

Mental
Illness
Foundation

Opening up surely helps

REPORT OF ACTIVITIES 2008



PREVENT - REDUCE THE SUFFERING - MOBILIZE

DR. MARTIN TREMBLAY, MD, MSC, FRCPC
Chair of the Board of Directors
Mental Illness Foundation



2008: A year of development and change



JOCELYNE MONTY
Outgoing Chair
of the Board of
Directors
Mental Illness
Foundation

At the Mental Illness Foundation, 2008 saw several momentous events. First was the press conference the Foundation held in October to announce the launch of a major fundraising campaign. Then came the appointment of Jean-Luc Taschereau, formerly an executive with a telecommunications company, as President of the Foundation. The presidency was created to support the Foundation in the development of new programs and the creation of its future centre.

The end of the year coincided with another significant event: Jocelyne Monty stepped down as Chair of the Foundation's Board of Directors, which she had been since 2002. However, Mrs Monty will stay on as a member of the Foundation's Executive Committee and the committee responsible for the creation of the future centre.

Dr. Martin Tremblay, Psychiatrist, who has been a member of the Foundation's Board of Directors since 2004, will succeed Mrs Monty. Dr. Tremblay is one of the most dedicated doctors in the Quebec medical world. Co-Director of the Clinique Expertise Neurosciences, he is also a psychiatrist at the Centre hospitalier de l'Université de Montréal (CHUM) and an assistant professor in the Department of Psychiatry at l'Université de Montréal. He has been the Foundation's scientific spokesperson for many years.

Jocelyne Monty: An exceptional woman

From the day she arrived at the Foundation, Jocelyne Monty has taken on some very ambitious challenges. One of her first achievements was the fundraising campaigns in 2000 and 2001 to finance the *Partners for Life* program. The goal of \$3,000,000 was easily surpassed thanks to her tireless work, her persuasive abilities and, most of all, her deep conviction that this program was needed for the battle against suicide among young Quebecers.

Jocelyne Monty is also known for having great dreams. In 2002, shortly after her appointment as Chair of the Board of Directors, she formed a committee of 52 influential women who would become the Committee of Ambassadors. For almost a year and a half, she motivated them and, mostly, acted as their source of inspiration. This Committee will originate an important event – the *Emotions Ball*. On October 2, 2003, the dream came true – the Bell Centre came alive and vibrated with testimonials from people living with a mental illness. More than 800 guests from the business community thus became more aware of mental illness. That first edition of the *Emotions Ball* was followed by two others in 2005 and 2007; Jocelyne Monty will remain at the helm of this major benefit event.

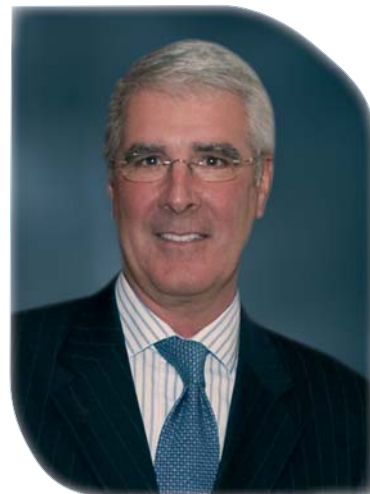
Jocelyne Monty continues to dream... She is dreaming of a centre that will be a bridge between people with a mental illness and the health system. In 2005, the Foundation developed a strategic plan that will guide its destiny for the next 10 years. At the heart of this long-term vision is the creation of a centre that will bring together all the Foundation's services and programs and will, among other things, explore complementary approaches that go further to ease the suffering of people affected and that of their loved ones. She believes in this centre and is proving it by becoming Honorary Co-Chair for the "It's Urgent to Act" fundraising campaign. The Monty family has offered \$1,000,000 toward the creation of the centre.

Those are only some of this woman's achievements. She has received many awards over the years in recognition of her work and her commitment to the cause of mental illness. In 2006, she was appointed to the Academy of Great Montrealers. That same year, the Canadian Alliance on Mental Illness and Mental Health named her National Mental Health Champion, Community Sector. In 2007, the Association des médecins psychiatres du Québec (AMPQ) awarded her the Jacques Voyer Humanitarian award and, a year later, she received the Philanthropic Merit at Les Mercuriades 2008 from the Fédération des chambres de commerce du Québec.

It will be impossible to replace Jocelyne Monty; nevertheless, we can do our best by continuing along the path she has helped mark out and by ensuring that the goals the Foundation has set for itself are achieved. The members of the Foundation's Board of Directors want to express their profound gratitude to Jocelyne Monty and to thank her for agreeing to continue to participate in the destiny of the Foundation by staying on as a member of the Board of Directors.

Fundraising campaign: an objective of \$10,000,000

LUC BACHAND
President of the Fundraising Campaign
Vice-Chairman, Investment Banking Group,
BMO Capital Markets



credit: Patrick Bourque

On October 22, 2008, the Mental Illness Foundation launched its fundraising campaign "It's Urgent to Act," with the objective of raising \$10,000,000. The event gave the President of the Campaign Cabinet, Luc Bachand, Vice-Chairman, Investment Banking Group, BMO Capital Markets, an opportunity to reveal the five major areas to which the funds raised through the campaign will be dedicated.

- The continuation and development of the *Partners for Life* program in order to visit a greater number of schools each year and the creation of a component with information, orientation and access to care for teens and their families.
- The addition of new tools to the *Nothing's Working?* program and the development of services adapted to the specific needs of companies.
- The implementation of a depression awareness and prevention program for seniors and training for caregivers and care providers.
- The creation of a fund to support young mental health researchers.
- The creation of a centre for the improvement of the quality of life and the promotion of mental health in order to offer integrated orientation and information services, as well as training for caregivers and health professionals.

Several representatives of major donors participated in the launch and handed cheques to the Foundation, including Sylvie Barcelo, Deputy Minister, Famille et Aînés Québec (\$600,000), L. Jacques Ménard, Chairman of the Board of BMO Nesbitt Burns and President, BMO Financial Group, Québec (\$500,000), as well as Janine Bombardier, President of the J. Armand Bombardier Foundation (\$500,000).

The Mental Illness Foundation warmly thanks the Honorary Patrons and members of the Campaign Cabinet.

Honorary Co-Chairs

- Jocelyne Monty, Outgoing Chair of the Board of Directors, Mental Illness Foundation
- Dr. Yves Lamontagne, President and CEO, Collège des médecins du Québec

Honorary Patrons

- André Bérard, Corporate Director
- Guiseppe Borsellino, President, Groupe Petra
- Pierre Brunet, Chairman of the Board, Caisse de dépôt et placement du Québec
- Ian Greenberg, President and Chief Executive Officer, Astral Media Inc.
- Guy Lafleur, Ambassador, Montreal Canadiens
- R. Jeffrey Orr, President and Chief Executive Officer, Power Financial Corporation
- Guy Saint-Pierre, Corporate Director
- Michael L. Turcotte, Chairman of the Board, Hydro-Québec
- Hélène Wood, Wood Family Foundation

Members of the Campaign Cabinet

- Stéphane Achard, Senior Vice-President - Business Markets, Mouvement des caisses Desjardins
- Donald Bastien, Senior Vice-President and General Manager, CTV Montreal
- François Côté, President and General Manager, TELUS Health Solutions | backed by Emergis
- Roch L. Dubé, President, Quebec and Ontario, Bell Aliant
- Geoff Molson, Vice-President, Marketing, Molson Canada
- Richard Nadeau, Senior Vice-President, TMX Group
- Luc Villeneuve, President, Samson Bélaïr/Deloitte & Touche



Partners for Life 10 years later

The year 2008 was a memorable one for the *Partners for Life* program, which celebrated its 10th anniversary. On March 4, the Mental Illness Foundation paid tribute to all those who contributed to the program's inception, its growth and continuity at a recognition event held at the Écomusée du fier monde. Donors, partners and activity leaders, past and present, joined members of the Foundation's Board of Directors and employees to share their memories, experiences and hopes and, most of all, to celebrate the success of this program which, in 10 years, has raised awareness of depression among half a million teenagers throughout Quebec.

Guests at the 10th anniversary of Partners for Life



Out of the 529 schools visited since 1998, we were told that almost 6,000 teens have either been monitored or treated for depression, including 866 known cases of hospitalization. Unfortunately, even today, too many adolescents in distress take their own lives. That is why the Foundation officially announced in October that it intended not only to continue but also to develop it further. Already, the Ministry of Famille Aînés Québec, through Minister Michelle Courchesne, has given the Foundation a grant of \$300,000, spread over three years, to ensure the continuation and enhancement of the program. The funds raised through the fundraising campaign will enable the Foundation to: sustain the program's teams of activity leaders; develop a component with information, orientation and access to care for teens and their families; offer training sessions to care providers, youth organizations and discussion groups; offer *à la carte* presentations on related subjects; give support, coaching and information to "sentinels"; enhance the presentations to adults and renew all equipment.



Partners for Life reminder

Another highlight of 2008 was the preparation of a new English version of the *Partners for Life* program for young English-speaking Quebecers. Financed by the Graham Boeckh Foundation, the *Partners for Life* pilot project will run from January to June 2009. Following an evaluation, the program will be officially launched in September 2009. A first donation of \$117,000 to cover the costs for the first year has already paid for hiring a Project Manager and two activity leaders to develop *Partners for Life*, for translating and adapting the program, as well as for printing the documentation for anglophone teens and parents. This generous donation from the Graham Boeckh Foundation will also help defray the \$10 it costs the Foundation for each teen met. *Partners for Life* expects to meet some 10,000 teens, parents and care providers in 2009.

Report of activities

Since it began in 1998, the french version of the program has reached close to 613,500 people:

- close to 587,000 teens
- close to 8,000 parents
- close to 18,500 care providers





The J. Armand Bombardier Foundation: Concerned with Mental Health at Work

Mental illness takes a serious toll on companies. In Canada, it is estimated that one employee in 20 is suffering from depression. It also costs a lot in human capital: more than 35% of absences in the workplace are related to mental health problems and almost 500,000 Canadians are absent from work each week due to this type of problem, resulting in economic costs that are estimated at \$33 billion.

Concerned about this socioeconomic problem, the J. Armand Bombardier Foundation, through its President and Governor, Janine Bombardier, has given the Foundation a donation of \$500,000 for its *Nothing's Working?* program. This donation will help add new training sessions for managers and employees of Quebec companies.

Steps undertaken in 2008 and funds raised since the launch of the fundraising campaign will enable the Foundation to achieve the objectives set for its *Nothing's Working?* program: approach a greater number of companies by offering them services adapted to their needs; increase the program's effectiveness by developing new tools, including

Intranet applications; promote specialized workshops for the workplace; increase accessibility to the program for SMEs; carry out studies to validate the program; and implement an expertise and referral service for clients, as well as a telephone referral service.

Report of activities

Since it began in 2003, the program has reached close to 14,650 people:

- close to 360 training for 5,700 managers
- close to 160 conferences for 8,700 employees
- close to 20 workshops for 250 peer helpers



Mental
Illness
Foundation

Organizer of the

Nothing's **Working?**
Program



Conferences and symposia

To stay informed about the most recent developments and the results of research in the area of mental health in the workplace, in 2008 the Mental Illness Foundation participated in several conventions and symposia. Bringing together researchers, managers and corporate stakeholders, the 3rd Canadian Congress on Research on Mental Health and Addiction in the Workplace helped us discover practices and approaches conducive to mental health and new potential solutions to the prevention of mental health problems in the workplace.



(From left to right):
 JOCELYNE MONTY, Outgoing Chair of the Board of Directors of the Foundation,
 Dr. YVES LAMONTAGNE, Founding President of the Foundation, Dr. MYLÈNE BÉDARD
 and JEAN BROUSSEAU, Honorary Co-Presidents of the 13th Prestige Wine Tasting Event,
 NICOLE ALLARD, Executive Director of the Foundation.

13th Prestige Wine Tasting Event

In April, the Mental Illness Foundation held the 13th edition of its Prestige Wine Tasting Event in the room Perspective 235° at the Montreal Science Centre. Under the honorary presidency of Dr. Mylène Bédard, Psychiatrist at Charles LeMoyné Hospital, and her partner, Jean Brosseau, Vice-President, Mouvement des caisses Desjardins, the benefit event welcomed more than 350 guests. Rare and prestigious wines, selected and presented by wine expert Denis Marsan, Director of Product Development and Research at the Société des alcools du Québec, were not the only stars of the evening: the Foundation took advantage of the occasion to pay homage to Dr. Jacques Drouin, who lent his expertise as a member of its Board of Directors for 14 years. The wine tasting on April 30, 2008 and the auctions helped the Foundation raise more than \$147,000.



“Stars” at the 18th Golf Tournament

On June 9, 2008, golfers strode the greens of the Elm Ridge Club on Île Bizard for the 18th edition of the Mental Illness Foundation’s Golf Tournament. In total, 235 golfers took part in the tournament, under the honorary co-presidency of François Côté, then President and General Manager, Emergis Inc., and Jean Pierre Ouellet, Vice-Chairman, RBC Capital Markets. The 2008 edition of the tournament and its live and silent auctions, hosted by brothers Claude and Yves Quenneville, Sports Commentator and Psychiatrist at Notre-Dame Hospital, respectively, enabled the Foundation to raise an amount of more than \$340,000. On that hot summer day, which brought together many members of the Montreal business community, the Mental Illness Foundation took the opportunity to announce the appointment of Denise Robert, film producer, and Denys Arcand, filmmaker, as spokespersons for the Foundation.



Members of the Organizing Committee: (from left to right) RÉAL BELLEMARE, JOCELYNE MONTY, Outgoing Chair of the Board of Directors of the Foundation, DONALD BASTIEN, President of the Organizing Committee, NICOLE ALLARD, Executive Director of the Foundation, FRANÇOIS CÔTÉ, Honorary Co-President of the Golf Tournament and President and General Manager, Emergis Inc., YVON LAFRENIÈRE, JACQUES LALONDE, JEAN BROUSSEAU, WILFRID HÉNAULT.

Quebecers show they care

Once again, the Mental Illness Foundation called on the generosity of Quebecers through two direct-mail solicitation campaigns. Using the visuals from its awareness campaign, the Foundation hoped to persuade people of the urgency to act on mental illness which, in Quebec, affects one out of six people. Quebecers showed that they care, sending in donations totalling more than \$142,000. A big thank you to all who contributed.



Mental illness hits one in six Quebecers

On January 8 2008, the Mental Illness Foundation officially launched its public awareness campaign at a press conference held at the Monument-National. Created by the advertising agency TANK, the campaign included public service announcements for TV and radio, banners, billboard, print and Internet ads. The 2008 campaign wanted to show the impact that mental illness can have, not only on those affected, but also on their loved ones. The Foundation's message helped raise the awareness of millions of Quebecers to mental illness and to the fact that it can strike anyone, without warning, at any time. In fact, no one is immune from mental illness, regardless of their age, gender, level of education or social status.

Once again, the Foundation was able to count on the collaboration and generosity of exceptional artists who volunteered their services to work on this campaign: TANK, CloudRaker interactive branding agency, as well as actors, technicians, editing, sound editing and post-production houses.

The campaign, with a commercial value estimated at more than \$1.8 million, would not have been possible without the remarkable work of Espace M and the contribution from most of Quebec's media organizations, which offered us free air time and advertising space to promote this awareness campaign.

From January to June, the Mental Illness Foundation was thus able to enjoy unprecedented visibility, which was reflected, among other things, by an increased media presence. As for the general public, people responded to our "It's Urgent to Act" message by calling our referral line to get help or to undertake, in their own way, steps toward awareness. Thousands of Internet users also visited our website, getting information on mental illnesses and on our programs, or consulting our online resources directory. Moving testimonies, received following the broadcast of the message, proved to us that it is essential to run campaigns of this kind in order to reduce prejudices and taboos, as well as raise public awareness to the importance of diagnosing and treating mental illnesses.

A big thank you to all the architects of this campaign!

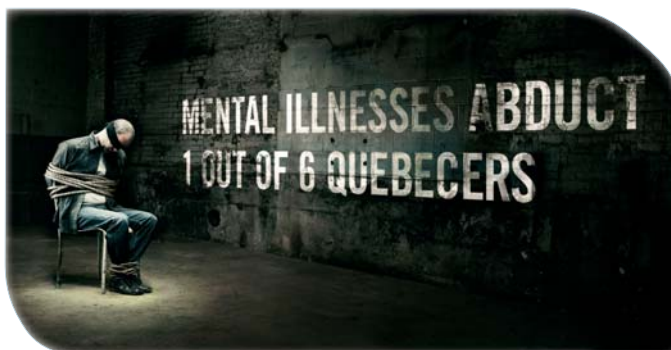
Thank you to the media

24 HEURES
Astral Media Outdoor Advertising
Astral Media radio stations
Astral Media TV stations
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Corus Québec division of Corus
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CTV Montreal
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Groupe Le Canada Français
Groupe TVA
Hebdos Régionaux de Quebecor
ICI / Mirror

Imagi
Journal de Montréal and Journal de Québec
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Le Groupe 24/7 Real Media
Le groupe Branchez-vous!
Le Groupe Chartier
Le Groupe Langlois
Le Journal Les Affaires
Le Journal Métro
Le Réseau TQS
Les Éditions Infopresse
Les Hebdos du Suroît à Vaudreuil/Dorion
Les Hebdos Montréalais
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RNC Media, Outaouais and Abitibi regions

Les stations du groupe Radio Unie
Métromédia Plus
Newad
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Télé-Québec
The Gazette
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TV5
Voir
Zoom Média

Poster from the awareness campaign



The Foundation's Financial Partners who contributed \$2,000 and more in 2008

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Bombardier
Foundation

Famille et Aînés
Québec

Graham Boeckh
Foundation

Monty Family

RBC Royal Bank

TANK

TELUS

Air Canada

Bachand, Luc
and Nicole Colas

Beaulne, Paul-Émile

Bell Canada

BMO Financial Group

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Desjardins

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Proulx, Michel

Société des alcools
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Succession

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Transcontinental Inc.

Aveos

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Desjean

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Gouvernement du Québec

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Via Rail Canada

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Association des médecins
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Astral Media Radio

Bastien, Donald

Bell Aliant

Bell Mobility

Bellerose, Joseph

Bessa, Freddy

Blanchet, Jacques

Caisse de dépôt et
placement du Québec

Caisse Desjardins de Lorimier

Carle, Sylvain

Centria Commerce

Croteau, André

Davies Ward Phillips & Vineberg LLP

Desjardins Payroll & Human
Resources Services

Desjardins Securities

Devencore Investments Inc.

Dubé, Roch L.

Duhaime, Anne-Renée

Elm Ridge Golf Club

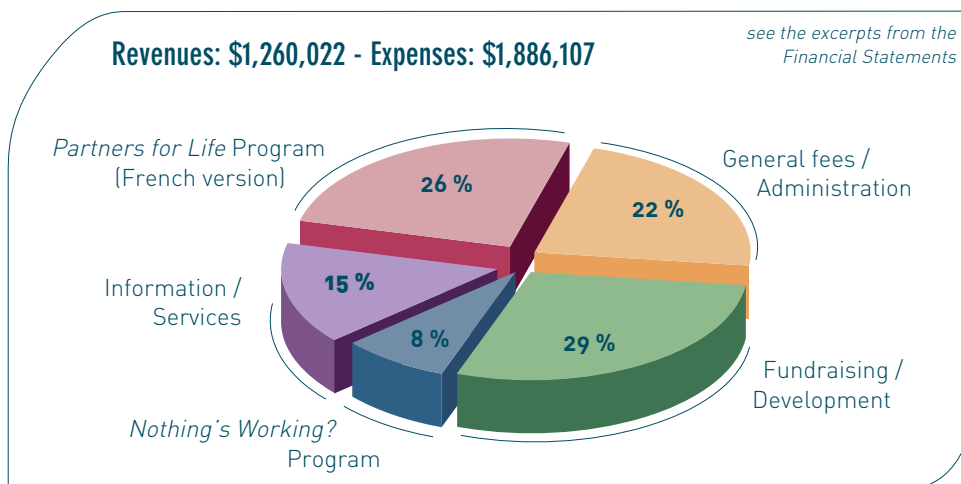
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Breakdown of funds in 2008



**BALANCE SHEET
AS AT DECEMBER 31, 2008**

	2008	2007
	\$	\$
ASSETS		
CURRENT ASSETS		
Cash	100,978	92,711
Accounts receivable	111,627	166,639
Investments	612,025	248,469
Prepaid expenses	137,730	147,689
	<u>962,360</u>	<u>655,508</u>
INVESTMENTS	972,704	1,533,793
FIXED ASSETS	<u>228,600</u>	<u>140,537</u>
	<u><u>2,163,664</u></u>	<u><u>2,329,838</u></u>
LIABILITIES		
CURRENT LIABILITIES		
Bank loan	70,000	-
Accounts payable	89,865	99,575
Deferred contributions	466,519	134,375
Current portion of the long-term debt	17,465	-
	<u>643,849</u>	<u>233,950</u>
LONG-TERM DEBT	75,616	-
DEFERRED CONTRIBUTIONS RELATED TO FIXED ASSETS	<u>107,961</u>	<u>133,565</u>
	<u>827,426</u>	<u>367,515</u>
NETS ASSETS		
INVESTED IN FIXED ASSETS	27,558	6,972
RESTRICTED TO PARTNERS FOR LIFE PROGRAM	1,075	58,371
RESTRICTED TO ELDERS' PROGRAM	500,000	500,000
RESTRICTED TO RESEARCH AND GRANTS	33,750	33,750
RESTRICTED TO SERVICE CENTER	773,855	773,855
UNRESTRICTED	-	589,375
	<u>1,336,238</u>	<u>1,962,323</u>
	<u><u>2,163,664</u></u>	<u><u>2,329,838</u></u>
 INCOME STATEMENT		
FOR THE YEAR ENDED DECEMBER 31, 2008		
	2008	2007
	\$	\$
REVENUES - APPENDIX A		
Fund raising activities	904,113	1,559,361
Programs - Services	146,689	153,102
Others	209,220	137,104
	<u>1,260,022</u>	<u>1,849,567</u>
EXPENSES - APPENDIX B		
Fund raising fees	541,973	827,922
Programs - Services	670,490	671,826
General fees	421,730	378,682
Others	251,914	183,105
	<u>1,886,107</u>	<u>2,061,535</u>
DEFICIENCY OF REVENUES OVER EXPENSES	<u><u>(626,085)</u></u>	<u><u>(211,968)</u></u>

- The above data was extracted from the verified statements of the Mental Illness Foundation.
- Despite the decrease in its dedicated donations, management decided to continue the French version of its *Partners for Life* program which cost \$481,087 in 2008 because of its importance within the community. We were thus able to raise the collective awareness of close to 53,000 people.
- Because the *Emotions Ball* is held every two years, financial results are hardly comparable.
- Verified financial statements dating to December 31, 2008 are available upon request.

Members of the Board of Directors

Chair of the Board of Directors

Dr. Martin Tremblay, MD, MSC, FRCPC,
CHUM, Clinique Expertise Neurosciences

President

Jean-Luc Taschereau

Executive Director

Nicole Allard

Members of the Executive Committee

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BMO Capital Markets

Donald Bastien, CTV Montreal

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Myriam Ouimet, Holding O.C.B. Inc.

Me Daniel Rochefort, Rochefort & Associés

Luc Tremblay, Sogecom

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Illness Foundation and its Board of Directors,
in particular:

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Me Lyne Jacques

Jean-Luc Taschereau, Mental Illness Foundation

Governance and Human Resources Committee

Réal Bellemare, Group Risk Management – Québec,
RBC Royal Bank

Gilles Chevalier, FCA

Me Daniel Rochefort, Rochefort & Associés

Jean-Luc Taschereau, Mental Illness Foundation

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Jean Brosseau, Mouvement des caisses Desjardins

Me Lyne Jacques

Jean-Luc Taschereau, Mental Illness Foundation

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resources@mentalillnessfoundation.org