

Message from the Chair



It is with equal parts pride and humility that I prepare for this years Annual General Meeting. Having joined the Council seven years ago I have been welcomed into a community of people who truly care about the wellbeing of our society. I am proud of what we have accomplished and humbled by the support and encouragement we have received from this community and the broader suicide prevention world.

Special thanks to our Executive Director, Elisa Brewer-Singh and her growing staff for enabling the Council to dream big. Every year we challenge the team to do more in service of our community and every year they rise to the challenge.

The important work of the Council, which includes community awareness, training, research, and advocacy could not be done without the support of an extensive network of volunteers. Thank you to each and every volunteer who gave of their time, expertise, advice, and friendship.

We are also blessed to have finished this fiscal with a solid financial position thanks to the responsible fiscal management of donations and proceeds from fundraising events as well as supportive funding from government bodies. I hope in these challenging times that suicide prevention remains a priority of our elected leaders.

On behalf of the Board of Directors I would like to thank the community for your ongoing support. We have an exciting year ahead of us. Please walk alongside us on our journey.

Mark Beadle

Message from the Executive Director

It has been an incredible year as the WRSPC continues to work towards our vision of building a suicide safer community by focusing on wellbeing and resiliency. In addition to our work within our four key pillars, the staff and Council have been focusing on the following priorities:

- Stress and Resilience Strategies
- Research Within our Community
- Hospital Care Resource

The Council has been built on a foundation of strong relationships and Waterloo Region continues to embody a sense of community and strength when it comes to the work of suicide prevention as it has driven and continues to support the journey of hope, help and healing. We could not fulfill our vision and mission without the support of the community including all our incredible third-party fundraisers, the Region of Waterloo Public Health, the Waterloo Wellington LHIN, the former Ministry of Children and Youth, our volunteers and donors. I am continuously humbled by, and grateful for, the support of this community.



My sincerest gratitude to my small but dedicated staff team who have remained steadfast over the last year, and the Board of Directors who exemplify passion and commitment.

I hope you will take a moment to review the many highlights in this Annual Report- together we are making a difference.

Elisa Brewer-Singh

Executive

Mark Beadle – Chair, Business Community
Adrienne Luft – Vice-Chair, Private Practice
Bev Voisin – Secretary, Faith Based Organizations
Bianca Prince – Treasurer, Youth Mental Health

Directors

Barb Ward – Children and Youth in Education
Catrina Clark– Hospital Service Providers
Colleen Pacey – Bereaved Persons
Debbie Emery – Access
Laura McShane – Rural Communities
Linda Flemming – Older Adults and Individuals with Disabilities
Melissa Strachan – Ethno Cultural Community and Community Mental Health
Meredith Gardiner –Young Adult Mental Health
Rob Martin – Older Males and Community Mental Health
Rondi McFarlane – Lived Experience
Ryan Schubert – First Responders
Sandra Ayerst – Youth in Catholic Education

Executive Director

Elisa Brewer-Singh

Program Coordinator

Amanda Demmer

Administrative Project Coordinators

Chantalle Turgott
Jenna Peacock



By The Numbers

Education

26 presentations delivered to
1,694 individuals

160 individuals from across Waterloo Region attended joint WRSPC and Waterloo Fire Rescue "First Responder Wellness Night"

31

different educational resources delivered to

104

organizations

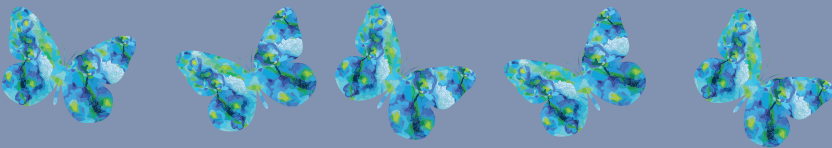
totaling
23,791

Training

1,353.5 Total number of learning hours in suicide prevention awareness and intervention training funded by WRSPC (for 261 individuals)

610 total number of hours delivered in suicide bereavement to 32 individuals

750 Individuals attended four community skates hosted in Ayr, Cambridge, Elmira and Kitchener



Engagement
Instagram
373 followers

Facebook
1,405 followers
11% increase

Twitter
1,348 followers
New LinkedIn account

Website
- visits to website
by 9,073 users
11,076

Total page views
19,375

In kind
Donations
\$81,160

2615 volunteer hours

769 My Life Matters t-shirts sold / donated



Focusing on resiliency, life promotion and self-care as part of My Life Matters Day featuring Luna the Irish Wolfhound, May 2018.

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, families, and communities.

ANNUAL REPORT 2019

April 1, 2018 – March 31, 2019



Waterloo Region
Suicide Prevention Council
www.WRSPC.ca

Highlights and Accomplishments

April 2018 -
March 2019

Pillar One Community Awareness



- Hosted four community skates with free hot chocolate in Ayr, Cambridge, Elmira and Kitchener that focused on community, positive life messaging and the benefits of physical activity. Over 750 individuals attended these events.

- WRSPC attended or hosted 33 different events throughout the year focused on increasing awareness of suicide prevention and continuing the dialogue of hope, help and healing.

- Over 15 media appearances including 98.5 CKWR, The Record, Cambridge Times, Ayr News and 570 News focusing on resources that are available, events taking place within the community, and increasing visibility and awareness around suicide prevention.

- Hosted a Mental Health Promotion Concert featuring 6 local musical acts and an emcee who highlighted the importance of maintaining mental wellness and reaching out for supports. WRSPC distributed many resources to the community in attendance.

Pillar Two Partnership and Capacity Building

- A number of third-party fundraisers were once again hosted by volunteers throughout the region focusing on bringing the community together, providing information and resources and supporting the work of the Council in hope, help and healing.



- Delivered 26 presentations to 1,694 individuals from various organizations and businesses in the community including Wilfrid Laurier University School of Social Work and Melloul-Blamey Construction Inc.

- Continued collaborative work with key provincial and national suicide prevention partners including attended a full day suicide prevention and mental health roundtable meeting in Ottawa with several Members of Parliament.

- Partnered with KW Legacy to host several men's mental health focus groups with the goal of developing men's mental health messaging and a resource.

Pillar Three Training and Education



- Hosted a First Responder Wellness Evening in partnership with Waterloo Fire Rescue. Over 160 first responders and family members attended the evening that featured keynote Scott Chisholm. One attendee shared following the conference that they were "thankful for the opportunity to gather together with peers. The stories Scott [Chisholm] shared resonated with situations I experience in my every day work and it's nice to hear others talk about support and resiliency."

- WRSPC provided free safeTALK training to 213 individuals including parents and coaches from Kitchener Minor Hockey, ASIST training to 28 individuals and Suicide 2 Hope training to 20 individuals.

- Presented at the Annual Interclassis Safe Churches Conference on The Role of Faith Communities in Suicide Prevention.

- Provided free Understanding Traumatic Bereavement Workshop for helping professionals featuring keynote Dena Moitoso.

Pillar Four Research and Evaluation

- Priority 1- Stress and Resilience Strategies: WRSPC developed three new website pages based on report provided by researcher. The new pages center around Life Promotion, including pages for reducing stress, building resilience, and promotion wellbeing.

- Priority 2- Research: The first phase of our research project was completed, culminating in a report published by Region of Waterloo Public Health and Emergency Services (ROWPHE) in partnership with WRSPC entitled "A Community Profile on Suicide and Self-Harm in Waterloo Region". Through a continued partnership with ROWPHE and the hiring of Centre for Community Based Research, a second phase of research utilizing interviews with key stakeholders began. This phase intends to build a richer, deeper understanding of suicide, self-harm, and suicide prevention services in 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. Phase I report is being finalized and Phase II will explore implementation.

- 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" and 76.9% of participants strongly agreed that they have "an increased level of hope" following the group. There were also many comments shared such as these two that reinforced the value of the group: "Everyone who experiences death of a family member by suicide should have access to a group like this or be encouraged to attend- it is tremendously helpful." "Thank you more than you know. I was so alone and lost when I first came to group. Now I understand more and am working on my [grief] journey."

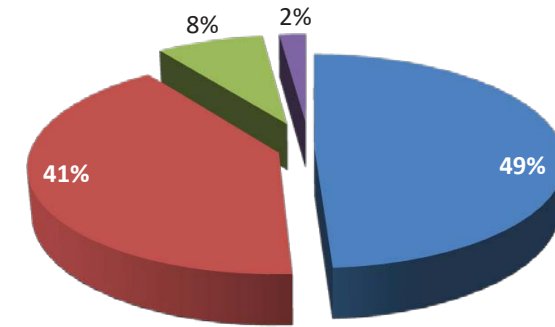
Our Supporters

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



911 First Responders Baseball Tournament, Henry Walser Funeral Home, Ian Prong... Breaking the Silence, Coop's Classic Golf Tournament, The Co-operators Cambridge Claims Unit: Party with a Purpose in Memory of Kim Filer, Enterprise Holdings Foundation, Stantec Inc. Waterloo, Labours International Union of North America (LiUNA) Local 837, Smitty's Fine Furniture Plus the numerous corporate and private sponsors

Expenses



- Purchased Services
- Program Costs
- Professional Services
- Office Expenses

"We all had a such a great time! It was such a fun event - we didn't know what to expect being there for the first time... I'm so happy that we can have fun despite the heavy hearts we still carry from our losses. I'm so grateful of the work that you all do. Thank you very much!"
2019 WRSPC Bowl-a-Thon participant Suzanne

"Public Health has a limited mandate in our health promotion efforts related to suicide prevention. WRSPC provides opportunities for Public Health and a variety of service providers to connect on issues resulting in a more comprehensive approach to prevention. The experienced and compassionate staff of the Council are excellent resources for our communities."
Sharlene Sedgwick Walsh, Director,
Healthy Living Division, Region of Waterloo Public Health



"Looking at the local prevalence of suicide and self-harm can raise questions about why certain trends might be happening, and more importantly, what can be done about it. In our community WRSPC is there, asking those important questions and leading community-based research so we can understand what our community needs! It is exciting to be a part of this research, and to see the actions that will help to prevent suicidal behaviour into the future."

Jessica Deming, Epidemiologist,
Region of Waterloo Public Health

"One week after taking the training I was able to recognize invitations that I may have previously missed and ensured the appropriate support and engagement. The training has developed my skills and therefore has enhanced the service I am able to provide to the clients I am serving."

Grant recipient of ASIST training

"Thank you for running this program. It has changed my life and helped me move forward"

A suicide loss survivor speaking about the
Why?... Suicide Bereavement Support Group

Financials

REVENUE

Government Grants	
- Region/LHIN/Ministry	96,500
Community Events	292,517
Suicide Prevention Training	3,528
Donations	24,978
Resource Materials Sold	5,246
Miscellaneous Income	909

Total Revenue **\$423,678**

TOTAL REVENUE

\$ 423,678

EXPENDITURES

Purchased Services	200,282
Programs Costs	169,610
Professional Services	34,152
Office Expenses	8,504
Total Expenditures	\$ 412,547

TOTAL EXPENDITURES

\$ 412,547

Surplus/(Deficit)

\$ 11,131



Waterloo Region
Suicide Prevention Council

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