

## CAPITAL CAMPAIGN

### We're Moving

We're strengthening our efforts to provide our clients and the Winnipeg community with the mental health services they need. As part of this effort, we've secured a new office space at 930 Portage Avenue. At 12,000 sq. ft.—as compared to our old 7,000 sq. ft. office building—our new facility will allow us to provide:

- Better access to services and information;
- Better access to the building itself, located in a safe environment with ample parking and on a major bus route;
- Significant increases to educational services and programs;
- More workshops;
- Improved space for persons accessing our services to meet with staff; and
- Increased awareness of CMHAW and the issues associated with mental health in the community, due to the visibility of our new office and signage (pedestrian and vehicle traffic is estimated at over 60,000 each day).



CANADIAN MENTAL HEALTH ASSOCIATION WINNIPEG REGION INC.



### We're Going Green

CMHAW is committed to providing a facility that is healthy, productive, less expensive to operate and maintain, and has a reduced environmental footprint.

CMHAW will implement principals of the LEED CI rating system to achieve a high-performance green building that will meet their sustainable design objectives and environmental best practices.

### We're Accessible

CMHAW's new facility will be designed to create an equal access facility. The design will not only meet the National Building Code (NBC) requirements for building accessibility, but also follow the more stringent CSA Standard, 'CAN/CSA B651-04 – Accessible Design for the Built Environment', which is a technical standard for creating accessible facilities that are safely usable by persons with physical, sensory, or cognitive disabilities.



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### We Need Your Help

In addition to helping us fulfill the needs of our current and future clients, our new facility will give us **space to grow so we can continue to be a first stop for mental health programs and services.**

We want to reduce the impact of mental illness on our society. But just as the problem affects all of us, so does the solution. We require support from the Winnipeg community to achieve our goal.

The total cost to purchase and renovate the new facility is expected to be \$2.5 million. It is estimated that **we will need to raise \$1 million in renovation funds to make the project successful.** Our dream is to be mortgage free.

Your contribution to this campaign is not only valuable in the financial sense, but it is also valuable to the mental health and wellness of our community.

### 2 Ways To Donate

- 1.) Online: [www.cmhawpg.mb.ca](http://www.cmhawpg.mb.ca)
- 2.) Contact us: **204.982.6100** or [office@cmhawpg.mb.ca](mailto:office@cmhawpg.mb.ca)



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T. 204.982.6100 F. 204.982.6128  
Email: [office@cmhawpg.mb.ca](mailto:office@cmhawpg.mb.ca)  
[www.cmhawpg.mb.ca](http://www.cmhawpg.mb.ca)



## CAPITAL CAMPAIGN

# CANADIAN MENTAL HEALTH ASSOCIATION

WINNIPEG | Region

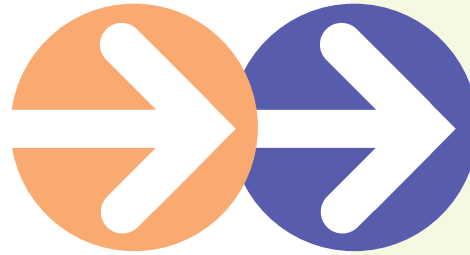
# we're on the move





Mental health may not be as talked about as the news or the weather, but it's an issue that affects all of us. In fact, **one in five people will experience mental illness in their lifetime.** That could include your husband, your wife, your child, your co-worker, or even you. Mental health needs a voice, and we're here to give it one.

The Canadian Mental Health Association Winnipeg Region (CMHAW) works to promote mental health and help people navigate mental health services. For 25 years, we have been providing services and programs, social action, education and research to put mental health at the forefront.



### Good mental health is everyone's responsibility. It's time to talk about it.

#### What does it mean to be mentally healthy?

- You accept your strengths and limitations;
- You have a positive outlook on life;
- You build meaningful relationships with others;
- You set goals, solve problems and take responsibility for your actions; and
- You take care of yourself and your well-being.

This picture of perfect mental health is not a reality for most people. Some suffer from mild stress or anxiety and others have more severe forms of mental illness. It takes its toll on them, as well as everyone around them.

#### The realities of mental health and mental illness in Canadian society:

- Twenty-three percent of workers experience health problems caused by stress, anxiety or major depression;
- Almost half (49 percent) of those who feel they suffer from anxiety or depression have never been diagnosed by a doctor; and
- The estimated cost of mental illness to the Canadian economy, in terms of health care and lost productivity, is \$51 billion; and
- Stigma or discrimination attached to mental illness is a major barrier to diagnoses, treatment and acceptance in the community.

If left untreated, mental illness can lead to a host of serious problems.

It can lead to addiction, if individuals decide to self-medicate through drugs or alcohol. Alarmingly, 50 percent of those being treated for an addiction have been found to also have a mental illness.

It can lead to poverty, crime or gang participation. Those with undiagnosed and untreated mental illness may have trouble finding or keeping work, which causes other stressors. They may turn to crime or look for belonging in a gang, and they may become a threat to themselves or others.

It can also lead to suicide when individuals feel they have no way out. Suicide rates are twice the national average in Canada's Aboriginal population, which also experiences depression at twice the national average.

By connecting those affected by mental illness and their friends, family and employers with the appropriate programs, services and supports, **we're making strides in improving the overall mental health of our population.**

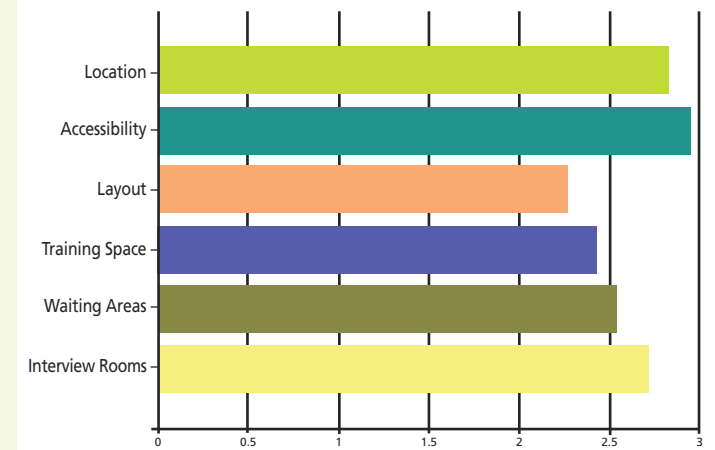
#### We're Growing

Dealing with a mental illness, whether directly or indirectly, can be frightening, overwhelming and frustrating. **We point people in the direction they need to go, referring them to counsellors or other appropriate avenues.** We help those who are experiencing mental illness find and keep jobs and housing, and educate people about mental health and mental illness. We also advocate for the rights of individuals with mental illness and work to influence public policy as it relates to mental health and mental illness.

Our latest venture is in response to our unprecedented growth as an organization over the last several years, which is directly linked to a growing need in the community for an organization that provides the services that we do.

#### We Asked You

What do you think are the most important factors to providing a safe and comfortable environment for people visiting CMHA Winnipeg?



In 2009, the board of CMHAW engaged the Winnipeg community in an online survey entitled *Tell Us What You Think Winnipeg* with the hopes of enlisting Winnipeggers to help set our future course as an organization. Approximately half of the over 500 respondents had contacted CMHAW in the past. Respondents clearly indicated the need for:

- Increased access to information and supports;
- More advocacy for the importance of resources for those with mental health issues;
- A greater public knowledge of what it means to be mentally healthy; and
- Improvements to the current CMHAW office with respect to its layout, privacy and noise issues, overcrowding and accessibility.

