

## By The Numbers

### Education

**112** presentations delivered to  
**2,351** individuals

Fostered relationships with  
**62**  
Community Organizations

### Training

**200**  
Total number of learning hours in suicide prevention awareness and intervention training funded by WRSPC

**480**  
total number of hours .... delivered in suicide bereavement to 24 individuals

### In Kind Donations

**\$99,961**

**813**  
Volunteer Hours

**63**  
total number of hours given by community members and organizations represented on the Advisory Committee and the Community Round Table.



## Online Engagement

### LinkedIn

**115**  
followers  
**98%** increase

### Instagram

**957**  
followers  
**11%** increase

### Facebook

**1,937**  
followers  
Twitter  
**1,393**  
followers

### Website

• visits to website

by

**15,937**  
**14,021** users

Total page views

**24,575**



Waterloo Region  
Suicide Prevention Council

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Charitable number #83117 1723 RR0001



#365Convos was an initiative to encourage dialogue around mental health and suicide prevention throughout our community 365 days of the year.

### Mission Statement

*Our mission is to reduce suicide and its impact through collaboration, education, training and building a sense of belonging.*

## ANNUAL REPORT 2022

**April 1, 2021 – March 31, 2022**



Waterloo Region  
Suicide Prevention Council  
[www.WRSPC.ca](http://www.WRSPC.ca)

## A Message from the Chair and the Executive Director

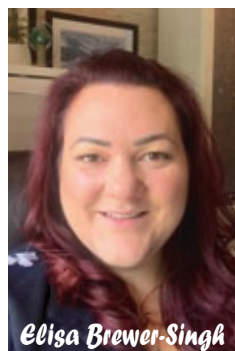
*"At times, our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us" - Albert Schweitzer*

Over the past year we experienced several meaningful changes at the Waterloo Region Suicide Prevention Council (WRSPC). We said goodbye to some dedicated and longstanding staff and board members as they moved towards new and exciting opportunities. While goodbyes are hard, there is so much to be grateful and hopeful for in recognizing the contributions of these dedicated individuals and knowing that they will continue the work of suicide prevention as they move to their new endeavours. Jenna, Amanda, Kim, Rob, and Barb, thank you for being part of the fabric of the WRSPC.

We also welcomed wonderful new faces to our staff team, and the board- and wow, they have brought so much to our organization in such a short period of time. We are excited to see what we can accomplish together over the next year.

Thank you to the many dedicated and passionate individuals who connect at all levels of WRSPC for your efforts to support suicide prevention in our community. Even amidst the pandemic, the spirit of generosity continued, paving the way for advances in suicide prevention work.

During the past fiscal we engaged in strategic planning that involved updating our mission, vision, values, and strategic direction in effort to honour the work that has been underway for many years, 25 years to be exact, and, to capture where we are headed. We wanted to ensure that in the complexity of suicide prevention work that our 'why' wasn't lost. The 'why' is what ignites the passion and energy of our staff, and inspires volunteers, board members, and the community to dedicate time, energy, and resources to this work. Our 'why' is compassionate community leadership in suicide prevention, guiding the work of hope, help and healing.



In the upcoming year we will challenge ourselves to engage with the broader community, to provide greater clarity about why we are here and the work that we do. We will also continue to build connections with equity deserving populations as we aspire to play a role in building a community where hope, help, and healing is accessible to all members.

Thanks again to everyone that journeys with us in working towards realizing our vision.

With deepest gratitude, **Adrienne Luft & Elisa Brewer-Singh**

### Board

Adrienne Luft – Chair  
Melissa Strachan-Baylis – Vice-Chair  
Bev Voisin – Secretary  
Ed Hofstede – Treasurer  
Jessica Deming – Director  
Sarah Francis – Director  
Al Strong – Director

### Executive Director

Elisa Brewer-Singh

### Program Coordinator

Holly Snook

### Administrative Project Coordinator

Karyn Kipper

Along with our Board, the WRSPC is strengthened by community stakeholders who inform, guide, and support our work, and a Previous Executive Advisory Council (PEAC) who we call upon for advice and guidance as needed.



## Testimonials

"This was an excellent group. I benefited from hearing the perspectives and experiences of those who attended... I feel that this group has helped to reflect on my personal grief experience and will be a key to my journey from healing from such a traumatic loss. I no longer feel that my experience is isolated and I know I am not alone in my experiences, thoughts, opinions and emotions. I am truly thankful for this group experience."

*An individual bereaved by suicide sharing about the "Why...?" Suicide Bereavement Support Group*

"I was very appreciative of the "care" package. It made me feel like there are people that understand and care."

*A participant from the "Why...?" Suicide Bereavement Support Group speaking about the care kits that are provided that include donated items such as quilts and butterfly mugs.*

"It was very informative and I really appreciate the opportunity to attend and learn more about suicide prevention... Discussing warning signs was really helpful, [and] I can see myself using what I learned within this presentation within my role and personal life. Thank you!"

*A participant from the "Suicide Awareness and Prevention Presentation for Professionals Working with Youth"*

"The Waterloo Region Suicide Prevention Council is an organization that welcomes others and provides a sense of belonging. The members and staff share kindness and caring equally with everyone they are in contact with. I recognize that my involvement with the Council has helped me to be a better person. The people I have met through the Council are determined to make a difference, and we all share a common goal of working toward creating suicide-safer communities. Each person involved with the Council contributes in their own unique way, and it is the strength of everyone that has made the Council a success. Growth and change have been constant over the past 25 years, and it is important to remember and thank each Board member, volunteer and staff member for their contributions. Together, we have helped to make Waterloo Region a community where people are more open to talk about suicide, and where support is available for those impacted by suicide."

*Rob Martin, long-time WRSPC supporter, volunteer and PEAC member*



## Financials

### REVENUE

Government Grants	
• Region/Ministry	\$151,500
Community Events Revenue	247,711
Donation Revenue	82,995
Resource Materials Sold	4,315
Program Revenue	5,510
Miscellaneous Income	<u>653</u>
<b>Total Revenue</b>	<b>\$492,684</b>

### TOTAL REVENUE

**\$ 492,684**

### EXPENDITURES

Purchased Services	112,764
Program Expenses	273,886
Professional Services	21,760
Advertising & Promotion	1,175
Office Expenses	9,035
Grants	<u>29,189</u>
<b>Total Expenditures</b>	<b>\$447,808</b>

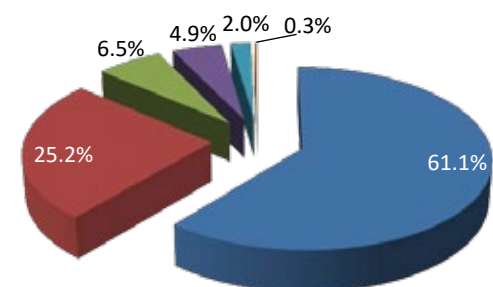
### TOTAL EXPENDITURES

**\$ 447,808**

### Surplus/(Deficit)

**\$ 44,876**

## Expenses



- Program Expenses
- Purchased Services
- Grants
- Professional Services
- Office Expenses
- Advertising & Promotion

# WRSPC 25th Anniversary Timeline

- Hosts #308 Conversations in collaboration with all four local MPs for 60 community members.
- Secures permanent funding to support the 4 “Why...?” *Support After a Suicide Loss* bereavement groups hosted annually.
- Hires second staff, an Administrative Assistant.



# Highlights and Accomplishments

April 2021 •  
March 2022

## Pillar One Building Sense of Community

*We create opportunities for a sense of community and connection.*

- Created and implemented an April Break and a Winter Break Activity Passport focused on mental wellness activities for families. A total of 1,140 passports were downloaded.
- Hosted a virtual World Suicide Prevention Day (WSPD) event on September 10, 2021, that included an information fair featuring 7 community agencies; 387 unique viewers joined for the virtual ceremony.
- WRSPC attended or hosted 9 events throughout the year focused on increasing awareness of suicide prevention, resources and continuing the dialogue of hope, help and healing.
- Engaged with the community through 12 media engagements including The Record, Cambridge Times, New Hamburg Independent, and Waterloo Chronicle focusing on resources that are available, events taking place within the community, and increasing visibility and awareness around suicide prevention.



## Pillar Two Engaging Populations of Priority



*We implement targeted initiatives that equip populations of priority with knowledge, tools, and specialized supports.*

- Concluded the #365 Convos series, a year-long campaign designed to encourage dialogue around mental health and suicide prevention throughout our community 365 days of the year. During this year-long initiative, we investigated various monthly topics, shared weekly posts to encourage the community to continue their own dialogue and featured 9 guest speakers.
- Engaged 183 men in conversations about mental health awareness and suicide prevention featuring keynote speakers at 3 Men's Mental Health events in collaboration with KW Legacy.
- In partnership with the Waterloo Region District School Board, WRSPC delivered 101 suicide and mental health awareness presentations to 2,165 grade 8 students.
- Provided 4 virtual "Why...?" Support After a Suicide Loss groups in collaboration with 3 community organizations. As part of their group evaluations, 88% of participants agreed/strongly agreed that they "are more comfortable talking about their loss", 100% of participants agreed/strongly agreed they "better understand the complexity of suicide" and 94% 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: "I am so grateful for the opportunity to participate in this group! It has been a lifeline and contributed greatly to my understanding of suicide and to my personal healing journey."

## Pillar Three Organizational Capacity and Excellence

*We achieve a standard of excellence through sustainable, effective, and meaningful work.*

- Made several important service enhancements to our website based on User Experience research including a re-design to ensure online resources and digital spaces were accessible, informative, and met community needs.
- Partnered with Capacity Canada to further governance and leadership excellence throughout the organization.
- Launched a new Suicide Prevention Community Round Table to bring together professionals within the community and provide them with information about current and relevant suicide prevention, intervention and postvention resources and practices. The Round Table also provides an opportunity to engage voices within the community from various sectors (stakeholders in suicide prevention).

## Pillar Four Growing Provincial and National Reach

*We collaborate with and strengthen provincial and national efforts.*

- Actively participated as an executive member of the National Collaborative for Suicide Prevention including their common messaging, and data and research working groups.
- Supported the Mental Health Commission of Canada's *Roots of Hope* community-led suicide awareness and prevention program in Waterloo Region that focuses on 5 pillars: specialized supports, training and networks, public awareness, means safety and research.
- Co-chaired the Canadian Suicide Prevention Coordinators Network which supports knowledge translation of best and promising practices, activities, and programming across Canada.
- Worked collaboratively with the Ontario Association for Suicide Prevention to provide leadership, consultation, and support to provincial suicide prevention efforts.

## Our Supporters

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



Busy Hands Quilters Guild, Erb and Good Family Funeral Home, Good Enough Clothing Co, Henry Walser Funeral Home, Ideal Brake Parts Inc., Kindred Foundation, Mabel and Gordon McMillen Foundation, National Recovery Corp, REAC Real Estate Appraising and Consulting Inc., Strummerfest, University of Waterloo Graduate Students Association

Plus the numerous individual, private and corporate sponsors.