



YEARS

Report to our Community
2018-2019



SCHIZOPHRENIA
SOCIETY OF ONTARIO

A REASON TO HOPE



**SCHIZOPHRENIA**
SOCIETY OF ONTARIO
A PASSION TO HEAL
www.schizophrenia.on.ca
   

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Message from Chair & CEO

2019 was a milestone year for SSO as we celebrated our 40th anniversary and a pivotal time for our organization as we explore what our next 40 years will look like. Since our humble beginnings as a support group in a church basement in 1979, we have grown into the largest provincial charity making a positive difference in the lives of people impacted by schizophrenia and psychotic illness.

We serve close to 10,000 Ontarians every year through counselling, family support groups, educational workshops for individuals, caregivers and professionals, and community events. We are strong advocates for mental health in Ontario, working hard to create an agile, responsive mental health system and raise awareness of key issues people face. Mental health and mental illnesses are receiving more attention these days across the globe, and we have all come to understand their impact on all of our lives.

This past fall, supported by IPSOS, we conducted a stakeholder survey to better inform planning for our programs, services and communications. What we heard was that we needed to look beyond just supporting a “diagnosis”: people need holistic support geared to better assist families and caregivers, help with housing and employment, and ongoing advocacy to help access much needed services or treatments.

In response, our Board of Directors looked at the path forward. We concluded that to better help people in our communities living with mental illness today, yet remain sustainable in a changing world, we need to embrace new technologies and innovation. This is why this past year, we launched IAM (Institute for Advancements in Mental Health) with a bold vision to redesign society for better mental health. The institute includes a unique mental health innovation platform aiming to directly improve the lives of people.

40 years ago, we were bold enough to start a support group for an illness no one wanted to talk about openly; an illness where those impacted were often hidden away, out of sight, by members of their own family.

40 years ago, we were boldly bringing families together to support their loved ones with schizophrenia.

Today, we are even bolder. Schizophrenia as an illness has changed – many advancements in treatment have allowed people to live a very different life than they could have 40 years ago, yet opportunities for those with serious mental illness and quality of day to day life, can still be found lacking. We want to be part of closing that gap.

Today, with the building out of IAM, our vision is to bring together the mental health sector and innovators, researchers, entrepreneurs, corporate partners and of course, families, caregivers and people living with mental illness, to make a difference and create a system that better responds to their needs.

With advancements in treatment and technologies, tighter purse strings on public funding and a new generation growing up who is used to speaking more openly and inclusively about mental health in our schools, workplaces and beyond, it's inspiring to imagine the future of mental health. Beginning with today, we're so excited to see what our next 40 years will bring, and we are thrilled to have you as part of the journey.



A handwritten signature in black ink, reading "Aamir Mian".

Aamir Mian
Board Chair



A handwritten signature in black ink, reading "Mary Alberti".

Mary Alberti
CEO

Mission, Vision & Mandate

Mission

We make a positive difference in the lives of people, families and communities affected by schizophrenia and psychotic illnesses.

Vision

We envision a world without schizophrenia.

Mandate

EDUCATE

SUPPORT

ADVOCATE



Organizational Values:

COMPASSION

We bring kindness and understanding to the work we do.

INNOVATION

We lead with hope and creativity.

INTEGRITY

We are honest, accountable, professional and responsive.

INCLUSIVENESS

We engage others and respect the diverse experiences and backgrounds they bring.

SSO by the Numbers

Supporting families in communities across the province for 40 years, we have grown into a leading charity with four regional offices, nearly 20 staff and a network of more than 60 volunteers.

This past year,



We were here for the **3 in 100** : That's **1million** people living with psychosis : **Canadians**

We were here for

140,000

Ontarians living with schizophrenia, and so many of their friends, families & loved ones



421 professionals were trained across the province

Almost **2,000** people used our **Ask the Expert** counselling service

We supported more than **5,000** people through community programs, services and events

We supported

13
students



living with mental illness to pursue education goals with

\$21,500
in bursaries

We held

42



advocacy meetings with government officials

246

youth attended SSO events in their community

16.7
million

people heard about SSO and schizophrenia in a national or local media story



We had more than **70,000**

visits to SSO's website



We gained more than

7,000

combined social media followers (Instagram, Facebook, Twitter)



We had more than

52,000

people engaged with our social media posts

World Schizophrenia Day 2019

Marking the society's 40 years of working towards a brighter, more inclusive future for those living with serious mental illness, on May 24, 2019, SSO celebrated **National Schizophrenia and Psychosis Awareness Day (NSPAD)**. We held a media and influencer event at The Richmond in Toronto, shining a light on those impacted by schizophrenia and psychosis. The event featured interviews and talks from SSO guest speakers including SSO staff and leader, CEO Mary Alberti. In the audience were health, wellness and entertainment industry leaders dedicated to advancing the conversation about mental health, social media influencers, and mental health advocates. Guests learned about SSO's advocacy work from Erin Boudreau, SSO's lead in Advocacy, Policy and Community Engagement and at times tear-filled conversations, and memorable personal experiences were shared by some of SSO's Speakers Bureau, and members of the audience.



In honour of the theme to shine the light on schizophrenia and psychosis and more than 140,000 Ontarians affected by the illness, the Toronto Sign, The CN Tower, and Niagara Falls were all lit purple and green (SSO colours) as a sign of support for SSO, and a way to pay respect to all the bright lives and stories of people impacted by schizophrenia and psychosis in our communities.

The event generated more than 450,700 social media impressions and with radio, broadcast, print and online stories, a buzzing media reach of more than 128 million.

To find out more, and watch our 40th anniversary video, please visit our website.

www.schizophrenia.on.ca

Volunteer Week 2019

Meet Linda



Apart from her contribution to the Speakers Bureau here at SSO, Linda gives her time every week to support SSO, volunteering in our finance department as well as helping with administrative and clerical tasks. In her own words, “I am honoured to volunteer among people, who through their everyday work, make life better for people like me. Feeling like you’re part of a team is critical to my recovery and I have felt that way since the day I arrived here.” We love seeing her smiling face every Wednesday! Thank you Linda for everything you do, we are so happy to have you.

Meet Michael

Michael remembers a lot about SSO – after all, he has been volunteering with us for well over a decade! When Michael isn’t volunteering his time with us, he enjoys spending his spare time painting.



“The first thing that comes to my mind about working at the SSO is that it provides me an environment free of stigma in a very friendly atmosphere. It is more than a place of employment – it’s a place that I like to call my second home, even though it’s only one day a week. Sometimes when I don’t feel well I look forward to volunteering because I have the moral support of the staff. I know I can confide in them and receive moral support on those cloudy days. I do general clerical duties, mostly preparing tax receipts and other mail and also help out the finance department with filing. I don’t have an important job, but I take it seriously and am thankful as having these responsibilities make me feel important. Feeling important is not something common for people with schizophrenia. I have been volunteering at the SSO for so long now that I don’t remember the year I started working. I think it was 2001? The only person that precedes me at the office is Mary Alberti, CEO. Over the years the SSO has paid back my services with dividends! In 2003, I received an SSO scholarship to study part time at the Ontario College of Art and Design University and I took two courses. In 2014, they raised funds so I could participate in the NYC marathon. Two days after launching a fundraising campaign online, we reached the target goal. I am happy to say that I finished the marathon. It was a dream come true.”



For more volunteer stories and photos, please visit our social media channels.



40 years – Reflecting on a Family’s Legacy



Dorothy Jefferies, Co-Founder of SSO, with granddaughter Emily

At family gatherings, Jim was always very quiet and only spoke a few words after being asked basic questions. He was a big fan of everyone’s cooking, and always politely asked for seconds (sometimes thirds). Jim had schizophrenia, and though he was physically present when we got together, growing up I always wondered about his brain chemistry and how his illness affected my grandparents, dad, and uncle.

As the youngest in our immediate family, I didn’t understand or appreciate what my grandparents had built until I was fourteen. They created the SSO community in a time and place when schizophrenia was becoming more common within southern Ontario families, but no support was available. The SSO provided comfort and answers when there was much concern and so many questions.

It is truly inspiring to see how the organization has grown with a team of dedicated, educated employees and volunteers who are passionate about assisting their communities with this disease.

Knowing that the charity started out with just 80 attendees in a church basement, to now being the largest provincial health charity dedicated to helping people with schizophrenia, providing resources and events across our communities, is amazing.

When it comes to carrying on my grandparents’ legacy, my family and I do so by being empathetic to those with mental health challenges. We speak openly about our own struggles in hopes that one day there will be no stigma surrounding this mental illness.

My family and I are very proud of what Bill and Dorothy established four decades ago, and along with Jim, it has certainly brought our families closer together. We will continue to lend a hand and be a supportive voice for the SSO communities when needed.

Emily Jefferies, granddaughter of SSO Co-Founder Dorothy Jefferies

[View Dorothy’s video message on our website](#)





The Jefferies Family



Bill and Dorothy Jefferies



Winter 2018 - Dorothy Jefferies celebrates her 100th birthday

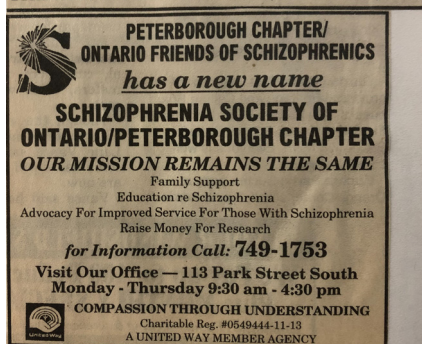
*For over 26 years,
communities
throughout Ontario
have rallied together
to raise awareness
about schizophrenia
and psychosis.*



Schizophrenia Society of Ontario

Friends of Schizophrenics recognized a need to change their name to Schizophrenia Society of Ontario.

THE EXAMINER/TUESDAY, MARCH 4, 1997



1997

Since 1993, SSO has contributed over \$100 million to research on schizophrenia and psychotic illnesses by funding over 20 projects by new and established scientists.



1993

Policy and Advocacy

Since 1979, SSO has been actively advocating for policy and system changes benefitting people with schizophrenia and psychosis and their families.



*Friends of Schizophrenics
hosted walks, gatherings,
and inclusive events all in
support of helping others.*



9 - 2019

e. Changing Lives.

2004



Hope for Schizophrenia Day

*Mayor David Miller, on behalf of
Toronto City Council, proclaims June 13,
2004 as Hope for Schizophrenia Day.*

SSO launches IAM

Institute of Advanceme

Mental Health

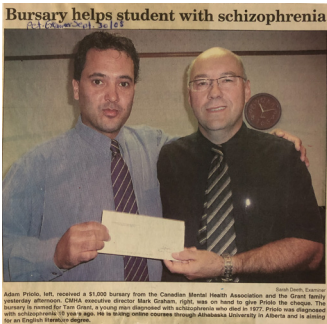
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building a specialized
understanding of their n*



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Bursary helps student with schizophrenia
Adam Pridio, left, received a \$1,000 bursary from the Canadian Mental Health Association and the Grant family yesterday afternoon. CHMA executive director Mark Graham, right, was on hand to give Pridio the cheque. The bursary is named for Tam Grant, a young man diagnosed with schizophrenia who died in 1977. Pridio was diagnosed with schizophrenia 10 years ago. He is bringing mother's recovery through education, currently in Alberta and is working for an English language program.

SSO Scholarship Program

*SSO is Canada's only bursary
program dedicated to funding
educational opportunities for
individuals affected by
schizophrenia or psychosis. Our
program has been providing
funds since 2003 and to date,
we've supported over 100
students and awarded
approximately \$250,000 to date.*



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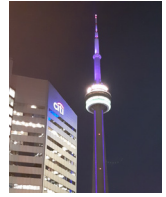
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2017



World Schizophrenia Day

On May 24, 2019, SSO celebrated National Schizophrenia and Psychosis Awareness Day with a media and influencer event at The Richmond in Toronto.



2018

*Dorothy Jefferies,
Co-Founder of
SSO Celebrates
100th Birthday*



abriel McGowan
l Research Fund
d in 2017, SSO's
itiatives continue
biomedical
through the
abriel McGowan
l Research Fund
l Jefferies
Fund, which
both biomedical
osocial research.

2019



Celebrating 40 Years

Now, SSO is one of Canada's most respected charities, directly supporting nearly 10,000 Ontarians every year and raising awareness for thousands more.

Our Path Forward

What would life be like if we reinforced mental health and wellness at work, school, home, transit, advertising and social media?

Mental health is a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to his or her community.

(Source: Canadian Mental Health Association)

Living a meaningful life with mental illness is now much more the goal – functional programs that help people cope better with the day to day and live a better, more meaningful life. In creating IAM, we noticed two major barriers to good mental health care today:



The lack of progress in health system improvement for people and families facing mental health concerns, especially those living with serious mental illness

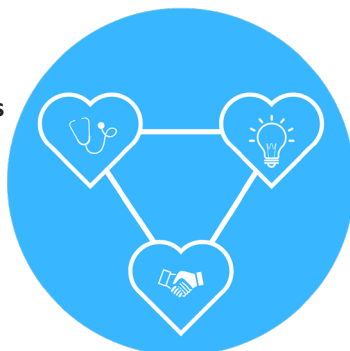


The lack of innovation in the mental health system as a whole

Eliminating these major barriers is part of the future of our work at SSO. Our work is infused with a strong desire to bring much needed help and support to people and families impacted by mental illness, informed by a strong understanding of some of the service and support gaps that exist for families.

Building on this over the next three years, SSO will focus its new corporate strategy on the following:

Focusing on solutions responsive to people's needs



Advancing a responsive, agile mental health system

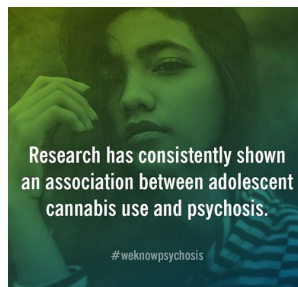
Building partnerships and collaboration

A More Inclusive Society in the Making

Education and Awareness

#weknowpsychosis Social Media Campaign

In honour of Mental Illness Awareness Week 2018 and anticipating some of the questions around legalization of cannabis in Canada, SSO partnered with the Early Psychosis Intervention Ontario Network (EPION) on a social media campaign to highlight some of the research evidence linking cannabis and psychosis, providing education, raising awareness, and helping youth make healthier choices.



Social media post for campaign.



Let's Talk Cannabis!

Cannabis & Psychosis Education Forums

With cannabis legalized in Ontario in October of 2018, questions surrounding its effects on youth and its connection to psychosis abound. SSO continues to organize community forums across Ontario as part of our cannabis legalization public awareness campaign. The forums aim to unpack what legalization means for Ontarians, discuss where gaps exist, showcase potential harms associated with cannabis use, especially for youth, and where youth and families can get help. These forums are supported by our partner agencies and our panelists, including:

- Dr. Suzanne Archie, Executive Director of The Cleghorn Early Intervention Clinic, who focuses on the association between cannabis and psychosis
- An individual with lived experience to share their story
- Local service providers who present on harm reduction, resources for parents and youth and local services and resources

To-date, SSO hosted four cannabis education forums across the province, with a total attendance of more than 100 youth, community organizations, parents, and other partners.

For more information, to read our position paper on cannabis legalization or to learn about our #weknowpsychosis social media campaign, please visit our website and social media handles.

Policy and Advocacy

Segregation of prisoners with mental health issues

We continue to advocate against the harmful effects of segregating inmates with mental health issues, including recommendations on *Bill 6: Correctional Services Transformation Act*, aiming to change correctional services in Ontario. Among our key recommendations was the phasing out of segregation for prohibited groups (e.g., inmates with mental illness) within five years across all institutions vs. the proposed 10 years, and using segregation as a last resort.

Community treatment orders – an international perspective

Community treatment orders (CTOs) are often a safe way for people with mental illness to re-integrate back into their local community and live improved lives at home. This past year, SSO had the pleasure to participate in an education day to share learnings and knowledge about working with clients and families impacted by CTOs, with a delegation of officials from China. The Chinese government introduced their first-ever mental health law in 2013 and was looking at gaining insight into how to improve the care and rights of those living with mental health issues. A delegation of mental health advisors and legislators from China and we were able to share the family perspective of CTOs as well as our own position and advocacy in this area with them.

Spring Lobby Day at Queen's Park

The purpose of our annual Queen's Park Lobby Day is to raise schizophrenia and psychosis awareness, advocate for critical supports for persons living with these illnesses and to elevate SSO's profile among elected officials. Held in April 2018, the day consisted of a series of meetings with MPPs from all parties with relevant portfolios who can play a pivotal role in helping advance our cause.



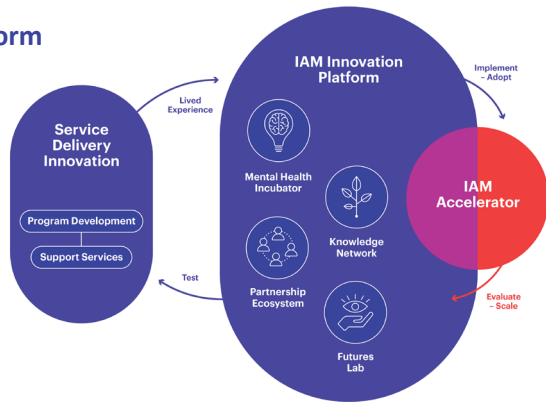
L to R: Mary Alberti, SSO CEO, Teresa Armstrong, MPP, London-Fanshawe & Critic, Home Care and Long-Term Care, Chris W., SSO Speakers Bureau member, George Bilof, SSO Board Member

Institute for Advancements in Mental Health (IAM)

Created by SSO in 2017, IAM was inspired by and evolved out of four decades of serving people with the most chronic forms of mental illness, and building a specialized understanding of their needs to help them lead successful, meaningful lives. IAM is Canada's first dedicated and independent mental health innovation platform aimed at redesigning our society for better mental health. This year at IAM, we refined our innovation platform. Our innovation platform puts people living with mental illness in the driver's seat, working alongside innovators and others to build solutions to help redesign society for better mental health.

IAM Innovation Platform

IAM re-imagines a more inclusive society, looking at real solutions based on the needs of people, all with the goal to achieve better mental wellness in our communities.



Current Projects at IAM include

- ✓ Innovation Prize Challenge of up to \$100,000 calling experts, researchers and clinicians to advance suicide reduction work focused on youth with schizophrenia and psychosis
- ✓ An exploration of public spaces and wellness, beginning with a project to evaluate how a light therapy exhibit in a museum impacts mental well-being (a partnership with Toronto's Museum of Contemporary Art, MOCA)
- ✓ Physician Toolkit, improving the patient-family doctor experience around mental health focused care
- ✓ Building wellness solutions the right way, and realizing the potential of bringing innovation and technology together with mental health insights and knowledge, IAM presents new opportunities to involve, empower and mobilize innovative solutions for underserved and vulnerable clients and caregivers

For more information, please visit us online.

www.iamentalhealth.org

Looking to the Future

MHRC x IAM Innovation Prize Challenge

Earlier this September, the Institute for Advancements in Mental Health (IAM) launched applications for a new Canada-wide Mental Health Innovation Prize, valued at up to \$100,000. This exciting venture partners the Institute for Advancements in Mental Health (IAM) with Mental Health Research Canada (MHRC) to advance an existing early-stage support or prototype to better the lives of young Canadians. MHRC and IAM focused the Mental Health Innovation Prize on supporting youth at risk of suicide. The prize focuses on the following research challenge question:

How might we reduce incidences of suicide among youth and young adults living with mental health issues with an emphasis on psychosis or schizophrenia in areas of Canada where health and social services are limited?



SSO team in the Light Therapy Room at Toronto's MOCA.



Light Therapy Room: MOCA x IAM

In late 2018, IAM partnered with Toronto's Museum of Contemporary Art (MOCA) to pilot a project looking more closely at the intersection of mental health, innovation and public spaces via the **Light Therapy Room** exhibit held at MOCA. In a nutshell, the project looked at how public spaces can influence mental wellbeing. A research evaluation was part of the project, looking at the following key question: what would life be like if public spaces reinforced mental well-being through innovation?

Light Therapy Room, an exhibit by Oslo-based artist Apolonija Šušteršič, was a stark white room within the museum that was filled with light to stimulate a sunny day for visitors to enter. It's widely known that light therapy and public access to light could have public health benefits, including with Seasonal Affective Disorder (SAD). These types of options are not only enjoyable but also promote wellness in the community. The aim of our IAM project was to also explore how a space like Light Therapy could be replicated in other public spaces in order to diversify access and reach a greater number of people.

Research & Innovation

As the main agent in Ontario for schizophrenia and psychotic illness, SSO continues to collaborate with and engage key partners on important developments in schizophrenia and schizophrenia research.

Since 1993, SSO has contributed over **1-million** to research on schizophrenia and psychotic illnesses by funding over 20 projects by new and established scientists. Today, SSO's research initiatives continue to support biomedical research through the Thomas Gabriel McGowan Biomedical Research Fund (established in 2017) and the Bill Jefferies Research Fund, which supports both biomedical and psychosocial research. Supported by our expert Scientific Advisory Council, our research focuses on systems improvement, innovation, biomedical and psychosocial advancements and policy change. This ranges from partnerships with scientists to utilizing our own expertise through academic research reviews and constituent-input surveys.

SSO's recent research work includes



Supporting researcher Dr. Paul Kurdyak (CAMH) in the evaluation of transitions into and out of correctional centres among Ontarians with schizophrenia.



In the fall of 2017, development of a discussion paper in response to the legalization of cannabis, implemented the following year (October of 2018).



Including the voice of those living with schizophrenia in influencing important current issues and research initiatives, including decisions about what medications or treatments should be publicly funded. Our recent submission to the Ontario Health Technology Advisory Committee helped lead Health Quality Ontario to recommend public funding for CBT-p for people with schizophrenia. In February of 2017, we led a patient submission to the Canadian Agency for Drugs and Technologies in Health's (CADTH) Common Drug Review Committee for its consideration when determining the reimbursement eligibility for Brexpiprazole. We have provided feedback on HQO's Schizophrenia: Care in the Community for Adults Quality Standard and together with HQO, have supported its adoption among families and caregivers.



As mentioned above, SSO has been working on a community project helping train front line mental health professionals in select organizations serving vulnerable populations. SSO is currently evaluating the use of Cognitive Behavioral Therapy for Psychosis (CBT-p) to help individuals with schizophrenia and psychosis who are living at or below the poverty line, hoping to establish its validity as an intervention to the poverty cycle. This initiative is helping people who are isolated have better connections in their communities. Concluding in 2020, the project aims to equip front line community workers to better support individuals in the community living with mental illness.

For more information, please visit us online.

www.schizophrenia.on.ca



Responsive Programming for a Better Quality of Life

Advancing CBT for Psychosis (CBT-p) in Ontario

In its third year, SSO's signature workshop for family caregivers supports those who care for someone living with psychotic illness, teaching practical skills to better support and communicate more effectively with their loved ones. Run across communities in Ontario, the workshop builds better resilience and helps maintain day-to-day activities, including self-care, and helps reduce relapses. To date, we trained more than 120 caregivers in supporting their loved ones. Our workshops ran in Ottawa (2018), Hamilton (2018), Sudbury (2019) and St. Catharines (2019), and were often also attended by community partners and front line health professionals. We are grateful to all community partners who band with us to deliver this important community training to families: CMHA, Family Mental Health Support Network of Niagara, St. Joseph's Healthcare Hamilton, and The Royal in Ottawa.

Training frontline professionals across our communities to use CBT-p with vulnerable clients

Beyond our signature CBT-p for caregivers workshops, SSO's unique knowledge and experience in the area of psychotic illness and schizophrenia has precipitated a number of other programs and services incorporating CBT-p, including SSO's signature support group for individuals with lived experience, Recovery in Action (RIA), and community-based training for frontline workers.

Within community organizations across Ontario, frontline professionals are often responsible for first-encounter support and care to individuals exhibiting signs of severe mental illness. Often times, these workers are ill-equipped to moderate such interactions, particularly where there are signs of psychosis and situations escalate.

This past year, four community organizations serving vulnerable people in the Toronto and Halton region were supported with our 5-day intensive CBT-p for community organizations workshop. Moving into the final year of the project, we've trained approximately 40 frontline staff at PARC, Scadding Court Community Centre, St. Stephens Community House, and St. Jude's Community Homes and estimate that over 300 clients living with serious mental illness have benefited from the evidence-based interventions front line workers learned in our workshop.

Evaluation about the effectiveness of this intervention to the poverty cycle is still ongoing, expected to be completed in 2020.

Recovery in Action (RIA)

SSO's signature recovery program, Recovery In Action (RIA), first opened doors in 2017. For those affected by mental illness, our RIA program creates hope through meaningful experiences. RIA serves clients of all stages of schizophrenia and psychotic illness. We engage participants' individual choices, using the things that make them happy as integral parts of their recovery. They see a better future. They build skills. They get better. They live happier.

RIA workshops are intense, hands-on, offer the intimacy of a small group setting and are focused on goals and supporting recovery. More than 50 clients annually are now getting support via RIA, and we are seeing steady growth in demand each year. This past year, RIA has expanded from its original 3 week curriculum to 7 weeks –more than double its original service duration. We have also established an alumni group where those who have successfully completed the program can stay connected and share experiences and learnings.

"Through RIA, I have the opportunity to bring joy back to a person – to give them hope. Clients going through the program can imagine living a different life and the opportunities ahead of them – whether it's swimming with dolphins or attending a baseball game, they begin to see what is achievable and that recovery is possible," says Sophie Hwang, Program Manager, SSO, and creator behind the RIA program.



Ask the Expert

For individuals needing support, as well as families and loved ones of those living with mental illness, or professionals in the community, our one of a kind province-wide support program is accessible online, over the phone and in person. The Ask The Expert (ATE)

web and phone support is free to all. It is often the choice of those dealing with first episodes of illness or a new diagnosis of schizophrenia/psychosis. With ATE, anyone can talk to a mental health professional for customized counseling and advice. ATE supports approximately 2,000 clients annually, many on a long-term, ongoing basis: we never close a case file when support is still needed, and many clients and families connect with us on an ongoing basis whenever they need support in their journey.

Fundraising & Events – Highlights

March LCBO campaign

In the month of March, the Schizophrenia Society of Ontario (SSO) participated in the LCBO donation box program where consumers shopping for a beverage in March supported our programs and services by dropping in extra change at cash registers in the 667 LCBO stores in Ontario. Thank you to all who participated, and to our partners at the LCBO – we raised more than **\$18,000!**



Hole out for Hope

On June 21, 2018, SSO held its 6th annual Hole out for Hope golf tournament at the Emerald Hills Golf Club in Stouffville, raising more than \$60,000 to benefit SSO. Thank you to our dedicated golf committee for spearheading this signature event - Craig Sindrey, Fred Howe and Lesley and David Skelly.

Peace of Minds Party and Scholarship Recipient Gala

Thank you to everyone who joined us at the Peace of Minds fundraiser on Friday, March 29. We took time to reflect on our 40 years of service to clients and families impacted by schizophrenia and celebrated the accomplishments of our 2018 scholarship recipients at the beautiful CSI Lounge in Toronto. We feel honoured to have shared the evening with our scholarship recipients, musicians, supporters and donors, and their families and friends.



Proceeds from Peace of Minds support the resources needed to meet the future priorities of those living with schizophrenia, and their families and caregivers.



Peace of Minds Yoga

In its 15th year now, our community yogathon, Peace of Minds Yoga, is a fun day full of yoga classes, mental health presentations and group meditation. Fundraising proceeds from Peace of Minds Yoga support the innovative programs and services of the Schizophrenia Society of Ontario (SSO) and the event raises awareness about mental illness across our communities.

This year, the Oakville and Hamilton communities welcomed over 100 people to participate in Peace of Minds Yoga in February and March. Participants stretched and moved under the direction of volunteer yoga teachers, who are all from local studios. We are so grateful for this year's generous support, totaling more than \$16,000. This is truly a community event and we thank all who supported and took part.



Annual Peace of Minds Walk

Our signature awareness and fundraising walk, originally launched in 1993 to support schizophrenia research and awareness, is now running in its 26th year in communities across the province. Raising thousands each year to directly support vital programming for individuals and families and often garnering attention from media around the province, Peace of Minds Walk remains a cornerstone event for SSO.



For more information on our key fundraising initiatives, including event photo galleries and videos, please visit us on our website and social media channels.

Our Financials

Where our money comes from:

Donations	\$ 906,304	36%	
Events	\$ 177,035	6.9%	
Gaming	\$ 187,740	7%	
Investment Income	\$ 15,952	0.5%	
Government	\$ 712,210	28.5%	
Regional	\$ 25,228	1.5%	
Provincial	\$ 686,982	27%	
Corporate Grants, Foundations & Other Agencies	\$ 491,846	19%	
Fee for Service	\$ 54,558	2%	
Sundry	\$ 3,031	0.1%	
TOTAL	\$ 2,548,676	100%	

Where our money goes:

Programs	\$ 1,207,493	50%	
Research & Innovation	\$ 200,381	8%	
Fundraising	\$ 403,313	17%	
Gaming	\$ 109,539	5%	
Administration	\$ 476,884	20%	
TOTAL	\$ 2,397,610	100%	

Note: Please visit our website to view the 2018-2019 Audited Financial Statements.

Signature Events



GOLF

\$ 100,122



WALK

\$ 45,452



YOGATHON

\$ 19,967



Thank you to all community partners, sponsors and participants, including the Hole Out for Hope Committee - Craig Sindrey and Fred Howe.

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We invite you to visit our website for the digital version of this report, including video stories detailing our decades of impact on individuals, families and mental health in Ontario.



SCHIZOPHRENIA
SOCIETY OF ONTARIO
A REASON TO HOPE

40 Years

**A Report
to our Community**

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