



Take A Stand For Mental Health

SOLE FOCUS PROJECT

# community report



Canadian Mental  
Health Association  
Windsor-Essex County

*Community well-being is our sole focus.*

The background features a complex geometric pattern. It consists of several large triangles and polygons in two shades: a vibrant teal and a bright lime green. These shapes are separated by white lines that create a sense of movement and depth. A single white circle is positioned in the upper left quadrant, adding a focal point to the design.

Community  
well-being is  
our sole focus.



**Canadian Mental  
Health Association**  
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*Community well-being is our sole focus.*

# table of contents

03

MESSAGE  
FROM  
THE CEO

04

CAMPAIGN  
EVOLUTION

06

EVENT  
HIGHLIGHTS

08

AMBASSADOR  
STORIES

12

OUR  
IMPACT IN  
NUMBERS

14

FINANCIALS

16

DONORS

18

STRATEGIC  
PARTNERS

20

AMBASSADORS





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“Thousands of individuals have been touched through training sessions, education and events. In addition, over \$1.5 million has been raised thanks to the commitment to wellness and philanthropic spirit of our community.”

Claudia den Boer



#### MESSAGE FROM THE CEO

To say it's been an amazing three years would be an understatement! The Sole Focus Project is a fairy tale story.

We engaged the community to update our strategic plan and their message was clear – the Canadian Mental Health Association should be the “go-to” organization for mental health education, awareness and training. At the time we had a limited footprint in this area due to a lack of resources. However, with the Board's endorsement and some re-structuring, we developed a Mental Health Promotion portfolio. It made sense to start with a modest marketing campaign to inform the Windsor-Essex community that we were back in the business of offering mental health education, training and awareness. Working with the creative team at Douglas Marketing Group the Sole Focus Project was birthed. And the rest, as they say, is history...

Since its launch in 2017 the Sole Focus Project has taken on a life of its own. Thousands of individuals have been touched by the campaign through training sessions, education and events. In addition, over \$1.5 million has been raised (surpassing our goal) thanks to the commitment to wellness and philanthropic spirit of our community. These funds are essential to our ability to provide education, training and awareness as the government does not currently fund mental health promotion. Yet we know that when it comes to mental illness, education and information are the vehicles for prevention, identification and early intervention.

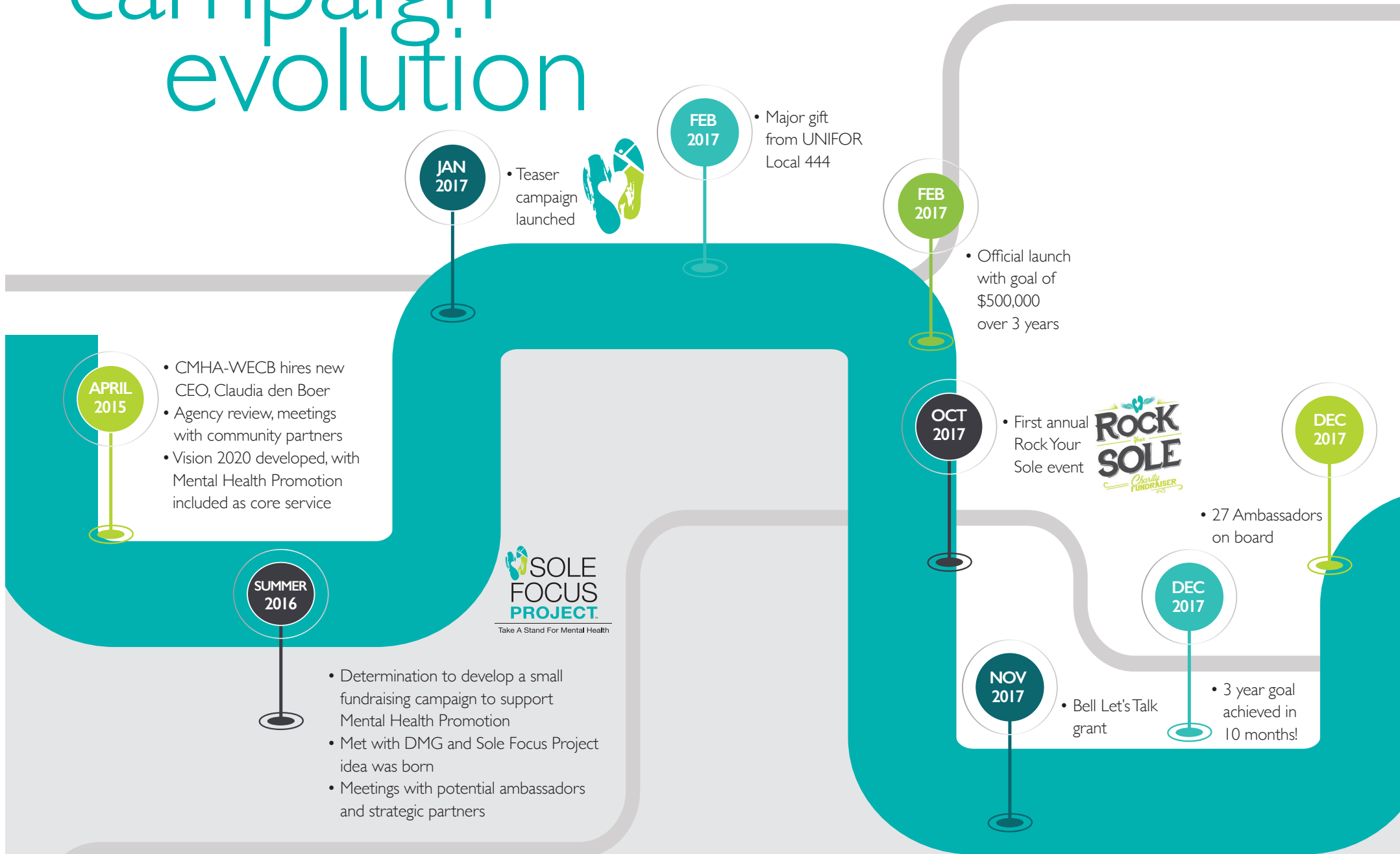
There have been numerous campaign highlights, many of which are included in this report. We are so proud of the Sole Focus Project and the impact that it has had locally, provincially and even nationally.

Thank you to everyone who has taken a stand for mental health! With your support we are moving the needle on stigma and putting Windsor-Essex on the map as a mentally healthier community. We know there is still much work to be done so stay tuned for new and exciting developments. The best is yet to come!!

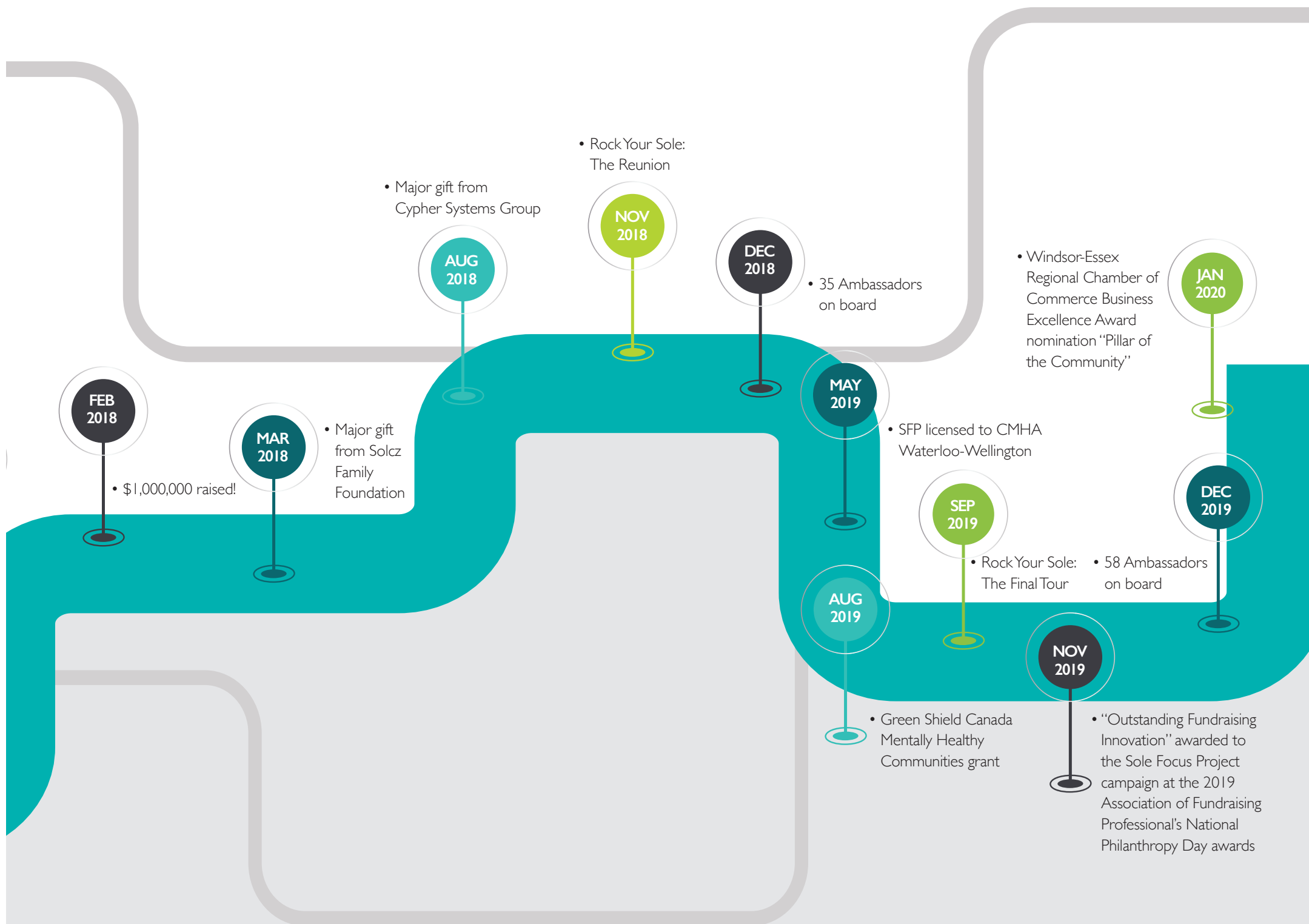
A handwritten signature of Claudia den Boer in black ink.

Claudia den Boer  
CEO - CMHA Windsor-Essex

# campaign evolution







# event highlights



## TIGERS AND PISTONS AND RED WINGS, OH MY!

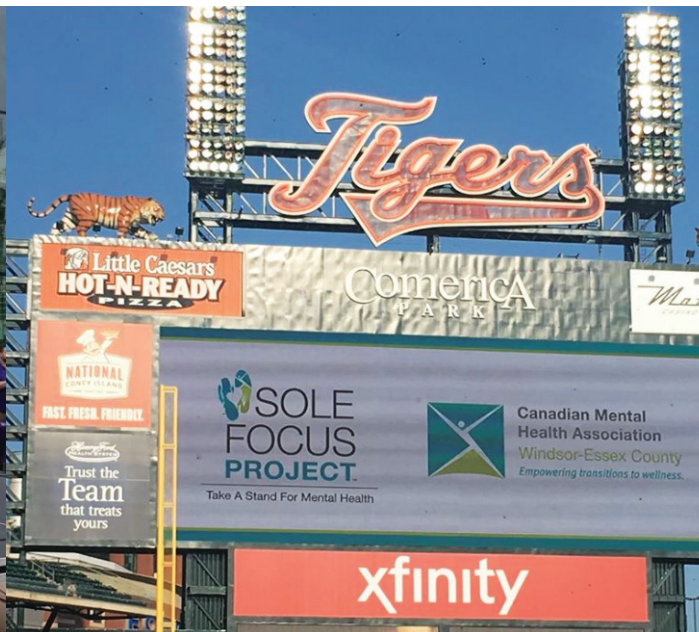
In 2017 CMHA-WECB was delighted to be selected as the charity partner of the Detroit Tigers for their annual Canadian Fan Game Night, and to have Paws join our cast of Ambassadors. This successful partnership has continued since then. 2019 saw both the Detroit Pistons and the Detroit Red Wings approach CMHA-WECB for similar Canadian-themed events, creating a trifecta with national level sports partners north of the border. "We are very proud of the reach that the Sole Focus Project has had, and the level of awareness such high caliber sports teams bring to spread the message about mental health," stated Kim Willis, Director, Communications & Mental Health Promotion.



## ROCK YOUR SOLE BREAKS ALL RECORDS

It's funny to think that the most successful fundraising event in CMHA-WECB's history was originally intended to be a shoe fashion show whose idea just grew and grew. Marry that with a powerhouse committee of women, and the Rock Your Sole event series was born. The rock-themed party has become an annual event with an incredible roster of generous sponsors, a sell-out guest list and an atmosphere that can't be replicated.





## GROWTH OF SUICIDE PREVENTION WEEK TO MONTH

For the past 4 years, CMHA-WECB has joined with the Windsor-Essex County Health Unit and over 30 other community partners to host Suicide Prevention Awareness activities in September, culminating around World Suicide Prevention Day on September 10<sup>th</sup>. In 2019, this week of activities grew to an entire month of activities, including an annual walk that had its highest attendance ever at 900 participants! Additional highlights included third party events such as BruceyFest, Cainerfest, walk-in counseling sessions, movie screenings, suicide prevention training and more! The level of interest and participation is indicative of our work as we work toward a Suicide Safer Community.

## SOUL MATE CELEBRATION

MARCH 8, 2018

Held at Spago's South Windsor, CMHA-WECB's first annual report to the community featured the exciting announcement that the campaign's three year goal had been attained in just 10 months! This solidified that the community was ready for more mental health awareness, education and training, and was fully prepared to support it through donations and participation in the campaign.

## SOLEFUL CELEBRATION

FEBRUARY 10, 2019

Held at Roseland Golf & Curling Club, this family-oriented report to the community announced that just over \$1 million had been raised, and highlighted exciting partnerships including with area first responders via a Ministry of Labour grant for peer support, and with the City of Windsor for the 2022 CanAm Games.



# ambassador stories

The success of the Sole Focus Project is without a doubt because of the incredible involvement of our passionate Ambassadors. These individuals have taken a stand for mental health, sharing their own lived experiences, and encouraging others to have those sometimes difficult discussions. We all have mental health - we are the five in five.





“

“I was so glad to be able to use my experience and vulnerability, even if it was to help just one person.”

JASMINE JASEY



## my story.

As I sat down to write my final piece on why and what it has meant to me to be a part of such a great campaign, I couldn't help but be emotional at all that we have achieved together!

I was honoured to be asked to be an ambassador for the Sole Focus Project as I've been open about having suffered with severe anxiety disorder since I was a child. I was so glad to be able to use my experience and vulnerability, even if it was to help just one person. It has ended up helping so many over the last three years. I've received letters from men and women in the community thanking me for being open and honest and how allowing them into my life has helped them; for that I am so grateful! Having my son follow in my footsteps to become the youngest ambassador for CMHA is amazing!

I was also able to help create and chair this incredible event called *Rock Your Sole*, and brought on board some of the hardest working, cherished women and men that have now become my forever friends. Together, and I mean together, because everybody worked so hard to create the single largest fundraising event in CMHA history to help children and adults in our community!

I just want to say thank you - thank you for the opportunity, thank you for the friendships, thank you for the support, and thank you for everything you do for everyone in Essex County. I look forward to our continuing work together!



“This project has dispelled myths, increased understanding and opened the door for discussion.”

MIKE AKPATA, C.D.

## my story.

My participation in the Sole Focus Project has been a substantially gratifying and personally humbling endeavor. I have been able to speak with many first responders, emergency workers, and veterans about taking care of themselves and their colleagues. The work that we have done on behalf of public safety and security can take an emotional toll, and affect our mental health. The irony of our circumstance is that these emotional scars are not readily seen, and on many occasions these individuals suffer in silence.

This Project brought awareness to struggles that some face with Post Traumatic Stress and allowed the topic to be discussed in the open. Awareness and understanding is the key to accepting the “new normal” of many of these individuals. We are your sisters, brothers, sons and daughters, our current circumstance does not define our worth.

Your support and discussion of these mental health issues will help move understanding forward. At the end of the day we are all responsible for each other; this type of project dispelled myths, increased understanding, and opened the door for discussion. It has been a privilege to participate in something so worthwhile to effect positive change.

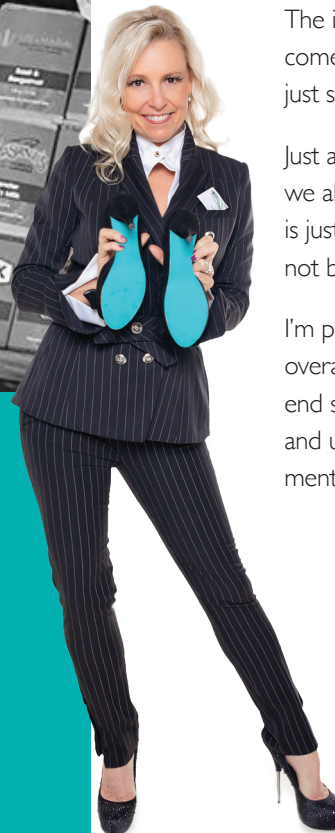






“Mental health is just as vital as physical health. In reality, the two coexist and should not be treated separately.”

CHARMAINE GILLIS



## my story.

When I joined the Sole Focus Project as an Ambassador, not many people knew about my experience with mental illness – that my husband had struggled with depression and died by suicide in 2010, and my then 14 year old son was the one to find him. The trauma left him suffering from PTSD. These events, along with other life circumstances changed the way I thought about mental illness. But by opening up and telling my story, I wanted to let others know that it's okay, that I understand what they're going through. Mental illness touches everyone in its path.

The impact of speaking out has been tremendous. Strangers have come up to me to share their own experiences, to hug me, or to just say thank you.

Just as we all know someone with cancer or other chronic disease, we all know someone with a mental health disorder. Mental health is just as vital as physical health. In reality, the two coexist and should not be treated separately.

I'm passionate about mental health and helping people improve their overall health and well-being from a holistic approach. It is time we end stigma, become better informed and develop deeper compassion and understanding. I realize now more than ever the importance of mental health to me!

# our impact in numbers

65

Ambassadors to-date

21%

Increase in engaged workplaces

34

safeTALK trainings resulting in

125%

Increase in ASIST trainings

24

ASIST trainings resulting in

741

new Suicide First Aid Caregivers

Rock Your Sole has been the largest fundraising events in agency history; raising over

\$335,000

838

mental health promotion requests



134%

Increase in mental health promotion requests

37

Education sessions delivered to the community free of charge





# 614

new Suicide Alert Helpers

# 60,000

Over 60,000 minutes of training delivered

# 105

Health fairs attended, interacting with over **10,000** individuals

# 660% increase

in 3rd party event revenue

# 40

Local businesses and organizations as strategic partners

# 900

Annual mental health summit attended by over 900 grade 10 students

# 06

Suicide to Hope trainings resulting in **81** individuals trained in recovery and growth

# 550

Workplaces and over **4,900** employees received workplace mental health education

# 273

Schools and **9,640** youth received mental health education

# 18

Presentations made on the transition from secondary to post-secondary education



**4,059**  
followers



**1,980**  
followers

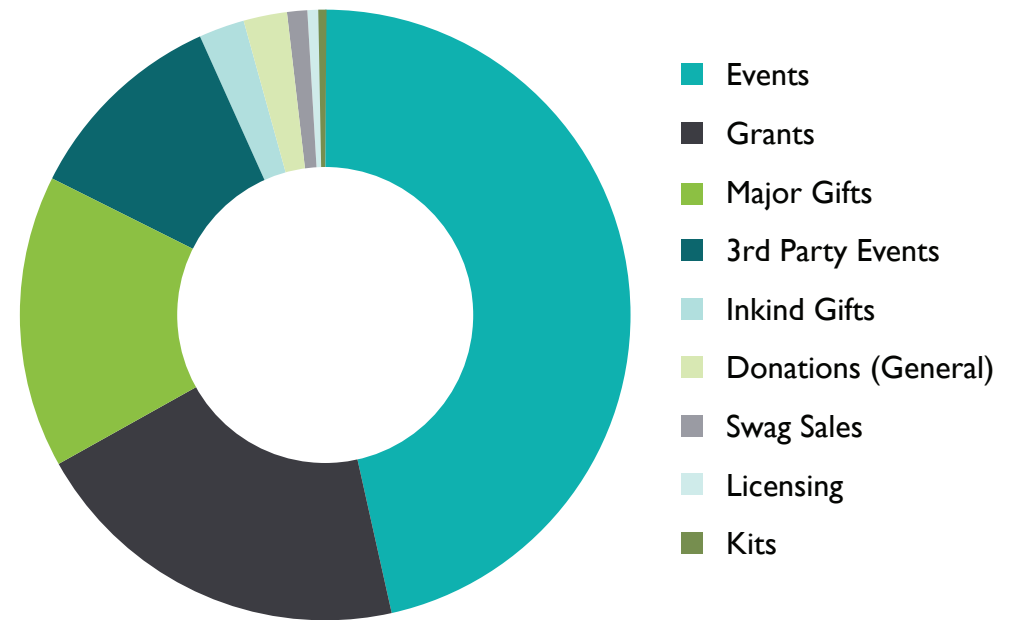


**2,007**  
followers

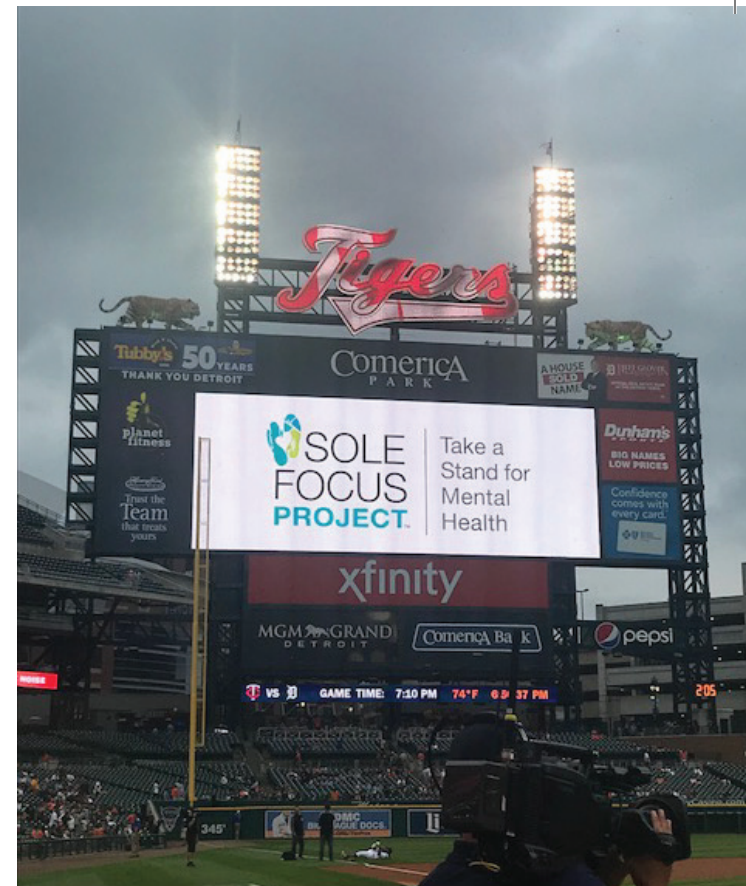
# financials

## revenue breakdown

Events	\$	752,278.37
Grants	\$	302,220.50
Major Gifts	\$	240,499.99
3rd Party Events	\$	175,473.36
Inkind Gifts	\$	26,733.03
Donations (General)	\$	22,887.23
Swag Sales	\$	13,057.10
Licensing	\$	11,300.00
Kits	\$	104.45
<b>Total Revenue</b>	<b>\$</b>	<b>1,544,554.03</b>









# thank you to our donors

Windsor-Essex is undoubtedly one of the most generous communities in which to live, work and play.

Thank you to our incredible donors for your support of the Sole Focus Project and for contributing to the mental wellness of our friends, family and co-workers.

**Mental Health  
Champion**  
\$100,000+

Solcz Family Foundation  
Rock Your Sole  
Rock Your Sole:The Reunion  
Rock Your Sole:The Final Tour

**Community Builder**  
\$50,000 - \$99,999

Cypher Systems Group  
UNIFOR Local 444

**Community  
Partner**  
\$25,000 - \$49,999

Bell Media  
Bruceyfest  
Dan Gemus Real Estate Team  
Do Good Divas  
Families First  
Family Services Windsor-Essex  
Green Shield Canada  
Ground Effects  
KMJ Industrial Contractors  
Sunset Produce  
Troup Group of Companies

**Mental Health  
Ambassador**  
\$5,000 - \$24,999

Banwell Pharmacy  
Bell Let's Talk  
Breadth Consulting  
Caesars Windsor Cares  
Cainerfest  
Circle of Seven  
CUPE Local 3740  
Dental Health Centre  
Detroit Tigers  
Domino's  
Double Diamond  
Douglas Marketing Group  
FCA  
Grain of Sand Foundation  
IDA Sunshine Drugs  
Inspiration 100  
Integrity Tool & Mold

Jeff Burrow's 24 Hour  
Drum-a-thon  
JP Wiser's  
Kirwin Partners  
Landscape Effects  
Lanoue Chevrolet  
Lauzon Veterinary Hospital  
LiUNA! 625  
Mastercraft Homes  
Moir Crane/Moir-Ferriss  
Mucci Farms  
Dr. Nisar Huq  
McTague Law Firm LLP  
ONA Local 8  
Reko Manufacturing  
Lisa & Brian Schwab  
Seaton Sunrooms  
St. Clair College Alumni  
Association

Stephanie & Barry  
Zekelman Foundation  
TD Bank  
The Job Shoppe  
The O'Neil Foundation  
Tilbury Concrete  
Toldo Foundation  
Viewpointe Be Happy 5K  
WFCU Credit Union  
Windsor Corporate  
Challenge  
WindsorEssex  
Community Foundation  
Windsor Essex County  
Association of Realtors  
Windsor Laser  
Eye Institute  
Windsor Spitfires  
Foundation  
Windsor Star  
YourTV

# thank you to our strategic partners

The following list of companies have played a crucial role in transforming the well-being of our community.

From the early days of the campaign when we were seeking advice, to implementing mental health programs in their workplaces, to supporting events and sharing information, these companies are leaders in our community.





# thank you to our ambassadors

The success of the Sole Focus Project can be measured in many ways. One key way is the number of individuals it has reached and those that have passionately encouraged others to speak out about their own lived experience; who have spoken about mental health without shame or fear and broken down the stigma, and who have taken on incredible tasks to raise both awareness and funds to support this Project. We are indebted to our incredible Ambassadors for their dedication to CMHA-WECB and for embracing community well-being as their sole focus. Thank you for taking a stand for mental health!



Jude Abu Zaineh

Mike Akpata

Dr. Mohsan Beg

Alyssa Boston

Ceira Bray

Arms Bumanlag

Jeff Burrows

Anna Cabrera

Jeff Casey

David Cassidy

Lina Chaker

Heather Chauvin

Circle of Seven

Gerry Cooper

Kevin Cooper

Sharon Cooper

Barb Davis

Janice Dawson

Claudia den Boer

Mayor Drew Dilkens

Maxine Ebegbuzie-Shelton

Nick Evans

John Fairly

Patty France

From the Heart

Tammy Fryer

Cealia Gagnon

Charmaine Gillis

Greg Gnyp

Nancy Gorski

Kailey Jackson

Hazen Jasey

Jasmine Jasey

Terry Johnson

Cris Kambouris

Aliyah King

Dennis Koren

Chief Bruce Krauter

Ottavia Lepera

Ken Lewenza

Noel Moffatt

Shawn Moir

Noelle Montcalm

Dr. Alfie Morgan

Jeanine Nakhle

Natalie Packer

Dylan Parker

Sean Patterson

Sean Penhale

Carol Petroni

Camille Quenneville

Gail Robertson

Warren Rychel

Jim Scott

Sirved

Jeremy Soulliere

Ashley Spina

Loretta Stoyka

Brad Thomas

DeAndre Thomas

Dr. Rabia Toor

Sherri Tovell

Erica Tramutola

Chantal Vallee

Jennifer Wells

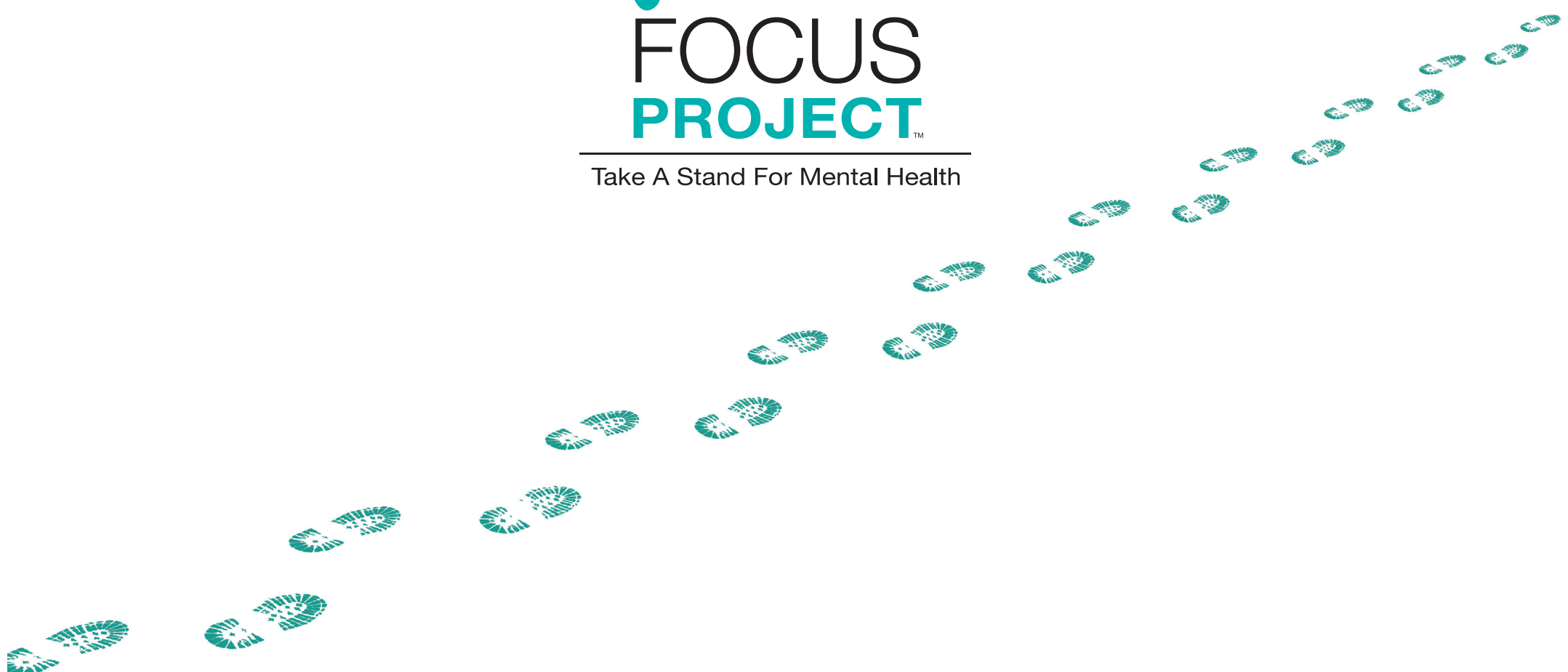
Dr. Alan Wildeman

Kelly Wolfe





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Health Association**  
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