



# CONTENTS

**3**

MESSAGE FROM SSA BOARD CHAIR

---

**4**

MESSAGE FROM SSA PROVINCIAL  
EXECUTIVE DIRECTOR

---

**5**

MAKING A DIFFERENCE

---

**6**

ONLINE AND INDIGENOUS OUTREACH

---

**7**

LOOKING FORWARD

---

**8**

FINANCIAL SUMMARY

---

**9**

WHAT OUR CLIENTS HAVE TO SAY

---

**10**

FUNDERS AND SPONSORS

## OUR MISSION:

*TO IMPROVE THE QUALITY OF LIFE FOR THOSE AFFECTED BY SCHIZOPHRENIA AND PSYCHOSIS THROUGH EDUCATION, SUPPORT PROGRAMS, PUBLIC POLICY AND RESEARCH.*

## BOARD OF DIRECTORS

Doug Race	Chair
Thomas Raedlar	Vice Chair
Dwayne Perry	Treasurer
Kent Teskey	Secretary
Julia Loney	Director
Curtis Boyd	Director
David Krebes	Director
Vinnti Jakhar	Director
Imogen Pohl	Director

## MESSAGE FROM OUR BOARD CHAIR:

Dear SSA Members, Colleagues, and Friends,

This marks my fourth and final year of having the honour to serve as your Chair for the SSA Board, and as a Director for 4 years previous to this position. It has been a fun and educating experience and I have gained friendships that will last a lifetime! Presiding onward as Chair is Thomas Raedler whom I am confident will serve SSA very well, alongside the other members of the Board of Directors.

During the 8 years of my involvement with SSA, I have witnessed the organization's growth and maturity. The first highlight for me was the decision to switch from local working Boards, responsible for their own branch operations, to a Provincial governance board and head office where all operational direction in the province originated from. This change, made more than 6 years ago, was not an easy transition however it has allowed SSA to operate in unison throughout Alberta since. The provincial focus has enhanced our consistency, communication, and overall strength as a Society. It increased our ability to lobby and network with government more effectively, and provide the opportunity to be eligible for grants and other funds that have assisted SSA remain sustainable and continue our work towards achieving our mission.

Another major accomplishment for SSA, and the Board in particular, was the implementation of governance policies and best practices to help guide the organization for years to come.

We have been utilizing a structured process between the Board and SSA staff as it relates to the overall functioning of the organization and to set strategic goals to continue to grow the Society. Part of the process includes setting a three year strategic plan, which is then reviewed annually and amended as is recommended. The second part of this process involves regular updates from the Executive Director at each Board meeting so that the status of the strategic goals, and operationally how our Mission is being achieved, is being monitored.

I am confident in the health of SSA and I want you all to share that confidence with me. Schizophrenia is such a difficult illness to deal with from all levels, it is easy to lose hope at times. We all want more to be done, we all want stigma eliminated, and we all want better results from health care and society in general. Great momentum has been gained in Canada regarding mental health awareness and SSA shares in this momentum.

Understand that the challenges we face societally in handling mental health may take decades to address and fix. Even so, you can still make a difference by talking about mental health, telling your story, and raising future generations to not be scared of schizophrenia and mental illness but treat it the same as any other health condition. Preach compassion and acceptance, educate, and at the same time call out those who discriminate against you or a loved one's mental illness. For those living with schizophrenia, don't allow stigma to stand in the way of your dreams.

In closing, I want to thank all of the people who have helped me along the way in this rewarding journey. Thank you to all of those who helped get me involved in SSA years back. Thank you to all of the Directors I have engaged with in the past and current - it's your expertise that I relied on always. Thank you to all the staff, volunteers, employees, donors, sponsors, and members - you are the life blood that keeps this organization ticking. A special thank you to our terrific Executive Director, Rubyann Rice, whose dedication to her job and to all of you has been exceptional; I have been lucky to have such a passionate ED to share this journey with.

I look forward to keeping in touch with you all, and hope to see you again soon!

Sincerely,



Doug Race

## MESSAGE FROM OUR PROVINCIAL EXECUTIVE DIRECTOR:

Reflecting back, 2018/19 was another busy and exciting year of growth for the Schizophrenia Society of Alberta (SSA) despite the current provincial economy.

In May 2018, we were excited to host our first, province-wide Strides of Hope Walk on World Schizophrenia Day. We were pleased with the turn out in each of the 6 communities and honored that several dignitaries from civic and provincial governments came out to walk with us. We look forward to seeing this annual event continue to gain momentum, helping SSA achieve our goal to increase awareness and reduce the stigma around mental illness.

In 2018, a decision was made to change-up our Annual Fundraising Campaign Kickoff to both generate more revenue for our programs but, also use it as an opportunity to further increase awareness and decrease stigma for those living with schizophrenia. "See Me, Not My Illness", featured Canadian mental health advocate, Michael Landsberg, as our guest speaker. Over 250 people attended the event and many commented that they found the evening inspirational and a lot of fun! Our goals for this Kickoff were achieved and the experience gained from that event are now informing the plans currently underway for another successful Campaign Kickoff in October, 2019. Our guest speaker for this event is Clint Malarchuk, former NHL goalie and mental health advocate, who will share his inspirational story.

This year saw the launch of three new programs which we were able to implement based on identified need from our clients and community stakeholders. The first, our Indigenous Outreach Program, provided educational programs to 28 First Nation communities, who have limited resources for those living with schizophrenia and their families. The second, our Senior's Peer Support Group, was piloted at the Edmonton branch, and a further need has since been identified, that of phone support, which now expand our services specific to this sub-population of those living with schizophrenia. Thirdly, we have expanded our services into the northern part of the province through a very successful family support group in Grande Prairie. As we look forward, our hope is to support opportunities to offer more groups in other northern communities.

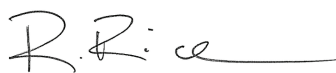
Participation in our online programs continues to grow and we were able to add Your Recovery Journey to the list of programs offered in this format. This past year, there were participants who logged in to participate in the online programs from 44 new communities! There were a few participants from locations outside of Alberta, and even outside of Canada, as family members look for information and support for their loved ones living in Alberta.

In June 2018, I was nominated and accepted the position of Vice Chair of the Alberta Alliance on Mental Illness and Mental Health (AAMIMH). This organization represents a broad cross-section of professional associations, non profit service providers, academic programs and other partner organizations, working together as a powerful voice for change in Alberta's addictions and mental health system. I believe this alliance will be instrumental in assisting SSA to make ongoing in-roads and vital connections to continue our work in building stakeholder relations in 2019/2020. These relationships will further our position to advocate and educate on behalf of the population we serve with those who have the influence to make systemic changes that will address the needs of those affected by mental illness.

I want to take this opportunity to extend my heartfelt thank you to the SSA Board Chair, Doug Race and Director, David Krebes who have served their full terms on the Board and will be leaving us. During your time serving on the board, I greatly appreciated your counsel, commitment, and the many contributions so freely given as judicious stewards of SSA. I am going to miss you both.

In closing I extend my appreciation to the staff, the SSA Board, our many volunteers and supporters for your ongoing dedication and commitment to serving our clients.

Kindest Regards,



Rubyann Rice

# PROGRAMS AT A GLANCE:

**24,000** Albertans reached in the past year.

**14,244** Clients served through our Peer and Family Support programs.

**28** Connections made with Indigenous Communities across the province.

## EDUCATION

**341**

Community Education Presentations were requested across Alberta. **9368** attendees gained insightful information about living with schizophrenia.

## HOUSING

SSA's supportive housing is home to

**55**

individuals living with mental illness who were at risk of homelessness.

## EMPLOYMENT

Provided employment to

**200**

people living with schizophrenia.

# 44 New Communities Accessed Our Online & Indigenous Programs in 2018 - 2019

# ALBERTA



## LEGEND

- New Communities We Reached in 2018-2019
- Communities Who Continue to Access our Programs

## OUTSIDE OF ALBERTA:

**BC:** Chilliwack, Sorrento, Sparwood, Vancouver, Victoria, Wardner, Whistler  
**SASK:** Regina  
**QUE:** Saint-Laurent  
**NB:** Apohaqui Point  
**Nunavut:** Arviat  
**NWT:** Inuvik  
**USA:** California, Florida

# LOOKING FORWARD

SSA continues to be guided by our Mission, Vision, Values and Beliefs, as well as our current Strategic Plan. As such, 2019/2020 will reflect our ongoing pursuit of SSA excellence by:

- ✓ Finding innovative ways to engage Albertans living with and affected by schizophrenia and psychosis.
- ✓ Creating opportunities to further collaborate and strengthen relationships with stakeholders and government.
- ✓ Expanding SSA programs and support to the northern communities in the province.
- ✓ Diversifying our fund development strategies to accommodate the current economic climate of the province.
- ✓ Celebrating our volunteers, donors and Yes 2 Me scholarship recipients with an event planned for May 2020.
- ✓ Continuing to promote our focus on increasing awareness and decreasing stigma with our Annual Strides of Hope Walk on May 24th, World Schizophrenia Day, with the goal of having the most participants throughout the province than ever before.
- ✓ Sharing our milestone as a society as we reach our 40th Anniversary date in June 2020.

We are excited for the year to come and look forward to connecting with you on one or all of the above along the way.

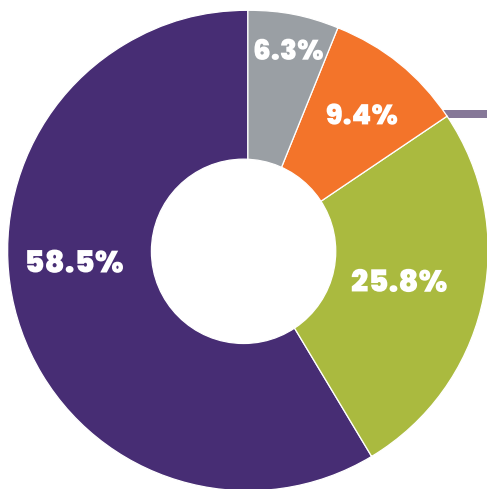
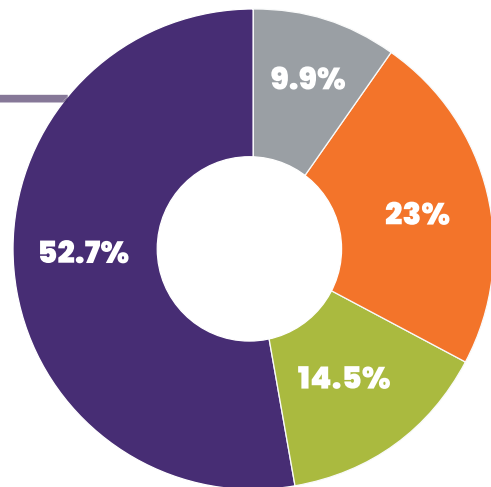
Thank you for your continued interest and support of the  
Schizophrenia Society of Alberta!



# 2018 – 2019 FINANCIAL SUMMARY

## YOUR DOLLARS AT WORK

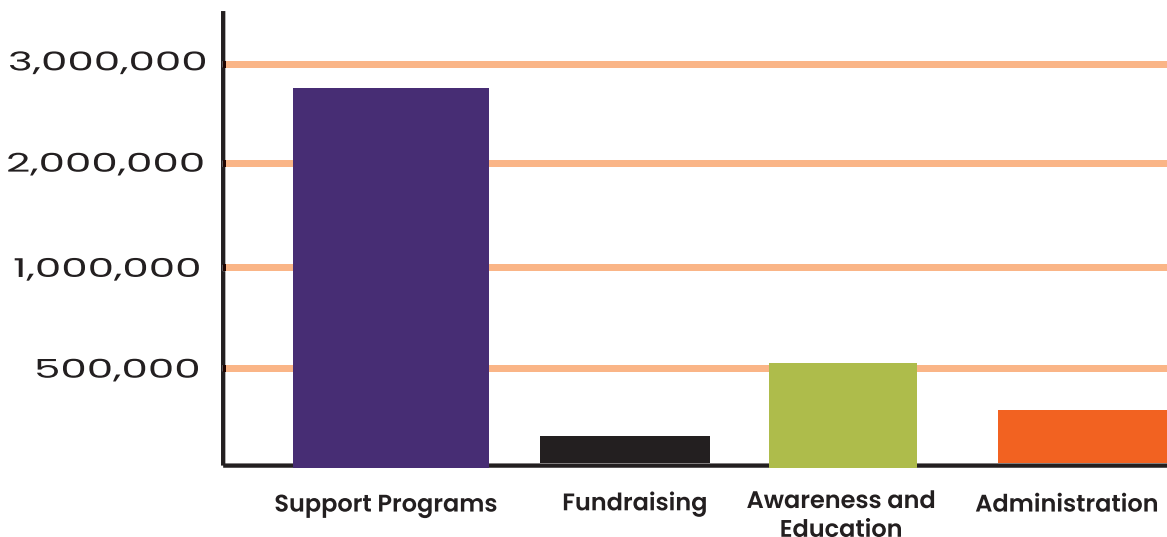
### REVENUE FROM GRANTS



### REVENUE



### EXPENSES



# WHAT OUR CLIENTS HAVE TO SAY:

*“ A good community resource for people with schizophrenia and their families. ”*

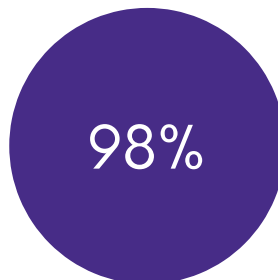
*“ A chance to meet new people and relate. ”*

*“ Affection, support, and understanding. ”*

*“ Supporting each other and reducing stigma. ”*



OF FAMILY MEMBERS AND CAREGIVERS ATTENDING PROGRAMS REPORT FEELING MORE EMPOWERED TO COPE WITH THEIR SITUATION.



OF PEER SUPPORT GROUP PARTICIPANTS REPORT HAVING IMPROVED ABILITY TO MAINTAIN THEIR MENTAL ILLNESS AND AN IMPROVED LEVEL OF RECOVERY.



OF FAMILY MEMBERS AND CAREGIVERS ATTENDING PROGRAMS REPORT HAVING INCREASED KNOWLEDGE AND UNDERSTANDING OF SCHIZOPHRENIA.

## OUR FUNDERS:



**United Way**  
Central Alberta



**United Way**  
Calgary and Area



**homeward trust**  
edmonton



**Alberta Health Services**



Otsuka



**Battle River Community Foundation**



**Community**  
Initiatives Program



**United Way**  
Lethbridge &  
South Western Alberta  
Change starts here.

## OUR 2018 - 2019 SPONSORS:



*Red Deer Catering*





**SSA PROVINCIAL OFFICE**  
**4809 48 AVENUE**  
**RED DEER, AB, T4N 3T2**  
**(403) 986-9440**  
**[WWW.SCHIZOPHRENIA.AB.CA](http://WWW.SCHIZOPHRENIA.AB.CA)**