



CASP CANADIAN ASSOCIATION
FOR SUICIDE PREVENTION

ACPS ASSOCIATION CANADIENNE POUR
LA PRÉVENTION DU SUICIDE

2021 ANNUAL REPORT

April 1, 2020 - March 31, 2021

Envisioning a Canada
without Suicide



Creating Hope Through Action

The 2021 World Suicide Prevention Day theme is Creating Hope Through Action.

Creating Hope Through Action means we aim to work together to create a movement of preventative action, to recognize the impact of suicide and ultimately, strive to prevent it.

At times, the work of suicide prevention can feel overwhelming, but even small actions can make a huge difference.

The Canadian Association for Suicide Prevention (CASP) was launched in 1985 by a group who saw the need to provide information and resources to communities to reduce the suicide rate and minimize the harmful consequences of suicide-related thoughts and behaviours.

Like many others, CASP envisions a world in which people enjoy an optimal quality of life, are long-living, socially responsible, and optimistic about the future.

As a pan-Canadian organization that envisions a Canada without Suicide, we provide advocacy, communication and education on suicide prevention and life promotion through the provision of resources, guidance and information.

The accomplishments of this past year are captured within the pages of this year's Annual Report and we hope that they will demonstrate our ability to create hope through action.

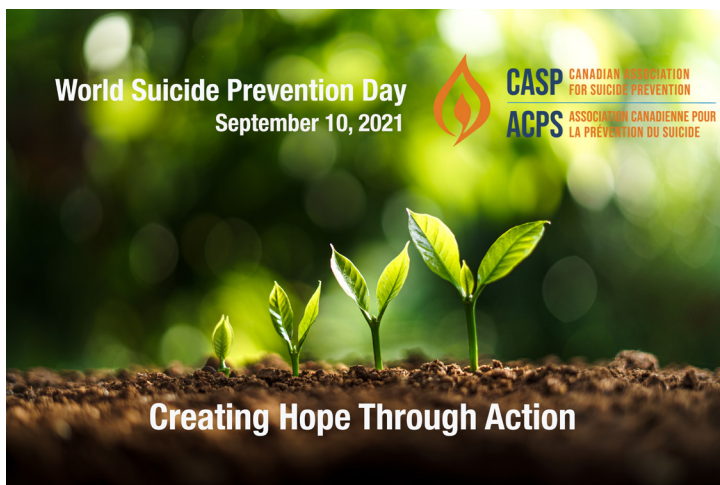


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PRESIDENT'S REPORT



Last year, due to the pandemic, CASP held its first virtual AGM and we realized that this format allowed many more people to participate, rather than only those attending our annual national conference. I certainly never imagined, however, that the pandemic would still be continuing to affect all our lives.

Finding purpose and meaning has become distilled this past year, as many of the activities that I took for granted were curtailed. The work of suicide prevention and the tenets of life promotion have resonated and felt more urgent as the experiences of isolation, grief, and fear have been overwhelming us all in some way.

Life Promotion is a First Nation's paradigm shift that encompasses both suicide prevention and life promotion to reduce premature unnatural death. Its tenets are hope, purpose, meaning and belonging, which have their roots in the centre of the First Nations Mental Wellness Continuum Framework.

The discovery of the unmarked graves of children at former residential school sites reminded me that we cannot change the past, but we are responsible for our actions today and the harms and injustices that continue to be perpetrated as a result of colonization in Canada. The deep roots of intergenerational trauma, coupled with significant disparities, have led to high numbers of premature unnatural death in some Indigenous communities. CASP, and the First People's Circle – a committee of CASP, is focused on grounding CASP in the recommendations of the Truth and Reconciliation Commission (TRC), and providing leadership to ensure that First Peoples Indigenous issues pertaining to suicide are identified and addressed thoroughly through an Indigenous lens.

Belonging. How the pandemic has challenged this. We are highly relational beings. Not being able to meet, and gather in person, has been devastating.

And so, it is hope that I turn to.

Across Canada people have been donating money to CASP more than ever before. It has enabled CASP to move from one staff person to four. At every Board meeting as we review the financials, we are all collectively left with a deep sense of gratitude, and a deep sense of obligation to honor the spirit of these donations.

I feel hope as I see many people and organizations putting action behind the recommendations of the Truth and Reconciliation Commission.

I feel hope as I witness the depth of creativity to find ways to connect and feel that sense of belonging, despite the restrictions to gather. I want to thank all the staff of CASP and the members of the Board for bringing that sense of connection into my life, and for the amazing gifts you all bring to this work.

As I write this I am imagining my computer screen at the AGM showing me all the people across Canada that have taken the time out of their day to listen and support the work of CASP. You all give me hope - for a Canada without suicide.

Warmest regards to all, stay safe and take care of each other,

A handwritten signature in blue ink that reads "Nancy Parker".

Nancy Parker
President

EXECUTIVE DIRECTOR'S REPORT

Greetings!

As I write this note, I am approaching the end of my first year as CASP's Executive Director . . . and a wonderful year it has been.

The fiscal year of April 1, 2020 to March 31, 2021 was one of the most significant in CASP's history despite the pandemic and even though we had to postpone the annual National Conference for the suicide prevention sector.

This year saw CASP:

- move from a part-time Executive Director to a staff comprised of a full-time Executive Director, a part-time Administrator & Executive Assistant, a full-time Communications & Fund Development Manager, and a full-time Membership Coordinator & Translator;
- with more human resources focused on CASP's work, bringing new energy and support for our many advisory groups and committees, both internal and external, as well as host virtual events such as World Suicide Prevention Day and the International Day for People Impacted by Suicide Loss;
- launch the Alliance for Suicide Bereavement & Postvention, which will house initiatives such as a new network for suicide bereavement support group facilitators;
- continue to be active in the National Collaborative for Suicide Prevention;
- advocating with respect to responsible reporting about suicide in the media, encouraging the federal government to implement a 3-digit national suicide crisis number, recommending caution and safeguards regarding medical assistance in dying, and standing with all Indigenous peoples for their human rights to be met; and
- revise all of the Terms of Reference for our internal advisory and working groups, implemented a Human Resources Policy, and adopted a new Fiscal Management Policy.

It was a year of growth, a year of change, and a year setting the foundation for exciting things to come.

Of course, CASP's work would not be possible without the generous support of donors from all across Canada which allow us to maintain a healthy financial position. From organized corporate fundraisers to grassroots level events to secondary school fundraising competitions, wherever our funds are raised, we here at CASP, recognize that every single dollar donated represents an obligation to the donor. An obligation to continue to do our best in advocating, communicating, and educating about suicide prevention, intervention and postvention towards achieving our vision of a Canada without suicide.

Finally, I'd like to express gratitude to everyone reading this edition of the Canadian Association for Suicide Prevention's Annual Report. You are a CASP supporter, or one of our volunteers, or a member of CASP's Board of Directors, or a CASP partner or service provider, or a member of CASP's staff, or a person learning more about suicide prevention . . . and I am deeply grateful for all of you.

Sincerely,



Sean Krausert
Executive Director



FINANCIAL HIGHLIGHTS

REVENUE	2020-2021	2019-2020
Donations	\$572,235	\$233,638
Donations in Memoriam	\$21,566	\$40,178
Annual Conference	--	\$6,604
Community Events	\$16,143	\$10,529
Ribbon sales	\$4,008	\$13,569
Grants	\$37,493	\$19,790
Miscellaneous	\$150	\$12
	\$651,595	\$324,320
EXPENSES		
Administrative services	\$20,565	\$31,654
Annual Conference	(\$247)	\$655
Communication services	\$8,406	\$7,767
Dues and subscriptions	\$730	\$238
Ribbon costs	\$3,905	\$7,965
Program costs	\$3,968	\$17,970
Office expenses	\$8,878	\$4,983
Professional services	\$31,999	\$26,554
Salaries and benefits	\$132,302	--
	\$210,506	\$97,786
SURPLUS	\$441,089	\$226,534

PROGRAM HIGHLIGHTS

COMMUNICATION & EDUCATION

Each year, CASP continues to support its mandate of advocating, communicating and educating for suicide prevention, intervention and postvention in Canada through a suite of educational and outreach efforts.

Despite the fact that CASP does not provide crisis services, we continue to be contacted regularly from people expressing distress, concern for someone else, or asking for bereavement support. We were able to direct them to appropriate resources.

Along with our newsletters to our membership that we issue on a quarterly basis, we also develop specific subject-matter materials to help support those in the field. This year we continued to promote COVID specific information and resources to assist with the transition to online support groups.

Social media postings have grown exponentially with a 21% growth in Facebook reach, a 621% growth in Instagram reach, a 685% growth in Twitter reach and a 100% growth in LinkedIn reach. Earned traditional media stories have also been very abundant from us this year, with 12 media interviews, demonstrating our reach and our voice has dramatically expanded.

PARTNERSHIPS & COLLABORATION

Some of our recent partnerships and collaborations have included:

- Building relationships with followers via networking through Twitter, Facebook and Instagram
- Member of the National Collaborative for Suicide Prevention
- Member of the International Association for Suicide Prevention (IASP)

SPOTLIGHT ON OUR PARTNERSHIP WITH THE NATIONAL COLLABORATIVE FOR SUICIDE PREVENTION

Founded in 2012, CASP is one of the founding partners of this initiative along with the Mental Health Commission of Canada and the Public Health Agency of Canada. The Collaborative now has 23 member organizations, most with a Canada-wide focus and membership base.

As a founding and current member of the Executive Committee, CASP is pleased to provide leadership to the overall mission of this network. More specifically, it was able to provide contributions to all of its Working Groups: National Action Plan Strategy, Common Messaging, and Research.

FUND DEVELOPMENT

Increased inquiries were made this year in regards to third party fundraising efforts and donations, demonstrating a significant amount of support for CASP and our efforts. Many significant, successful third-party fundraisers by people impacted by suicide loss have garnered CASP upwards of \$100,000 in donations alone this year.

In addition to this, our donations from Facebook Fundraisers, where support is shown in honour of a special occasion, have grown exponentially and have generously provided resources to further our efforts in suicide prevention.

With a staff member partly dedicated to fund development, CASP has demonstrated investment in fund development and continues to build a foundation to further invest in our efforts to promote awareness on the crisis of suicide and the importance of mental health in this country. We are forever grateful to all donors and feel so blessed to have the generous support of so many.

EVENTS

Virtual National Webinars Draw 1700 Participants

In lieu of CASP's annual National Conference, from October 28-30, 2020, the National Webinars on Suicide Prevention, co-organized by the Canadian Association for Suicide Prevention (CASP), the Association québécoise de prévention du suicide (AQPS) and the Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices (CRISE) at the Université du Québec à Montréal (UQAM) were held.



Featuring a variety of topics of interest to clinicians, students, researchers, people with lived experience and community members with offerings in English and French.

Launch of the Suicide Bereavement & Postvention Alliance



In 2020, on World Suicide Prevention Day, CASP announced the launch of our Suicide Bereavement & Postvention Alliance.

The mission of the Alliance is to foster communities, resource sharing and support initiatives related to suicide bereavement and postvention in Canada.

With funding support from the Mental Health Commission of Canada, initial activities planned for the first phases of implementation of the Alliance among others, included hosting a launch event to brainstorm and develop a Suicide Bereavement Support Group Facilitators Network.

WORLD SUICIDE PREVENTION DAY

World Suicide Prevention Day (WSPD), was once again held on September 10th, 2020. This day, each year, is one of the most recognized events in Suicide Prevention that we participate in and receive the most support, publicity and engagement from. With the creation of toolkits to social media posts to special events to ribbon sales to mainstream media mentions and generous donations towards our suicide prevention efforts, WSPD assists with getting our messages across and out there and we appreciate the multiple stakeholder ongoing engagement and assistance with this issue.

INTERNATIONAL DAY FOR PEOPLE IMPACTED BY SUICIDE LOSS

In late November 2020, in honour of International Day for People Impacted by Suicide Loss (also known as International Suicide Loss Survivors Day in the USA), CASP hosted an inaugural event - a virtual live screening of video testimonials.

Based on a series of interviews with those who have experienced a suicide loss, these personal testimonials focused on the 'loss journey', from the early stages of their loss to the present day with a message of hope and healing.

HEALING DAY

A Healing Day event was held virtually in late October 2020. Normally, a pre-conference event at CASP's annual, national conference, this day was accessible to anyone impacted by suicide. Providing the opportunity for those with lived experience to come together in a safe space and, through creativity, the arts and mindfulness exercises, connect with their thoughts and feelings and explore new ways of engaging with and honouring their journey, the session also incorporated an Indigenous perspective.

SUICIDE BEREAVEMENT SUPPORT GROUP FACILITATORS NETWORK

CASP's Alliance hosted a launch event in Spring 2021 to brainstorm and develop a Suicide Bereavement Support Group Facilitators Network.

An exciting new initiative – the first of its kind in Canada – the network addresses a gap that currently exists by bringing together a community of people who provide suicide bereavement group support services to share knowledge, develop best practices and support each other.



NEWS

2021 CASP PRIORITIES

While continuing with our core events, including the National Conference and World Suicide Prevention Day as well as others, a few new things that CASP will be working on for 2021 and beyond, include:

- ☐ revamped branding and refreshed website
- ☐ new nationwide events
- ☐ an awareness campaign
- ☐ a renewed focus on advocacy



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YOU'RE NOT ON MUTE!

You're NOT on mute



somebody wants to listen.

During Winter 2021, we began developing an awareness campaign, by “test-driving” slogans that resonate with suicide prevention and mental health awareness.

One of these slogans happens to be “You’re Not on Mute”.

So often in this pandemic, we hear “You’re on Mute” . . . CASP would like to know for anybody that might be struggling right now, that you are NOT on mute . . . there is always somebody who wants to listen to you. There is help available.

Medical Assistance in Dying (MAiD) Advocacy

Canada’s Senate approved Bill C-7, An Act to amend the Criminal Code (Medical Assistance in Dying) on March 17, 2021, after a revised version was passed by the House of Commons. The new law expands access to assisted dying to those whose death is not “reasonably foreseeable”, including the mentally ill. This provision with respect to mental illness will not come into effect for two years to allow a review to establish protocols and safeguards. The new law will also allow people to make advance requests for euthanasia if they fear losing the ability to make the decision later in life.

CASP is quite saddened and disappointed by these developments surrounding Bill C-7. In November 2020, CASP’s Executive Director, Sean Krausert, acted as an official witness to the Standing Senate Committee on Legal and Constitutional Affairs hearings on Bill C-7, and at that time, encouraged legislators to ensure that MAiD does not overlap with what is traditionally understood as suicide and that it will continue to protect those suffering from mental illness from a medically assisted pre-mature death that could be avoided by adequate treatment and care. In 2020, after a literature review, CASP also formulated its Statement on the Expansion of Medical Assistance in Dying to those without a Reasonably Foreseeable Death.

Prior to the bill passing, the Senate recommended the exclusion for mental illness be removed and suggested an 18-month limit for the exclusion be imposed, while details were worked out. CASP maintains that mental illness can be grievous but is never irremediable (as required for MAiD eligibility in Canada), and appreciates that the federal government has responded with a two-year exclusion limit on MAiD for mental illness; and will be forming a panel of qualified experts to bring recommendations forward in the upcoming year to ensure proper protective measures are in place for those with mental illness seeking MAiD.

CASP feels strongly that extreme caution needs to be taken with MAiD and a thought-out, failproof, measured system of safeguards needs to be in place so that those most vulnerable will be protected in order that MAiD does not become doctor-assisted suicide. As mental health advocates, CASP will be working with like-minded groups and individuals to encourage proper measures are in place so that those suffering from mental illness will be treated by medical means and not through assisted dying.

BOARD OF DIRECTORS

2020 - 2021

Nancy Parker, President (MB)
Ben Leikin, Vice President (ON)
Dr. Yvonne Bergmans, Secretary (ON)
Corey Cadeau, Treasurer (NS)
Christa Baldwin (NB)
Owen Stockden (AB)
Tiffanie Tasane (YT)
Sheeba Narikuzhy (ON)
Erin Dixon (ON)
Amélie Gauthier (QC)
Dr. Juveria Zaheer (ON)
Amelia Curran (NL)
Veronica Marshall-Bernard (NS)

We would also like to recognize the contributions of recent past Board Members:
Jérôme Gaudreault (QC)
Rebecca Sandford (BC)

Thank you for contributing your energy to CASP's success!

Our Vision

Envisioning a Canada without Suicide

Our Purpose

To advocate, communicate and educate for suicide prevention, intervention and postvention in Canada

Our Values

- * Leadership
- * Inclusivity
- * Fairness
- * Excellence



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https://twitter.com/CASP_CA

CASP is a registered charitable organization since April 1985: 118828904RR0001

