

Message from the Chair

What a year this has been! At our AGM last fall, we noted that 2019/2020 would be a year of continued transitions, but had no idea what was ahead of us. We started with a shift to our structure to address the growth we were experiencing as an organization. It was a major undertaking, and one that we continue to work through. We are a small group, but our vision to realize a suicide safe community, and goals to achieve this are ambitious, necessitating organizational change to get there. And then the pandemic and heightened racial tensions created an opportunity for us to reflect on how we can increase our reach when delivering messages of hope, help, and healing.

None of this would have been possible without our passionate and dedicated WRSPC family-volunteers, third party fundraisers, advisory, board of directors, donors, funders, and our many community partners. I want to express heartfelt thanks all of you.



It is with deepest gratitude and appreciation, that I recognize our amazing staff team, board of directors, and advisory council. You demonstrate incredible caring energy, flexibility, creativity, and resourcefulness in all you do. The global landscape, as well as changes to our structure have made this a very adventurous year. Thank you for your continued dedication as we find our way through, your voices make a difference. Thank you for your passion and presence.

As we move into a new year, it is critical that we don't forget the formula that has helped us achieve forward movement in suicide prevention-holding steadfast to our values and recognizing how precious lives are, treasuring the relationships we have, continuing to cultivate new relationships, listening with our hearts, being open to new learning, and taking action. Reaching those who are most vulnerable to suicide in our community, especially now, requires both heart and ingenuity, and I feel confident that our small but mighty WRSPC family is up for the challenge.

With appreciation,
Adrienne Luft

Message from the Executive Director



As I reflected on this past year in preparation for the Annual Report, and plan for a future that feels ever-changing in the face of the pandemic, I can't help but think of our often-illustrated butterfly. Known as a symbol for transition, determination, and resilience, the message of a butterfly captures much of what we as a Council have experienced over this last fiscal, and has helped prepare us for the continued pursuit of a community where everyone is engaged in suicide prevention, intervention and postvention.

This past year we experienced great transformation as we shifted our internal governing structure from a Council to a Board and an Advisory Committee. This shift has enabled us to continue our big thinking and community engagement while strengthening and expanding the sector representative voices which will ultimately help us to better serve the community.

We have also witnessed a community who continues to challenge the stigma around mental illness and suicide prevention. More organizations are engaging with the Council to host suicide awareness presentations in their workplaces,

important conversations are taking place outside of the traditional spaces and we continue to distribute thousands of resources within the community. While there is still much work to be done, we are continuing to move forward.

With a heart of extreme gratitude, I thank this amazing community for your continued support. Our third-party fundraisers, the Region of Waterloo Public Health and Emergency Services, The Waterloo Wellington LHIN, the Ontario Ministry of Health, our volunteers, donors and supporters- we would not be able to do this work without your support and commitment.

To my small, but incredible and dedicated staff team, the Board of Directors, and Advisory Committee, thank you for your passion and perseverance; you continue to inspire and energize me as we journey together.

I hope you will take a moment to review the many highlights in the Annual Report; it has been an exciting year, and together, we are making a difference!

Elisa Brewer-Singh

Board

Adrienne Luft – Chair
Mark Beadle – Past-Chair
Bev Voisin – Secretary
Bianca Prince – Treasurer
Barb Ward – Director
Rob Martin – Director

Advisory Committee

Catrina Clark- Hospital Service Providers
Debbie Emery- Access
Karen Falkenstern- Fund Development
Kim Hewitt- Young Adult Mental Health
Laura McShane- Rural Communities
Lauren Maas- Older Adults
Linda Flemming- Older Adults and Individuals with Disabilities
Rondi McFarlane- Lived Experience
Ryan Schubert- First Responders
Sandra Ayerst- Youth in Catholic Education
Sharlene Sedgewick Walsh- Public Health

Executive Director

Elisa Brewer-Singh

Program Coordinator

Amanda Demmer

Administrative Project Coordinators

Jenna Peacock
Chantalle Turgott



By The Numbers

Education

20 presentations delivered to
1,387 individuals

94

Community members from across Waterloo Region attended an "Evening with Kim Barthel"

31

different educational resources delivered to

90

organizations

totaling

16,466

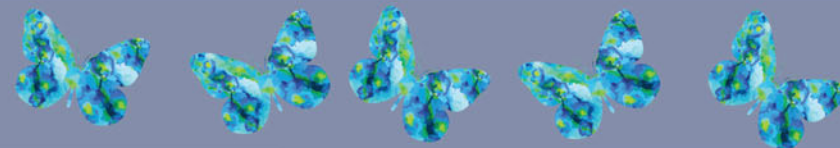
Training

1,573.5 Total number of learning hours in suicide prevention awareness and intervention training funded by WRSPC (for 245 individuals)

600

total number of hours ... delivered in suicide bereavement to **30** individuals

450 Individuals attended two community skates hosted in Elmira and Cambridge



Engagement

LinkedIn
30 followers

Instagram

611 followers
60% increase

Facebook

1,592
Twitter
1,400 followers

Website

- visits to website

9,617

by

7,778 users

Total page views

18,073

In kind Donations

\$83,566

2,945 volunteer hours

106

total number of hours given by community members and organizations represented on the Advisory Committee



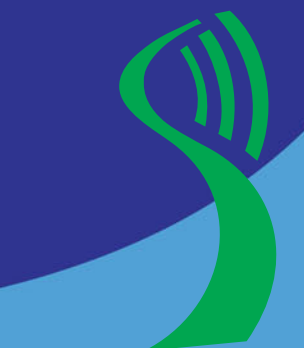
Hope, Help and Healing body paint created by *Makin' Faces Face Painting* as part of resiliency, life promotion and self-care event, May 2019.

Mission Statement

Our mission is to reduce suicide and its impact on individuals, families, and communities.

ANNUAL REPORT 2020

April 1, 2019 – March 31, 2020



Waterloo Region
Suicide Prevention Council
www.WRSPC.ca

Highlights and Accomplishments

April 2019 - March 2020

Pillar One Community Awareness



- Hosted World Suicide Prevention Day event on September 10th in collaboration with the Kitchener Public Library featuring information booths from 20 community organizations. Mysterious Barricades concert was held on location also following WSPD activities.

- Developed new resources and graphics for social media and WRSPC website, including key suicide prevention and health promotion messaging, a weekly resource called Self-Care Sundays and an 8-part Self-Care series.

- WRSPC attended or hosted 26 different events throughout the year focused on increasing awareness of suicide prevention, resources and continuing the dialogue of hope, help and healing.

- Over 18 media engagements including 570 News, CTV Kitchener, The Record, The Canadian Press and CBC Radio focusing on resources that are available, events taking place within the community, and increasing visibility and awareness around suicide prevention.

Pillar Two Partnership and Capacity Building

- Launched the Mental Health Commission of Canada's Roots of Hope: A Community Suicide Prevention Project in Waterloo-Wellington as the Ontario representative. Roots of Hope is a multi-site, community-led project that aims to reduce the impacts of suicide within communities across Canada by building upon community expertise to implement suicide prevention interventions that are tailored to the local context.



- Developed a WRSPC Advisory Committee to support the work of the Council. Committee members represent a variety of organizations and sectors from within the community including First Responders, Hospital Care Providers and Youth in Education.

- A number of third-party fundraisers were 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 16 suicide and mental health awareness presentations to 445 individuals from various organizations and businesses in the community including AGFA HealthCare and CIBC.

Pillar Three Training and Education



- Co-hosted a full-day conference for professionals as well as an evening training for the community featuring Kim Barthel in collaboration with the Canadian Mental Health Association Waterloo Wellington and KidsAbility. Over 300 individuals attended to learn more about understanding trauma, relationships and the science of compassion.

- WRSPC provided Living Works safeTALK training to 109 individuals, ASIST training to 15 individuals and Suicide 2 Hope training to 19 individuals including partners from Langs.

- Presented twice at the Canadian Association for Suicide Prevention Conference in collaboration with the Region of Waterloo Public Health and Emergency Services on "Conducting Community-Based Research to Inform Local Suicide Prevention Services and Supports" and "Collaboratively Developing a Community Profile on the Prevalence of Suicide and Self-Harm in a Local Context."

- Hosted 3 Educational Workshops for professionals focused on suicide bereavement and traumatic grief featuring Dena Moitosa. One participant shared "I found it very helpful to learn about trauma-informed grief therapy and some of the strategies that can be helpful for [supporting] someone who has lost of a loved one to suicide."

Pillar Four Research and Evaluation

- Special Project 1- Research. Through a continued partnership with ROWPHE and the hiring of Centre for Community Based Research, qualitative research involving qualitative interviews with key stakeholders was completed as a second phase of this project. This phase built a richer, deeper understanding of experiences of suicide, self-harm, and suicide prevention services in our Region.

- Special Project 2- Hospital Care Resource. The primary research involving qualitative interviews was completed and a report was received from the hired researcher. The steering committee has now began exploring opportunities for knowledge translation and knowledge mobilization of key findings with our community partner organizations.

- Special Project 3- Men's Mental Health Initiative. In collaboration with KW Legacy, the purpose of this priority is to develop strength-based and action-oriented messaging and resources that address men's unique mental health concerns based on focus group engagement and feedback.

- In the "Why?... Support after Suicide Loss" groups, 93.5% of participants agreed/strongly agreed that the group has equipped them to "share their grief with friends and family", 93.5% of participants agreed/strongly agreed they are "comfortable accessing supports within the community" and 93.5% of participants agreed/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: "Excellent group, excellent facilitators, I would strongly recommend this group as it has given me insight and comfort." "Overall wonderful group and experience, I am a better person and have hope."

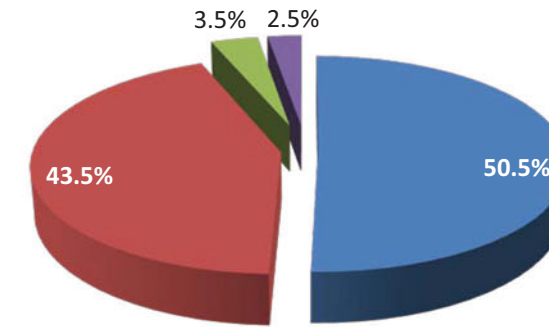
Our Supporters

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



Henry Walser Funeral Home, The Co-operators Cambridge Claims Unit: Party with a Purpose in Memory of Kim Filer, Labours International Union of North America (LiUNA) Local 837, KW Titans, Remembering Paul Event, Cambridge Rivulettes, Christian Labour Association of Canada (CLAC), Kitchener Pioneer Lions Club, Strummerfest, Edelweiss Tavern
Plus the numerous corporate and private sponsors.

Expenses



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

"This suicide bereavement training helped me enhance my knowledge and skills related to trauma. In the past number of years, I have been trained on how trauma can impact individuals and families, but this training took previous trainings even further.... and better equipped me to provide support."

A participant from the Educational Workshop for Professionals in Suicide Bereavement training.

"Thanks so much for caring and providing such a lovely, and needed, resource."

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

"We are incredibly fortunate to have the WRSPC involved in both the implementation and research being undertaken as part of the national Roots of Hope community suicide prevention project. The expertise that the Council has in the area of suicide prevention has been integral in knowledge sharing with communities across Canada and will help set the foundation for the scale-up of "made-in-Canada" model to prevent suicide."

Karla Thorpe, Director, Prevention and Promotion Initiatives, Mental Health Commission of Canada



"My experience as a student with the WRSPC was unique and rewarding as it gave me a closer look at the impact that the Council has had on the community in addressing suicide prevention. Having the opportunity to attend various events and engage in some of the work being done by the Council provided me with a great sense of hope and optimism for what lies ahead in the future."

WRSPC Summer Student, Andrew Pople, OT

Financials

REVENUE

Government Grants	
- Region/LHIN/Ministry	91,500
Community Events	251,110
Suicide Prevention Training	6,450
Donations	23,208
Resource Materials Sold	2,375
Fees for Services	12,217
Miscellaneous Income	1,690
Total Revenue	\$388,550

TOTAL REVENUE

\$ 388,550

EXPENDITURES

Purchased Services	195,497
Programs Costs	168,221
Professional Services	13,319
Office Expenses	9,945
Total Expenditures	\$386,982

TOTAL EXPENDITURES

\$ 386,982

Surplus/(Deficit)

\$ 1,568



Waterloo Region
Suicide Prevention Council

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