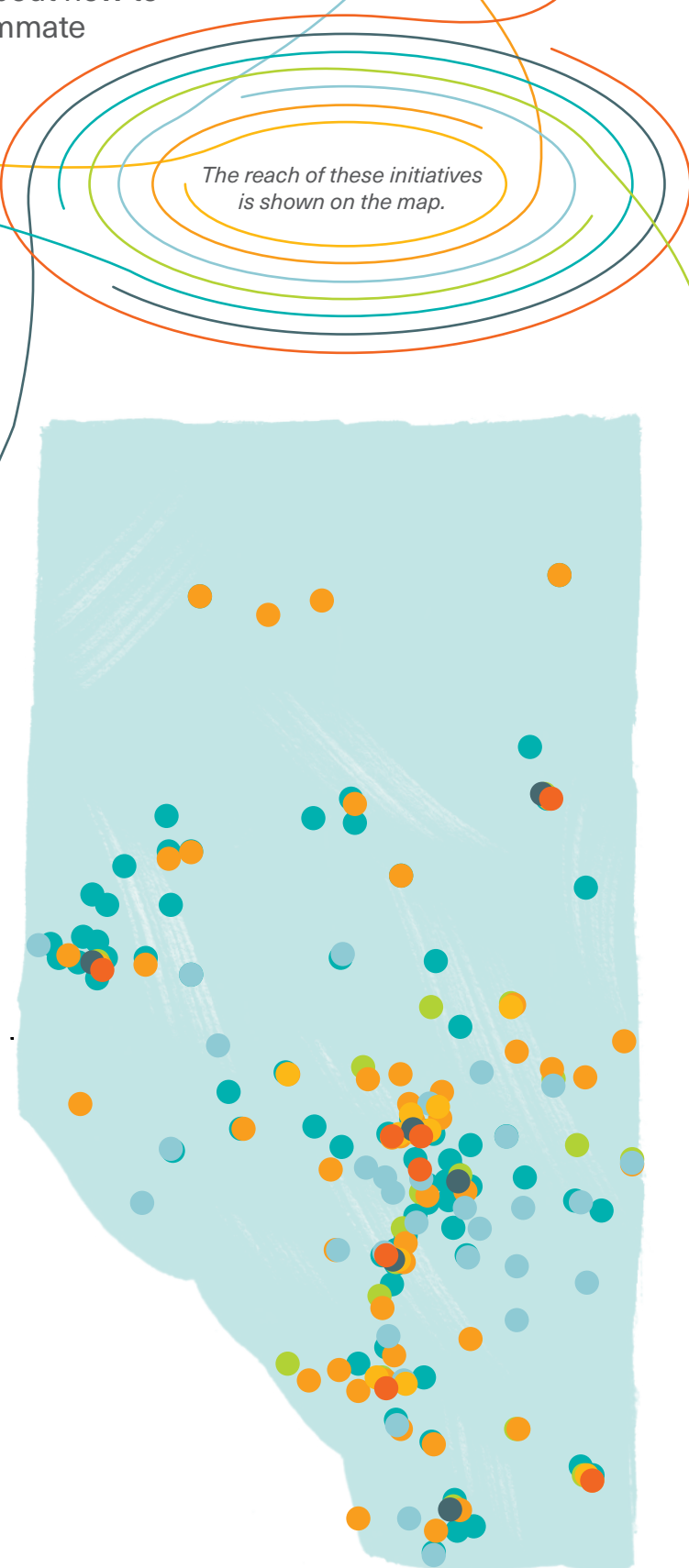


Suicide prevention knowledge translation

4 new publications

2,639 items added to library

142 reference queries



The reach of these initiatives is shown on the map.

Convening the community

We bring people, organizations, and communities together in communities of practice, conferences, and other gatherings.

Working Stronger Conference

This conference equips people with information and strategies to support mentally healthy workplaces.

THE IMPACT

320+ attendees from **40** communities across Alberta



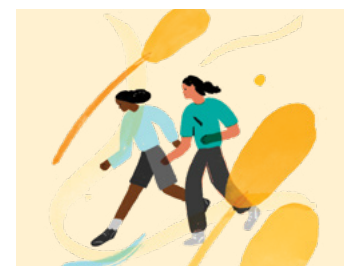
Run for Life

Run for Life is a journey from darkness into light to remember loved ones lost to suicide and raise awareness for suicide prevention.

THE IMPACT

\$215,000 raised
66 teams

Over **1,000** participants



Ways to support our work

There are many ways to make a difference.
Reach out to learn how you can:

01.

Host a fundraiser

02.

Join Run for Life

03.

Donate through Skip the Depot

04.

Secure corporate matching

05.

Participate in Calgary Corporate Challenge

06.

Connect through Will Power

07.

Donate

To donate and learn more, visit alberta.cmha.ca/donate.



Sweet Relief Pastries Cookie Fundraiser



Nutters Everyday Naturals Round Up for Mental Health



Fluor Move for Life Week for Run for Life



9th annual Evan Skowron Memorial Golf Tournament

Collaborators, partners, and donors

Thank you to our valued donors

Thank you to all community and corporate donors who came together to fundraise for mental health and suicide prevention.

Thank you to our partners

We are grateful for the support of all the corporations and foundations who gave to mental health and suicide prevention this year.

DONORS



Hodge Family
Foundation



FUNDERS



Suicide prevention associates

988 Community of Practice

Action Dignity Mental Health Committee

Alberta Health Services School Based Suicide Ideation Steering Committee

City of Calgary's Mental Health and Addiction Strategy Community of Practice

Converge Mental Health Coalition

Edmonton's Community Mental Health Action Plan including suicide prevention

Global Leadership Exchange Program Advisory Committee

Medicine Hat Suicide Prevention Steering Committee

Prairie Trans Health Network

Research Advisory Group for the study *Suicide and the COVID-19 pandemic: Understanding Canadian stories*

Stony Plain Roots of Hope

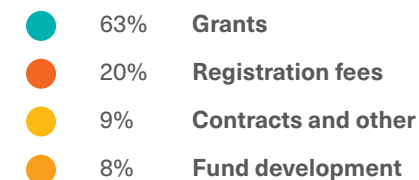
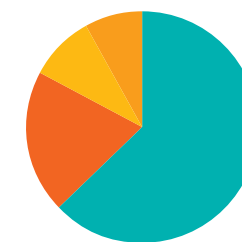
University of Calgary Suicide Prevention Framework Advisory Group

University of Lethbridge Advisory Committee for Youth Mental Health

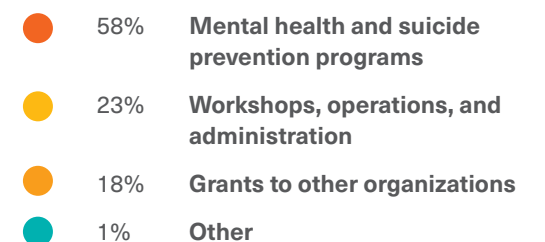
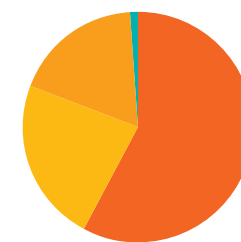
This is not an exhaustive list.

Finances

Revenue: \$8,523,543



Expenses: \$8,411,421





**Canadian Mental
Health Association**
Alberta
Mental health for all



**centre for
suicide prevention**

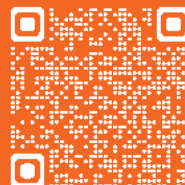
Canadian Mental Health Association, Alberta Division and Centre for Suicide Prevention is a leader in community mental health and suicide prevention.

Together with CMHA Regions, we're building
connected, resilient communities where people's
wellbeing is supported locally – by a friend, a peer,
or a support group through their local CMHA.

Suite 990, 105 12 Avenue SE
Calgary, Alberta T2G 1A1

Suite 370, 11150 Jasper Avenue
Edmonton, Alberta T5K 0C7

403 245 3900
alberta@cmha.ab.ca



ALBERTA.CMHA.CA