



STIGMA-FREE SOCIETY

2018 ANNUAL REPORT

JOIN THE STIGMA-FREE ZONE MOVEMENT



The Stigma-Free Society

The Stigma-Free Society is a registered Canadian Charity that is committed to combating stigma of all kinds. The Charity's Vision and Mission foster programs that cultivate, encourage, and educate diverse communities to be inclusive and compassionate. The Society creates awareness and understanding through education, support and leadership. Additionally, our Charity helps people achieve personal empowerment by providing peer support for youth and adults, and raising awareness through education in schools and the community.



“ The Society’s goal is to create **Awareness** of the various stigmas that exist in the world, develop an **Understanding** of the challenges that numerous people face, and encourage all people to foster **Acceptance** of themselves and others. ”



The Stigma-Free Society delivers seven programs based on adult/youth education regarding stigma and peer support for mental health. The Stigma-Free Society ignited the Stigma-Free Zone Designation Program in 2017, and continues to inspire countless individuals at schools, businesses, organizations and communities of all kinds. The goal is for all people to learn about the effects of stigma and develop acceptance for themselves and others.

Our Charity delivers the innovative Stigma-Free Zone School Program, where presenters share about their lived experiences with mental health challenges, while dealing with stigma of all kinds. Staff also share about the importance of mental wellness, the personal stories of inspiring people in the community and how to live a Stigma-Free life.

The Society also offers the Stigma-Free Zone Community Program that mirrors the School Program, but it contains an adult focus. Presenters have engaged participants at numerous businesses and organizations such as the Canada Revenue Agency, Canadian Mental Health Association of Canada, Vancity Savings Credit Union, Service Canada, School Staff Pro-D Days, among many more.

The Society helps individuals manage their personal mental health challenges by providing two peer support groups in Victoria, B.C. and by delivering the Children’s Mental Health Program that is geared to grades 4-6, which is currently offered in Victoria, B.C. The children’s program emphasizes the difference between the symptoms of physical and mental health, and the importance of reaching out for help. The Society also successfully delivered the Stigma-Free Speakers Training Workshop with great success to Coast Mental Health Peer Support Workers in 2018.

The Society’s innovative website www.stigmafreesociety.com and social media engagement on Facebook and Twitter continue to communicate interactive online conversations and thought-provoking content.

The Stigma-Free Society

Vision

TO FOSTER A MOVEMENT THAT CULTIVATES, ENCOURAGES, AND EDUCATES DIVERSE COMMUNITIES TO BE INCLUSIVE AND COMPASSIONATE THROUGH AWARENESS AND UNDERSTANDING.

Mission

We foster awareness, understanding, and acceptance through education, support and leadership.

Values



DIVERSITY
RESPECT
DIGNITY
COMMUNITY
EMPOWERMENT



TRANSPARENCY
INCLUSION
COMPASSION
EDUCATION

Report from the Board Chair

It is my great pleasure to report on behalf of the Stigma-Free Society's Board of Directors that 2018 has been another extremely successful year for the Society. Thank you to our dedicated team as we have strengthened our relationships with schools, community organizations and government both on Vancouver Island and the Lower Mainland, and have brought the Stigma-Free message to new heights.

At the beginning of 2018, the Stigma-Free Society partnered with the City of Victoria to designate its City as a Stigma-Free Zone. Since then, Society staff co-hosted two community mental health events and worked with the City to promote a Stigma-Free workplace culture within City Hall. We have fostered several new relationships such as the Surrey School District for a professional development day with teachers, the Federal Government - Service Canada, and Island Health's Queen Alexandra Centre for Children's Health. The Society's staff delivered Stigma-Free Zone presentations at these organizations and have inspired thoughtful dialogue about breaking down stigma in the community and within the mental health system.



DAVE RICHARDSON, BOARD CHAIR
STIGMA-FREE SOCIETY

The success of our Stigma-Free Zone School Program has been overwhelming and our contract with the Surrey School District has sparked positive feedback from students and staff alike. Our Children's Mental Health Program has also been highly sought after in 2018, and the Society exceeded its goals and reached hundreds of elementary school children with our message of acceptance for ourselves and others. Furthermore, we had the opportunity to visit remote areas of British Columbia and share mental health and stigma education with rural communities. The Society's peer support groups continue to thrive in Victoria, B.C. by offering participants hope and support in recovery and a strong sense of community.

A heartfelt thank you to our donors, staff and volunteers, my fellow Board Members, Advisory Council and the Stigma-Free Task Force. It is because of your continued support, vision, and commitment that we are able to increase awareness and understanding and inspire hope in so many.

We look forward to continuing to cultivate a Stigma-Free world that promotes awareness, understanding and acceptance of each other. Our timely message continues to grow and reach greater audiences, and the Society's vision going forward is to make an even more significant impact to take the Stigma-Free Movement to a national level.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Richardson'.

Dave Richardson,
Board Chair, Stigma-Free Society

The Treasurer's Report

In 2018, the Stigma-Free Society expanded its reach across Metro Vancouver, Vancouver Island and Northern British Columbia, by creating positive change with our Stigma-Free Zone programming. The Charity ended the 2017-18 fiscal year with revenues of \$279,944, along with a modest surplus to be used for additional programming planned for 2019.

The Society continues to demonstrate steady financial growth annually, and we are greatly appreciative to our donors for helping us expand our valuable programming. Thank you to the Society's staff and volunteers who efficiently utilize funding received to reach thousands of individuals impacted by stigma, while also ensuring progress toward the goals in our strategic plan.

For the 2018 fiscal year, the Society monitored its budget effectively and achieved many milestone achievements. I am very proud to be a part of a movement that is empowering members of our community to live extraordinary lives. I look forward with confidence that the Society will continue to grow its revenues, while continuing to offer exceptional programming.

Sincerely,



Robyn Hooper,
Treasurer, Stigma-Free Society



ROBYN HOOPER, TREASURER
STIGMA-FREE SOCIETY

President's Report

Since the inception of the Stigma-Free Society as a Charity in 2010, I have been fascinated by the dedication that I witness daily from our board of directors, staff, volunteers, donors and community partners. Thank you all tremendously as I am very grateful for all of your contributions. A sincere thank you to Mr. Dave Richardson, Board Chair for his leadership and generosity. The Stigma-Free Society owes much of its expansion and impact because of the execution of your vision.

In 2018, Stigma-Free Zone programming has greatly expanded, and Society staff continue to educate on the vital topics of mental wellness, and the ability to overcome stigma of all kinds.

I am extremely proud of our staff as they reach hundreds of people with lived experience of mental illness, and bring many out of isolation and into a place of hope. We proudly educate students and adults alike with our programming about stigma with a focus on mental health, and we continue to reach more people every year. To the entire Stigma-Free Society community, thank you so much for your support. It is because of you that we are able to cultivate Stigma-Free environments where people are accepting of themselves and others.

With Gratitude,

Andrea Paquette,

President, Stigma-Free Society



ANDREA PAQUETTE, PRESIDENT
STIGMA-FREE SOCIETY

The Program Report

The Stigma-Free Zone School Program is delivered across Vancouver Island, the Lower Mainland and parts of Northern British Columbia. Students in grades 7-12 have the opportunity to gain awareness about the various types of stigmas that exist in society and the harmful impact that they can have on individuals and communities. Students are educated about various stereotypes and are asked to consider how they might reframe problematic assumptions.



Presentations take place in a classroom or at assemblies for full grades. All Stigma-Free Society presenters have lived experience of mental illness, and have overcome various stigmas in their lives. This allows students to understand some of the challenges people face through shared personal stories, helping students feel less alone in their own struggles, and encouraging them to foster acceptance of themselves and others. Presentations also include a focus on developing mental wellness tools and how to build a support network. Students are encouraged to ask for help, learn about how to combat bullying and participate in learning activities. In the 2017-2018 school year, staff delivered presentations to nearly 8000 students on the Lower Mainland, Vancouver Island and Northern B.C. The Stigma-Free Society has reached 28,320 students to date with this impacting program since its inception in 2010.

Stigma-Free Zone Community Program uses a similar approach to program delivery as the Stigma-Free Zone School Program by educating community members about stigmas of all kinds with a focus on mental health. This program serves a diverse adult audience, and is delivered at community events to businesses, non-profit organizations, post-secondary institutions, service clubs, the medical community, and teachers on Professional Development days.

Past presentations have included the Federal Government - Canada Revenue Agency, Girl Guides, Montessori schools, Island Health, MLA political offices and many more. The Society increased its community reach in 2018 by directly reaching 1,621 community members in British Columbia via presentations at businesses, community organizations, mental health fairs and conferences. Society staff also offered a significant number of media interviews with SHAW TV, CHEK News, Saanich News and CFAX 1070.

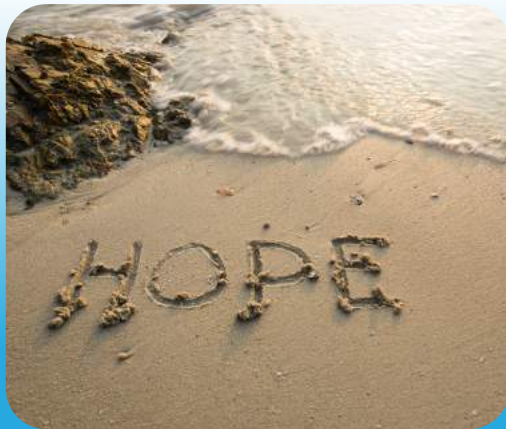


ROBYN THOMAS,
COMMUNITY DEVELOPMENT MANAGER,
VANCOUVER ISLAND

The Program Report

The Teen2Twenties Support Group provides peer support for youth aged 15-25 living with mental health challenges of any kind. This program ensures that no young person suffers in isolation, and creates a safe space for meaningful connections, sharing struggles and successes. This drop-in support group has reached over 291 youth since its inception in 2010, including 36 young people in 2018. This valuable program continues to work with youth on their personal goals, while connecting them to quality community resources.

Facilitators initiate monthly activity nights, where youth socialize and have fun, while connecting with one another. Activities have included guest speakers, sunset hikes, film and art nights, as well as outings to places such as the Board Game Cafe. One-on-one meet-ups between youth and families with the lead Facilitator are also made available for those who request additional information about the group.



The Women's Support Group began in 2012 and has become a close-knit network of supportive women. Participants arrange events, dinners, and social outings with each other while building thriving friendships. Since its inception, the program has reached over 256 women including 31 women in 2018. The Women's Support Group is a wonderful space for people who meet others who have "been there." Participants repeatedly attest how meaningful it is to be able to speak openly about their mental health challenges. The Women's Support Group offers a weekly opportunity to check-in with one another, regardless of what type of week it has been, and group attendees often leave the group feeling a sense of empowerment and hope.

The Children's Mental Health Program continues to expand thanks to a highly successful pilot project delivered in 2016. The program has been developed in consultation with Sue MacTavish, Youth & Family Counselor, École George Jay Elementary, and provides school children, grades 4-6, with resiliency by teaching about the awareness of their own mental health and wellbeing. Young students learn about the importance of a healthy lifestyle, as well as the value in reaching out for help. Through activities and discussions, students explore the importance of being a supportive friend, and saying no to bullying. The program has reached 2,686 children to date including over 600 children in the Greater Victoria Area in 2018.



The Program Report

The Stigma-Free Speakers Training Workshop

was offered in Vancouver, B.C. in March 2018 and the Society plans to continue working with Coast Mental Health peer support workers on an annual basis. Participants learned about technical and creative presentation skills in a one-day six-hour session and participated in broader discussions around societal and self-stigma. Learnings encourage reflection and personal growth. Thank you to Coast Mental Health and all of their peer support workers who took part in the workshop to make it a great success.



The Stigma-Free Zone Designation Program is a community-based participatory program that aims to promote mental health and reduce stigma of all kinds. The program takes a systemic approach to address the root causes that prevent stigmatized individuals, especially people living with mental illness, from being accepted in society. By providing education and engaging with schools, businesses, community organizations, and different levels of government, the program focuses on changing people's stigmatizing attitudes and creating safe spaces in communities where people live, learn, work and play.



JANE THORNTHWAITE, MLA, NORTH VANCOUVER-SEYMOUR,
DESIGNATED HER OFFICE AS A STIGMA-FREE ZONE.

The program offers three types of designations: Schools, Businesses/Organizations, and Geographical Areas. Participating organizations engage in enacting Stigma-Free Zone criteria that is tailored to cultivate shared values of the Stigma-Free Zone Movement.

Currently in British Columbia, the Society has a number of secondary schools, school districts, political leaders' offices, businesses, and community organizations that have committed to gaining the Stigma-Free Zone designation.

We look forward to continuing to make a significant impact in the future to create safe spaces that promote awareness, understanding and the acceptance of ourselves and others.

Stigma-Free Society Board of Directors



DAVE RICHARDSON, CHAIR
BOARD DIRECTOR

Dave Richardson is the President and CEO of Octaform Systems Inc. and Co-Founder and Chair 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 on various government trade missions to Asia. In addition, he was a Director of the Canada China Trade Council and Chairman of the Agriculture Committee. Mr. Richardson has served on a number of public and private boards throughout his career and continues to hold several other directorship positions.



ROBYN HOOPER, TREASURER
BOARD DIRECTOR

Robyn Hooper is a Chartered Professional Accountant (CPA) working with families to manage their complex financial needs. She has been a Tax Manager at PricewaterhouseCoopers (PwC) in the high-net worth tax practice, and she also held the role of Finance Manager at a public company. She has lived experience with mental illness and she is passionate about breaking down stigma and helping others live their best lives. She held the role as Treasurer for the Canadian Mental Health Association (CMHA) Vancouver-Burnaby Branch for six-years and she is passionate about working with the Stigma-Free Society to help "Stomp out Stigma."



ANISHA NAVARATNAM, SECRETARY
BOARD DIRECTOR

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 mental health difficulties 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 integrated as a part of the official B.C. curriculum one day in the near future. Anisha Navaratnam also joined the Stigma-Free Task Force in January of 2017 and she is pleased to be the Board Secretary.

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



DR. CHRIS RICHARDSON
BOARD DIRECTOR

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 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. 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 addiction.



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. Craig is passionate about making a difference in the lives of others and is excited to lend his insight to the Stigma-Free Society.

Advisory Council for the Stigma-Free Society

DR. WEI SONG, President Elect, Canadian Psychiatric Association
DANIEL TO, Principal, Education Services, Surrey School District
ROBIN HOLDEN, Charity Advisor, Source Group
SHELDON KITZUL, Social Worker and Life Coach
CINDY PLAYER, Former Director, Equity and Human Rights, University of Victoria
PHIL BISSET-COVANEIRO, Financial Advisor, Investors Group

Stigma-Free Society Staff



ANDREA PAQUETTE **SOCIETY PRESIDENT & EX-OFFICIO BOARD DIRECTOR**

Andrea is the President and Ex-Officio Board Director of the Stigma-Free Society. Andrea offers a hybrid role for the organization for she is passionate about being on the front lines for program delivery and provides leadership in the operations of the Society. Andrea holds extensive experience in the provincial government in policy, communications, and research in the areas of education, mental health, and social development. Andrea has also been chosen as a national spokesperson for the Canadian Alliance for Mental Illness and Mental Health (CAMIMH) sponsored by Bell Let's Talk. She is named the Provincial 2015 Courage To Come Back award winner given by Coast Mental Health, and possessing many other accolades over the years for her work in mental health and contributions to the community.

ROBYN THOMAS **COMMUNITY DEVELOPMENT MANAGER - VANCOUVER ISLAND**

Robyn Thomas is Vancouver Island's Community Development Manager for the Stigma-Free Society. Robyn is an effective spokesperson for the Society and manages all staff on Vancouver Island. Driven to eliminate stigma, Robyn has spoken to thousands of people on Vancouver Island about stigma and mental health. Robyn is also the Lead Facilitator for the Society's Teens2Twenties Support Group, presenter for schools and community, and she continues to lead the Children's Mental Health Program in elementary schools. Her lived experience of mental illness has ignited a passion to tell her own remarkable journey of hope and resiliency. Most importantly, Robyn encourages us all to be more compassionate with one another and with ourselves.



JANET BISSET **PROGRAM COORDINATOR & EXECUTIVE ASSISTANT**

Janet Bisset is currently the Program Coordinator and Executive Assistant at the Stigma-Free Society. Ms. Bisset began travelling at a young age, lived and raised a family in Europe, Eastern USA, Macau South China and returned to Canada in 1986. Over the years, she balanced mothering duties, education, a career in private enterprise and public health care administration. She is skilled in communications, organization, planning and foresight. Janet is passionate about working with the Stigma-Free Society for she feels the organization does amazing work. She is helping to 'Stomp out Stigma' with a unique understanding of various cultures due to her early and extensive travel. Janet is particularly excited to be working and supporting Andrea Paquette who leads the delivery of the Stigma-Free Zone programming.



BENJAMIN GARNER **SCHOOL AND COMMUNITY PRESENTER - METRO VANCOUVER**

Benjamin Garner is a School and Community Presenter for the Stigma-Free Society, and he is an award winning artist, actor and resilient advocate for mental health. Ben has a diverse and fascinating background through the arts, where he expresses a personal interest on the topics of mental health, gender identity, societal norms and connection to the human spirit. He possesses a varied educational background in counseling and a Bachelor of Arts Degree from Emily Carr University of Art and Design. Ben identifies as a queer male, and having recovered from addictions, he is also a person living with bipolar disorder, who understands the effects that stigma can have on someone who is struggling. He has volunteered at the Salvation Army, Harbour Light and Vancouver Detox, Pacifica Treatment Centre and the Vancouver Pride Society. He has 10 years of experience working with marginalized populations with respect to comorbid health concerns, psychopathology, mental health and addictions, gender identity, HIV, personal trauma and stigma related issues.



Stigma-Free Society Staff



JAIME TRAYNOR LEAD FACILITATOR, WOMEN'S SUPPORT GROUP

As a strong believer in the role that community and connection play in contributing to mental wellness, Jaime is honoured to have the opportunity to facilitate the Women's Support Group and help create a compassionate, non-judgmental space where participants are able to share their experiences and support one another. Jaime has worked and volunteered in a variety of government and non-profit settings, both in Canada and abroad, and she is continually inspired by the resiliency of the individuals and families she interacts with. Jaime is committed to working, both personally and professionally, to foster education and understanding around mental illness.

DENAE DYCK WOMEN'S SUPPORT GROUP CO-FACILITATOR

Denae Dyck is excited to have the opportunity to bring her passion for lifelong learning to the Stigma-Free Society and its initiatives. As Co-Facilitator for the Women's Support Group, she is committed to helping make the group a place where participants feel accepted, respected, and encouraged. Denae has taught and volunteered in a variety of capacities, and she is currently pursuing her PhD in English Literature at the University of Victoria. She believes that thoughtful conversations about mental health issues and other challenges play a vital, transformative role in both self-discovery and community building.



ALLIE BROHMAN SCHOOL AND COMMUNITY PRESENTER - METRO VANCOUVER

Allie Brohman is a School and Community Presenter for the Stigma-Free Society. Allie recently moved to the west coast from Montreal, where she studied Human Relations and Interdisciplinary Studies of Sexuality at Concordia University. During her studies, she grew a passion for community outreach work. Allie has always been an advocate for mental health – having grown up with the struggles of ADHD, but only being diagnosed later in life. She is excited to raise awareness and create support through her story. Allie encourages others to create space for learning, inspiration, compassion, hope, and understanding while we all follow the continuous journey of un-learning the stigmas, the stereotypes, and the negativity that surround mental health within society.



EJ WESTON SCHOOL AND COMMUNITY PRESENTER - VANCOUVER ISLAND

EJ is a School and Community Presenter for the Stigma-Free Society and is extremely passionate about mental health and LGBTQ2+ topics with the intersectionality of both subjects. EJ is able to talk openly about their experience with mental health, sexuality, gender identity and the effects stigma has on it. As a non-binary person, and having recovered from addictions, EJ is a person living with complex PTSD and depression, who understands the importance of asking for help. They believe that when we share our stories and experiences, then we are able to change people's lives and create meaningful change.



Stigma-Free Society Staff

CAM WEBSTER TEENS2TWENTIES SUPPORT GROUP CO-FACILITATOR



Cameron Webster is the Co-Facilitator of the Teens2Twenties Support Group. He is also a public speaker for the British Columbia Schizophrenia Society in Victoria, B.C. Cam has suffered from psychosis in the past and is diagnosed with schizophrenia. His experience with mental illness has been life changing. It has helped him realize that he has a passion for psychology and wants to help others, who like himself, have struggled with mental illness. Through attending many C.B.T. (Cognitive Behavioral Therapy) groups, he often facilitated conversations and assisted with the program. Cam has become informed and knowledgeable. He has completed WRAP© (Wellness Recovery Action Plan) training and he is currently working part-time in addition to attending College to study psychology.

ANNA GRAHAM SCHOOL AND COMMUNITY PRESENTER - VANCOUVER ISLAND

Anna Graham shares her personal story with enthusiasm, while managing mental illness and the effects of trauma. She is passionate about creating community wherever she goes, and believes that community starts by cultivating meaningful connections facilitated by empathetic and genuine dialogue. Anna graduated in 2014 with a diploma in Community, Family, and Child Studies and held the role of Co-Lead Researcher for the Bipolar Youth Action Project, which was a mental health project between CREST.BD (UBC) and the Stigma-Free Society. Anna has lived experience as a child in care, youth homelessness, addiction, and teen parenting and she is committed to using her story of resiliency and recovery to raise awareness and cultivate hope to those affected by similar circumstances.



Stigma-Free Task Force

The Stigma-Free Task Force is the creative engine behind the Stigma-Free Society's work. Task Force members work with Andrea Paquette, President of the Stigma-Free Society, and provide feedback on programming, identify opportunities for growth, and work to develop the Stigma-Free Zone Designation Program for schools, organizations, businesses and geographical areas.



ANDREA PAQUETTE



CAROL TODD



ROBYN THOMAS



CHRIS RICHARDSON



ANISHA NAVARATNAM

Highlights & Achievements for the Stigma-Free Society

CITY OF VICTORIA BECOMES CANADA'S FIRST STIGMA-FREE CITY

On March 20th of 2018, The City of Victoria partnered with the Stigma-Free Society. The two organizations united to offer a meaningful Community Event to declare Victoria as a Stigma-Free City. Victoria's Mayor, City Councillors, politicians, first responders, community stakeholders, and members of the public attended this inspiring event. Attendees shared their thoughts about the criteria pertaining to a Stigma-Free City.

Since the Stigma-Free Zone designation for the City of Victoria, our Charity began working with the City's human resources department, and initiated a community presentation about mental health and stigma at City Hall. Branding materials such as posters, rack cards and window decals have been distributed throughout the building, and all staff members are encouraged to take the Stigma-Free Tool and Pledge. The Society continues to work with Stigma-Free Champion, Councillor Jeremy Loveday, and Mayor Lisa Helps, to cultivate a Stigma-Free culture at City Hall and beyond in the City of Victoria.



Success in the Surrey School District



KWANTLEN PARK SECONDARY SCHOOL, SURREY, BRITISH COLUMBIA

The Surrey School District is highly supportive of the Stigma-Free Zone School Program and the Charity secured an official contract with the school district in 2017 as supported by Surrey District Principal Daniel To.

Kwantlen Park Secondary School in Surrey is the first school to become a Stigma-Free Zone in 2018 on the Lower Mainland, B.C. Chris Black, Former Kwantlen Park Secondary School Counselor, has supported and hosted Society presentations since 2016, and the school is the first to have embraced the Society's programming in Metro Vancouver. The Stigma-Free Society is very grateful for the support of District Principal Daniel To, and School Counselor Chris Black, for their immense support that has contributed significantly to the growth of the Stigma-Free Zone School Program over the years. As a result, Stigma-Free Zone presenters have reached over 5,900 students in Surrey alone since the inception of the program in Metro Vancouver.

Highlights & Achievements for the Stigma-Free Society

DESERVING STUDENTS WIN STIGMA-FREE SCHOLARSHIPS



The Stigma-Free Society partnered with the Otsuka-Lundbeck Alliance to provide two deserving students a \$2000 scholarship each, to put towards their post-secondary education program of choice. Numerous applicants submitted profound essays about how the effects of stigma have impacted their lives, and the inspiring ways in which they have overcome mental health challenges, often facing additional forms of adversity. One of our scholarship award winners states that the most important insights about managing her mental health is refusing to see herself as a victim. When asked what she would say to other students suffering from the effects of societal, or self-stigma, she stated, "You're not alone in your journey. All it takes is one person to really listen to you, and it can be life changing. You just have to reach out for help when you need it."

Congratulations to our two very deserving scholarship winners!

COLLABORATING WITH THE MEDICAL, GOVERNMENTAL, NON-PROFIT AND BUSINESS COMMUNITIES

The Stigma-Free Society delivers the Stigma-Free Zone Community Program where presenters share their learnings as someone who has lived experience with stigma and mental health issues. Their teachings not only include a personal impacting story, but also offer information to various organizations about how to be Stigma-Free in their workplace.

At the beginning of 2018, Society staff delivered presentations to psychiatrists, psychologists and additional staff members at the Island Health Authority's Queen Alexandra Centre for Children's Health, about the impact of stigma within the mental health system. Participants expressed that the dialogue was eye-opening and the feedback was overwhelmingly positive. Shortly after, Robyn Thomas was invited back to speak to Ledger House staff clients about overcoming societal and self-stigma at their youth-based mental health facility in Victoria, British Columbia. The Society's presentation focuses on the speaker's lived experience with mental health challenges and their own personal journey of recovery.

ARTS UMBRELLA



In 2018, Society presenters worked with various organizations such as the reputable non-profit organization Arts Umbrella. The Stigma-Free Society is extremely thrilled that Arts Umbrella is adopting the Stigma-Free criteria to become an official Stigma-Free Zone.

Community presentations were also offered at the YMCA, Turning Point Recovery Society, government organizations, among numerous other venues. Interest and support for the Stigma-Free Zone Designation Program, and the Society's educational presentations, have significantly soared in 2018. We will continue to offer community presentation opportunities to not only learn about stigma and mental health, but to take action in their workplaces.



Future Developments for the Stigma-Free Society

The Stigma-Free Society has significantly grown from a grassroots initiative started by Andrea Paquette with the Bipolar Babe brand in 2009, to an impacting provincial Charity that has created the reputable and distinctive Stigma-Free Zone Movement across British Columbia.

The Society's school and community educational programs are offered throughout the Greater Victoria Region, Vancouver Island, Lower Mainland and in a number of remote areas throughout Northern British Columbia. The Society is further expanding its reach by embracing the opportunity to partner with numerous politicians and MLAs in British Columbia. The next desired step is to work with the provincial government to proclaim an official Stigma-Free Day in recognition of all policy makers' commitment to create a Stigma-Free environment in their constituency offices and throughout their daily lives.

Currently, the Society is developing a strategy to bring our message of awareness, understanding and acceptance to a national level. We plan to partner with a number of reputable national organizations that will promote and support our new virtual Stigma-Free Zone Designation Program. The Society's work and Stigma-Free message is already gaining momentum and our Charity will work to bring the Stigma-Free Zone Movement to national heights in Canada.

While the Charity's message and reach continues to evolve and grow, the Stigma-Free Society is committed to ensuring that our hands-on programming remains relevant. In regards to the City of Victoria partnership, the Society will be focusing on working with even more local organizations to foster a Stigma-Free City, including the involvement of first responders and additional health professionals. The Society plans to work with additional cities throughout Canada who want to take action and be designated as a Stigma-Free Zone.

Our Stigma-Free Zone School Program has had great success since securing a contract in the Surrey School District, and our goal is to create the same level of partnership with additional School Districts on Vancouver Island and the Lower Mainland. The Society's support groups are always a top priority, and we will continue to grow our Peer Support Programs, while taking the Stigma-Free Zone Movement to new heights.

The Society is forging ahead into 2019 by promoting awareness of the various stigmas that exist in the world. The Stigma-Free Society always cultivates an understanding of the challenges that numerous people face, while encouraging all people to foster acceptance of themselves and others.

Featured Student Testimonials

Stigma-Free Zone School Presentations

PRESENTERS - ANDREA PAQUETTE, ROBYN THOMAS, BEN GARNER

I really liked this presentation. I'm struggling with a lot of things right now so hearing stories of people who got help and overcame in some way their problems is really helpful. Thank you for helping kids like me!!

VICTORIA HIGH SCHOOL, GRADE 10 STUDENT

I learned that there is a big difference between being depressed and just feeling sad. Many more things come with depression and I had no idea. I enjoyed a lot about the presentation, especially hearing Robyn's story. I also liked how the presentation included the mental health of people in the media. I can't think of any improvements that could be made to the presentation.

NANAIMO DISTRICT SECONDARY SCHOOL, GRADE 11 STUDENT

Your Thoughts...

After this presentation I feel a lot more comfortable talking about mental illness and I feel a lot more comfortable with the thought of asking others for help.

LORD TWEEDSMUIR SECONDARY, GRADE 10 STUDENT

Letter of Support Stigma-Free Society



September 22, 2018

To whom it may concern,

It is my pleasure to provide a letter supporting the Stigma-Free Society in regards to the Stigma-Free Zone School Program. This valuable program has been approved as a district resource, and we have widely encouraged our schools to utilize it as part of our Healthy Schools Initiative. Our teachers and counselors are extremely pleased with the *Stigma-Free Zone School Program* as thousands of Surrey school district students and staff have received educational presentations about preventing stigma with a focus on mental health.

A number of schools are engaged with the initiative of 'zoning' their school as a Stigma-Free Zone and having the Society's presentations for all of their students. Andrea Paquette, President of the Stigma-Free Society, and her presenters offer a great balance between factual information while instilling a meaningful personal story in their presentations. Discussions about the issue of mental illness, overall stigma, and ways to stay mentally well is vital for the well-being and health of students. The Stigma-Free Society's presenters inspire youth and provide valuable information about mental health. Presenters also discuss additional societal stigmas and where students can find resources and support.

The Surrey School District is extremely supportive of the Stigma-Free Society and we continue to promote their program to elementary and secondary school teachers (grades 7-12), counsellors and principals. I am pleased to refer Andrea and her presenters to other School Districts and support her in this endeavor as the program expands to reach as many young people as possible to ensure they get the help that they need.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "D. To", is written over a light blue circular background.

Daniel To | District Principal
Education Services | www.surreyschools.ca
Mobile 778.772.4992 | Office 604.595.6077 | Fax 604.595.6076 | T @DanielToSD36

Letter of Support Stigma-Free Society

THE CITY OF VICTORIA



OFFICE OF THE MAYOR

November 20, 2018

Dear Robyn and Andrea,

Thank you for the update on the City of Victoria's Stigma-Free Zone designation, and for partnering with us to ensure Victoria is the welcoming, inclusive community that we strive to be.

Supporting a healthy, inclusive and sustainable community is one of the best investments we can make to ensure the wellbeing of our staff and the entire community. As representatives of the people who live and work here, it is our responsibility to support the change we want to see in the community, and important that we start right here in City Hall.

Thank you for all of the important, inspiring work you do in Victoria. Please keep all of us including Jodi Jensen, Head of Human Resources, updated on our progress.

Sincerely,

Lisa Helps
Victoria Mayor

Letter of Support Stigma-Free Society



Nanaimo District Secondary School
355 Wakesiah Avenue, Nanaimo, B.C. V9R 3K5
Tel: (250) 740-2000 • Fax: (250) 740-2020

Nanaimo District Secondary School
355 Wakesiah Ave.
Nanaimo, BC

February 22, 2018

To whom it may concern,

In October 2017, I had the opportunity to have Robyn Thomas from the Stigma-Free Zone share the Stigma-Free Zone classroom presentation to my grade 10 Career/Planning classes at Nanaimo District Secondary School. The presentation was powerful and extremely informative. Robyn presented in a way that created a safe place for students to learn about mental health issues. Throughout the presentation students were able to confront their own prejudices and stereotypes. Robyn was able to give personal insight into the complexity of mental health enabling the students to change their beliefs.

Having someone talk to teens in such a sincere, honest, personal way is invaluable. I believe the Stigma Free Zone presentation contains vital information everyone needs to create a caring, knowledgeable and compassionate society. This presentation is most likely the first, and possibly the only, time someone will honestly talk with our teens about mental health. Students learned the importance of watching for behaviour changes, sharing their struggles with others and seeking help.

I am extremely grateful that these presentations were offered free to my classes. I would not have been able to provide this excellent learning opportunity without financial support.

Sincerely

A handwritten signature in black ink that reads 'Joanne Pyne'. The signature is written in a cursive, flowing style.

Joanne Pyne

Career Life Education (Planning10) teacher
250-740-2000

Our Generous Funders

STIGMA-FREE LEGACY CIRCLE - \$50,000 AND UP

STIGMA-FREE CHAMPION - UP TO \$50,000



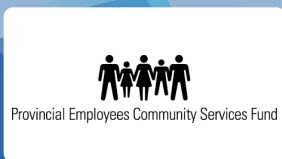
STIGMA-FREE CHANGE MAKERS - UP TO \$30,000



STIGMA-FREE ADVOCATES - UP TO \$15,000



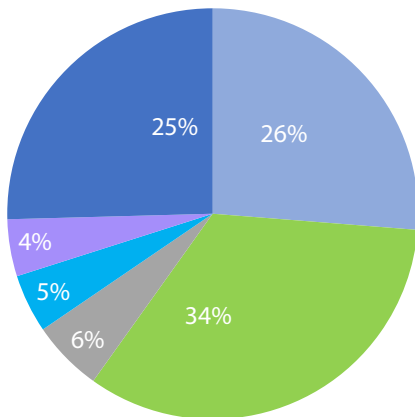
STIGMA-FREE SUPPORTERS - UP TO \$5,000



Financial Highlights 2017-2018

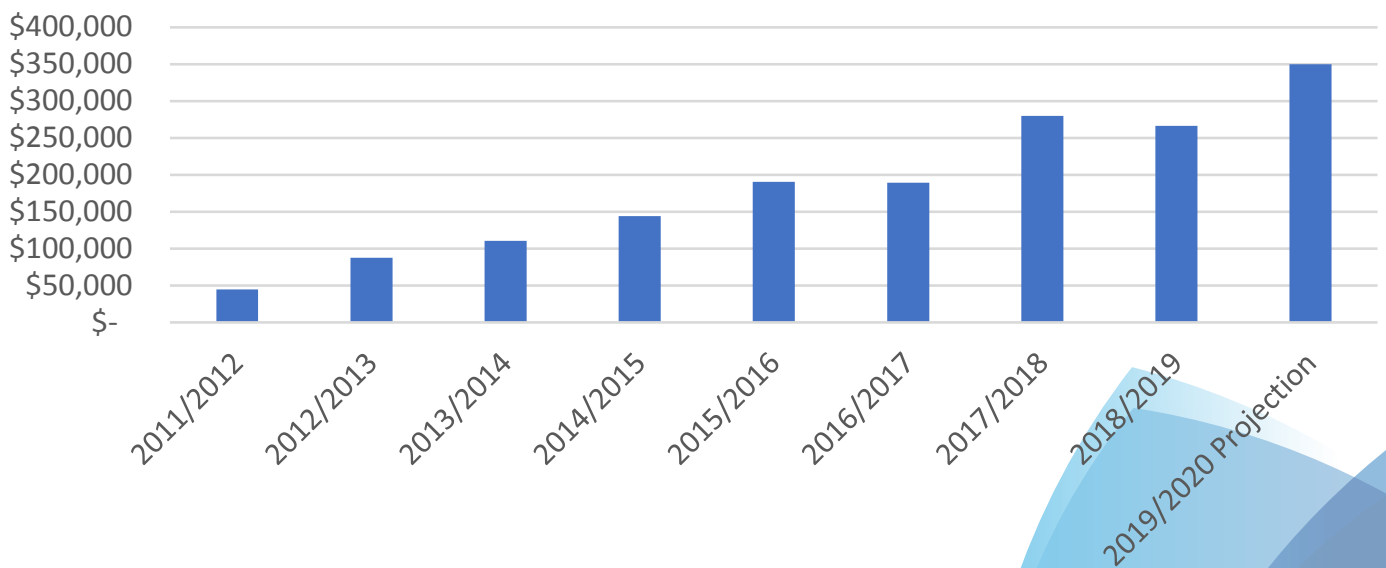
SITGMA-FREE SOCIETY EXPENDITURES

Fiscal Year 2017 - 2018



- Stigma-Free Zone School Program (Victoria and Vancouver Island)
- Stigma-Free Zone School Program (Metro Vancouver)
- Teen2Twenties Program
- Women's Peer Support Group
- Victoria Co-Ed Support Group
- Operating Expenditures

STIGMA-FREE SOCIETY'S PAST AND FORECASTED REVENUES





Financial Statements of

STIGMA-FREE SOCIETY

Year ended March 31, 2018
(Unaudited - see Notice to Reader)



KPMG LLP
800-730 View Street
Victoria BC V8W 3Y7
Canada
Tel 250-480-3500
Fax 250-480-3539

NOTICE TO READER

On the basis of information provided by the Entity, we have compiled the statement of financial position of Stigma-Free Society as at March 31, 2018 and the statement of operations and changes in net assets for the year then ended. We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon. Readers are cautioned that these financial statements may not be appropriate for their purposes.

KPM G LLP

Chartered Professional Accountants

Victoria, Canada
October 10, 2018

STIGMA-FREE SOCIETY

Statement of Financial Position

March 31, 2018, with comparative information for 2017
(Unaudited - see Notice to Reader)

	2018	2017
Assets		
Current assets :		
Cash	\$ 75,658	\$ 46,896
Prepaid expenses	825	1,156
	<u>\$ 76,483</u>	<u>\$ 48,052</u>

Liabilities and Net Assets

Current liabilities :		
Accounts payable and accrued liabilities	\$ 7,419	\$ 11,877
Deferred revenue (note 4)	31,000	32,325
	<u>38,419</u>	<u>44,202</u>
Net assets	38,064	3,850
	<u>\$ 76,483</u>	<u>\$ 48,052</u>

See accompanying notes to financial statements.

On behalf of the Board:



Director



Director

STIGMA-FREE SOCIETY

Statement of Operations and Changes in Net Assets

Year ended March 31, 2018, with comparative information for 2017
(Unaudited - see Notice to Reader)

	2018	2017
Revenue :		
Donations and grants	\$ 221,105	\$ 176,166
Community support	58,807	12,898
Interest	32	12
	<u>279,944</u>	<u>189,076</u>
Expenses:		
Program expenses (Schedule 1)	200,272	143,963
Operating expenses (Schedule 2)	45,458	42,109
	<u>245,730</u>	<u>186,072</u>
Excess of revenue over expenses	34,214	3,004
Net assets , beginning of year	3,850	846
Net assets , end of year	<u>\$ 38,064</u>	<u>\$ 3,850</u>

See accompanying notes to financial statements.

STIGMA-FREE SOCIETY

Notes to Financial Statements

Year ended March 31, 2018
(Unaudited - see Notice to Reader)

1. Purpose of the Society :

The Society aims to increase awareness, understanding and acceptance among the general population including youth in schools, businesses/organizations and the public in geographical areas about stigma with a focus on mental health.

The Society is incorporated under the Society Act of British Columbia. As a Canadian Registered Charity, the Society is exempt from income tax and may issue receipts for charitable donations.

2. Basis of presentation :

The recognition, measurement, presentation and disclosure principles in these financial statements may not be in accordance with the requirements of any of the financial reporting frameworks in the CPA Canada Handbook – Accounting .

3. Significant accounting policy :

Donations-in-kind

The Society records donated materials, services and facilities in those cases where:

- the Society controls the way they are used;
- there is a measurable basis for arriving at fair value; and
- the services are essential services, which would normally be purchased and paid for if not donated.

The Society would not be able to carry out its activities without the services of the many volunteers who donate a considerable number of hours. Because of the difficulty of compiling these hours, contributed services are not recognized in the financial statements.

4. Deferred revenue :

Included in deferred revenue is funding received in the amounts of \$31,000 (2017 - \$32,325) from the British Columbia Gaming Commission towards programs for the 2018 - 2019 fiscal year.

STIGMA-FREE SOCIETY

Notes to Financial Statements (continued)

Year ended March 31, 2018

(Unaudited - see Notice to Reader)

5. Revenue :

Donations and grants revenue is comprised of revenue received from the Province of British Columbia, the British Columbia Gaming Commission, corporations and foundations. Community support revenue includes amounts donated to the Society by individuals, service clubs, school and community organizations and municipal governments.

6. Comparative information:

Certain comparative information has been reclassified to conform to the financial statement presentation adopted in the current year.

STIGMA-FREE SOCIETY

Schedule 1 - Program Expenses

Year ended March 31, 2018, with comparative information for 2017
(Unaudited - see Notice to Reader)

	2018	2017
Promotion and educational materials	\$ 10,360	\$ 8,061
Program delivery	170,112	116,885
Program insurance	2,111	2,250
Program room rental	4,174	4,298
Presenter development and training	1,899	2,860
Program design, development and evaluation	2,700	4,200
Office supplies	3,561	3,114
Technology and website	5,355	2,295
	<u>\$ 200,272</u>	<u>\$ 143,963</u>

STIGMA-FREE SOCIETY

Schedule 2 - Operating Expenses

Year ended March 31, 2018, with comparative information for 2017
(Unaudited - see Notice to Reader)

	2018	2017
Interest and bank charges	\$ 93	\$ 140
Contract personnel	37,186	35,946
Accounting and legal	7,300	5,078
Office expenses	879	945
	<u>\$ 45,458</u>	<u>\$ 42,109</u>



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PAMELA AND DAVE RICHARDSON FAMILY FOUNDATION



(778) 956-9663

WWW.STIGMAFREESOCIETY.COM * INFO@STIGMAFREEZONE.COM
#520 - 885 DUNSMUIR ST. VANCOUVER, BC, V6C 1N5

Charity Registration Number: 827676867RR0001