

A Reason to
HOPE

The Means to
COPE



"THROUGH EFFECTIVE MARKETING I BELIEVE
THAT ONE DAY WE CAN PUT AN END TO
THE STIGMA ASSOCIATED WITH SCHIZOPHRENIA."

"WATCHING PEOPLE MOVE FROM CONFUSION
AND DESPAIR TO HOPE AND UNDERSTANDING
IS A TRULY MOVING EXPERIENCE."



ANNUAL REPORT 2005 - 2006



"PEOPLE ARE USUALLY MORE THAN WILLING
TO GIVE. THEY ARE JUST WAITING FOR US
TO ASK."



A REASON TO HOPE. THE MEANS TO COPE.
THE SCHIZOPHRENIA SOCIETY OF ONTARIO
SOCIÉTÉ ONTARIENNE DE LA SCHIZOPHRÉNIE
UNE SOURCE D'ESPOIR, DE SOUTIEN ET D'ENTRAIDE.

SCHIZOPHRENIA SOCIETY OF ONTARIO VISION, MISSION & MANDATE

VISION

We envision a world without schizophrenia. For this to happen:

- Society must recognize schizophrenia as a serious brain disease
- Excellence in service and treatment must become the norm
- Stigma must be eliminated
- A cure must be found

MISSION

To improve the quality of life for families affected by schizophrenia. Family is defined by caring relationships between people with schizophrenia, their relatives, friends, and other individuals in a supportive capacity.

MANDATE

- To support, educate, engage, and empower families
- To promote community awareness
- To advocate on behalf of families affected by schizophrenia
- To work cooperatively with organizations for allied disorders
- To support and advocate for relevant research
- To promote early intervention

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

The greatest and the smallest journeys have one thing in common - they're completed by simply putting one foot in front of the other. Some steps are large, some small - but, one at a time, they **will** get us there.

The giant steps - curing or preventing schizophrenia - remain out of reach for now - but much has been achieved during this past year. Most importantly we were able to **PROVIDE HOPE** to many of the large number of people who called us or visited our website. And we were able to provide **THE MEANS TO COPE** for families and those affected by schizophrenia through our expanded programs and services.

One of the most exciting and touching events of the past year has been the establishment of the Tam Grant Research Fund - made possible through an extremely generous donation from the Grant family in Peterborough in memory of their beloved son Tam.

In this last fiscal year the Ontario Trillium Foundation (OTF) continued to support the Schizophrenia Society of Ontario's (SSO) organizational change process. OTF also contributed to our ongoing development of programs across the province thanks to two generous grants. These funds will have an extremely positive impact for our work in Peel and Southeast Regions.

The re-development of our website www.schizophrenia.on.ca was also an important undertaking this year and we have recently embarked on a project which will see the continued growth of the site rendering it more accessible and even more of a positive reflection of our organization.

This year we continued to communicate our message to a broader audience through our Public Service Announcement about the importance of early detection of schizophrenia which was featured on OMNI Television, a medium that reaches 90% of Ontario. The PSA was translated into five different languages and received over 300 hours of airtime. A superb achievement by all involved!

No important step is taken alone. We owe yet another successful year to the participation and ongoing commitment of **every** volunteer, **every** member of the SSO staff and our Chapters, and **every** contributor.

Thank you. Thank you. Thank you.



Len Wall, President.



Mary Alberti, Executive Director

SUPPORTING, EDUCATING, ENGAGING AND EMPOWERING FAMILIES

Bridget Hough, Volunteer Facilitator recently experienced one of her most rewarding contributions in her 15 years as a volunteer: providing hope for families affected by schizophrenia through SSO's Strengthening Families Together (SFT) workshop.

"Families attend the workshop the first night confused, alone and feeling hopeless - but after ten classes, learn the skills that will enable them to cope with living with schizophrenia." Differing backgrounds, diagnoses and level of previous knowledge is no drawback – families bond together because of their common experience. SFT empowers families and brings them comfort and hope.

SSO responded to approximately 9,900 emails and phone calls requesting information and support.

SSO reached approximately 100 people with schizophrenia across the province through Consumer Support Groups.


SSO offered 10-week family education courses using the Strengthening Families Together curriculum, reaching 100 people.

SSO held close to 50 public education forums reaching approximately 2,700 people.

Over 400 volunteers contributed over 15,000 service hours to help SSO deliver programs and services.

SSO delivered close to 60 mental illness educational presentations reaching over 1,500 adults across the province.

In total, SSO provided support, information and educational opportunities to over 32,000 people across Ontario.



"Watching people
move from confusion and despair
to **HOPE**
and understanding is a
truly moving experience."

Bridget Hough, Volunteer Facilitator

PROMOTING EARLY INTERVENTION


Amy Capern, Provincial Youth Awareness Coordinator led one of SSO's most significant initiatives – the Youth Awareness Program funded by the Harry & Shirley Young Foundation. She knows the importance of “starting young” – of educating young people about the illness and encouraging them to speak out and share their stories with each other. If people are open, honest and encouraging, there can be no stigma. Amy also believes that educating those who work closely with youth is vitally important in promoting early intervention.

SSO delivered 175 educational presentations reaching 6,800 youth in high schools, post-secondary institutions and community organizations across the province.

SSO sent over 1000 awareness packages including Getting Help Early brochures, posters, and bookmarks to 905 high schools and 115 colleges and universities across the province.

Through the Youth Awareness Program, SSO established partnerships with the Centre for Addiction and Mental Health (CAMH), the Mood Disorders Association of Ontario (MDAO), and the Canadian Mental Health Association (CMHA). SSO also developed stronger working relationships with Early Intervention Clinics across the province.

SSO developed a Youth Awareness Toolkit that will be rolled out in fall 2006. SSO Staff, Board and volunteers will use this Toolkit to deliver awareness/educational workshops to youth throughout high schools and other community - based agencies across the province.



"Educating
young people about schizophrenia
goes a long way towards

ELIMINATING the STIGMA."

Amy Capern,
Provincial Youth Awareness Coordinator

ADVOCATING ON BEHALF OF FAMILIES AFFECTED BY SCHIZOPHRENIA WORKING COOPERATIVELY WITH ORGANIZATIONS FOR ALLIED DISORDERS

Ursula Lipski, Director of Policy and Research for the Schizophrenia Society of Ontario believes that advocacy has always held a central role within the SSO and that family members have been the leaders in our efforts as an organization – whether advocating on behalf of a family member, or for system-wide changes to the mental health system or to other parts of our social welfare system.

Over the years, the SSO's active cadre of dedicated family members has been instrumental in changes to the Mental Health Act, the construction of the suicide prevention barrier on the Bloor St. Viaduct in Toronto, access to new medications, and expansion of early intervention programs.

SSO continued to build relationships and raise awareness about schizophrenia with MPPs by sending letters and information to all MPPs. Through these efforts, SSO engaged the support of Dr. Kuldip Kular, MPP who made a statement in the legislature to commemorate Schizophrenia Awareness Month in October.

This year SSO partnered with the Ontario Psychiatric Association to advocate for increases to the Ontario Disability Support Program (ODSP). Through the Financial Dignity for Ontarians with Disabilities campaign we urged the Ontario government to increase ODSP rates by 10%. Psychiatrists and family members reached close to 30 MPPs through face-to-face meetings, phone calls and meetings. Our efforts were somewhat rewarded with the government's announcement of a 2% rate increase.

SSO participated in ongoing consultations with several LHINs (Local Health Integration Networks) to ensure a place for the family voice in healthcare decision-making.

SSO has been working in collaboration with six organizations to prepare a position paper focusing on the role of families in the mental health system. These organization include: the Canadian Mental Health Association, Ontario; Community Support and Research Unit, Centre for Addiction and Mental Health; Family Mental Health Alliance; Family Outreach and Response Program, Community Resource Connections- Toronto; Hong Fook Mental Health Association; and Ontario Federation of Community Mental Health and Addiction Programs.

A black and white close-up portrait of Ursula Lipski, a woman with shoulder-length hair and glasses, looking directly at the camera with a slight smile. She is wearing a light-colored collared shirt and a dark jacket. The background is dark and out of focus.

"SPEAKING OUT
for change offers
HOPE."

Ursula Lipski,
Director of Policy and Research

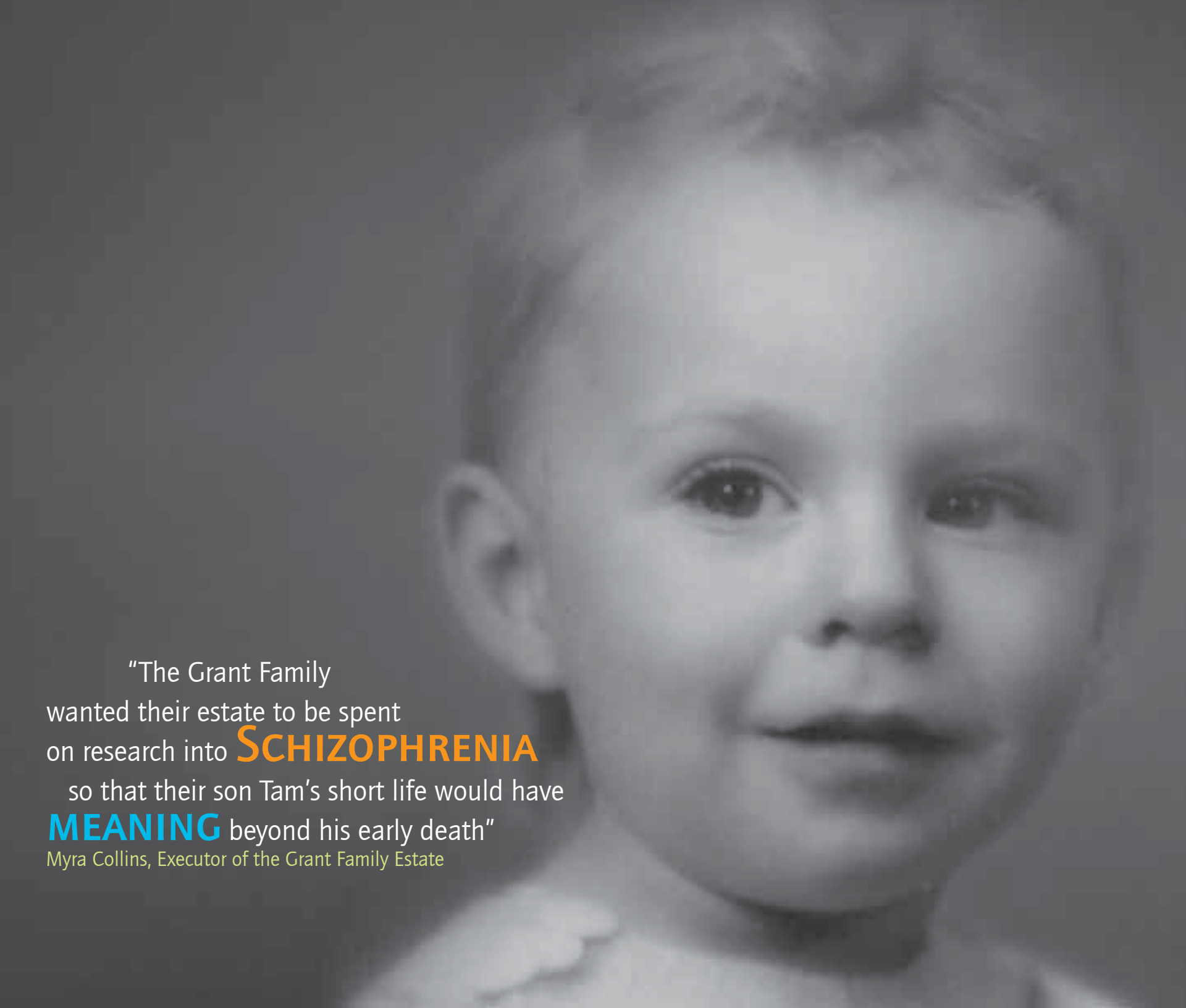
SUPPORTING RELEVANT RESEARCH

Myra Collins, Executor of the Grant family estate knows that supporting research into the causes and treatment of schizophrenia is key to providing hope for families affected by schizophrenia. Marg and Bill Grant suffered immensely with their son Tam because of this illness. The family felt helpless and abandoned by the medical community in dealing with Tam's problems and as all parents do, Marg and Bill worried that they could have been somehow responsible for his illness. When Tam died at the age of 32 in 1977 Marg and Bill were devastated and over the following years they decided that once they were gone their estate should be made into a legacy for their treasured son Tam Grant.

The Tam Grant Research Fund was established thanks to a generous donation of \$600,000 from the Grant family. This Fund will support research into the causes and treatment of schizophrenia in honour of their son Tam who battled with the illness for several years and eventually died in 1977. He was 32 years old.

SSO established the Research Advisory Council (RAC) comprised of internal and external stakeholders. The RAC advises the SSO Board of Directors on stewardship and management of the Schizophrenia Society of Ontario's Research Program. RAC members include: Richard Boadway, SSO Board of Directors; Ted Fielding, SSO Member; Pat Forsdyke, SSO Member; Bridget Hough, Research Council Chair and Vice-President, SSO Board of Directors; John Trainor, Director of the Community Support and Research Unit (CSRU), CAMH; and Dr. Robert Zipursky Clinical Director, Schizophrenia Program at CAMH and Professor and Tapscott Chair in Schizophrenia Studies, University of Toronto.

SSO continues its commitment and contribution to schizophrenia research through the Bill Jefferies Schizophrenia Research Fund and the Helen Pfohl Fund.



"The Grant Family
wanted their estate to be spent
on research into **SCHIZOPHRENIA**
so that their son Tam's short life would have
MEANING beyond his early death"

Myra Collins, Executor of the Grant Family Estate

Promoting Community Awareness

Steven Hobé President of Madog Productions Inc. believes that marketing SSO's message of hope to a broader audience will make an important difference in educating the public about schizophrenia.

In 2005 Steven received a grant from OMNI TV to produce a series of television commercials in five languages for the SSO. The aim was to create a Youth Awareness Campaign that centred on the importance of early detection of schizophrenia, while reaching out to a broad cross-section of diverse cultural backgrounds. The campaign used imagery of Canadian youth to focus on the indiscriminate nature of schizophrenia – a disease that knows no boundaries. The message was simple: **"early detection is critical."**

The Youth Awareness PSA saw over 380 hours of airtime on OMNI TV which covers 90% of Ontario.

SSO held over 40 major awareness events across the province.


Over 240 posters with a variety of messages were produced and positioned at two specific locations around the downtown core of Toronto – Queen's Park and Bay & King Street area. The purpose of this campaign was to promote awareness of the illness and the Schizophrenia Society of Ontario throughout Toronto's business community.

Twenty-five second advertisements aired on the Bank of Montreal Financial Group's BMO-Tron message board located in the financial sector of Toronto at King & Bay Street. The advertisements listed common symptoms of schizophrenia, the prevalence rate, and SSO's website and 1-800 number.

SSO's website WWW.SCHIZOPHRENIA.ON.CA saw over 20,000 visitors.

SSO film & art festivals and iris plantings reached over 6,700 people across Ontario.

A full-page advertisement for the Schizophrenia Society of Ontario appeared in the November 21 issue of Maclean's magazine thanks to a donation from Canadian actor Scott Thompson. The advertisement provided SSO's website address and 1-800 number. Maclean's magazine prints 350,000 copies per issue and reaches a readership of 2.8 million.



"Through effective marketing
I believe that one day
we can put an end to the **STIGMA**
associated with **SCHIZOPHRENIA.**"

Steven Hobé, President of Madog Productions

SUPPORTING SSO PROGRAMS AND SERVICES

As Chair of Toronto's Walk of Hope for the past four years, James Weber knows that the Walk of Hope is an event that everyone can participate in – people with schizophrenia, family members, friends, and colleagues alike can all collect donations and come out and walk in support of the SSO. What's more, the Walk of Hope provides us with the opportunity to share information with the public about the illness and the support the SSO provides to families.

SSO established its first Leadership Council comprised of prominent members of the business community. This group is dedicated to supporting and growing SSO's Fundraising initiatives.

SSO saw a 63% increase in Foundation gifts this year. Grants included contributions from the Harry and Shirley Young Foundation in support of Youth Programs across the province and the Ontario Trillium Foundation enabling SSO to expand its services into Peel and Southeast Regions.

Special thanks to individual and group donors who continue to support the programs and services of the Schizophrenia Society of Ontario.

Federated Health Charities contributed over \$37,000 to SSO programs and services through their employee giving campaign. Federated Health Charities is a coalition of provincially-based charities in Ontario dedicated to raising funds for its members with the Ontario Public Service that will support health education and awareness, medical research, and client and patient services. The Schizophrenia Society of Ontario would also like to acknowledge the ongoing partnership and contribution of the Ministry of Health and Long-Term Care along with other government funders.



"People are usually
more than **willing to give.**
They are just waiting for us to ask."

James Weber, Chair, Walk of Hope

Schizophrenia Society of Ontario

Consolidated Statement of Financial Position

March 31, 2006

	Total 2006	Total 2005
ASSETS		
Current Assets		
Cash	\$215,819	\$607,645
Short-term investments	2,017,432	1,407,705
Amounts receivable	107,257	71,478
Bequests receivable	240,000	240,000
Prepaid expense	37,618	113,036
	2,618,126	2,439,864
Capital Assets	8,659	14,836
Long- term Investments	554,409	554,409
	\$3,181,194	\$3,009,109
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	\$91,686	\$117,329
Deferred contributions	145,647	258,349
	237,333	375,678
Deffered contributions	554,409	554,409
NET ASSETS		
Externally restricted	1,660,767	1,009,036
Internally restricted	728,685	837,036
Unrestricted	—	232,950
	\$2,389,452	\$2,079,022
	\$3,181,194	\$3,009,109

*This statement is extracted from the 2005-2006 financial statements. Complete audited financial statements are available on request from the provincial office.

Schizophrenia Society of Ontario

Consolidated Statement of Operations and Changes in Net Assets

Year ended March 31, 2006

	Operating Fund	Designated Fund	Total 2006	Total 2005
REVENUE				
Contributions				
Donations - individuals	\$192,511	\$636,759	\$829,270	\$223,962
Donations - corporate	52,229	—	52,229	59,314
Membership dues	26,175	—	26,175	35,925
Bequests	38,000	—	38,000	240,000
Special events and gaming	697,240	57,929	755,169	799,218
Grants				
Ministry of Health and Long-Term Care	420,517	—	420,517	373,565
Government - other	60,056	—	60,056	10,875
Corporate	188,238	—	188,238	236,788
Foundations and other agencies	437,363	—	437,363	267,622
Investments	27,083	14,816	41,899	45,738
Sundry	8,544	—	8,544	2,446
	2,147,956	709,504	2,857,460	2,295,453
EXPENSE				
Programs - (schedule)	1,513,412	—	1,513,547	1,151,118
Research grants	—	27,000	27,000	60,000
Contributions to others	49,698	—	49,698	37,452
Fundraising expense - (schedule)	565,200	17,359	582,559	587,432
Administration	360,947	13,414	374,361	405,465
	2,489,257	57,773	2,547,030	2,241,467
Net revenue (expense) for the year	(341,301)	651,731	310,430	53,986
Net assets, beginning of the year	232,950	1,846,072	2,079,022	2,025,036
Interfund transfers	108,351	(108,351)	—	—
Net assets, end of year	—	\$2,389,452	\$2,389,452	\$2,079,022

WE WOULD LIKE TO GIVE SPECIAL THANKS TO THE FOLLOWING CORPORATIONS AND FOUNDATIONS FOR SUPPORTING THE PROGRAMS AND SERVICES OF THE SCHIZOPHRENIA SOCIETY OF ONTARIO:

CORPORATIONS & FOUNDATIONS

A&F DI CARLO CONSTRUCTION LTD
ALMA MATER SOCIETY OF QUEEN'S UNIVERSITY INC.
AMERICAN WOMEN'S CLUB OF OAKVILLE
ASTRAZENECA CANADA INC.
BISHOP ALEXANDER CARTER FOUNDATION
CIBC WORLD MARKETS INC.
BAPTIST COMMUNITY FOUNDATION OF OTTAWA
DUCA FINANCIAL SERVICES CREDIT UNION LTD.
ELI LILLY CANADA INC.
EXPRESSIONS OF BEAUTY SPA & SALON
GENPHARM INC.
HALTON QUILTERS GUILD
HARRY & SHIRLEY YOUNG FOUNDATION
INTERLYNX RELOCATION MANAGEMENT LIMITED
JANSSEN-ORTHO INC.
JOHN SUTHERLAND & SONS LIMITED
JOSEPH BRANT HOSPITAL
MARC SANTI FOUNDATION
NEWPORT INVESTMENT COUNSEL INC.
NOVARTIS PHARMACEUTICALS CANADA INC.
ONTARIO TRILLIUM FOUNDATION
OPTIMIST CLUB OF NEPEAN INC.
PERTH AND SMITHS FALLS DISTRICT HOSPITAL
RBC FOUNDATION TORONTO CHAPTER
REGIONAL MUNICIPALITY OF PEEL
ROYAL CONTAINERS LTD.
ROYAL TRUST PPS OPERATIONS
SCOTIA BANK MARATHON
SIGMA PROMOTIONS
SUNRISE CONTRACTING INC.
TD CANADA TRUST
TEACHERS LIFE INSURANCE SOCIETY
THE FOUNTAIN OF HOPE ONTARIO REGION REGIONAL OFFICE
THE HAROLD CRABTREE FOUNDATION
THE J.P. BICKELL FOUNDATION
THE PATERSON FOUNDATION

SPECIAL THANKS ALSO TO OTHER SSO SUPPORTERS, PARTNERS AND GOVERNMENT FUNDERS

EACH ONE OF OUR HONORARY MEMBERS HAS GIVEN THEIR NAME IN AN EFFORT TO RAISE AWARENESS AND HELP ELIMINATE THE STIGMA ASSOCIATED WITH SCHIZOPHRENIA. THEY ALL HAVE A PERSONAL OR PROFESSIONAL CONNECTION TO THE ILLNESS AND WE APPRECIATE THEIR SUPPORT AND COMMITMENT TO OUR CAUSE.

HONORARY PATRON

The Hon. James K. Bartleman
Lieutenant Governor of Ontario

HONORARY MEMBERS

Tom Allen
Linwood Barclay
Bruce Barker
Ed Broadbent
June Callwood
Gordon Cressy
David Cronenberg
Hana Gartner
Col. Chris Hadfield
Rex Harrington
Ronnie Hawkins
Wanda Hawkins
Jacqueline Hennessy
Dr. J. Joel Jeffries
Gordon Pinsent
Chris Potter
Dr. Kay Redfield Jamison
Lloyd Robertson
Dr. Mary Seeman
Dr. Philip Seeman
Ken Shaw
Scott Thompson
Hon. Hilary Weston
Michael H. Wilson
Dr. Robert Zipursky

THE SCHIZOPHRENIA SOCIETY OF ONTARIO
BOARD OF DIRECTORS PLAYS AN IMPORTANT ROLE
IN DEVELOPING AND SUPPORTING INITIATIVES THAT
ENABLE US TO PROVIDE HOPE FOR FAMILIES AND
THOSE AFFECTED BY SCHIZOPHRENIA.
WE APPRECIATE THEIR OUTSTANDING
CONTRIBUTIONS TO OUR ORGANIZATION
AND THE ILLNESS.

BOARD

Len Wall *
Bridget Hough *
Richard Boadway *
Carol Riddell-Elson *
Jens Anderson
Susan Bigelow
Sandra Cerenzia
Rick David
Olive Girard
Nancy Johnson **
Doug Smith
Yogi Tambiraja
Krysia Tomsic

* Executive Committee Member

** Left the organization during 2005/2006



A REASON TO HOPE. THE MEANS TO COPE.
THE SCHIZOPHRENIA SOCIETY OF ONTARIO
SOCIÉTÉ ONTARIENNE DE LA SCHIZOPHRÉNIE
UNE SOURCE D'ESPOIR, DE SOUTIEN ET D'ENTRAÏDE.

Special thanks to our dedicated staff
who continue to demonstrate their commitment
to our organization and cause.

STAFF

Mary Alberti, Executive Director
Dave Beckingham, Financial Assistant
Laura Bedard, Administrative Assistant
Adam Bernstein, Family Crisis Counsellor
Amy Capern, Youth Awareness Coordinator
Hope Carson, Family & Community Coordinator
Monique Chambers, Administrative Assistant
Cynthia Clark, Family & Community Coordinator
Christine Cooper, Regional Coordinator **
Deborah Deacon, Program Director
Sheila Deighton, Regional Coordinator
Dawn Gordon, Development and Marketing Associate
Trudy Gratto, Regional Coordinator
Kristi Havens, Regional Coordinator
Jan Huggins, Administrative Assistant
Mikki Kim, Regional Coordinator
Ursula Lipski, Director, Policy & Research
Christa Longdon, Family Crisis Counsellor
Michelle Majeed, Regional Coordinator
Melanie McGregor, Regional Coordinator
Carol Smith-Ming, Senior Financial Officer
Chris Nicholson, Regional Coordinator
Alethea Ouzas, Administrative Assistant
Elaine Paton, Regional Coordinator **
Jason Poirier, Director of Fund Development **
Mary Purdon, Administrative Coordinator
Brenda Pye, Coordinator Member & Donor Relations
Kelly Robinson, Regional Coordinator (on leave of absence)
Madalena Silva, Change Facilitator
Allyson Susko, Regional Coordinator
Richmond Tan, Regional Coordinator **
Monty Wallace, Director of Finance
Cynthia Yan, Development and Marketing Assistant

** Left the organization during 2005/2006



A REASON TO HOPE. THE MEANS TO COPE.
THE SCHIZOPHRENIA SOCIETY OF ONTARIO

SOCIÉTÉ ONTARIENNE DE LA SCHIZOPHRÉNIE
UNE SOURCE D'ESPOIR, DE SOUTIEN ET D'ENTRAIDE.

130 Spadina Avenue, Suite 302 Toronto, Ontario M5V 2L4
Tel: 416-449-6830 Toll - free : 1-800-449-6367 Fax : 416-449-8434

www.schizophrenia.on.ca