

## Message from the Chair

"This past year has been one of tremendous transition for our Council. We bid a fond farewell to Tana Nash and welcomed Elisa Brewer-Singh as our new Executive Director. Our Board of Directors continued to evolve and grow with an unwavering commitment to advocating for suicide prevention in Waterloo Region and beyond. I am honoured to be a part of this amazing group of staff and volunteers.



This past year we fostered new relationships with some incredible fundraising groups including Westmount Golf and Country Club and the Legacy Group. Their support has allowed us to continue the important work we are doing in our key priority areas of research, hospital care, and providing resources for stress and resilience.

As I look to the coming year we are in a good place and remain well situated to continue to grow and develop as a leader in suicide prevention. With our dedicated staff and team of incredible volunteers I am confident that we will achieve our goals and bring our priority projects to fruition in 2019.

It is hard work but tremendously rewarding to see the impact our work has on individuals touched by suicide. Whether it be at a large scale event or simply connecting with a single person, each conversation matters. The cumulative voice of our community speaks volumes and your ongoing support is essential.

On behalf of the Board of Directors, I would like to thank the community of Waterloo Region for their support and assistance with our suicide prevention initiatives. We look forward to new partnerships and inviting new friends to our suicide prevention family."

*Mark Beadle*

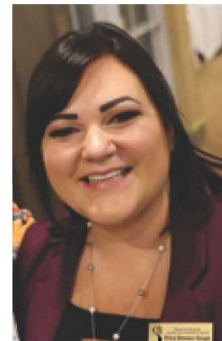
## Message from the Executive Director

This past year has been a year highlighted by relationships both new and familiar and continued work in hope, help and healing. We have worked hard on our three key priorities and are thankful for the many partnerships that were enhanced as a result of the community coming together for suicide prevention including the Region of Waterloo Public Health and Grand River Hospital.

2017/2018 was not without its share of transitions as well, as we said goodbye to former Executive Director Tana Nash, and welcomed new Program Coordinator Amanda Demmer. We are thankful for the incredible impact and contributions that Tana has made both within our community and throughout the suicide prevention community.

I would like to extend a heartfelt thank you to my small but dedicated staff, our wonderful Board of Directors, volunteers, third party fundraisers and the community for your continued support and commitment. I am continuously humbled by, and grateful for, our WRSPC community; together we are making a difference.

*Elisa Brewer-Singh*



### Executive

Mark Beadle – Chair, Business Community  
Kim Hewitt – Past Chair, Young Adult Mental Health  
Bev Voisin – Secretary, Faith Based Organizations  
Bianca Prince – Treasurer, Youth Mental Health

### Directors

Barb Ward – Children and Youth in Education  
Colleen Pacey – Bereaved Persons  
Debbie Callahan – Hospital Service Providers  
Debbie Emery – Access  
Laura McShane – Rural Communities  
Linda Flemming – Older Adults and Individuals with Disabilities  
Melissa Strachan – Ethno Cultural Community and Community Mental Health  
Rob Martin – Older Males and Community Mental Health  
Rondi McFarlane – Lived Experience  
Ryan Schubert – First Responders  
Sandra Ayerst – Youth in Catholic Education  
Sarina Wheeler – Post-Secondary Schools

### Executive Director

Outgoing – Tana Nash  
Incoming – Elisa Brewer-Singh

### Program Coordinator

Outgoing – Elisa Brewer-Singh  
Incoming – Amanda Demmer

### Administrative Project Coordinator

Jenna Peacock



## By The Numbers

### Education

25 presentations delivered to  
**3245** individuals

95 individuals from across Ontario attended joint OASP/WRSPC Youth Suicide Prevention Conference

31 different educational resources delivered to

102 organizations

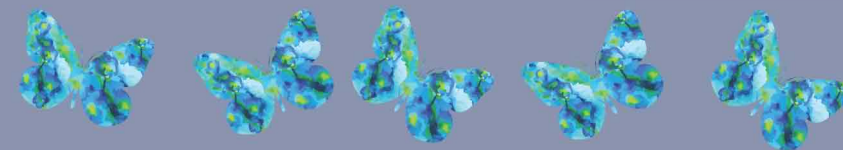
totaling  
**21,700**

### Training

941 Total number of learning hours in suicide prevention awareness and intervention training funded by WRSPC (for 127 individuals)

648 total number of hours delivered in suicide awareness and intervention bereavement to 45 individuals

15 additional Applied Suicide Intervention Skills Training (ASIST) trainers for both community and workplaces now training in our community



### Engagement

Facebook  
**1247** followers  
17% increase

Twitter  
**12.4%** increase  
New Instagram account

Website - visits to website

**20,481**

by **7,749** users

Total page views  
**17,036**

In kind Donations  
**\$68,340**

2187 volunteer hours

580 My Life Matters t-shirts sold / donated



Messages of hope, help and healing from the community written on butterflies as part of World Suicide Prevention Day in Victoria Park, September 2017.

## Mission Statement

Believing that every person has the right to be supported in living a healthy, positive life, our mission is to reduce suicidal behaviour and its impact on individuals, family and communities.

## ANNUAL REPORT 2018

April 1, 2017 – March 31, 2018



Waterloo Region  
Suicide Prevention Council  
www.WRSPC.ca

# Highlights and Accomplishments

April 2017 -  
March 2018

## Pillar One Community Awareness



- A number of third party fundraisers were once again hosted by volunteers throughout the region increasing the awareness of suicide prevention and continuing the dialogue of hope, help and healing.
- WRSPC attended or hosted 29 different events throughout the year focused on increasing capacity and understanding.
- Over 17 media appearances including Rogers TV, 570 News, CBC Radio, CTV Kitchener, The Record and Woolwich Observer focusing on resources that are available, events taking place within the community, and increasing visibility and awareness around suicide prevention.

- Distributed 11 light therapy lamps to Cambridge Memorial Hospital, Conestoga College and 5 libraries within Cambridge and Ayr.

## Pillar Two Partnership and Capacity Building

- Delivered 25 presentations to 3,245 individuals from various organizations and businesses in the community including Melloul-Blamey Construction Inc., and Quarry Integrated Communications.



- Integral part of Community Panel for the University of Waterloo President's Advisory Committee on Student Mental Health.

- Partnered with Grand River Hospital to host simultaneous butterfly releases on World Suicide Prevention Day for staff and patients at both the King Street and Freeport locations.

- Distributed 15,000 suicide prevention ribbons across Waterloo Region including to all MP, MPP and Mayor's offices.

## Pillar Three Training and Education

- Hosted a half day professional workshop in partnership with the Ontario Association for Suicide Prevention on Youth Suicide Prevention. Over 95 individuals from across Ontario attended the conference. One attendee shared following the conference that they "remembered why I chose this career" and another shared they were "inspired, challenged, hopeful and motivated to continue the work" in their community.



- WRSPC provided safeTALK training to 77 individuals, ASIST training to 42 individuals including 8 peers on Waterloo Fire Rescue and Suicide 2 Hope training to 12 individuals.

- Presented at the Canadian Association for Suicide Prevention Conference on *My Life Matters: Suicide Prevention Using Arts-based Activities*.

- Developed a new resource titled "Feelings wheel" to increase emotional literacy and encourage dialogue about feelings. Distributed 950 wheels in first 5 months.

## Pillar Four Research and Evaluation

Priority 1- Stress and Resilience Strategies. WRSPC hired a researcher to determine best practices and current resource materials available to ensure website is up-to-date and meeting the needs of individuals within our community.

Priority 2- Research. Through a continued partnership with the Region of Waterloo Public Health, the epidemiologist worked with local agencies to examine current data in hopes of differentiating between who is dying by suicide and who is attempting suicide within our region.

Priority 3- Hospital Care Resource. Working with key member Grand River Hospital, WRSPC hired a researcher to conduct an evidence-based understanding of what people and their support circle need in keeping safe from suicide following presentation of suicidal thoughts at the hospital emergency room.

In the "Why?... Support after Suicide Loss" groups, 100% of participants agreed/strongly agreed that the group has equipped them to "share their grief with friends and family", 87% of participants agreed/strongly agreed they are "comfortable accessing supports within the community" and 91% of participants agreed/strongly agreed that they have "an increased level of hope" following the group. There were also many comments shared such as this one that reinforced the value of the group: "This was an amazing group. I was nervous about being in a group but this format allowed for more growth, learning and experience- the sharing and support this group gave me has changed me forever in a positive way."

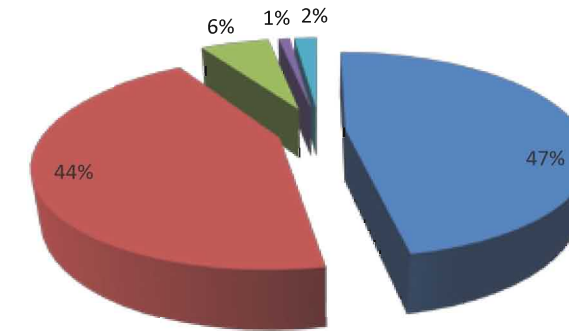
## Our Supporters

Without these supporters there would not be an active Waterloo Region Suicide Prevention Council



911 First Responders Baseball Tournament, Raymond James Canada Foundation, Raymond James Ltd, Steele Wealth Management, Henry Walsler Funeral Home, Ian Prong... Breaking the Silence Blue Jays Event. Plus the numerous corporate and private sponsors.

## Expenses



- Purchased Services
- Program Costs
- Professional Services
- Office Expenses
- Grants to Community Partner

"Attending the World Suicide Prevention Day events put on annually by the WRSPC was such a valuable experience. I felt a great sense of community and solidarity being at this event around others like me who have struggled or are struggling with suicidality, as well as those who were remembering a loved one lost to suicide, and those who are advocates for or allies in suicide prevention. It was a day of feeling accepted, validated, and hopeful, and knowing I was not alone."  
*A Kitchener resident*

"Over the last 20 years the Waterloo Region Suicide Prevention Council's strength-based strategies have created a more resilient & hopeful community."  
*MPP Catherine Fife*



"Volunteering for the WRSPC has impacted me in so many positive ways over the years. Knowing that I'm volunteering with well-educated and caring staff and volunteers and helping to bring hope and support to all that reach out for help keeps me healthy, happy and positive in all situations. I know we're saving lives every day."  
*Bernie Vandonk*

"The ASIST training provided to our Peer Support Team, which was generously funded by WRSPC, has quickly become a vital element of our program. We are now much better equipped to care for our peers and have a deeper appreciation for the struggle of those at risk of suicide. The training has had a profound impact on our team and has even helped to shape the direction of our growing program. We count ourselves very fortunate to be a part of the ASIST community. Thank you WRSPC for making this possible."  
*Bryce Kipfer, Peer Support Team Chair Waterloo Fire Rescue*

"Thank you for helping us find each other to not feel so alone."  
*A suicide loss survivor*

## Financials

### REVENUE

Government Grants	
- Region/LHIN/Ministry	89,247
Community Events	216,561
Suicide Prevention Training	10,049
Donations	21,482
Resource Materials Sold	3,749
Memorial Donations	11,537
Miscellaneous Income	1,062

**Total Revenue \$353,687**

**TOTAL REVENUE \$ 353,687**

### EXPENDITURES

Purchased Services	159,026
Programs Costs	146,907
Professional Services	21,118
Office Expenses	4,108
Grants to Community Partner	5,000
<b>Total Expenditures</b>	<b>\$ 336,159</b>

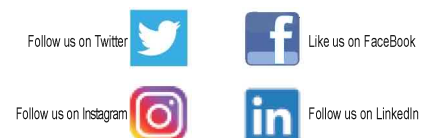
**TOTAL EXPENDITURES \$ 336,159**

**Surplus/(Deficit) \$ 17,528**



Waterloo Region  
Suicide Prevention Council

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Charitable number  
83117 1723 RR0001