

IMPACT REPORT

2024-2025



**Canadian Mental
Health Association**
Across Manitoba
Mental health for all

cmhaacrossmb.ca



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Land Acknowledgement

We acknowledge that the work of the Canadian Mental Health Association Across Manitoba takes place on the ancestral lands and traditional territories of the Anishinaabeg, Anishininewuk, Dakota Oyate, Denesuline, and Nehethowuk Nations, and on the National Homeland of the Red River Métis. We also recognize the Inuit peoples whose traditional territories extend into northern Manitoba.

Our services and relationships extend across the lands covered by Treaties 1, 2, 3, 4, and 5. In Treaty 1 Territory, where many of our programs are delivered, we recognize that our water is sourced from Shoal Lake 40 First Nation in Treaty 3 Territory, and our electricity is largely generated through infrastructure situated on Treaty 5 Territory.

We respect the spirit and intent of the treaties and remain committed to working in partnership with First Nations, Inuit, and Métis peoples in the spirit of truth, reconciliation, and collaboration.

About Us

The Canadian Mental Health Association (CMHA) Manitoba and Winnipeg is part of a national federated charity that provides advocacy and services that aim to promote mental health, help prevent mental health and substance use health problems, support recovery and resilience and enable all Canadians to flourish and thrive.

CMHA Manitoba and Winnipeg serves as both the provincial divisional office and a branch for Winnipeg and Interlake Eastern regions.

CMHA Across Manitoba

- CMHA Across Manitoba includes three branch offices: CMHA Manitoba and Winnipeg, CMHA Swan Valley Branch and CMHA Thompson Branch with services delivered at 24 sites across Manitoba.
- We have 177 staff including 92 at CMHA Manitoba and Winnipeg, 56 at CMHA Swan Valley Branch, and 29 at CMHA Thompson Region.



Vision

A Manitoba where mental health is honoured as a universal human right.



Mission

To advance mental health, well-being and recovery across Manitoba.



Values

-
- Work hard to listen
 - Serve with passion
 - Support one another
 - Create strong connections
 - Be curious
 - Honour lived experience
 - Discover better ways
 - Focus on impact
 - Believe it is possible
 - Embrace IDEA—inclusion, diversity, equity, and accessibility



Strategic Plan Goals

-
1. Provide accessible and high-quality programs and services.
 2. Increase mental health promotion and prevention efforts to improve overall well-being.
 3. Change the conversation through advocacy to shape policy and opinions.
 4. Build and nurture our organizational capacity as CMHA Across Manitoba.

Message from the CMHA Across Manitoba Executive Leadership Team

As we reflect on 2024–2025, we are filled with gratitude and pride for what CMHA Across Manitoba has achieved during a year of growth, collaboration, and quality improvement. Guided by our mission and values, we have remained deeply committed to addressing the evolving and complex mental health and substance use health needs of Manitobans.

A key area of impact this year has been our community housing services. CMHA has continued to advance a full continuum of housing programs—ranging from outreach and transitional support to permanent housing with wraparound care. This work has strengthened our collective response to homelessness, in partnership with the Province of Manitoba, Manitoba Housing, and community organizations.

We were also proud to establish a new Director of Indigenous Initiatives and Partnerships. This important leadership role helps advance CMHA's commitment to truth and reconciliation, building meaningful partnerships with First Nations, Métis, and Inuit communities, and supporting culturally grounded care. This aligns with CMHA National's priorities and our commitment to Indigenous rights and leadership in mental health systems.

Organizational transformation has remained a focus. With a strong provincial leadership team—Stephanie Skakun, James Wigley, Rona Campbell, and Michelle Kelly—we are

advancing a unified leadership model to enhance accountability, align vision, and improve service delivery across Manitoba.

Significant developments in our shared services infrastructure—such as integrated finance, a new HR/payroll system (UKG), and shared functions in people and culture, equity, and evaluation—are helping us deliver consistent, high-quality services across all regions.

We've also expanded our quality improvement efforts, with an emphasis on evaluation, data-informed decision-making, and applied research partnerships. This is helping us continuously improve our programs in collaboration with communities and sector leaders.

Throughout the year, we've advanced strategic plan priorities, streamlined our core services framework, and deepened our commitment to a responsive, inclusive, and accessible mental health system. Our Impact Report highlights the collective work of CMHA teams in urban, rural, remote, and northern communities, and in strong partnership with Indigenous leaders.

We also continued to invest in strong governance, welcoming new board members and contributing to initiatives like Project Activate, the renewal of division-branch agreements, and national governance transformation.



This year's theme—gratitude and growth—reflects our commitment to expanding access, deepening impact, and meeting rising demand. None of this would be possible without the extraordinary efforts of our staff, board members, volunteers, funders, donors, and partners. Thank you.

Sincerely,

Marion Cooper

On behalf of the CMHA Across Manitoba Leadership Team

Stephanie Skakun, James Wigley
Rona Campbell and Michelle Kelly

Message from the CMHA Manitoba and Winnipeg Division Chair



As Chair of CMHA Manitoba and Winnipeg Division, I want to express my heartfelt thanks to the dedicated staff, volunteers, and Board members across the province. Your commitment has made another year of meaningful community impact and service excellence possible.

We are also making important progress toward a shared vision for CMHA Across Manitoba—one that will strengthen collaboration, equity, and impact in every region.

I look forward to working with the Board Chairs and Board of Directors from across the province to support governance transformation and fully realize our dream of a CMHA Across Manitoba.

Thank you for all you do.

Müigwech,

Annette Alix Roussin

Chair, CMHA Manitoba and Winnipeg Division
Indigenous Mental Health Leader

Boards of Directors

CMHA Manitoba and Winnipeg Division Winnipeg and Interlake – Urban Region

Annette Alix Roussin, Chair
Jamie Hanly, Vice-Chair
Bonny Wynnobel, Treasurer
Stephanie Hall, Secretary
Lauren Parrish, Director
Carolyn Strutt, Director
Monique Levesque-Pharoah, Director

CMHA Swan Valley Branch Swan River, Dauphin, Portage la Prairie, The Pas – Rural and Remote Region

Twyla Gilroy, Chair
Korede Ogungbemi, Vice-Chair
Krista Tooley, Secretary-Treasurer
Kim Armstrong, Director

CMHA Thompson Region Thompson – Northern Region

Tricia Griffin, Co-Chair
Nicole Nicolas, Co-Chair
Zoe Bettess, Vice-Chair
Ethel Nyabeze, Secretary
Ryan Frost, Treasurer
Cole Gagné, Director
Ruth Lapitan Larino, Director
Todd Burnside, Director



Recognizing Mental Health Week
at the Manitoba Legislature

Left to Right: James Wigley,
Hon. Bernadette Smith and
Marion Cooper.

CMHA Across Manitoba Core Services Framework



Our Framework

At CMHA Across Manitoba, our Core Services Framework serves as both a foundation and a compass—defining not only what we do, but how and why we do it.

This framework reflects our shared values, approach, and commitments across our service areas, ensuring that every individual and community we serve experiences consistent, compassionate, and effective support.

THE CMHA WAY

Our Philosophy Something for Everyone

Our Values

- Work hard to listen
- Serve with passion
- Support one another
- Create strong connections
- Be curious
- Honour lived experience
- Discover better ways
- Focus on impact
- Believe it is possible
- Embrace IDEA—inclusion, diversity, equity, and accessibility

Our Approach

- Two-eyed seeing
- Community integration
- Recovery-oriented trauma care
- Reducing harm
- Wholistic and person-centred
- Virtual supports and low-barrier

Rehabilitation and Recovery Services

Guiding Your Journey

Rehabilitation and Recovery Services assists people living with a mental illness to choose, get and keep valued roles in the community such as being an employee, tenant, or student.

Rehabilitation staff work with individuals using a Psychosocial Rehabilitation approach to select a place to live, learn, work, or socialize from the broadest range of possibilities based on personal preferences, interests and skills.

Every participant has an opportunity to develop a wellness plan and gain self-awareness and insight about recovery.

Participants also learn how to problem-solve an issue before a crisis develops, and respond to and manage stress.

The development of the right skills, resources and supports lays the foundation for the participant to pursue valued personal goals and become successful in their new role.

CMHA Urban and Interlake Region

- 312 individuals accessed Rehabilitation and Recovery Services across two sites.

CMHA Northern Region

- 28 individuals accessed Rehabilitation and Recovery Services.

312 

individuals accessed Rehabilitation and Recovery Services in the Urban and Interlake Region

28 

individuals accessed Rehabilitation and Recovery Services in the Northern Region

“ Thank you for reminding me of my strengths and giving me hope during difficult times as well as for the encouragement during the positive times.

– Urban Region Participant

“ Keep on doing what you do. You continue to make a difference in my son’s life. You and your organization give people like me... HOPE. Thank you.

– Parent of an Urban Region Participant





Housing Services

More Than Just a Place to Live

Safe, affordable, and stable housing is essential to our mental health and well-being—and is a fundamental human right. CMHA has a longstanding commitment to helping individuals living with mental health and substance use issues find and maintain housing that meets their needs and honours their choices.


CMHA Across Manitoba has over a dozen programs providing a wide range of housing services that aim to prevent homelessness and support individuals including transitional housing, rapid re-housing, intensive case management, assertive community treatment, and shelter support.

At these program sites, staff deliver and coordinate a range of services including

wraparound support, primary care, mental health assessment and treatment, substance use treatment and support, wellness and cultural programming and linkage to other community services.

Using a person-centred approach, CMHA staff assist participants to gain access to critical services that support their health and well-being in addition to learning the skills needed to live successfully in the community.

Staff take the time to establish relationships, build trust and support individuals to not only find a place to live, but a place to call home.

367 
individuals reached through Rural and Remote Manitoba services

125 
individuals accessed services in the Urban Region

42 
individuals accessed housing services in the Northern Region

“ I was homeless and had no money. My mental health was at its worst. I didn’t think there was any hope left—until I met the people at CMHA. They gave me a place to live and helped however they could. I’m so thankful—they literally saved my life.

– Urban Region Participant

CMHA Urban Region

- In the Winnipeg Urban Region, Community Housing with Supports delivered services to 125 individuals at two sites.

CMHA Rural and Remote Region

- CMHA services delivered in Rural and Remote Manitoba includes services offered at nine sites in Swan River, Dauphin, and Portage la Prairie communities reaching 367 individuals.

CMHA Northern Region

- Based out of Thompson, the Northern Region provided housing services to 42 individuals across two sites.



Thank you so much to the CMHA for the extra support. These days with all the uncertainty and increased prices of everything it's hard to make ends meet. I am grateful for the extra help I have been receiving to cover my rent and the support services that come with it. Thanks again CMHA!

– Rural and Remote Region Participant





Employment Services

From Hope to Hired

Finding and keeping meaningful and satisfying work enhances our sense of purpose, autonomy and well-being. CMHA Across Manitoba recognizes the employment challenges faced by individuals impacted by mental health and substance use health issues and offers a continuum of services ranging from pre-employment and employment support to workplace solutions including psychological health and safety in the workplace training.

CMHA's pre-employment services focus on supporting adult learning students across the Winnipeg Urban Region at multiple sites, improving students' mental health and well-being so they can successfully achieve their personal education and employment goals.

CMHA's Employment Services offer a comprehensive range of supports, tools and

information to assist participants to achieve a satisfying and successful employment experience.

We work collaboratively with participants using a rapid employment approach to support individuals looking to join or return to the workforce. Support is centered on the development of skills necessary for job success including resume development, interview preparation, employment skills and mental wellness strategies.

The development of practical customer service, time management and communication skills are also supported. Programs offer individualized assistance with job search and connecting with potential employers, as well as job retention supports once employment has been found.

762



participants in Workplace Solutions

152



individuals served through Employment with Supports

93



individuals accessed Wellness Skills Supports

63



individuals reached through Rise

18



individuals supported with transitional employment



For the first time in my life, I feel like someone is listening to me. The skills that I have developed have helped me in the community and at home.

– Urban Region Participant

This past year, CMHA supported individuals through Rise, a national organization dedicated to empowering people with mental health and addiction challenges to achieve greater social and economic inclusion through entrepreneurship.

Rise helps individuals build the skills and access the capital they need to launch a small business that can improve their quality of life and enable them to support themselves, their families, and communities.

CMHA Urban Region

- The Employment with Supports program delivered services to 152 individuals and the Wellness Skills Supports program supported 93 individuals.
- Workplace Solutions reached 762 individuals and Rise reached another 63.

CMHA Northern Region

- Our Northern CMHA site supported 18 individuals with transitional employment this year, enabling them to gain valuable work experience and employment skills in a supportive community environment.

“ The staff here are very helpful. They gave me the support I needed to continue my education.

– Urban Region Participant



“

I was struggling to find work and getting my startup off the ground. My Employment Specialist rallied for me, making a referral for counselling and securing a laptop for me which I desperately needed. I continue to get support through CMHA and cannot thank them enough for their commitment to my cause.

– Urban Region Participant



Community Wellness and Outreach Services

Here for Manitobans

CMHA Community Wellness and Outreach Services Across Manitoba includes a wide range of services offering information, referral, mental health promotion, education, training, coaching, family support, peer support, and community outreach.

Information and Service Navigation

CMHA is considered the “go-to” agency for information and service navigation on mental health and substance use services and community support across the province. This year alone, over 2,756 individuals reached out to our Service Navigation Hub based out of our Urban Region site.

Mental Health Promotion

Across the country, CMHA is a leader in mental health awareness, education and promotion. Here in Manitoba, our agency has led innovations in online e-mental health learning, group hybrid learning, youth mental

health promotion in schools and mental well-being initiatives for specific populations such as the Care For All in Education program geared towards our education sector which reached 2,651 individuals across the province.

Education and Training

Well-being Learning Centres, based on the Recovery College model, deliver co-produced workshops and courses and include topics such as coping with grief and loss, building self-esteem, establishing healthy boundaries, and music and wellness. CMHA Across Manitoba has four Recovery College sites in addition to hybrid and online learning options, including Well Central. CMHA is also a leader in mental health training experiences delivering Mental Health First Aid, Applied Suicide Intervention Skills Training (ASIST), and Suicide Alertness for Everyone (SafeTALK) across the province.

2,756



individuals accessed the Service Navigation Hub



I am feeling much better about myself now and I want to keep it that way. I am dealing better with my addiction and low self-esteem. I have found a stable environment at the house, gained more confidence and I am overcoming the challenges before me.

– Northern Region Participant

2,181



individuals reached through Well-being Learning Centres

590



individuals reached out to BounceBack

586



individuals participated in CRAFT programs

Mental Health Coaching

BounceBack® is a free, evidence-based skill-building program designed to help adults and youth 13+ manage low mood, mild to moderate depression, anxiety, stress, or worries.

The program is delivered over the phone and participants are connected to a BounceBack® Coach who guides and supports them as they learn new coping skills through self-help materials based on Cognitive-Behavioural Therapy (CBT) approaches. A total of 590 individuals reached out to the BounceBack® program this year.

Family/Caregiver Support and Peer Support

Families and loved ones of someone dealing with mental illness and/or substance use issues are caregivers who often carry a heavy load supporting their loved one.

The aim of the CRAFT program is to provide education, empowerment, and hope by developing positive ways of interacting with loved ones who are struggling with mental illness and/or substance use but are not ready to make changes or get help.

A total of 586 individuals participated in CRAFT programs this year and CMHA is expanding the capacity for CRAFT offerings across Manitoba.

Community Outreach

We are grateful for our strong partnerships with health regions across the province assisting CMHA to be responsive to community needs. For example, Winnipeg Regional Health Authority partners with CMHA to deliver the Early Recovery Program, to provide timely support and treatment options for adults struggling with their substance use. Key partnerships with other social service agencies include a partnership with Clinic Community Health, which led to a successful collaborative response in meeting the needs of Ukrainian newcomers, while a partnership with Peer Connections Manitoba allows CMHA to provide highly valued peer support on-site at 930 Portage Avenue.

Peer Support Pre-Employment Internship Program

Peer support is recognized by CMHA as having a vital role in supporting recovery and well-being. It is integral to our staffing model and service array. To that end, CMHA embarked on an innovative program to recruit and develop the Peer Support workforce with a paid twelve-week Peer Support Pre-Employment Internship program. The interns received extensive orientation and training on a range of topics including housing first approaches, recovery, communication, service navigation, cultural teachings, psychosocial rehabilitation, and harm reduction. Job shadowing of CMHA's Housing Services and participation in co-production and well-being courses also helped to prepare the Peer Support

interns for employment, resulting in two individuals being hired at CMHA Manitoba and Winnipeg.

CMHA Urban Region

- Well-being Learning Centres across two sites reached 2,181 individuals.
- OCD and Hoarding services reached 501 individuals.
- A total of 10,058 Mental Health Resource Guides for Winnipeg were distributed along with 2,014 downloads from cmhaacrossmb.ca.

CMHA Rural and Remote Region

- CMHA responded to 1,542 individuals with an array of services from basic needs to peer support to wellness education across several sites including Swan River, Dauphin, The Pas and Portage la Prairie.

CMHA Northern Region

- The Connections Clubhouse in Thompson has 36 members participating in a variety of individual and group wellness activities.
- A new Recovery College reached 70 individuals.
- Mental health and suicide prevention training was delivered to 123 participants.
- The Self-Help program served 16 individuals.
- The SMART Recovery Program had 40 participants.



Youth Services

Supporting Youth, Building Futures

The mental health and well-being of our youth is paramount to the well-being of society and remains a key priority for CMHA Across Manitoba.

To best serve the needs of the youth population, CMHA partners with other agencies and service providers to reduce barriers to services and enhance access so that youth can obtain a variety of services at one site whenever possible.

Counselling, medical care, access to basic needs, Indigenous cultural support, safe space programming for 2SLGBTQIA+ youth and harm reduction are available.

Meeting youth where they are at, both physically and psychologically, is best

practice service delivery and CMHA is committed to supporting youth in this way so that they can continue to pursue their goals and flourish.

CMHA Urban Region

- In the Winnipeg Urban Region, Huddle Broadway served 608 youth while the Futures Forward program served 286 youth.

CMHA Rural and Remote Region

- Youth Connect Hub in Swan River supported 22 youth aging out of the child welfare system.

608 

youth accessed services at Huddle Broadway

286 
youth were served through
Futures Forward

22 
youth were supported by
Youth Connect Hub



I came to Huddle today because I thought you might know how I could feel better. I didn't think I would share all of what I said but I am so happy I did. I just feel safe here. I like knowing that there is a place where I can go and I will always be safe to talk about what I can't with anyone else.

– Urban Region Participant

Indigenous Initiatives: Moving Forward in a Good Way

CMHA Across Manitoba is committed to building and strengthening positive relationships with Indigenous communities. We recognize the authentic learning and sustained action needed to decolonize our programs, policies, and practices. As part of our contribution toward Truth and Reconciliation, we are working with intention and humility to embed cultural understanding and responsiveness throughout our organization.

Across all regions, CMHA has been cultivating efforts over the past number of years to better respond to the needs of our Indigenous relatives. We hear clearly from the community that there is a growing desire for more embedded cultural supports, and this has become a key priority identified at both the Board level and within all of our program areas.

We are committed to nurturing and strengthening our partnerships through intentional relationship-building, enhanced cultural service offerings, and deeper community collaboration. With the leadership of a dedicated Director of Indigenous Initiatives and Housing Partnerships, we are expanding our capacity to support this work meaningfully. This role not only guides our housing services in collaboration with Indigenous partners but also plays a central role in advancing our strategic commitments to Indigenous engagement, Truth and Reconciliation, and culturally grounded programming.

Key areas of focus include:

- Deepening relationships with Elders, Knowledge Holders, and Indigenous-led organizations;
- Supporting the national Truth and Reconciliation working group within the CMHA Federation;
- Expanding Indigenous cultural safety and humility training for all staff;
- Establishing an Elder Circle to guide and support our work across the province.

CMHA Accessibility, Equity and Belonging

Led by our Equity and Belonging Lead, IDEA Committee and program managers, CMHA is deepening diversity and equitable access province-wide.

- Training – 100 % of staff, students and volunteers now complete accessibility training rooted in provincial standards and the Manitoba Human Rights Code.
- Policy – A new Accessible Customer Service Policy, compliant with the Accessibility for Manitobans Act, guides the use of assistive devices, service animals and support persons and helps us remove barriers proactively.
- Infrastructure – Manitoba Accessibility Fund support added braille signage, hearing loop systems and ASL resources at 930 Portage. In addition, our website now meets WCAG 2.1.
- Programs –
 - “Well-being Sessions Toward Positive Change” reached 127 Black Manitobans through quarterly hybrid workshops.
 - A Ukrainian Co-production group welcomed 144 newcomers to co-design monthly well-being activities.
- Partnerships – CMHA’s Equity and Belonging Lead sits on the national IDEA Practitioners Network, and CMHA is an active member of the Winnipeg Chamber’s CODE Coalition, reinforcing our advocacy for community-wide inclusion.





Research and Evaluation

The **Care For All in Education (CFAE)** program offers mental health and wellness resources designed for education sector staff across the province. Dr. Lesley Eblie Trudel and Dr. Laura Sokal from the Faculty of Education, University of Winnipeg, are key research partners of this initiative. They utilized the data collected from CFAE sessions which contributed to four peer-reviewed research journal articles, one peer-reviewed book chapter, one non-peer reviewed paper, and conference presentations. This research has been pivotal in understanding how best to support the psychological health and resilience of those in the education sector.

Staff from the **Rehabilitation and Recovery** program CMHA Manitoba and Winnipeg sites were sought out to participate in a research study led by the developers of the Recovery Assessment Scale-Domains and Stages recovery assessment tool, who are based out of the University of Sydney, Australia. Staff at CMHA Manitoba and Winnipeg were identified as mental health workers who use the tool in a highly collaborative way with participants to support their agency in goal-setting and recovery planning. The research we contributed to was published in *Frontiers in Psychiatry* in 2024.

Huddle Broadway is a research site for a study led by Dr. Roberta Woodgate, University of Manitoba, which seeks to

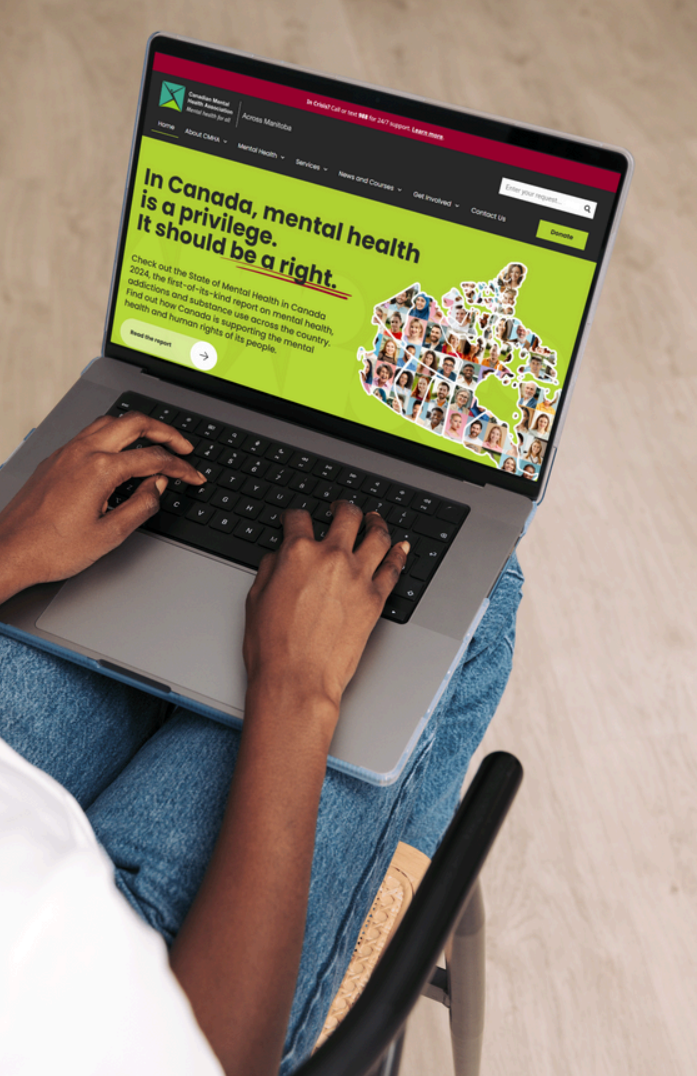
gather knowledge and evidence and applies this to continuously innovate and improve equitable and inclusive services and experiences for youth, families and Huddle staff in real time. Interviews were conducted with 10 youth from Huddle Broadway to date, and further research is being undertaken that includes art-based methods. Youth have provided insights into how the mental health and substance use services at Huddle have helped them, and areas for improvement.

CMHA Manitoba and Winnipeg participated as one of three cases in research on **co-production**. The purpose of this international study led by McMaster University, Ontario, was to explore the adoption, implementation and assimilation of three approaches to the co-production of public services with structurally vulnerable groups. This research was published in *Health Research Policy and Systems*.

The Centre for Healthcare Innovation completed an evaluation of the **Family Recovery and Resilience Supports Programming** offered at CMHA (CRAFT) and Bruce Oake Recovery Centre (Family Healing Weekend) in 2024. Interviews with program facilitators and focus groups with program participants were conducted and revealed several areas of strengths and recommendations for program enhancements and further scale-up.

“ The CRAFT program really increased my awareness of how my loved one is struggling and how I can communicate more effectively.

— Urban Region Participant



CMHA Across Manitoba Online

Connecting to Support

The CMHA Across Manitoba website cmhaacrossmb.ca serves as a trusted and accessible hub for individuals seeking mental health information, agency updates, and resources to support their journey.

Enhanced navigation and improved accessibility features make it easier than ever for visitors to find support and connect with our programs.

We continue to work on increasing the reach and impact of our work, as more people engage with our content and stay connected to what we do.

Our social media presence has continued to grow, reflecting increased engagement and a stronger connection with our community. We saw a positive rise in followers across all platforms.

Explore our websites

CMHA Across Manitoba
cmhaacrossmb.ca

Well Central
wellcentral.ca

Care For All in Education
careforallineducation.com

Thrive Kits
thrivalkits.ca

BounceBack® Manitoba
bouncebackmb.cmha.ca

All CMHA Websites
116,952 | **77,520**
Visits | Users

cmhaacrossmb.ca

72,773 | **47,440**

Visits

Users

thrivalkits.ca

4,703 | **3,423**

Visits

Users

CMHA Across MB Social Media

14,488

Followers

careforallineducation.com

7,383 | **6,674**

Visits

Users

wellcentral.ca

11,692 | **7,873**

Visits

Users

bouncebackmb.cmha.ca

20,401 | **12,110**

Visits

Users



Partnerships with Shared Purpose

CMHA Across Manitoba strives to advance its mission through the development and stewardship of strong, collaborative partnerships across the province. These relationships are central to our ability to reach more Manitobans with meaningful mental health support and integrated care.

Mental Health Promotion Partnership

CMHA in Thompson works in close partnership with Northern Health Region's Mental Health Promotion Team. Together, they co-design and deliver mental health promotion and prevention initiatives, reaching community members in a variety of settings including schools, workplaces, and other community spaces across the City of Thompson. This collaboration ensures culturally responsive, community-informed approaches to mental wellness.

Primary Care Partnership

CMHA in Swan Valley and Dauphin have fostered a strong partnership with Prairie Mountain Health. This collaboration focuses on delivering wraparound supports that bring together public health, primary care, and mental health services. Through this integrated model, the partnership effectively addresses the complex and diverse needs of individuals in rural and remote communities.

Adult Learning Centre Partnership

CMHA in Winnipeg has developed an established new partnership with several adult learning centres and school divisions, including the Winnipeg School Division, St. James-Assiniboia School Division, and River East Transcona School Division. This initiative is focused on supporting the mental health and well-being of adult learners.

Through these partnerships, we are able to embed mental health support services directly into literacy and adult learning programs, helping to reduce barriers and improve outcomes for adult students.

These partnerships are a testament to CMHA's commitment to working collaboratively with public systems and community partners to extend our reach and impact.

We pride ourselves on being a trusted, responsive partner—finding innovative ways to meet people where they are and deliver mental health supports that are accessible, integrated, and community-driven.



Working Together for Positive Change

Strengthening Partnerships for Women's Health

Our growing relationship with Shoppers Foundation for Women's Health has expanded our capacity to support women in communities throughout Manitoba. The Shoppers Drug Mart Run for Women event saw 1,400 people lace up their runners to walk, run or cheer on participants who helped raise \$109,000. Together we share the value and commitment to health equity allowing us to reach more women with the care and resources they deserve. Visit runforwomen.ca to get involved!

dollars but also deepened public engagement and broadened our donor base. Email donate@cmhawpg.mb.ca to create your fundraiser!

Driving Change at CMHA

We are grateful to Manitoba Public Insurance for gifting CMHA with a 2024 Honda CRV! The new vehicle provides us with the opportunity to connect with other CMHA Across Manitoba locations and it provides greater access to cultural reclamation programming for youth, transportation of participants to critical appointments and so much more. This was made possible through our friends at United Way Winnipeg, a core funder of CMHA Manitoba and Winnipeg. Thank you MPI and United Way Winnipeg!



National Push-Up Challenge Powered by Olympian Skylar Park

The National Push-Up Challenge was a resounding success, raising awareness and critical funds for mental health programs that have limited or no funding. Over \$91,000 was raised throughout Manitoba. With Olympic Bronze Medalist in Taekwondo Skylar Park as our ambassador, the campaign energized supporters nationwide and amplified our message in powerful new ways. Visit thepushupchallenge.ca to join in pushing for better mental health.

Rise in Third-Party Fundraising

This year saw a marked increase in third-party fundraising efforts, driven by passionate individuals, workplaces, and community groups. These grassroots initiatives not only raised thousands of



Funders, Donors and Supporters

CMHA is grateful for the many funders, donors and supporters of our programs and services. This has been another year of growth and innovation which was made possible by many special grants and generous donors. Thank you!

Funders



Donors and Supporters



Canadian Mental Health Association
Across Manitoba
Mental health for all

Charitable Registration Number:
131801714RT001

Divisional Office:
930 Portage Avenue
Winnipeg, Manitoba R3G 0P8

Phone: 204-982-6100
Email: office@cmhawpg.mb.ca

Follow us on social media:
[@CMHAmbwpg](#)
[@CMHASwanRiver](#)

Website: cmhaacrossmb.ca



Accredited
IMAGINE CANADA