



2022

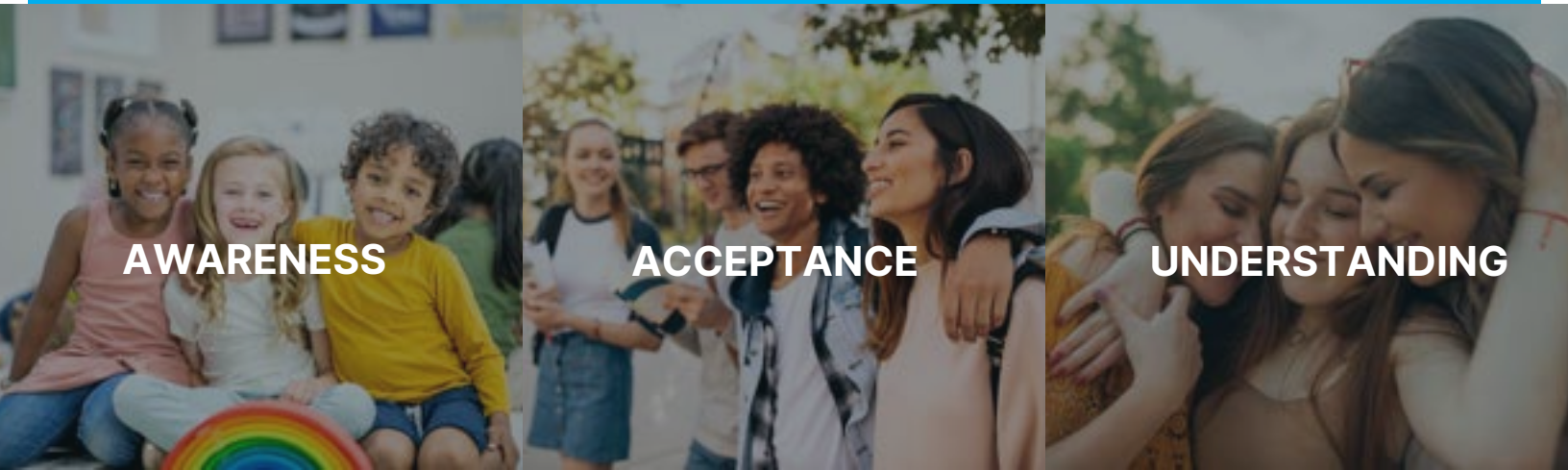
ANNUAL REPORT





Join us in creating a

STIGMA-FREE SOCIETY.



Stigma-Free Society is a non-profit that offers educational tools and leadership that foster awareness of stigma, providing pathways to change.

Our Society helps people achieve personal empowerment through education in schools and diverse communities. We help people understand and reduce the various types of stigmas that exist in the world.

Our programs and resources facilitate our vision of a world free of stigma where all people embrace acceptance and understanding of one another. We are building an inclusive culture where people are no longer stigmatized for any aspect of their identity.

Stigma-Free Society is committed to combatting stigma of all kinds, with a focus on the stigma of mental health.

We help people achieve personal empowerment through education in schools and diverse communities. Our resources help people understand and reduce the various types of stigma that exist. We are building an inclusive culture where people are no longer stigmatized for any aspect of their identity.



Board Chair Report

Dear Members and Supporters,

It is with great pride that I present the Chairman's Report for Stigma-Free Society's 2022 Annual Meeting. Thanks to the unwavering dedication of our incredible team, and the generous efforts of our supporters, we have continued to make a significant impact in the lives of those facing mental health challenges and stigma.

In 2022, our organization made substantial progress in expanding our programs, particularly in the areas of our Rural Mental Wellness and School Mental Health programs. These programs have reached a larger audience than ever before, providing vital resources and support to individuals across various communities.

I would also like to acknowledge the valuable contribution of WE Charity in promoting our Student Mental Health Toolkit in the USA. Their support has been instrumental in generating interest and awareness, leading to over 3,000 link opens to their communications. We are grateful for their partnership and collaboration in expanding access to mental health resources for students beyond Canada's borders.

None of these accomplishments would have been possible without the tremendous support we have received from each and every one of you. Your unwavering commitment to our cause has allowed us to deliver impactful programs and services.

Looking ahead, I am confident that Stigma-Free Society will continue to thrive and expand its reach, instilling compassion and hope in all individuals we have the privilege to serve. Our programs and initiatives have the power to create lasting change, breaking down stigmas and transforming lives.

On behalf of the Stigma-Free Society, I extend my deepest gratitude to every one of you for your invaluable support. Together, we can make a positive difference and create a more inclusive and understanding society.



Sincerely,

**Dave Richardson - Board Chair & Co-Founder
Stigma-Free Society**

President's Report

It brings me great joy to witness the incredible difference Stigma-Free Society has made in the lives of thousands of individuals worldwide. Our charity's growth and impact skyrocketed in 2022, and I am humbled by the lasting and meaningful impact we have made. I extend my deepest gratitude to the Society's donors and devoted team: it is because of you that we can bring educators, parents/guardians, young people, and rural residents the resources they need to build stigma-free communities. Your generosity and dedication are vital in helping us create a world where those facing mental health challenges are supported and given resources that help them live fulfilling lives.



We provided an unprecedented number of individuals with peer support training, presentations, and education through our programs in 2022. I am inspired by your commitment and passion for helping others and making a difference - a passion that I am honoured to pursue with you. Thank you for your ongoing loyalty and for believing in us.

We have been able to raise awareness about stigma and mental health globally, especially among the next generation. In 2022, we revamped our Student Mental Health Toolkit, which has been well-received by educators and students since its launch only a few years ago. We are excited to continue refining these programs and focus on developing resources for young people.

I am grateful to celebrate the success of Stigma-Free Society with you all. I look forward to furthering our mission of creating a more accepting and understanding world.

Warm Regards,

Andrea Paquette

President, Stigma-Free Society

Vision

A world free of stigma where all people embrace acceptance and understanding of one another.

To offer educational tools and leadership which foster awareness of stigma, providing pathways to change.

Mission



Values

Be inclusive. | Be respectful.
Be inspiring. | Be the solution.

The Program Report

In 2022, The Society successfully expanded programs launched in 2021:

The **Rural Mental Wellness Toolkit** reached more people than ever living in rural communities. In addition, more rural residents completed our Rural Peer Support Training. We are thrilled to provide this training to underserved populations who need it most. Our hope is that it leads to a ripple effect in rural areas, where facilitators who completed the training can start programs of their own and break the stigma around mental health in their communities.



We are particularly proud of the growth of our **Student Mental Health Toolkit**, which was fully implemented in 2021. The number of visitors to the Toolkit site increased significantly in 2022. We added brand new resources, including our School Staff section and Stigma-Free Glossary, to broaden our focus to stigma of all kinds in addition to mental health, and reflect our care for the mental health of educators.



Our **Virtual Stigma-Free School Presentations Program** reached an unprecedented number of students, furthering our mission of educating the next generation about stigma and mental health. We also onboarded new presenters in 2022 to expose young people to a diverse range of experiences.



The Stigma-Free School Program Suite



Student Mental Health Toolkit

At Stigma-Free Society, we believe that mental health and stigma education should be integrated into all classrooms. Our virtual Student Mental Health Toolkit was created to make this goal a reality. The Toolkit offers a variety of programs to help students improve their mental wellness. The Toolkit houses resources for students, educators, school counsellors, and parents/guardians who want to teach and promote mental wellness for Grades 4-7 and 8-12.

In our virtual Toolkit, educators and school counsellors can share documentary videos, mental health topics and personal stories along with interactive components for youth in their classrooms or at home. The Student Mental Health Toolkit also contains Mental Wellness Lesson Plans that align with the B.C. curriculum guidelines, sections on Diverse-ability and Inclusion, engaging and educational animated videos and comics, a specialized section devoted to Parents, Guardians and Caregivers and much more.

The Stigma-Free School Program Suite



Virtual Stigma-Free Presentations

We continued to offer virtual school presentations in 2022 to teach young people about stigma with a focus on mental health. Our presentations offer actionable tools to reduce stigma and promote mental health in students' communities. Stigma-Free Presenters have diverse experiences and add a personal touch by sharing their own stories related to mental health and/or stigma.

Our presenters have diverse backgrounds: we have representation from neurodiverse, BIPOC and LGBTQIA+ communities.

The Stigma-Free Rural Program Suite



Rural Peer Support Training

Stigma-Free Society offers peer support training to individuals living in rural and agricultural areas. This training equips participants to facilitate peer support programs and become leaders in their communities. Sessions empower individuals with shared backgrounds to work together to develop wellness-related skills. The training helps participants find and provide support for mental health, along with those who understand the rural way of life. Participants gain an understanding of peer support fundamentals, as well as how to apply them in the contexts of one-on-one support and group facilitation. They also learn how to share personal experiences in ways that help those facing similar challenges, including tips about demonstrating self-reflection and vulnerability while still maintaining professionalism.

We are thrilled to report that we equipped over 60 individuals with new skills to assist others in their community and perhaps establish peer support groups of their own. As our participants go on to share their knowledge with others, our hope is that individuals will gain access to peer support in areas where mental health is highly stigmatized.

The Stigma-Free Rural Program Suite



Rural Mental Health Toolkit

In rural and agricultural communities across North America, there is a mental health crisis due to the lack of resources that exist, and the stigma discourages people from getting help. We launched the Rural Mental Wellness Toolkit in 2021 to help eliminate this stigma by providing resources for individuals living in agricultural and rural communities. The Toolkit houses a variety of tools for people of all ages to care for their mental health, inspiring personal stories from rural residents, informational articles, and more.

Board of Directors



Dave Richardson is the President and CEO of Octaform Systems Inc. and Co-Founder of the Stigma-Free Society.

Mr. Richardson is a Director of Richardson International Limited. He is a Director Emeritus of Ducks Unlimited Canada following 20 years on that board and remains dedicated to several other charities and philanthropic activities.

He was a founding member and Director of The Asia Pacific Foundation and a leader in various government trade missions to Asia. In addition, he was a Director of the Canada-China Trade Council and Chairman of the Agriculture Committee.

G. David Richardson

Board Chair and Co-Founder
Board Director

Mr. Richardson has served on a number of public and private boards throughout his career and continues to hold several other directorship positions.

David Robertson was born and raised in Edinburgh, Scotland. After completing his M.A.(Hons) at the University of Aberdeen and his teaching degree (P.G.C.E.) from Loughborough University, in England, he began his teaching career in 1978. Heavily involved in sports all his life, David was a member of the Scottish National rugby squad for a year and a half before an injury cut short his playing career. After 11 years of coaching, and teaching English and French in Scotland, David and his family moved to Vancouver Island in 1986 at Brentwood.

In 1993, he moved over to Shawnigan Lake School, working as Deputy Head before accepting the position of Headmaster in 2000. David led Shawnigan through a period of unprecedented growth and development which saw the investment of more than \$70 million into the campus. He brought his 25-year stint of leadership at the school to a close in June 2018.

Recently, David returned to school leadership as the Head of School at Queen Margaret's School in Duncan, BC. A passionate advocate of character education, his guiding light has always been kindness and his aims have always been to help develop first-class human beings.



David Robertson, M.A. (Hons), P.G.C.E.

Vice-Chair
Board Director

Board of Directors



Dana Wasserman

Psy.D., R. Psych.

Board Director

Dr. Dana Wasserman is a registered psychologist in Vancouver, BC who currently does work seeing clients for the Vancouver Association for Survivors of Torture. In the past, Dr. Wasserman has had her own private practice, worked with clients who are on disability, worked with the severely and chronically mentally ill, and had her post-doctoral fellowship working in a child mental health clinic. Aside from her clinical work, Dr. Wasserman reached out to the Stigma-Free-Society when she was diagnosed with her own mental illness and felt the stigma that so many of her clients had experienced.

Anne-Marie Butler is a Chartered Professional Accountant and has held a variety of senior finance positions; currently as the Director of Finance and Operations for Stratford Hall School in Vancouver, B.C. Anne-Marie is well recognized as a business transformation leader and innovator who has leveraged her core competencies of Accounting, Finance and Technology to deliver significant and immediate business value to a number of organizations.

Anne-Marie has a personal interest in changing the conversation around mental health and well-being. She wants to see a safe place in society where there is reduced social stigma and discrimination allowing individuals to get the support and help they need to grow and flourish.

Anne-Marie enjoys walking with her husband and three dogs in many of the beautiful natural settings in South Surrey. She is a mom of five young adults and loves spending time with them. She is also an avid yoga practitioner which helps keep her grounded.



Anne-Marie Butler

Treasurer

Board Director

Board of Directors



Carol Henriquez
Board Director

Carol Henriquez is the Co-founder of Vancouver's Arts Umbrella, a thriving visual and performing arts centre for children, ages 2 to 19, which operates as a non-profit organization and registered charity. Its outreach programs go free of charge to over 17,000 students at schools where children could not afford access to the programs. Carol is a motivator, leader and innovator. She has developed programs in conjunction with other arts organizations and Arts Umbrella itself has become a model for other institutions around North America.

Upon graduating with a BA from the University of Manitoba, Carol was employed as a children's social worker and taught art classes in disadvantaged areas of Winnipeg. She then received diplomas in Fine Arts at both Langara College and the Vancouver School of Art (now Emily Carr Institute of Art & Design) and worked as a practicing ceramic sculptor.

Carol received Canada's highest distinction for lifetime achievement – the Order of Canada – among other numerous accolades and awards that speak to her impact on the community.

Dr. Chris G Richardson is currently an Associate Professor in the School of Population and Public Health at the University of British Columbia. His program of research is focused on examining the relationships between aspects of biopsychosocial development in adolescence (e.g., impulsivity, sensation seeking, resilience) and patterns of tobacco, alcohol, marijuana and other drug use. He is also a Scientist with the Centre for Health Evaluation and Outcomes Sciences at St. Paul's Hospital and research lead for the Inner City Youth Program where he works with a team of mental health clinicians to examine the impact of mental illness, substance use and homelessness on the psycho-social functioning of youth and young adults.

In addition to his academic experience, Dr. Richardson has spent several years as a frontline worker in a variety of group home settings for homeless men and has served as a member of the board of directors for From Grief to Action – a non-profit group providing support and advocacy for families dealing with a loved one's



Dr. Chris Richardson
Board Director

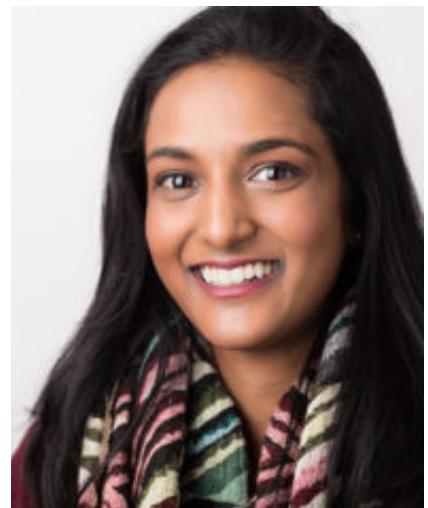
Board of Directors



Craig Jangula
Board Director

Craig Jangula has a talent for understanding and helping to manage complex public policy issues. He brings more than a decade of experience in government and politics to his work at Jangula & Company. Craig's passion for research, community outreach, and development are combined with expertise in political campaigns and government decision-making. He has spent many years working in the offices of a number of MLAs, such as with the Minister of State for the Olympics and Act Now BC, Minister of Citizen Services and Minister of Children and Family Development. Additionally, Craig has run political campaigns for several provincial and nomination elections. This experience has given him invaluable insight into the inner workings of the provincial government and the best ways to get his clients' stories in front of the right people. Craig is passionate about making a difference in the lives of others and is excited to lend his insight to the Stigma-Free Society.

Anisha developed a keen interest in mental health education in her high school years after her friend talked openly about her struggles with depression and bipolar disorder. After going through her own difficulties with her mental health and witnessing the impact it had on those around her, Anisha realized the gap in how these issues were rarely, if ever, discussed in the classroom setting. She began working with education professionals around the Lower Mainland to develop a curriculum on these issues and hopes to see it one day integrated as a part of the official BC curriculum in the near future. Anisha Navaratnam joined the Stigma-Free Task force in January of 2017. She is currently attending the University of British Columbia and pursuing a degree in geological engineering. She enjoys the outdoors, working with children and volunteering as a first responder around the Lower Mainland.



Anisha Navaratnam
Secretary - Board Director

Stigma-Free Society Staff



Andrea Paquette
President and Co-Founder

Andrea Paquette, President, SFS, is the Society's leader, however, she wears many hats for the Charity.

Andrea is a well-known Speaker/Presenter/Facilitator who lives well with bipolar disorder having been diagnosed for over 17 years. She holds a double major degree in Political Science and Women's Studies and she has worked for the BC government in the areas of mental health and addictions, social development and education. She is certified in Mental Health First Aid and ASIST Suicide Prevention. She has also been trained and certified in the Mental Health Commission of Canada's Mental Health First Aid course.

Andrea is the 2015 Courage To Come Back Award Recipient in the category of Mental Health given by Coast Mental Health, the 2013 Mel Cooper Citizen of the Year in Victoria, among many more accolades. Andrea has also been awarded the President's Commendation from the 2019 Psychiatric Association of Canada.



Samara Liberman
Programs Manager
School & Community Presenter

Samara has a Bachelor's degree in Equity Studies, Masters in Teaching and a Professional Development certificate in Youth Mental Health. She has worked with young people directly for many years in various capacities: in camps, after school programs, and in the classroom as an educator. She is extremely passionate about mental health, as well as equity issues, and understands these areas often intersect. Samara has been diagnosed with two learning disabilities, Dyslexia and Dyscalculia, as well as generalized anxiety disorder and situational depression. These diagnoses have positively informed the way she interacts with young people and have instilled empathy and compassion in her approaches to working with children and youth. Samara is very excited to be a part of the Stigma-Free Society team and is driven to create a future where all forms of stigma are eliminated and every person is able to be their most authentic self without fear of judgement.

Stigma-Free Society Staff



Shirley Kine

Operations and Engagement
Manager

Shirley has a Masters' Degree in Social Work – Leadership (Complex Systems) with BSW Undergraduate Degrees in Indigenous, Rural and Remote Social Work and BA in Women's Health. She is Certified in Adult Education, Conflict Resolution, Mental Health First Aid, ASIST Suicide Prevention and Beyond the Hurt (Anti-Bullying). Shirley is also a Director for the Health Quality Council of Alberta, Senator for the University of Calgary and Victim's Advocate for BVVSA. Shirley has spent most of her professional career working in Indigenous, Rural and Remote social work capacities. For the past 15 years, Shirley has tinkered in social enterprise and measuring the impact of social initiatives when she wasn't doing her lifelong learning. Shirley lives and works with purpose in mind – we must be the change we wish to see.



Alice Wilcox

Remote Office Administrator

Alice is originally trained as an Educational Assistant and later realized that her skill set was better suited in an administrative role than in the classroom. She values meaningful community work and this led her to the non-profit world. Her background includes file management, program support, and technical database support. As a parent of school age children, Alice understands the importance of accessible, quality programming with a focus on mental health. Awareness and education allows youth to be engaged, ask questions, and learn that there is no shame in being your own self. Alice is excited to be on the SFS team because of the importance of vital conversations and resources the organization provides around mental wellness and encouraging a Stigma-Free world. In her free time, Alice enjoys the outdoors and spending time with her family.

Stigma-Free Society Staff



Monica Bilung

Social Media Marketer & Graphic Designer

Monica is a creative marketing professional with a passion for creating high-quality content to engage vast audiences. She deeply cares about mental well-being and hopes to raise awareness of Stigma-Free Society's programs to reach those who need them most. She has a track record of working in challenging dynamic workplaces across brands and client segments. She excels at social media marketing, design, content management, and video editing. After completing her Masters in advertising, she spearheaded social media operations at an advertising agency before pursuing her passion for helping animals. She worked with PETA India for four years and has volunteered at local animal shelters. She loves to travel and explore local vegan food.



Monique Zizzo

Content Writer

Monique is a content writer and researcher committed to helping individuals of all ages improve their mental health. She has a Bachelor's degree in English Literature from Western University and an Honours Bachelor's degree in Psychology from Brock University. Monique currently works as a scriptwriter for Psych2Go, where she creates educational videos about psychology. She also works with the Youth Development Lab at Brock University to conduct research examining the effects of social media on young people. In addition to her content writing work, she volunteers at Certified Listeners Society as an Emotional Support Chat Responder. She runs a website called Love Our Minds that provides mental health resources to help people live happier and healthier lives. Monique combines her passion for creative writing and research communication to provide useful information in an entertaining and relatable way. She is thrilled to work with Stigma-Free Society to help open minds and facilitate a culture of compassion.

Stigma-Free Society Interns



Vaishnavi Swaminathan
Adler University Intern

Vaishnavi is an intern at Stigma Free Society. She is currently pursuing a program in Counselling Psychology at Adler University, Vancouver. She also holds a master's degree in Applied Psychology from India and has a few years of experience working in schools as a counsellor for students. She wishes to enhance her knowledge and work with adults facing mental health issues. She is passionate about helping people in distress, promoting awareness against stigma in the community and possesses social interest to be the change for the world.



Sacha Brayley
Adler University Intern

Sacha is a first-year graduate student at Adler University in the Master of Arts Counselling Psychology program – School and Youth concentration. She has a Bachelor of Science from The University of Sydney, a Master of Science from Simon Fraser University, and recently completed a Diploma in Special Education. Originally interested in pursuing social justice work through ecological restoration, Sacha discovered her true passion for supporting children with exceptional needs.

Stigma-Free Society Interns



Amal Rashid
Adler University Intern

Amal has a Bachelor's degree in Psychology, Neuroscience and Behaviour and is currently working towards her Masters Degree in Counselling Psychology. Amal has experience in a variety of roles related to mental health, wellness and community building. She volunteered for a crisis line and also worked for various mentorship programs at her university. Amal also enjoys working with youth, and has been both a director and counsellor at different summer camps.



Sacha Brayley
Adler University Intern

Ili is a student at Adler University working towards their Master's in Counseling Psychology. They have an Honours Bachelor degree in English Literature and a Bachelor degree in Education with a Secondary School English and IB concentration. From a young age, Ili has had personal experience with depression and ADHD. This, along with their own ongoing gender and sexuality journey led to their focus on crisis intervention and suicide prevention for LGBTQ+ youth.

Meet our Talented Presenters



**Kristiyana
Yordanova**



Radha Jindal



**Samantha
Holmgren**



**Alexandra
Yeboah**



**Joesh
Khunkhun**



**Caurel
Richards**



Sarah Khan



**Tanpreet
Parmar**



Sabrina Lau



Sunny Chopra



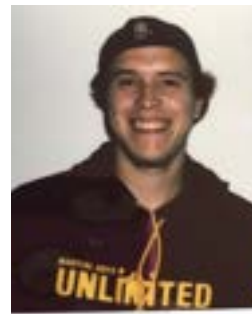
Gia Khunkhun



Mike Scott



Nathan Lirenman



Cam Webster



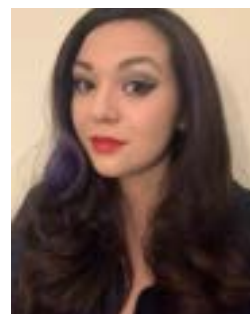
Brian James



**Jessica
Thibault**



**Katriina
Cotten**



Alensia Ma



Ellen Reimer



**Samara
Liberman**

Celebrating Our Growth

Over the past year, we have made a positive difference in the lives of thousands of individuals worldwide.

Our programs have reached...



Highlights & Achievements

The Impact of Stigma-Free Programs

In 2022, our programs reached tens of thousands of individuals, including students and rural residents:

We gained **26.5K** unique visitors to the Toolkit, a **46%** increase since its full implementation in 2021.

145 teachers participated in our special educator's Professional Development sessions, where they learned about the resources offered in our Student Mental Health Toolkit.

We delivered presentations to **4K** young people via the Virtual Presentations Program in 2022 – a **50%** increase from 2021.

In 2022 alone, the Rural Mental Health Toolkit reached **6K** unique visitors, a 44% increase from 2021.

61 rural residents completed Peer Support Facilitation Training in 2022.



Our Impact in 2022



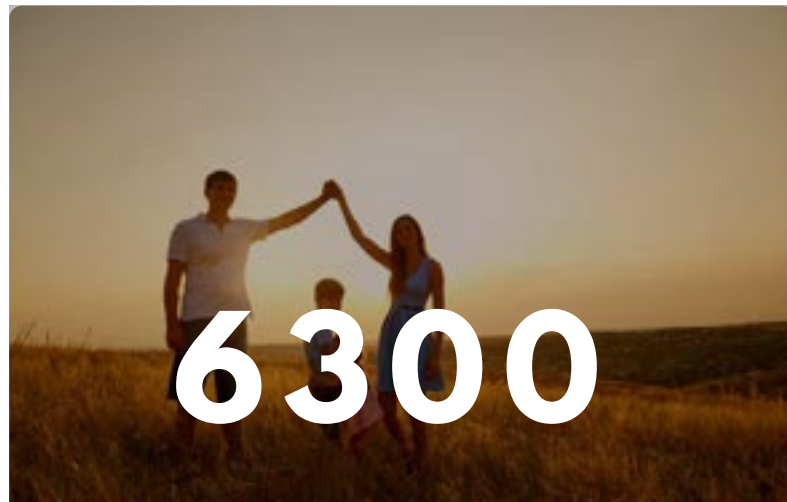
27,000

Users of the
Student Mental Health Toolkit



4000

Young served people via
Virtual School Presentations Program



6300

Users of the
Rural Mental Wellness Toolkit

The Stigma-Free Strategy

- **Educate the next generation** and their support system
- **Provide resources and peer support training** to underserved rural areas
- **Offer a platform for others** to share their mental health and stigma journeys
- **Engage with our Stigma-Free community**



In 2022, Stigma-Free increased its school and community presenters' roster from 6 members to 23.

Our presentations are more than educational lectures; they are platforms for people to share their impactful stories with students. In each session, our Stigma-Free presenters share their personal lived experiences with stigma and their mental health journeys.

Our presentations...

- Include powerful, thought-provoking stories that leave a lasting impression on students
- Help students understand the importance of eliminating stigma
- Give students actionable tools to reduce stigma and promote mental health in their community
- Keep youth engaged with unique and compelling speakers
- Offer students a sense of hope and remind them that they are not alone in their struggles

Virtual Professional Development Days for Educators

Samara Liberman, Programs Manager at Stigma-Free Society, hosts live Professional Development sessions for school staff to promote the Student Mental Health Toolkit and offer information about our resources. In each live event, Samara walks educators through different lesson plans and resources from our [Student Mental Health Toolkit](#) and provides examples of how to implement them to teach students about stigma and mental health. Educators have an opportunity to ask questions about our Toolkit and Virtual Stigma-Free Presentations Program in a live Q&A. These sessions proved to be a successful strategy for us raise awareness about the Toolkit among educators.



Expanding Our Team

Thanks to our donors' support, the Stigma-Free Society team grew substantially in 2022. We onboarded a Remote Office Administrator, Social Media Marketer & Graphic Designer, Content Writer, and four interns from Adler University.

We also added 13 new presenters to our Virtual Stigma-Free Presentations roster. Each member of our team uses their unique skills and experiences to make a difference through their work at The Society. We are confident that the expansion of our team will help us reach new heights and further our mission.



Featured Testimonials



“I have worked with Stigma free society for many years and have welcomed numerous presenters from all sorts of backgrounds into my classroom. The presenters are always well prepared, open and generous with their time and the sharing their experiences. Their visits spark meaningful and memorable discussions with my students and are often a highlight of the term. We know that one of the best ways to combat stigma is through contact based education. Stigma Free society provides the opportunity for students to meet, listen to and learn from courageous presenters. It makes the learning real and relevant and is an invaluable resource.”

-Laurel Brach-Richey, Psychology and English Teacher, REYNOLDS Secondary School (SD #61)



“I have been using the Stigma Free Society Mental Health Toolkit for the past year and it has been a huge asset in my role as a school guidance counsellor. The lesson plans in the toolkit are easy to follow, student friendly and contain such important information/skills that support our students’ needs and understanding of their own mental health. The overall organization and variety of resources offered in the toolkit far exceeds any other on-line mental health resource I have found. The video section has been a huge hit with my students as they learn and can empathize so much from the stories of others. I have highly recommended this resource to my colleagues and they are finding it very helpful as well. Thank-you for providing such a comprehensive resource!”

-Katherine Isfeld, Educator



Student Feedback on Virtual Presentations:

"The presentation was very informational and helpful. These types of topics are really important to develop a greater depth of understanding because it can be beneficial for those struggling and seeking help."

"I just wanted to say that I LOVED this presentation. Because the presenters were so funny and relatable, the presentation was captivating, and also managed to convey the importance of the topic without it being boring or tedious. THANK YOU FOR YOUR AMAZING PRESENTATION!!!!"

"I learned more about the effects stigma has on people, as well as more about myself since I have Asperger syndrome, and the environment which I was in helped me feel confident with talking about it to everybody."

After this presentation, I feel like everyone should really accept everyone and make our world a stigma-free zone. We can possibly stop the judging and destroying someone or even ~~to~~ ourselves. We can help instead. I enjoyed listening to Andrea's story because it was so inspiring. And I feel really happy that I can help.

Everything I learned today about stigma was new information to me and I am very glad I got the opportunity to watch this presentation. It really opened my eyes on what other people may be going through and how important it is to NOT judge quickly. I enjoyed this presentation as it was very engaging and Robin did an excellent job of clarifying all my questions. At the end I was speechless. The presentation opened my mind to a whole new world.

Thank you for your support

We are immensely grateful to our donors and supporters, who have played an integral role in our expansion throughout 2022. Your generosity helps us deliver mental health resources to young people across Canada and populations who need them most.

We value all of our Stigma-Free supporters who choose to use our resources in their schools and homes. We are humbled by the impact that our charity has had over the years, and our passion for mental health and stigma education is stronger than ever. Together, we are inspiring diverse communities to be inclusive, compassionate, and empowered to lead productive, fulfilling lives regardless of the challenges they face. This sentiment is at the core of all programs offered by Stigma-Free Society.



Our Generous Funders for 2022



Looking Ahead

With remarkable support from funding and community partners, Stigma-Free Society looks forward to another year of expanding our reach and connecting with more students, educators, school counsellors, and parents/guardians across British Columbia.

We are seeking new funding and support to expand our presence across Canada with hopes of being nationwide by 2025.

We aim to increase the number of virtual presentations by 25% by 2024.

With the success of educator professional development sessions launched in 2022, which reached 148 educators, we are expanding our capacity to reach 700+ school staff in 2023.

We anticipate a two-fold growth in audience numbers for the *Student Mental Health Toolkit* with new content developed for specific regions, the French translation of the Toolkit including classroom resources, and a broader approach to our Stigma-Free mandate.

We are strengthening our evaluation framework with a logic model to more effectively reflect our key performance indicators, which guide program development, especially for rural and northern B.C. communities.



We Need You

Stigma leaves individuals feeling ashamed, misunderstood, and marginalized. The consequences of stigma are profound, leading to diminished self-esteem, reduced access to resources and support, and even loss of life. But it doesn't have to be this way. By supporting the Stigma-Free Society, you can be a part of a movement to eradicate stigma.

By combatting stigma, we can create a more inclusive and compassionate society where everyone feels valued and supported.



To make a financial contribution to the Stigma-Free Society please visit our website www.stigmafreesociety.com.

To learn more about our organization, get involved, or contribute to our cause please contact President, and Co-Founder, Andrea Paquette.

By Phone: (778) 678-2223

By Email: Andrea.Paquette@stigmafreesociety.com