

IMPACT REPORT
2022-2023

**BUILDING
HOPE**



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.



A WORD FROM THE CHAIR • BOARD OF TRUSTEES

“ A special thank you to our specialists who continue to honor the international reputation of the Douglas Institute by developing innovative approaches and essential medical breakthroughs. ”

This is my third year as chair of the Board of Trustees and I continue to be impressed by the commitment of our members and the foundation’s team to achieve our mutual goal - to build hope for all those whose lives have been affected by mental illness. With each passing year, the impact that the Douglas Foundation continues to grow by providing essential support to propel research on mental health and increasingly meaningful awareness projects.

I am so grateful to all of our partners who ensure that the success of all of our initiatives continues to grow. This year, our **Building Hope - The movement** - campaign was the largest awareness campaign on mental illness in our foundation’s history.

Let’s not forget the Mind on Health Challenge and Open Minds who both broke fundraising records. It is impossible to ignore the important contribution of the Let’s Bond team who work tirelessly to support our cause and all the stakeholders who have made it possible to organize the third edition of the Building Hope Tournament as well as the most recent Bal des Lumières.

These unparalleled scientific discoveries are an inspiration, and the result of philanthropic support by our partners who take the cause of mental health to heart.

Research allows us to create this positive and lasting impact that changes lives and it is your support as a donor, as well as that of our partners, that makes this possible. Together we can ease the suffering of all those who need help more than ever after these eventful years caused by the pandemic.

Your generosity also allows the Douglas Foundation to create projects that challenge the social stigma surrounding mental illness. Together, we can create positive change for anyone who feels misunderstood, judged or isolated by society.

Maude Leblond



A WORD FROM THE PRESIDENT AND CEO

In many ways, this year was a year of partnership. We celebrated the success of Bal des Lumières with our partners at other Mental Health Organizations. Our volunteers partnered with sponsors, members of the Board of Trustees, and the Foundation professionals to ensure the success of Open Minds, the Mind on Health Challenge and the Building Hope Tournament. All of this with the added pleasure of being back in person after the pandemic.

When I look at all that we have accomplished this year, the commitment of our corporate partners in supporting innovative research projects led by mental health experts at the Douglas Institute stands out. Your generosity helps to build programs and treatments that are essential to the rapid recovery of patients who come through our doors. Of course, nothing would be possible without the groundbreaking work being done by researchers, clinicians and all the employees who work at our institution.

A special thank you to the foundation’s team who continue to inspire me every day. Your creative ideas help the Douglas Foundation stand out and launch new initiatives that motivate our donors to renew their commitment.

I want to conclude by thanking our donors; your continued support enables us to provide the best possible care for more than 20,000 patients each year. Whether you are a long time donor to the Douglas or someone who gave your first gift this past year, your support is essential. We have a duty to improve our therapeutic approaches with compassion and respect for the dignity of people affected by mental illness. Together, we will find answers to alleviate the suffering of people across the province.

Laura Fish

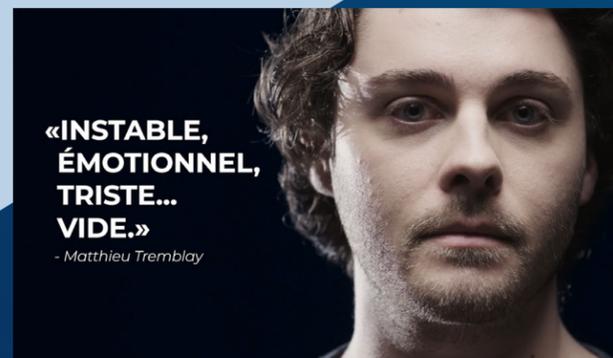
The continuous growth of the Douglas Foundation and the important impact we are having is a testament to the investment and commitment of all of our stakeholders. Over the past year, we exceeded our goals by almost every measure.

Building Hope - the movement touched the hearts of thousands of people, our campaigns broke fundraising records, and our team created new partnerships and engaged new ambassadors.

“ The incredible courage of all those who lend their voice to our campaigns by sharing their stories make this success possible. ”

I applaud you. Together, we will succeed in overcoming stereo types and creating a caring future for all those whose lives have been affected by mental illness.

BEST SOCIAL MEDIA POSTS OF THE YEAR



AS OF MARCH 31, 2023



12,104
followers



2,150
followers



940
followers



89,510
unique visitors
on our website

BUILDING HOPE

The movement



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



This year, Laura Fish, President and CEO of the Douglas Foundation kickstarted the campaign with her presence on Salut Bonjour for World Mental Health Day on October 10th.



53 million+

impressions thanks to our ads on television and social networks during the month of October and the Holidays.

1,403,088

users reached through Facebook + Instagram + Google Ad

8,500,000

impressions during the campaign



In front of the SPVM headquarters with Joanne Matte, Julie Bérubé, Louis Francis Fortin as well as Vicky Tremblay Rogowski and Annie Thibodeau.



Place Ville-Marie with players from the Montreal Alouettes



Urban Bal by Let's Bond



At Montreal's City Hall with Mayor Valérie Plante



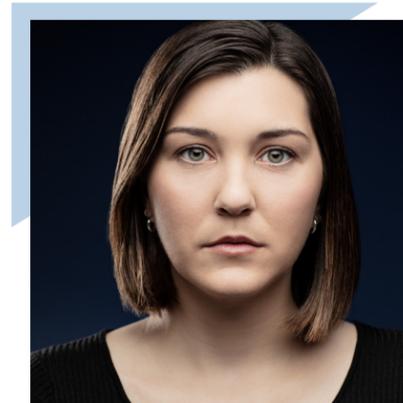
At Westmount City Hall with Mayor Christina Smith

TESTIMONIALS

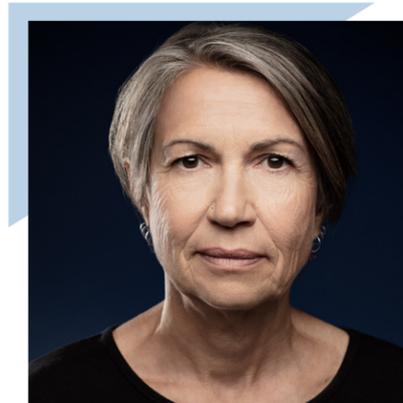
Putting an end to the stigma surrounding mental illness is one of the fundamental goals of the Douglas Foundation. By giving a voice to people that are touched or affected by mental illness, we are helping to destroy social stigmas in our society. It is through these emotional testimonials that we were 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.



Valérie Tremblay



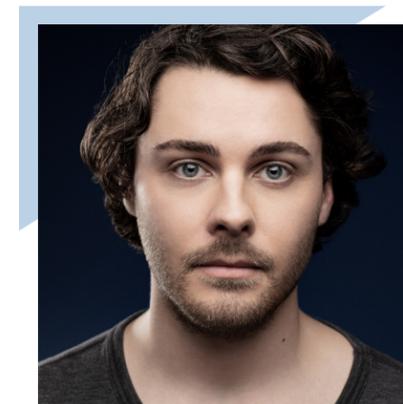
Magalie Mousseau



Isabelle Viau



Martin Lepage



Matthieu Tremblay

RENOVATIONS

The Douglas Institute, encompassing 34 pavilions and buildings with a rich history dating back to 1889, sits on 165 acres of land. Unfortunately, the passage of time has left its mark—the reality is that many spaces at the Douglas are in less-than-ideal condition.

Recognizing the significant impact of the physical environment on the well-being of individuals, especially within a mental health hospital, we embarked on a mission to renovate and revitalize our facilities. This endeavor was made possible thanks to the generous support of our donors, who believed in our cause and the transformative power of a healing environment.



Patient spaces were at the forefront of our renovations.

Furthermore, we understood the positive impact of nature on the mental well-being of patients, particularly the elderly. However, limited mobility often hindered their access to the outdoors. To bridge this gap, we sought innovative solutions to bring the therapeutic benefits of nature indoors. Thanks to the support of a number of family foundations, we made significant improvements to patient spaces in the Porteous Pavilion. Vinyl wall coverings were ingeniously installed in multiple spaces, creating simulated natural environments. This addition proved immensely beneficial, engaging and stimulating our patients while fostering feelings of comfort, calmness, and belonging.



The success of any institution lies in the dedication and resilience of its staff. Over the years, many renovation projects had been neglected, denying our hardworking employees the spaces they deserved to rest and recharge. We wanted to rectify this situation and give our staff the much-needed support they needed.

With the generous contribution of \$10,000 from the Rotary Club of Montreal West & NDG, we focused on upgrading the employee break room in the Burgess 2 Pavilion, home to the Intellectual Handicap with Psychiatric Comorbidity Program's in-patient care unit. The funds allowed us to implement functional upgrades, such as a better-organized locker area, as well as quality-of-life improvements, including new furniture. Our staff now have an inviting space where they can unwind and rejuvenate, recognizing their immense value and the crucial role they play in providing exceptional care.

The renovations at the Douglas Institute have been transformative, all thanks to the unwavering support of our compassionate donors. Together, we have created an environment that promotes healing, recovery, and compassion. Our journey continues, and we remain deeply indebted to our donors, whose generosity has enabled us to achieve these remarkable transformations. With their continued support, we will ensure that the Douglas Institute remains a beacon of hope and care for all those in need.



PLANNED GIVING

Planned giving has immense power to shape an organization's future. At the Douglas Foundation, it has been instrumental in bringing hope to those affected by mental illness. Planned gifts often arrive unexpectedly, adding to their inherent power. Moreover, planned gifts possess a unique power to make a substantial impact, as they allow individuals to give generously even if they may not have had the ability to do so in their lifetime.



Emerging needs, funding gaps, the launch of vital programs, final pushes for research discoveries, and an increasing number of patients benefiting from generosity—all these aspects are encompassed by the meaningful impact of planned giving. Our donors are architects of hope, with a special recognition for those who include the Douglas Foundation in their estate plans.

To recognize those who have included the Douglas Foundation as part of their estate plans, we have launched the Douglas Legacy Society; we take great pride in celebrating these extraordinary individuals who have taken the important step of including the Douglas Foundation in their estate plans, ensuring that their legacy will continue to make a meaningful impact for generations to come. Their foresight and dedication to our cause exemplify their unwavering belief in the power of planned giving to transform lives affected by mental illness.

We extend our deepest gratitude to the founding members of the Douglas Legacy Society, recognizing their invaluable contributions and their enduring commitment to building hope for a brighter future for mental health care and research.



**IT IS THROUGH RESEARCH
ON MENTAL HEALTH THAT
WE WILL SUCCEED IN BUILDING
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BY MENTAL ILLNESS.**

Martin Lepage

Researcher at the Douglas Research Centre



RESEARCH **BUILDS HOPE**

People who experience a psychotic episode are still subject to a great deal of social stigma. They are often perceived to be aggressive or violent and to have many other negative traits, even though this is far from reality for the majority.

I have met many people suffering from a psychotic disorder over the course of my career at the Douglas. To this day, after years of experience, what impresses and fascinates me is to see how much adversity people can overcome. People who suffer from a severe psychotic disorder such as schizophrenia often have a history behind this diagnosis, whether it is a trauma that occurred during childhood or bullying suffered at school, for example.

These difficulties can make a person more vulnerable and susceptible to developing a severe mental disorder. Coping with a psychotic disorder involves dealing with delusions such as the fear of being persecuted by an organization, hearing voices, or seeing things that are not actually there. Obviously, this creates a lot of psychological distress.

Pharmacological or complementary treatments can significantly help manage these symptoms. Medication has changed a lot in recent years; several new molecules with fewer side effects have been discovered, which has led to major improvements in this area. At the same time, there have been breakthroughs in the development of new psychological interventions that place less emphasis on drugs and whose positive effect has been clearly demonstrated by science.

These interventions have several beneficial impacts because they improve the person's functioning, quality of life and self-esteem. Today, we now know that many people have to cope with severe mental health problems. It is through research on mental health that we will succeed in building hope for all those whose lives have been affected by mental illness.

EVENTS 2022 • 2023



Bal des Lumières

The fourth edition of the **Bal des Lumières** raised more than **\$2M** to support awareness, prevention, research and patient care for mental health. Thanks to the support received by this event, the Douglas Foundation, the Fondation de l'Institut universitaire en santé mentale de Montréal and the Fondation Jeunes en Tête have continued to advance the cause.



Building Hope Tournament

The **Building Hope Tournament** is a benefit event combining humor and gaming to raise public awareness of mental health issues. Last November, the Building Hope Tournament raised nearly **\$81,000** to support our foundation's activities. A big thank you to all our partners, comedians and donors who made this event a big success.

EVENTS 2022 • 2023



Open Minds Evening

The **Open Minds evening** builds hope by raising funds for the Douglas Foundation. Since 2017, the event has raised nearly **\$4,000,000** to support cutting edge research and the best possible patient care for mental health.

This year, more than **\$605,175** was raised to support research on mental health at the Douglas Institute. We would like to thank the incredible efforts of the organizing committee who managed to organize an exceptional fundraiser for our first in-person edition since the pandemic.



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 **\$237,000** 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**.



Mind on Health Challenge

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

Nearly **\$100,000** was raised to support research and patient care at the Douglas Institute. Ski mountains from all over the province joined the initiative of our ambassador Marie-Hélène Thibeault.



RBC **\$300,000**

This major investment from **RBC Foundation** will allow teams at the Douglas Institute to create and evaluate an innovative family intervention program for young patients followed at the Douglas. This new collaboration will improve the quality and frequency of the engagement with families and the support network of youth who seek help as needed or on an ongoing basis, enabling them to better navigate these life challenges.

MANULIFE **\$200,000**

The generous donation by **Manulife** will allow us to evaluate and strengthen our capacity to build economic opportunities for youth and Indigenous communities through the Minds@Work initiative. This scalable program uses innovative therapeutic approaches to empower young adults living with mental illness to find and pursue their career pathway.

AIR CANADA **\$50,000**

The funding by the **Air Canada Foundation** will make it possible to improve the effectiveness of AVATAR therapy based on virtual reality by carrying out clinical trials with patients living with a psychotic disorder at the Douglas Institute. Using specialized software, the therapist and patient collaboratively build an 'avatar'—a figure that looks and sounds like the dominant voice the patient struggles with. The therapist provides the voice for the avatar during the therapy sessions with patients.

CANADA LIFE **\$25,000**

Support from **Canada Life** will contribute to PEPP-Montréal by maintaining the current operations running, while also providing an opportunity to build a network of support for families to improve their quality of life despite the challenges they face while caring for their loved one.

OPÉRATION ENFANT SOLEIL **\$12,115**

Opération Enfant Soleil's contribution will allow us to set up a wide range of facilities and equipment to meet the specific needs of children and adolescents who visit our child and adolescent psychiatry program. Our youth will benefit from a brand-new garden, sensory-based learning materials, various sports and electronic equipment as well as a respite room that will allow them to refocus on their emotions.

LUNDBECK CANADA **\$10,000**

The support by **LundBeck Canada** will allow PEPP-Montréal to implement a peer support structure and provide further training of the existing clinical team. It will also make it possible to create a series of online video modules on various aspects of early psychosis and monthly "ask me anything" sessions hosted by our clinical team.



YOUTH MENTAL HEALTH

We are in the midst of a growing demand for youth mental health care: the Douglas Institute observed a 122.5% increase in admissions of patients under 25 years old over an eight-year period before the COVID-19 pandemic. This presents an increase that puts additional pressure on the services offered at the Douglas and illustrates the glaring needs to ensure better mental health care for young people in Quebec.

To address this crisis, the Douglas launched the Centre of Excellence in Youth Mental Health in 2022, welcoming Dr. Lena Palaniyappan as its inaugural director. The Centre will unify efforts in youth mental health and set the example in youth mental health for care and research at large. **The Centre has already put its vision for youth mental health services into action by developing a \$6.5M integrated youth mental health plan that has received major philanthropic support.**

Through a combination of innovation in health service delivery and research focused on new interventions, the Centre of Excellence in Youth Mental Health is a hub for transformative change for youth facing a variety of needs—health, social, educational, employment, among others. The Centre focuses not only on research to generate new knowledge, but to directly applying such knowledge in the delivery of youth mental health services and providing training to a new generation of clinicians, researchers, and support workers with expertise by experience.



Novel Pathways to Care
Strengthening pathways from Aire Ouverte to secondary care with the help of multidisciplinary teams.

• Supported by the Molson Foundation



Family Positioning System
Providing front-line and immediate care to young patients and their families through peer support.

• Supported by the RBC Foundation



Mobile Outreach
Drawing visibility to Aire Ouverte sites and the entire range of services it offers by interfacing with youth in their communities.

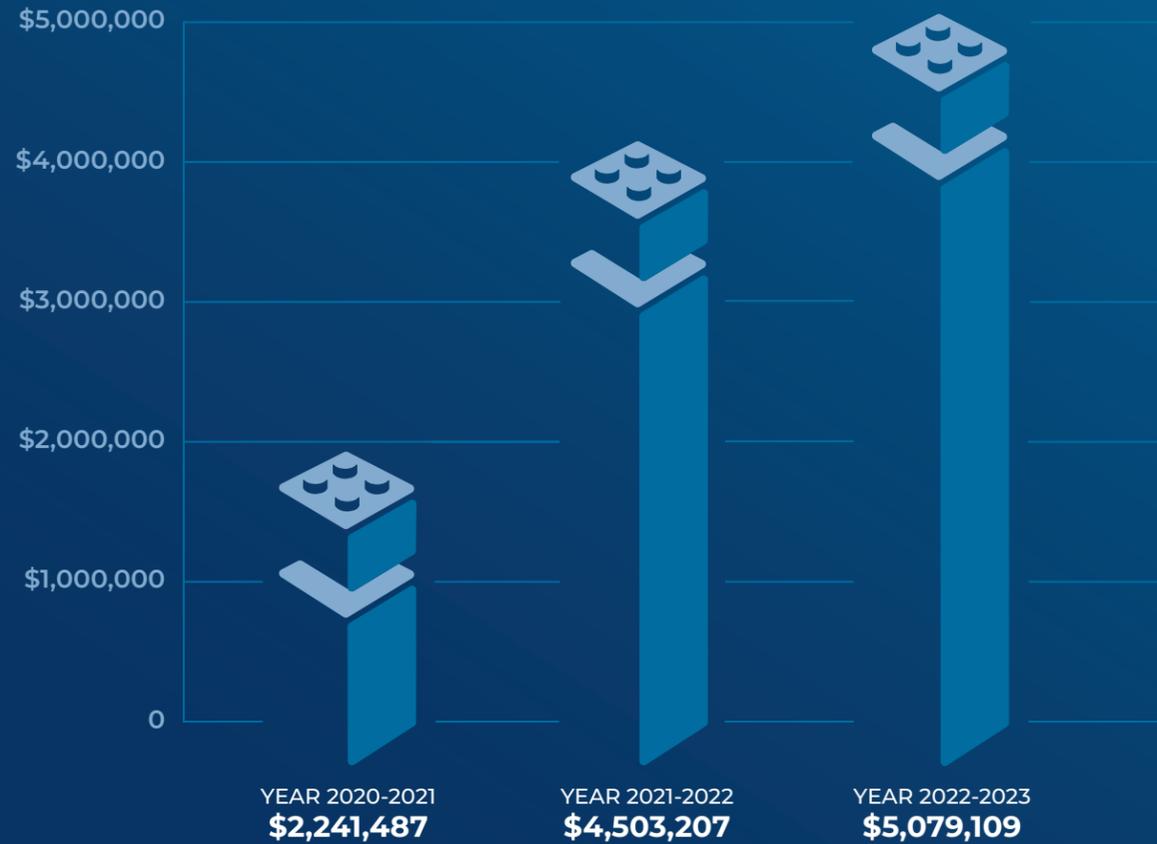
• Supported by the Medavie Health Foundation



Technology-Assisted Care
Developing a comprehensive digital platform to increase the efficiency and are delivered through Aire Ouverte.

• Supported by the Mirella & Lino Saputo Foundation

OUR REVENUES



DURING THE LAST FISCAL YEAR

- 15%** of our donors made two or more donations last year
- 363** donors made their largest donation last year **↑ 30% increase from the previous year**
- 301** leadership donations (\$1,000 +)
- 37%** growth in giving
- 670** donors have made a donation every year since 2019

OUR PROFILE



DONORS BY REGION

92%
QUÉBEC

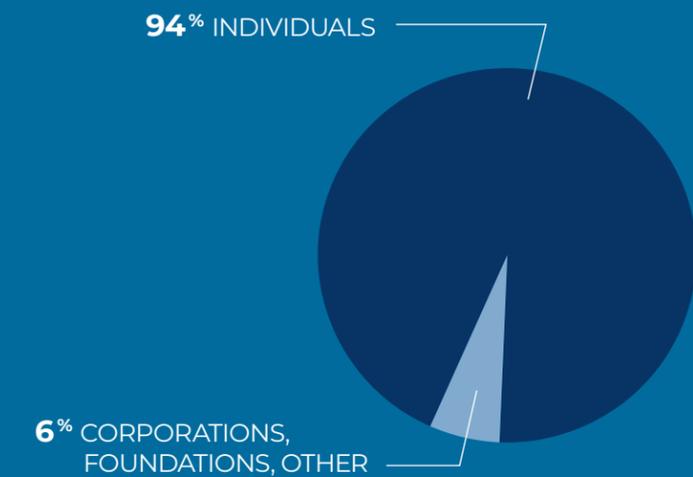
7%
REST OF CANADA

1%
INTERNATIONAL

WHERE OUR DONATIONS COME FROM



DONORS BY TYPE



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