

IMPACT
REPORT
2021-2022



**BUILDING
HOPE.**

Douglas
FONDATION
FOUNDATION

douglasfondation.qc.ca



A WORD FROM THE CHAIR, BOARD OF TRUSTEES

I have now chaired the Board of Trustees of the Douglas Foundation for two years. I was struck by the extraordinary dedication of the team at the Douglas in the midst of a pandemic as soon as I took office. Their work is a source of daily inspiration for me, our donors and all the stakeholders who support our world-renowned institution.

The Douglas Foundation is growing very fast. Thanks to the bold vision of the Board of Trustees and the Foundation's team, we are building on the strategic plan that we have developed and which will guide us towards our future successes. Several notable achievements have marked the past few months, such as the fall campaign of the Building Hope – The movement, our video series “Entrepreneurship and Mental Health” in partnership with BDC, the second edition of the Building Hope Tournament, the Mind on Health Challenge as well as the most recent Open Minds campaign.

For its part, the Douglas Institute continued to honor its international reputation for the quality of its patient care, research and education. Although COVID-19 remains a challenge, our specialists continue to offer innovative approaches and achieve medical and scientific breakthroughs that prevent the suffering of our patients and allow them to lead full lives. These advances have also enabled us to secure several significant donations thanks to the philanthropic support of our partners who believe in the unparalleled expertise at the Douglas.

It is essential to continue to promote mental health and well-being through understanding the causes, developing treatments and preventing psychiatric disorders. Research enables us to create this positive and lasting impact that changes lives and it is the support of our donors and partners that makes this possible. Your generosity helps us to build hope for those whose lives have been affected by mental illness.

I would like to conclude by highlighting the exceptional work of the front-line teams at the Douglas Institute. Your dedication was a beacon of hope for many people during this health crisis, and I thank you for that.

Thank you for your continued support,
Maude Leblond



A WORD FROM THE PRESIDENT AND CEO

The past year has been marked by exceptional growth at the Douglas Foundation. I am proud to say that we have overcome the multiple challenges caused by the uncertainty of recent years. The Foundation's team and our board members had to quickly adapt to multiple changes and develop new ideas that are outside the box. All of this was done while touching the hearts of our donors and partners who trust us more than ever.

Everyone has been talking about mental health since the start of the pandemic. We took advantage of this enthusiasm for the cause by offering the largest visibility campaign in support of research and care at the Douglas Institute in our history. Last fall was an opportunity to put our organization back at the center of the discussion for all those who are concerned about mental health. But it doesn't stop there.

Several other initiatives that raise public awareness of mental illness and help to break the stigma that persists in society have emerged in the past year. Whether it is through the second edition of the Building Hope esports tournament, the video series “Entrepreneurship and Mental Health” in partnership with BDC, the Mind on Health Challenge or the Open Minds '22 campaign in support of frontline teams, our employees work tirelessly to create a sustainable future for all those whose lives have been affected by mental illness.

Obviously, our work wouldn't be possible without the expertise of the teams at the Douglas Institute. The innovative work of clinicians and researchers and the dedication of employees and volunteers are essential to enable the rapid recovery of patients who come through our doors. Their incredible resilience inspires us all and the many partnerships that have been developed over the past year are a clear example of this.

Our partners and donors place their trust in us because they know that we are best placed to find concrete solutions thanks to our integrated approach between research and care. Together, we can achieve extraordinary things and your support is an essential piece that allows us to build hope for those who need help more than ever.

We have a collective responsibility to look after the basic needs of people who are in distress, marginalized or vulnerable. Together, we need to stop just talking about mental illness and act.

Thank you all,
Laura Fish



TOGETHER, WE ARE BUILDING HOPE FOR MENTAL HEALTH.

Dr. Gustavo Turecki

Scientific Director of the Douglas Research Centre
and Chief of Psychiatry, CIUSSS Montreal West Island

OUR MISSION

The Douglas Foundation's mission is to unite great minds and build resources to improve the mental health of all, today and tomorrow.

SUPPORT RESEARCH ON MENTAL HEALTH

Our impact is stronger when we join forces. By bringing together generous donors, innovative researchers, dedicated clinicians and our amazing volunteers, we are building hope for those suffering from mental illness and their families. Because of our integrated approach to research and care, we are best placed to find concrete solutions.

OUR DIGITAL IMPACT

The Douglas Foundation launched its new website over the past year. Visit douglasfoundation.qc.ca now to experience it.

Since the launch of our new website, we have welcomed more than **74,000** unique visitors in its first year. We are proud of this new platform which allows us to keep you informed on the most recent news surrounding the Douglas Foundation.

BEST SOCIAL MEDIA POSTS OF THE YEAR



Tourette Syndrome – Cyrille



Schizophrenia – Nicolas



Youth Mental Health – Magalie

As of March 31, 2022

 5147 followers

 1630 followers

 793 followers

 480 followers



BUILDING HOPE
The movement

Building Hope- The movement is an awareness campaign to support research on mental health research at the Douglas Institute and to build hope for all those whose lives have been affected by mental illness.

Over **620,000** people have been reached by our social media posts during the campaign.*

Pomerleau generously supported the Foundation by donating \$1 for every share of the official Building Hope – The movement video on social media. Thanks to the engagement of people on our content, we raised a fabulous sum of **\$50,000** during the campaign.

150,250

Number of people who saw our campaign post at least once.

2,714

Reactions, comments, shares and clics:

243 Likes, Love

410 Shares

14 Comments

2048 Clicks



OUR SPOKESPERSON

In 2021, François Massicotte joined the Building Hope Movement as spokesperson to support cutting-edge research and the best possible patient care at the Douglas Institute.

COUCHE-TARD

From October 12 to 18, a vast donation campaign took place in every Couche-Tard store in the province to support our campaign.



TOURING OUR BLOCKS OF HOPE

Our blocks of hope traveled across the City of Montreal throughout the month of October to raise awareness of the importance of building hope by supporting research and mental health care at the Douglas Institute.



BUILDING HOPE – THE MOVEMENT IN THE NEWS



TVA Nouvelles



Elle Québec



La Presse



Grenier aux nouvelles

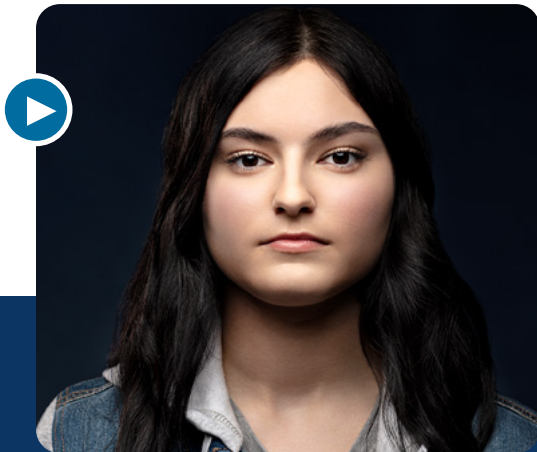


Patrick Lagacé

TESTIMONIALS

Putting an end to the stigma surrounding mental illness is one of the fundamental goals of the Douglas Foundation. The purpose of Building Hope – The movement is to give a voice to people with mental health issues and their families. It is through their emotional testimonials that we were able to better understand the challenges accompanying a diagnosis of mental illness, put a face on the issues and help to build hope for those who suffer.

Click on the arrows to discover our videos.



MAGALIE

Magalie has long suffered from mental health problems. Her inner struggle went largely unnoticed until her body spoke out for her.



NICOLAS

Schizophrenia had made him lose all hope. Nicolas has suffered from a severe psychotic disorder since he was young.



CYRILLE

Cyrille has suffered from Tourette Syndrome since he was a child. He joined our movement to raise awareness of mental health issues.

MARTIN'S STORY



That's what Martin thought about himself into his early adulthood, before he received a bipolar disorder diagnosis. Until then, mental illness wasn't something he thought about. "I felt like it didn't concern me," he notes, "because I was young and strong. I thought it only happened to elderly people or people who took really hard drugs. I didn't think it could happen to me."

Major life changes or transitions are often catalysts for symptoms of a mental illness to develop. After moving

to Montreal, Martin was on his own and felt like he had lost his bearings. During one night in particular, he recalls, "I was texting all my friends and I seemed like I wanted to disappear or even commit suicide."

Luckily, Martin's friends recognized that he wasn't being his usual, carefree self. One of those friends checked up on Martin and decided he needed more help than a friend alone could provide. "He thought it best to call the police and let them handle it. The police picked me up and brought me here to the intensive care at the Douglas."

The ending of Martin's moment of crisis also marked the start of his healing journey. After receiving his bipolar disorder diagnosis, Martin gained the tools to manage his illness and the humility to accept help.

"I now know I have to live with a certain fragility that is going to follow me for the rest of my life," Martin notes. "I know

I'm not the same as I was before, and I don't feel as invincible as I did before...I'm constantly reminded that I'm just a human being and that life is fragile."

Martin's story is unique, but his experience is not unlike that of many other patients at the Douglas. Each patient's story highlights the courage it takes to accept help, and builds hope for others who may feel alone or isolated by a mental illness. At the Douglas, we are developing new and effective early intervention treatments and constantly working to break down the stigmas that surround mental illness. No one is invincible; yet through our efforts, no one with a mental illness has to remain invisible.

BUILDING HOPE IN PANDEMIC TIMES

To say the last two years have presented new challenges for mental health care and research institutes – and indeed, every individual in our society – is an understatement. The unprecedented impacts of the pandemic exacerbated an already growing mental health crisis.

Before the pandemic, 1 in 5 Canadians experienced a mental health problem or illness in any given year. In the first year of the pandemic, the World Health Organization recorded a massive increase of 25% in the global prevalence of anxiety and depression.

Meanwhile, research showed that 61% of people with a pre-existing mental illness felt that their mental health had deteriorated during this period.

At the Douglas, we felt consequences of the pandemic acutely; at the same time, we are continually humbled by the dedication, selflessness, and agility that our staff demonstrated. The Douglas has in fact played an important and unique role during the pandemic.

Since March 2020, the Douglas has been the place of care for psychiatric

patients who test positive for COVID-19 from across the province. We converted a patient unit to serve this purpose, and reconfigured additional space to house patients who cannot immediately return to their homes because of COVID-19. The Douglas also became one of many COVID-19 testing and vaccination sites.

The pandemic created many challenges, but responding to this evolving situation also presented opportunities to make much-needed investments in our digital and physical infrastructure.



**BUILDING
HOPE.**

IN ADDITION TO ADAPTING OUR MISSION TO THE REALITIES OF COVID-19, IN THE PAST TWO YEARS THE DOUGLAS HAS:

- Developed better internet infrastructure and make virtual patient visits possible.
- Installed Wi-Fi in buildings that previously did not have it, and upgraded internet capabilities in the spaces that did to keep our facilities up to date with the needs of today's patients, visitors, and staff.
- Combined the Internet structure upgrade with the acquisition of tablets for patients at the Douglas to give them the the ability to connect with their loved ones virtually, especially when the pandemic complicated visitations and travel.
- Funded research to better understand the pandemic and investigated the pandemic's impact on mental health to continually improve our treatment methods to better serve our patients.
- Built hope for front-line staff because people are at the core of our mission. The Douglas repeatedly thanked front-line staff working on COVID-19 units with meals, healthy snacks, and countless cups of fresh coffee.



INDIGENOUS INITIATIVES AT THE DOUGLAS



Each year the Integrated Services for Indigenous Communities (ISIC) program receives over 110 Indigenous patients in need of hospitalization for acute mental health support. The ISIC program operates in partnership with the Cree Board of Health and Social Services (CBHSS) as well as the Nunavik Regional Board of Health and Social Services (NRBHSS), and strives to provide culturally appropriate mental health support (hospitalization and psychiatric follow-ups) for Indigenous people experiencing severe mental health challenges that cannot access care within their home community. During hospitalization, patients receive clinical support from Canada's leading psychiatric service providers, but a key challenge is providing a therapeutic environment for healing that aligns with Indigenous cultures within the walls of a hospital.



Support from the **Bank of Montreal** and **TELUS Friendly Future Foundation** is aiding our efforts to provide tailored support to Indigenous patients on their journey to wellness. They made it possible for us to provide over 600 traditional food and meals in partnership with Cree and Inuit community members and organizations located in Montreal, offering patients a taste of home during their stay at the Douglas.

In addition to providing traditional Indigenous meals, we endeavoured to make the Douglas a space that feels safe and welcoming for Indigenous patients. To this end, we commissioned two pieces from renowned Ojibway artist Thomas Sinclair. With these projects, among others, we hope to create a home away from home, and build hope for Indigenous patients in a way that values their culture, customs, and healing traditions.

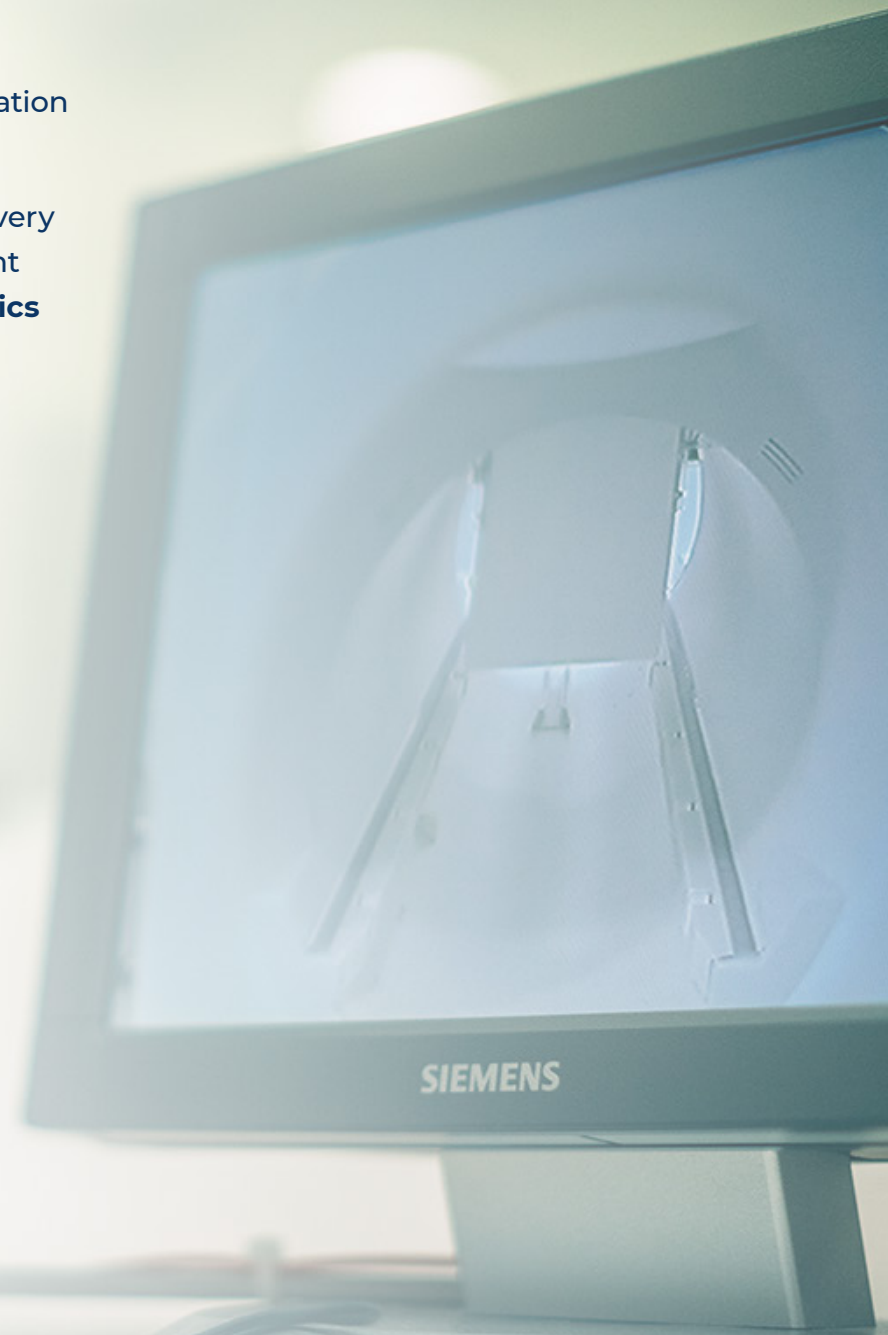
DIGITAL MENTAL HEALTH

The key to the next breakthrough in mental health care lies cutting edge technologies like artificial intelligence and machine learning to drive innovation in treatment, care delivery, and research.

With the support of our donors, every day presents a new discovery, and every discovery builds hope for our patients. In 2021, thanks to a major investment from **TD Bank**, the Douglas launched the first phase of the **Neuroinformatics Platform**, which strives to improve clinical care using innovative digital methods. With this platform, the Douglas will use machine learning to develop personalized treatment plans for patients, accelerate the development of therapeutic interventions, and promote open science by sharing its insights with the scientific community at large.

More supporters of digital mental health are driving strategic priorities at the Douglas:

- An open source training platform for mental health practitioners is being developed thanks to support from **RBC**;
- With the help of the **National Bank**, the Ludic Mind Studio is creating a francophone adaptation of a therapeutic video game, SPARX-R;
- Healthy Brain Healthy Lives awarded a mutlidisciplinary group of researchers at the Douglas a major Discovery Grant to leverage cutting-edge digital services, technologies and infrastructure as a means of improving mental health care.



EVENTS 2021 – 2022



The Building Hope Tournament is an esports competition that brings together professional hockey players, Quebecois celebrities, streamers and gamers to raise awareness on mental health problems.

Last November, the Building Hope Tournament raised nearly **\$160,000** to support our foundation. A big thank you to all our partners, celebrities and donors who made this virtual event a huge success.

715 viewing hours during the live broadcast. **75,946** unique views on our videos.



The Open Minds evening builds hope by raising funds for the Douglas Foundation. Since 2017, the event has raised nearly \$3,000,000 to support cutting edge research and the best possible patient care for mental health.

This year, more than **\$305,500** was raised to support frontline teams at the Douglas Institute. We would like to thank the incredible efforts by the organizing committee who succeeded in organizing an exceptional fundraiser despite the pandemic.



MIND ON HEALTH CHALLENGE

REACH YOUR PEAK FOR MENTAL HEALTH

The Mind on Health Challenge is an individual or team-based sports challenge to raise funds for the Douglas Foundation.

Over **\$64,000** was raised to support research and care at the Douglas Institute. Mountains from all over the province have joined the initiative of our ambassador Marie-Hélène Thibeault.

LET'S BOND

The Let's Bond collective chooses the cause of mental health in order to promote dialogue so that social stigma can finally be broken. By creating different activities for the cause, Let's Bond raises funds and distributes them to Foundations based in Montreal that work in prevention, education and research in the field of mental health.

This year, Let's Bond raised more than **\$250,000** to support the Douglas Foundation's mission and build hope in mental health. We would like to thank all the stakeholders who contributed to the success of the unforgettable events organized by Let's Bond.

TOGETHER, BUILDING HOPE

We would also like to thank all the donors who organize initiatives or virtual fundraisers to support us. We are very grateful for the support you show us throughout the year.

OUR PARTNERS



POWER CORPORATION OF CANADA

The generous support offered by Power Corporation of Canada allows us to improve patient care and advance research at the Douglas Institute. Thanks to these funds, thousands of children and adults who come through our services receive rigorous clinical care that would otherwise be inaccessible to them. The students who work in our services acquire a solid ethical foundation in public service that will endure through the rest of their careers. Additionally, the research projects that are funded help us assess the most effective ways to serve the community and to share these best practices with mental health professionals around the world.



CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC

The essential support provided by the CDPQ will allow us to get a better understanding of the functioning of circadian clocks and to improve many types of medical interventions for people suffering from psychiatric or neurological disorders such as schizophrenia, depression or Alzheimer's. This funding allows our mental health experts to understand the role of circadian imbalances in these diseases and to develop new treatments using state-of-the-art equipment.

BMO \$100,000

BMO supports the development of a unique program to help Indigenous communities in Northern Canada. This generous contribution will help young Indigenous students through a support program led by Indigenous leaders from the Montreal community to provide them with essential tools that develop their coping skills during their studies. The existing program at the Douglas Institute will also be expanded by setting up activities for Indigenous patients during their hospitalization.

CANADA LIFE \$25,000

The generous donation by Canada Life supports the Mind@Work program developed at the Douglas Institute. The initiative equips people living with mental illness and their caregivers with tools enabling them to maintain employment and function in the workplace. The funds will help to validate interventions with patients, develop practical solutions to address the impact of the pandemic on the occupational path of young people, and train health workers through an online platform that is currently in development.

ENTREPRENEURSHIP AND MENTAL HEALTH

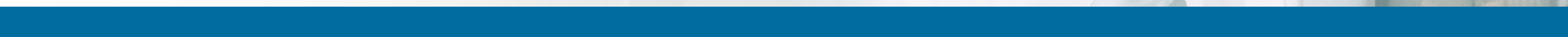
The past year has allowed us to build a special initiative in partnership with the **Business Development Bank of Canada** (BDC). Our series of videos was an opportunity to invite several entrepreneurs who have suffered from mental health problems to talk to us about their professional and personal challenges. These fantastic testimonials that have allowed us to break social stigma in the professional world and build hope for all those who have felt psychological distress during the pandemic.

To watch the complete series of “Entrepreneurship and Mental Health”, click here:

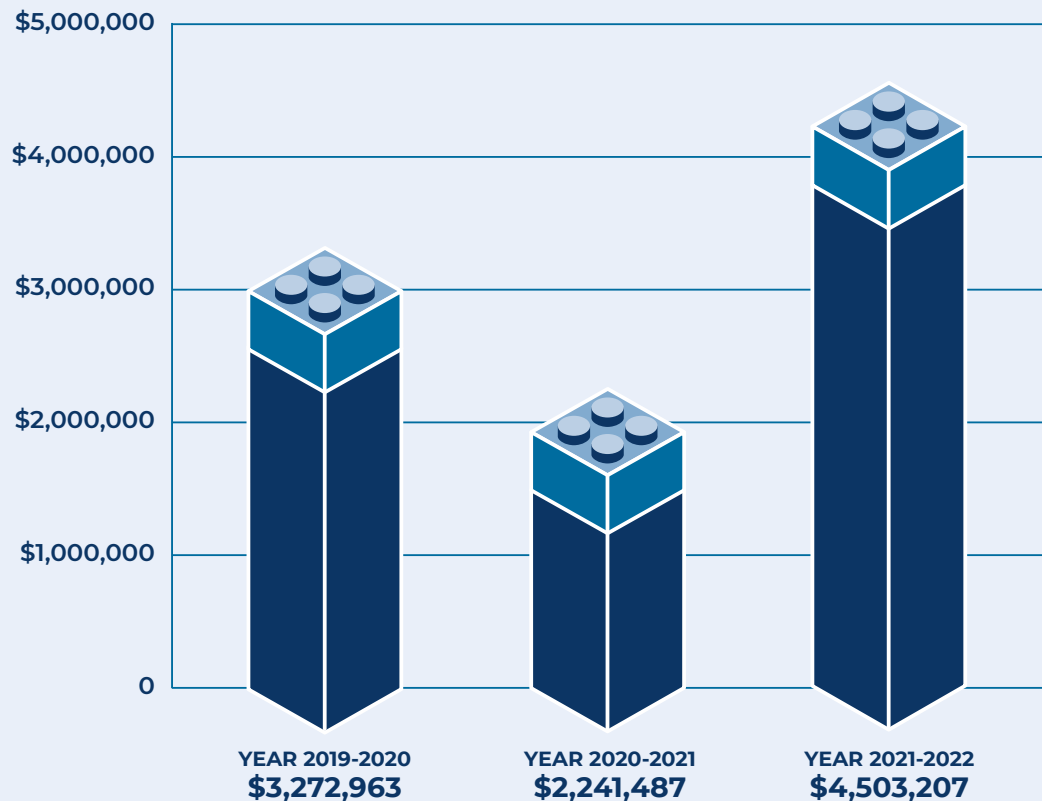


IMPACT OF YOUR DONATIONS

- Deploy an innovative research program on addiction issues led by Dr. Mizrahi.
- Recruit a peer support worker for the Prevention and Early Intervention Program for Psychosis' team that provides clinical care to young people affected by a first psychotic episode.
- Fund our digital mental health tools that expand access to care to more people and improve our unique approaches.
- Fund research on Alzheimer's disease and other forms of neurodegenerative diseases such as dementia.
- Provide sports equipment, new furniture and improve the living space for patients in our geriatrics department.
- Create a culturally appropriate environment for our Indigenous patients through art with murals painted by local artists as well as the preparation of traditional meals.
- Create a gardening space and improve the clinical environment for young patients in our pediatrics department.
- Provide electronic devices and a quality WIFI connection to all patients so that they can stay in touch with their loved ones during their stay at the Douglas Institute.
- Have a better understanding of ways to reduce stress in adolescents to improve treatments and meet their unique needs.

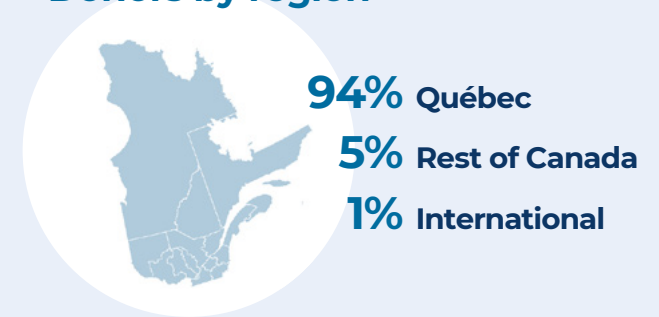


OUR REVENUES

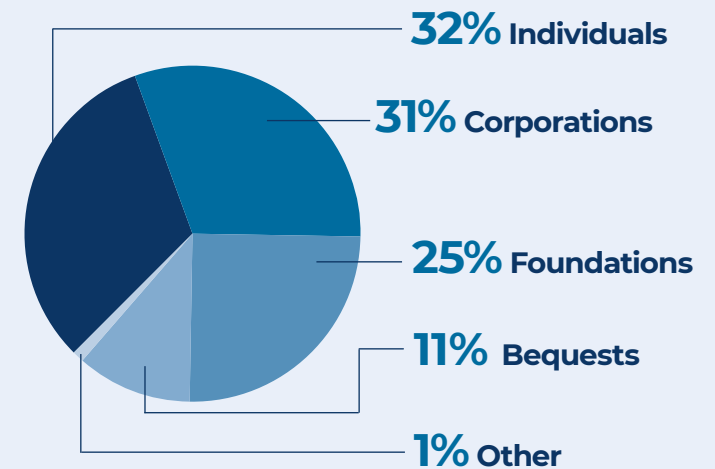


OUR PROFILE

Donors by region



Where our donations come from



DURING THE LAST FISCAL YEAR

- 6% of Douglas employees made a donation
- 110 donors made their largest gift yet
- 297 leadership donations (\$1,000+)
- 60% growth in giving

DONORS BY TYPE

- 90% of our donors are individuals
- 10% are corporates, foundations or others

CONTACT US

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