

# Schizophrenia Society of Canada Annual Report 11.12



A REASON TO HOPE. THE MEANS TO COPE.  
SCHIZOPHRENIA SOCIETY OF CANADA  
SOCIÉTÉ CANADIENNE DE LA SCHIZOPHRÉNIE  
UNE SOURCE D'ESPOIR, DE SOUTIEN ET D'ENTRAÏDE.

Our mission and goals are at the heart of everything we do. Through our programs and activities, we strive to: reduce stigma through education and awareness; support individuals and families; advocate for improved services and treatments; and support research.

## Message from the President

It has been a progressive year for the Schizophrenia Society of Canada (SSC). We've continued with offering our existing services and programs through our virtual office and through our website.

Our mission and goals are at the heart of everything we do. Through our programs and activities, we strive to: reduce stigma through education and awareness; support individuals and families; advocate for improved services and treatments; and support research.

As we highlight our accomplishments, we wish to thank our Board of Directors and other volunteers, provincial society partners, members, donors, corporate sponsors, staff and partner organisations for their important contributions to our success.

### IN 2011 2012, the SSC:

- Pursued advocacy opportunities, including a federal advocacy campaign and presentations to federal groups and organisations. In partnership with CAMIMH (Canadian Alliance on Mental Illness and Mental Health) and its members, we predominantly advocated the creation of Canada's first own mental health strategy released by the Canadian Mental Health Commission this past year.
- Continued to build our fund development efforts through sponsorship, major gifts and direct mail. (We send out two appeal letters each year.)
- Enhanced family education and support through updating and printing of the fourth edition of Rays of Hope and continued promotion and delivery of the Strengthening Families Together program.
- Partnered with the Schizophrenia Society of Saskatchewan to host a highly successful National Conference in Regina.
- Hosted the Provincial Schizophrenia Society Executive Directors Network to pursue further opportunities for collaboration and partnership.
- Expanded and redesigned the SSC web site ([www.schizophrenia.ca](http://www.schizophrenia.ca)) in our ongoing effort to meet the information needs of consumers, family members and the general public.

These are just a few highlights from 2011-2012. Additional information is listed through this report.

We encourage you to join us for a new year of challenges, goals and accomplishments. Working together, we can continue to make a difference for people affected by schizophrenia. Our key message: Schizophrenia is treatable and recovery of a quality of life is possible, but it takes the support of a caring community.

We would also like to take this opportunity to recognise and thank Chris Summerville for his outstanding leadership as Chief Executive Officer of the SSC. Chris has strengthened our position as a leader in the mental health and mental illness sector, especially through his role as a board member of the Mental Health Commission of Canada, serving on the following Commission groups and committees: Hallway Group, Family Guidelines Advisory Group, Peer Support Advisory Group, Consumer Advisory Group, Executive Committee, Human Resource Committee, and Governance Committee.

**Florence Budden**  
President



For more information on our programs and initiatives, please call (toll-free in Canada): 1.800.263.5545 Or visit our web site at [www.schizophrenia.ca](http://www.schizophrenia.ca)

## About Us

### Who is SSC?

The Schizophrenia Society of Canada (SSC) is a national registered charity with a mission to improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy and research. Founded in 1979, we are proud to celebrate more than 33 years of hope, change and innovation.

We work with 10 provincial societies and their branches and regions to help individuals with schizophrenia and their families have a better quality of life while we support the search for a cure. We are committed to:

- Raising awareness and educating the public to help reduce stigma and discrimination,
- Supporting families and individuals,
- Advocating for legislative change and improved treatment and services, and
- Supporting research through the SSC Foundation and other independent efforts.

### What is Schizophrenia?

Schizophrenia is a serious but treatable brain disorder. Although the exact cause is still unknown, a biochemical imbalance is believed to contribute to the cause of the illness.

The illness is characterized by delusions, hallucinations, disturbances in thinking and withdrawal from social activity.

Schizophrenia can impact anyone. It usually develops into a full-blown illness in late adolescence or early adulthood and affects an estimated 1 in 100 Canadians and their families.

Schizophrenia is one of the most widely misunderstood and feared illnesses in society. The lingering stigma associated with this illness often results in discrimination and, consequently, a reluctance to seek appropriate help.

Schizophrenia is treatable and recovery possible. But, it takes a supportive, caring community.

### What Do We Believe?

SSC's philosophy is based on the following core values:

- Persons with schizophrenia and their families are not to blame for this biological brain disorder,
- The basis of effective treatment is early detection and intervention including access to the most effective medications and efficient multidisciplinary and integrated recovery-oriented community support systems,
- Individuals and families that live with schizophrenia and other mental illnesses should be included in determining their treatment and care process, and
- Persons who live with schizophrenia and other mental illnesses should be treated with respect, understanding and compassion; stigma is one of the greatest barriers to getting help and accessing treatment.

## Treasurer's Report

Enclosed are the Schizophrenia Society of Canada's Statement of Revenues, Expenditures and Accumulated Surplus for the year ending March 31, 2012.

The Society experienced a small decrease in total revenues compared to the previous fiscal year; however, we did see positive trends in revenue generation, including an overall increase in donations. This is a notable accomplishment in spite of the fundraising and organisational challenges experienced during the last several years.

The board continues to look for ways to diversify and expand our base of individual, corporate, foundation and government funders. We are doing this by offering them the opportunity to support an array of innovative programs and initiatives that effectively enhance our ability to make a difference in the lives of those living with schizophrenia and related mental illnesses. At the same time, we maintain sound control over administrative and fundraising expenses and cash flow to ensure financial stability during this period of continued growth.

I wish to thank the Society for this rewarding experience, and I look forward to other opportunities to work with the board of directors.

**Phil Rogers**  
Treasurer

## Non-Consolidated Statement of Financial Position

March 31	2012	2011
<b>Assets</b>		
<b>Current Assets</b>		
Cash and bank	\$ 426,370	\$ 74,691
Accounts receivable	16,695	128,750
Due from related party	57,174	38,558
Prepaid expenses	4,304	3,553
	<b>504,543</b>	245,552
<b>Investments</b>	<b>24,605</b>	20,658
<b>Capital assets</b>	<b>5,764</b>	7,011
	<b>\$ 534,912</b>	\$ 273,221
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	\$ 22,574	\$ 67,209
<b>Deferred contributions</b>	<b>4,745</b>	4,745
	<b>27,319</b>	71,954
<b>Net Assets</b>		
Unrestricted	<b>507,593</b>	201,267
	<b>\$ 534,912</b>	\$ 273,221



The Schizophrenia Society of Canada (SSC) Fund Development Program supports the programs and initiatives that we offer individuals, family members and the general public.



## Fund Development

The Schizophrenia Society of Canada (SSC) Fund Development Program supports the programs and initiatives that we offer individuals, family members and the general public. The growth of our fundraising efforts and in turn, our education and support programs, can be attributed to the generosity of our donors and sponsors.

We extend a special thank you to the following sponsors for their commitment to SSC's educational programs and projects:

- Health Canada – Cannabis and Psychosis Project
- Pfizer – Re-editing and printing of Rays of Hope
- Anonymous Donors – Redevelopment of the SSC website

## 2011 National Conference

The Schizophrenia Society of Saskatchewan and the SSC hosted the 2011 National Conference in Regina which attracted more than 200 participants. We extend our special thanks to the generous sponsors who contributed towards the success of the conference.

## Education, Support and Awareness

Education, information and support are vital to the recovery process of individuals and families living with a mental illness. Through its Education, Support and Awareness initiatives, the Schizophrenia Society of Canada (SSC) provides people with the knowledge and tools to help them cope with mental illness and enhance their quality of life.

The SSC also continued our work to reduce the stigma associated with mental illness – often the most disabling component of the disease – among individuals and families living with mental illness, and the general public.

Members, volunteers and the general public received the latest news related to schizophrenia through our web site, which was redesigned in 2012. Our web site featured expanded content and resource listings, and continued to be a primary source of news and information for members and the general public.

Learning about Schizophrenia: Rays of Hope continued to be a 'must-have' resource for individuals living with schizophrenia and for their family members. 10,000 copies of the book were distributed to the ten provincial schizophrenia societies and hundreds of electronic copies were downloaded from the SSC web site.

**Education, information and support are vital to the recovery process of individuals and families living with a mental illness.**

We hope to generate ideas and suggestions for future research and program initiatives that will help us better understand how to support youth who live with psychosis.

Advocating for a better Canadian mental health system is an important part of the SSC's work.



## Cannabis and Psychosis: Exploring the Link

### SSC's Innovative Participant Action Research Project

This three-year SSC project, funded by the Drug Strategy Community Initiatives Fund of Health Canada, provided an opportunity to design a meaningful prevention effort to effectively reach youth at risk of developing psychosis by increasing our understanding of young people's lived experience of cannabis use. Youth researchers, recruited through participating early intervention in psychosis clinics, and trained in qualitative research methods, gathered information through focus groups and interviews with their peers. The research investigated: ① reasons for drug use and ② factors which protect against drug use among young people experiencing or at risk of psychosis, ③ what participants would like to share with other youth about their experiences.

This research yielded important information which has formed the basis for an innovative of a cannabis-use prevention strategy for this population. While the products of the research are very important, the process of participating in the project has also been empowering for the youth researchers – providing them with skills and opportunities they will be able to use and share as they move forward with their lives and their recovery.

Health Canada invited SSC to apply for additional funds to allow for a more extensive knowledge exchange and dissemination phase for the project. We were fortunate to receive support to continue the innovative work engaging youth with psychosis and a wide variety of stakeholders, and are planning a knowledge exchange workshop in Ottawa on October 17-18, 2012. We are inviting youth, researchers, health care providers, students, parents, educators and policy makers to share their ideas about how to share the results and the products we've created across Canada. We hope to generate ideas and suggestions for future research and program initiatives that will help us better understand how to support youth who live with psychosis.

For more information about the project, and the upcoming workshop, please visit [www.cannabisandpsychosis.ca](http://www.cannabisandpsychosis.ca)

The Cannabis and Psychosis project was selected to receive The Mental Health Commission of Canada's Research Award. The award was announced Oct 16th, 2012, at a ceremony in Ottawa, Ontario. (MHCC) 5th Anniversary National Mental Health Awards were created to recognize initiatives across Canada that are contributing to improving mental health.

The research category recognizes projects that have developed innovative approaches to research and that provide practical guidance for those who work in the mental health field and people with lived experience.

For more information, please visit [www.mentalhealthcommission.ca](http://www.mentalhealthcommission.ca)

## Advocacy

Advocating for a better Canadian mental health system is an important part of the SSC's work. In 2011-2012, the SSC continued to provide leadership on mental health issues at the federal level through a variety of advocacy initiatives. Our efforts, both independent and collaborative, were aimed at improving treatment and services through the legislative and policy changes.

The SSC brought a mental illness perspective to several discussions. Through participation in consultation processes, including those for the Common Drug Review, the SSC was able to voice the concerns and needs of individuals and families living with schizophrenia.

The SSC also continued to develop its formal advocacy plan, enlisting the participation of provincial schizophrenia societies to help establish advocacy priorities and creating a multi-year advocacy plan. The top priorities identified were: access to early identification and intervention, access to psychiatric services, access to psychological support services, access to safe, affordable housing of choice, availability of respite pay for family members, increase in housing supplements, access to family and peer support workers, access to hospital beds, community supports and services, decriminalization of mental illness, development of pre-charge diversion programs, access to community crisis response programs, and access to mental health services in correction settings.

Provincial and national leaders identified the following as part of the role of the SSC as a national body: educating stakeholders on the needs of families, advocacy at the federal/national level, shaping public policy, undertaking national fundraising in partnership with the provinces, public education on schizophrenia, developing support/ educational programs for use by the provinces, promoting the elements of recovery and elements of quality of life, and supporting research.

A proud founding member of the Canadian Alliance on Mental Illness and Mental Health (CAMIMH), the SSC was pleased to participate in CAMIMH's efforts and initiatives, including Mental Illness Awareness Week. CAMIMH partners – a balance of family, consumer and professional groups – provide a strong, effective and unified voice to address mental illness and mental health issues at the federal level. Issues addressed with SSC support were:

- Response to Bill C-10, "The Safe Streets and Communities Act"
- Response to CETA and Intellectual Property Rights
- Support of Bill C-300, "An Act Respecting a Federal Framework for Suicide Prevention"
- Support of Mood Disorder Society of Canada's (MDSC) report to government, Out of Sight, Not out of Mind dealing with Post-Traumatic Stress Disorder (PTSD)
- Mental Illness resulting in police intervention being flagged in CPIC (police/public risk files)
- Support for enhanced access to mental health services in correctional settings
- Advocate for the implementation of the recommendations contained within the six interconnected Strategic Directions of the MHCC's Mental Health Strategy

**Research to find the cause and cure for schizophrenia is absolutely vital. Recovery research is also imperative.**

## Schizophrenia Society of Canada Foundation

Research to find the cause and cure for schizophrenia is absolutely vital. Recovery research is also imperative. We are committed to fostering and supporting research through the Schizophrenia Society of Canada (SSC) Foundation.

The Foundation was established in 1994 when the late Dr. Michael Smith made a generous donation of half of his Nobel Prize Laureate monies. The donation helped form an endowment fund to which others could contribute and support research. We are forever grateful for Dr. Smith's generosity. His legacy is an inspiration to others to invest in research initiatives.

Since the Foundation's establishment in 1994, we have funded fellows and were pleased to continue funding support for two additional projects in partnership with the Canadian Institutes for Health Research in 2011-2012:

- 1 A one year "top up prize" to Catherine Briand for "Implementation and integration issues of rehabilitation best practices in Quebec for people with serious mental illnesses."
- 2 Three year doctoral support for Tina Montreuil for "A longitudinal study of neurocognitive and neuroimaging markers of remission in first-episode psychosis."

Research continues to be a key priority for the SSC and our program will be increasingly promoted and developed over the coming years. We look forward to fostering our existing research partnerships and establishing new opportunities to advance research into causes, functioning and cure for schizophrenia.

## Industry Canada and SSC by-laws

The Canada Not-For-Profit Corporations Act ("CNPCA") was proclaimed in force on October 17, 2011. The Act modernizes how nearly 19,000 federally incorporated not-for-profit organizations are governed and the procedures for how they carry out their work. To comply with the requirements of the Act, the SSC is required to, among other things, enact new by-laws. The SSC's By-Law Review Committee is continuing its work to review the organization's letters patent and draft new by-laws. Although SSC has until October, 2014 to have new by-laws in place, it is working toward presenting a new by-law to the membership for its endorsement at the 2013 Annual General Meeting. Upon completion, these documents will be filed with Industry Canada. SSC appreciates the cooperation it is receiving from the provincial societies as it works to confirm its list of members. If you are unsure whether you are a member of the SSC or wish to join, please contact our office in Winnipeg.

**We are committed to fostering and supporting research through the Schizophrenia Society of Canada (SSC) Foundation.**



## Strategic Directions for the Future

### Looking Ahead

While the traditional focus of an Annual Report is on goals achieved over the past year, it also provides opportunities to look ahead at all we hope to accomplish in the coming years. In our continuing effort to serve people affected by schizophrenia, we must always look ahead at how we can better meet the needs of our stakeholders and improve their quality of life.

The Schizophrenia Society of Canada (SSC) has established a strategic plan to guide our programs, services, activities and organizational operations over the next several years. With our mission – to improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy and research – as our guiding principle, the SSC has established the following strategic priorities for 2012-2013:

- Work towards finding the cure for schizophrenia, aiding recovery and improving the quality of life for people with schizophrenia and their loved ones.
- Enhance overall organizational effectiveness and efficiencies in raising revenues and deploying resources.
- Cultivate, with our provincial, national and international partners, an organisational culture of trust, mutual respect, cooperation and accountability.
- Measure our performance, as judged by those whom we serve: individuals, family members and all Canadians living with schizophrenia; all provincial societies; donors; medical and allied professionals; and the Canadian public.

With these priorities in place, the SSC has identified strategic objectives in five key areas. Over the coming years, our efforts will focus on:

**Advocacy and Government Relations** We will continue to act as the national voice of Canadians living with schizophrenia by identifying, prioritizing and addressing relevant public policy issues and collaborating with government and other agencies.

**Revenue Generation** We will enhance our ability to increase revenue in order to improve and expand our programs, services and activities for the benefit of individuals and families living with schizophrenia.

**Family and Consumer Support** In partnership with the provincial Schizophrenia Societies, we will work towards providing consistency in programs and education to benefit people who live with schizophrenia across Canada.

**Public Education, Awareness, Communications and Marketing** In partnership with provincial Schizophrenia Societies, we will create an integrated communications strategy that will result in widespread public awareness of schizophrenia and the various functions of SSC.

**Research** Through the SSC Foundation, and in collaboration with the provincial Schizophrenia Societies, we will develop a greater profile for our national research program.

With these priorities and objectives in place, the SSC is eager to move forward on exciting, innovative and meaningful initiatives that will help us achieve our goals.

**We sincerely hope you – our volunteers, members, provincial partners, donors, sponsors and stakeholders – will join us in these efforts. Together, we can make a real and positive difference for every Canadian affected by schizophrenia and related mental disorders.**



15 and 25

Schizophrenia typically begins between the ages of 15 and 25

10 280,000

Over 280,000 people in Canada have schizophrenia

If a parent has schizophrenia, the chance for a child to have the disorder is 10 to 15 percent

Drug or alcohol abuse raises the risk of violence in people with schizophrenia

The earlier that schizophrenia is diagnosed and treated the better the outcome of the person and the better the recovery

rewarding  
Many people with schizophrenia can lead rewarding and meaningful lives in their communities

1 in 100 people will have some type of schizophrenia

Schizophrenia occurs in all societies regardless of class, colour, religion and culture

Schizophrenia is treatable and recovery possible!

#### 2011-2012 Executive Committee

**Florence Budden**, President  
**Jim Adamson**, Past President  
**Phil Rogers**, Treasurer  
**Paul King-Fisher**, Director at Large  
**Chris Summerville**, Ex-Officer

#### 2011-2012 Board of Directors

**Jeffery Costain**  
**Celine Dupuis**  
**Fred Dawe**  
**Julia Gajewski-Noel**  
**Tammy Lambert**  
**Ev McCormack**  
**Renea Mohammed**  
**David Newman**  
**Darren Peters**  
**Phillip Tibbo**

#### Staff

**Chris Summerville**, Chief Executive Officer  
**Catherine Willinsky**, Project Manager  
**Viola Healey**, Administrative Assistant

#### Provincial Schizophrenia Societies

The Schizophrenia Society of Canada (SSC) is pleased to work in partnership with 10 provincial schizophrenia societies. We work together to increase awareness and understanding; support families and individuals; encourage legislation that benefits individuals and families; and promote research.

We continue to lead the way, establishing programmes and initiatives to benefit individuals living with schizophrenia and their family members across Canada. We sincerely appreciate the support of the following provincial schizophrenia societies and look forward to continued collaboration:

**British Columbia Schizophrenia Society**  
**Manitoba Schizophrenia Society**  
**Schizophrenia Society of Alberta**  
**Schizophrenia Society of New Brunswick**  
**Schizophrenia Society of Newfoundland and Labrador**  
**Schizophrenia Society of Nova Scotia**  
**Schizophrenia Society of Ontario**  
**Schizophrenia Society of Prince Edward Island**  
**Schizophrenia Society of Quebec**  
**Schizophrenia Society of Saskatchewan**



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