



**CASP** CANADIAN ASSOCIATION  
FOR SUICIDE PREVENTION

**ACPS** ASSOCIATION CANADIENNE POUR  
LA PRÉVENTION DU SUICIDE

# 2021-2022 ANNUAL REPORT

*April 1, 2021 -*

*March 31, 2022*

During the 2021-2022 fiscal year, CASP began to focus on additional priorities that included:

- Website revitalization
- Awareness campaign
- New nationwide events
- Renewed focus on advocacy
- Language, connecting and People with Lived Experience
- Networking and collaboration
- Research
- Life Promotion

As we close this fiscal year, CASP has made tremendous strides in, and significant contributions to, all these areas with more ambitious plans on the horizon.



**Canadian Association for Suicide Prevention**

# PRESIDENT'S REPORT



Nancy Parker  
CASP Board President

I have been thinking about ecosystems, and organizations in this context. I recall a few years ago conversations at the CASP Board about how we could start to think larger, due to the generous support from donors across Canada. The past couple of years, in spite of a pandemic, the seedling of a reimagined organisation have been nurtured. You will hear in the Annual Report of many new initiatives, none of which would have been possible without the wonderful staff support that is part of the “new” CASP.

Justice Sinclair has shared how important it is to each of us to be able to answer the following four questions: Where have I come from, Where am I now, Where am I going, and Who am I. I think this is also true of organisational life, and it feels like this is an important moment to reflect on “where has CASP come from”.

This focus came to me as I thought about the history, passion, and huge contribution that a long-time Board member, Yvonne Bergmans, has given to the work of CASP. I have asked her to share in this letter her recollections.


*2001 saw me arriving on a very snowy evening in St John's Newfoundland to attend my first CASP conference. I was to give a presentation with Drs. Paul Links and Marnin Heisel. I was only in my third year of working at the Arthur Sommer Rotenberg Chair in Suicide Studies and felt very much like an imposter once I started seeing people whose work I had only read. At the same time, I felt, as one of my former students said, “these are my people”. The attendance of people impacted by suicide loss, front line workers, academics and researchers created an environment where everyone's voice was respected. This was my kind of conference! CASP has remained my favourite conference since for the very same reason.*

*When I first became a board member there were two non-voted representative chairs. The first was for survivors bereaved by suicide under the leadership of Bonnie Ball. Bonnie created a listserv of folks from all over the country to connect, ask questions and get support. In 2019 the annual conference in Edmonton hosted the first Healing Day, under the leadership of the survivor chair, Rebecca Sanford. 2022 saw the first Healing Day that included sessions expressly for people with lived experience of attempts and those who support someone who experiences thoughts or behaviours related to suicide. The second chair, First Nations, Metis and Inuit community, was represented by Alexina Kublu, a strong advocate for widening the representation to a full committee. The Indigenous Advisory Circle was created with Terms of Reference in 2015-2016.*

*My first post-board meeting beverage was with Ian Ross who became CASP's advocate for a 3-digit suicide crisis line that would span from coast to coast to coast, a proposal that was turned down by the CRTC in 2006. Nonetheless, he doggedly persisted until private funding was made available to begin the process of creating a suicide prevention crisis line that would be accessible to people coast to coast to coast in 2014. The initial proposal for a 3-digit number remains underway today. The first draft of the Blueprint for a suicide prevention strategy for Canada written by members of CASP in consultation with community members was brought forth in 2004 with an updated second version being released in 2009. Many provinces, groups and countries have used the Blueprint to create strategies for communities, provinces and countries. Canada has not yet developed a National Strategy however, the Public Health Agency did release a document: Working Together to Prevent Suicide in Canada: The Federal Framework for Suicide Prevention in Canada released in 2015, a document that is still in progress. CASP was one of multiple groups invited to consult on this work.*



Dr. Yvonne Bergmans  
CASP Board Secretary



*Throughout its evolution during my tenure, CASP has rebranded itself 3 times, the kite followed the blue maple leaf under the leadership of Tim Wall, the candle under the leadership of Julie Kathleen Campbell in 2018, and more recently an updated version of the candle under the leadership of Sean Krausert and his team.*

*Members of CASP have led the way and been involved in several collaborations in creating toolkits and guidelines that include Suicide Safer Workplaces, in 2012 the first media guidelines were developed, an on-line accredited course for physicians : Suicide: Facing the Difficult Topic Together, dealing with suicide risk awareness and assessment, Trauma Informed Care and Suicide, the Mental Health Commission's Toolkit for People who have been Impacted by a suicide loss and A Toolkit for people who have been impacted by a suicide attempt amongst other documents.*

*The National Collaborative for Suicide Prevention was an initiative sparked by Tim Wall and Dammy Albach-Damstrom in 2011 in an effort to bring national organizations/people involved in suicide prevention, intervention and postvention to collaborate, share resources and expertise and work toward the creation of a national suicide prevention strategy*

*Until two years ago, the Executive Director of CASP was a part time person, most often putting in many hours of volunteer time above and beyond what they were being paid. The Board decided, once there were funds available through very generous donors, that we could hire some part time staff and a full time Executive Director. Sean Krausert is the current full-time ED with a staff of 3. This created significant changes to the workings of the Directors on the board of CASP. No longer were we a working board, no longer did we have committees rather, working groups co-chaired with a member of staff were created with staff doing the bulk of the work. This significantly changed the decision making and involvement of board members who were used to doing a lot of the hands on work.*

As Yvonne has reflected – where we are today is an organization with enhanced capacity to address it's vision and mission. The Board has learnt a new way of being strategic with our resources, yet has stayed connected to the founding grass roots focus. As Yvonne noted – “these are my people” – this sense of connection and community remains a strong and central strength of CASP.

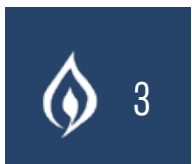
Thank you to all who have shared their gifts and talents in the past year.

To the vision of a Canada without suicide,

Warm regards,



Nancy



[www.suicideprevention.ca](http://www.suicideprevention.ca)

# EXECUTIVE DIRECTOR'S REPORT

Greetings!

In my message last year, I described 2020-2021 as “a year of growth, a year of change, and a year setting the foundation for exciting things to come.” Well, looking at 2021-2022, exciting things certainly did come!

The fiscal year of April 1, 2021, to March 31, 2022, saw new things emerge for CASP as well as getting back to “normal” on other fronts, including preparing for the long-awaited return of the CASP Annual National Conference for the suicide prevention sector in May 2022 after the COVID hiatus. Activities included:

- CASP laying the conceptual foundation for a Forest of Hope project that will be implemented in the Fall of 2022 in partnership with the Ontario Woodlot Association as a tool to create awareness and remember lost loved ones;
- Collaboration began with the Centre for Suicide Prevention on developing a resource “Suicide Bereavement Support Group Guidelines & Considerations”;
- the pilot offering of the CASP Grant Program was launched to support projects in the areas of suicide prevention, intervention, postvention, and life promotion;
- CASP agreed to becoming a primary funder of the FIRST Program that aims to develop a novel suicide prevention strategy to build capacity among friends and family of individuals at risk of suicide;
- the CASP First Peoples Circle continued to explore possible collaboration and support for Indigenous youth with respect to life promotion;
- preparations began for a CASP awareness campaign that is being developed for rollout beginning in the Fall 2022;
- testified twice for Senate and Parliamentary Committees with respect to MAiD, CASP continued to be an advocate against MAiD being provided for those suffering from mental illness alone;
- CASP continued to be a leading member of the National Collaborative for Suicide Prevention, a collection of organizations related to the suicide sector especially for the purposes of advocacy and knowledge transfer;
- CASP's new website was launched in the latter half of 2021 in order to provide resources and sources of help relating to suicide and suicidal behaviour;
- delayed due to Covid, planning continued for four dinner / entertainment events across Canada in 2022/2023 to raise awareness and funds for mental health and suicide prevention;
- CASP was accepted as a member of the Canadian Alliance for Mental Illness and Mental Health, which is advocating to the federal government for a significant increase in funding for mental health in Canada; and
- CASP continued to host annual events recognizing World Suicide Prevention Day and the International Day for People Impacted by Suicide.

Of course, CASP's work would not be possible without the generous support of donors from across Canada which allow us to maintain a healthy financial position. We 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, postvention, and life promotion towards achieving our vision of a Canada without suicide.

As always, 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



Sean Krausert  
CASP Executive Director

# FINANCIAL HIGHLIGHTS

REVENUE	2021-2022	2020-2021
Donations	\$403,359	\$572,235
Community Events	\$2,714	\$16,143
Grants	--	\$37,493
Donations in Memoriam	\$31,617	\$21,566
Miscellaneous	\$699	\$150
Ribbon sales	\$4,926	\$4,008
	\$443,315	\$651,595
EXPENSES		
Administrative services	\$17,692	\$19,673
Miscellaneous expenses	\$3,525	\$1,907
Professional services	\$7,965	\$29,122
Program costs	\$100,393	\$4,753
Ribbon costs	--	\$3,905
Salaries and benefits	\$261,773	\$150,982
Travel expenses	--	\$164
	\$391,348	\$210,506
SURPLUS	\$51,967	\$441,089

# 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.

Even with the opening up of in-person activities, we continued to promote COVID specific information and resources to assist with online support groups and virtual activities.

Along with our E-blasts, E-zines and newsletters to our membership that we issue on a regular basis, we also develop specific subject-matter materials to help support those in the field. Despite the opening up of in-person activities, we also continued to promote COVID specific information and resources to assist with online support groups and virtual activities.

Social media postings have grown exponentially and traditional media stories have also been very abundant from us this year, with many media interviews, including an Op-Ed piece that appeared in The Hill-Times. These many activities have continue to demonstrate our reach and how 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)
- Collaboration between CASP's Membership Committee and the Ontario Woodlot Association for an inaugural Forest of Hope memorial tree plant initiative in Eastern Ontario in October 2022
- Member of the Canadian Alliance for Mental Illness and Mental Health (CAMIMH)
- Collaborating with Project All In, an innovative program that helps First Responders to access help
- CASP will be the primary funder of the FIRST Program, which aims to develop a
- novel suicide prevention strategy to build capacity among friends and family of individuals at risk of suicide
- Working with Kitchens for Missions to host four dinner / entertainment events across Canada in 2022/2023 to raise awareness and funds for mental health and suicide prevention, particularly in the hospitality sector
- Partnering with the Centre for Suicide Prevention on developing a resource "Suicide Bereavement Support Group Guidelines & Considerations"
- Working with 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) to prepare for CASP's 2022 National Suicide Prevention Conference
- Partnering with the Canadian Suicide Prevention Coordinators Network (CSPCN), to provide web and administrative services for their Suicide Prevention Coordinators Network.
- Continuing to work with the CASP First Peoples Circle to support Life Promotion and related activities for our nation's Indigenous communities

# EVENTS

For the first-time ever, in November 2021, CASP declared the month of November as the Month for People Impacted by Suicide Loss, to further recognize those impacted by suicide loss.

Each year CASP recognizes the Saturday before American Thanksgiving (this past year was November 20, 2021), as International Day for People Impacted by Suicide Loss. Also known as International Suicide Loss Survivors Day in the USA, this is a day where people impacted by suicide loss, no matter where they live, can come together as communities to find and offer comfort and to remember their loved ones as they share stories of loss, healing and hope.

Building on that, during November 2021, CASP hosted an array of awareness activities for those who have been impacted by suicide loss, including honouring the International Day for People Impacted by Suicide Loss with submitted poems, stories and songs, hosting an event for group facilitators of suicide bereavement support groups, and launching a social media awareness campaign.



On Monday, May 3, 2021, CASP hosted a launch event for the Suicide Bereavement Support Group Facilitators Network featuring a live zoom presentation by Bernadette Copeland.

Since the launch, several network meetings have taken place on a variety of topics that address the unique challenges faced by those who facilitate these groups.

The Network, an initiative of the CASP Alliance, addresses a gap that currently exists by bringing together a community of people who provide suicide bereavement group support services in order to share knowledge, develop best practices, and support each other.

On September 10th, 2021, along with organizations spanning the globe, CASP observed World Suicide Prevention Day (WSPD), an event that has been recognized internationally since 2003. The theme focused on “Creating Hope Through Action.” Accordingly, CASP aimed to create a movement of preventative action by recognizing the impact of suicide and the hope that can be reignited in those who are suffering.

CASP had a very busy day hosting an online panel focused on how families, friends and professionals can best help those struggling with suicidal thoughts and behaviours. The online panel was available in English with French subtitles and was well attended by people from across Canada.

During the event, our panelists shared their personal experiences and invaluable insights with audience members through personal pre-taped videos followed by a live panel discussion.



CASP along with its conference co-organizers, the Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices (CRISE – UQAM) and the Association québécoise de prévention du suicide (AQPS), worked extremely hard during the Fall of 2021 and Winter 2022 to planning our National Conference in Montreal, Quebec from May 11 – 13, 2022!

The conference planning focused on bringing together people working in suicide prevention and presenting recent developments in knowledge and practices in the vast field of suicidology and suicide prevention.

# OUR DONORS MAKE A DIFFERENCE!

## FUNDRAISING VIGNETTE: 17-year-old Nova Scotia female hockey goalie raises dollars and awareness through “1 save = \$1” campaign!

When it comes to suicide prevention and mental health awareness, the puck stops (literally!) with Léarose Aucoin.

That’s because this 17-year-old from Nova Scotia is a hockey goalie and during the month of November 2021 every save she made in game play she raised funds for CASP, which resulted in over \$1100 being raised.

Inspired by Montreal Canadiens’ goalie, Carey Price, as well as her own struggles with depression and anxiety, Léarose was interested in donating to CASP because it’s a Canadian organization that helps people find help when they are struggling with their mental health.

“I just think that people do need to see what’s good in life, so if CASP can do that, I will donate everything that I can!”, exclaimed Léarose.

Named “1 save = \$1”, her month-long campaign took place at her hockey games in Nova Scotia.

“Every game that I’ve goaled in Nova Scotia in November was more saves for this fundraiser”, Léarose added.

“The purpose for all of this was to help people realize they aren’t alone,” says Léarose. “I fought against anxiety, depression, and I still am. I wanted people to feel loved, to see that I am there for them, and that I am making the saves for them. It did require me some courage to tell everyone that I was struggling with mental health, but if sharing my story will help others, I will absolutely talk about it.”

When she embarked on the campaign, Léarose did expect a lot of her friends would help her raise money, but what she did not expect was the outpouring of support from people from Facebook that were touched by her story.

“Facebook helped me reach a lot of people,” said Léarose. “I had more than 50 people helping me raising money, and more than 300 others who saw my posts on social media, sending messages of love and support. It felt so good to see people being attracted to a cause that is important to you.”



Léarose Aucoin

Léarose’s mother was instrumental in helping her set everything up as well as writing social media posts and sharing the word about the campaign with family and friends. “She really helped me to start one of my little dreams of raising money for Suicide Prevention,” says Léarose about her mother’s help.

When asked about any challenges getting the campaign going, Léarose indicated “For me, it was actually very simple to organize. I just had to show up to my hockey games and all I had to do was to stop all the pucks!” She added, “I did post on social media to see if people would help me raise money. I posted on Instagram, Facebook and even Snapchat.”

When asked whether the pandemic factored in at all with her fundraising efforts, Léarose lamented “COVID did get in the way for a weekend. My hockey games are usually on weekends and the other team wasn’t available to play because of some COVID issues. That caused me to miss out making more saves for more money. It was only one weekend but it’s about 15 to 20 more saves that I could have made.”

When asked about what kind of messages Léarose wanted to get across while doing this fundraiser, she indicated that she wanted to show people it’s okay to talk about mental health, that they shouldn’t be scared, that there is help out there and that you are never alone. She also wanted to show that you can raise money for any cause that you like if you put effort into it.

“I hope that I impacted a lot of people,” says Léarose. “I want people to speak up about how they are feeling. It is okay to be sad. Some people did reach out to me to tell me about their stories which really touched me.”

When asked if she was satisfied with her results, Léarose indicated she did not expect to raise as much as she did. “I was expecting my mom to help me and maybe raise a few bucks, nothing more,” said Léarose. “I am young, I’m only 17, so I thought that adults would think that my ideas were too big for my age but so many

more people joined and helped me. Even one of my coaches, Trevor, chipped in. It made me so happy to see everyone getting involved.”

With her original goals of showing people that is okay to speak about their mental health and to not be scared of it, Léarose explained “When I posted on the social media, I shared my story too. I wanted people to feel brave and strong to talk about their mental health.”

Asked if she had anything to add about this experience, Léarose shared “Being 17-years-old and starting a project like this was one of my best decisions in my life. I would redo it in a heartbeat. I would like to thank everyone who helped me raise money and also thank the CASP for the amazing service that they are offering to anyone in need.”

CASP would like to thank Léarose for everything she has done and does, in the name of raising awareness and funds for suicide prevention and mental health and we sincerely appreciate her support and efforts!



# FUND DEVELOPMENT

As you can see by Learose's story, CASP has been blessed with the support and generosity of many donors and we are forever grateful!

Further, we genuinely would like to thank our many members, volunteers, board members, staff and the community-at-large for their continuing support and assistance with advocacy in the prevention of suicide in Canada.

With the support of donations and dedicated commitment from individual Canadians, CASP continues to advocate and promote awareness on the crisis of suicide and the importance of mental health in this country.

To make a donation to CASP, please visit our website.

Making a donation is one way to partner with us to reduce the impact of suicide. Thank you for your support. Thank you for your effort. Together we can make a difference.

THANK YOU!!!

New!

STICKER RIBBONS



Order yours TODAY by visiting:

<https://suicideprevention.ca/ribbons/>

Do you want to help increase awareness for suicide prevention?

You can help family, friends, students, and colleagues quickly find suicide prevention resources by giving them a CASP sticker ribbon.

These high-quality, vinyl stickers have our website printed on the ribbon. There are no sharp pins and they won't put a hole in your clothing. Wear them on your shirt for a day then put them on your laptop, fridge, cubicle, filing cabinet, even a wall, because they are REMOVABLE! The best part, they are made in Canada.



# BOARD OF DIRECTORS

## 2021 - 2022

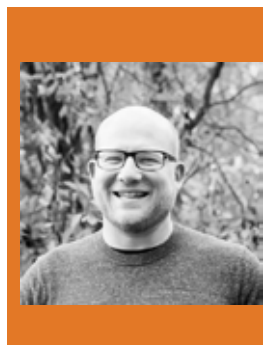
Nancy Parker (MB), President  
 Ben Leikin (ON), Vice President  
 Tiffanie Tasane (YT), Vice President  
 Dr. Yvonne Bergmans (ON), Secretary  
 Corey Cadeau (NS), Treasurer  
 Christa Baldwin (NB)  
 Owen Stockden (AB)  
 Sheeba Narikuzhy (ON)  
 Erin Dixon (ON)  
 Dr. Juveria Zaheer (ON)  
 Veronica Marshall-Bernard (NS)  
 Aly Raposo (MB)  
 John Rice (Interim) (ON)

We would also like to recognize  
 the contributions of recent  
 past Board Members:  
 Amélie Gauthier (QC)  
 Amelia Curran (NL)  
 Winnie Li (ON)

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



Nancy Parker  
 CASP Board President



Ben Leikin  
 CASP Board Vice President



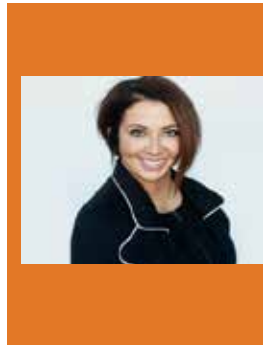
Tiffanie Tasane  
 CASP Board Vice President



Corey Cadeau  
 CASP Board Treasurer



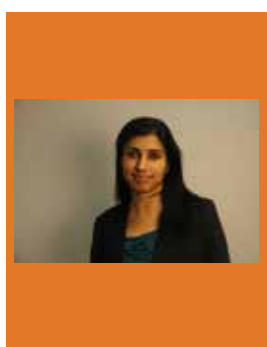
Dr. Yvonne Bergmans  
 CASP Board Secretary



Christa Baldwin  
 CASP Board Director



Owen Stockden  
 CASP Board Director



Sheeba Narikuzhy  
 CASP Board Director



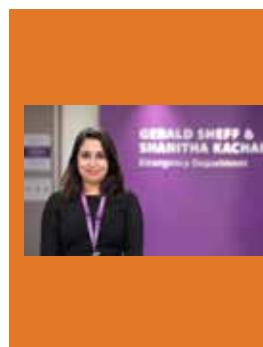
Veronica Marshall-Bernard  
 CASP Board Director



John Rice  
 CASP Board Director  
 (Interim)



Erin Dixon  
 CASP Board Director



Dr. Juveria Zaheer  
 CASP Board Director



Aly Raposo  
 CASP Board Director

## Envisioning a Canada without Suicide



### Stay In Touch

PMB #619  
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613-702-4446



[www.suicideprevention.ca](http://www.suicideprevention.ca)



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### 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

[www.suicideprevention.ca](http://www.suicideprevention.ca)



### Advocacy

For the last 35 years, the Canadian Association for Suicide Prevention (CASP) has been an advocate for suicide prevention, envisioning a Canada without suicide..



### Communication

Some of the avenues pursued by CASP to communicate and advocate include advocacy around front -line support of those impacted by suicide, calls to action for improved resources and integrated approaches to mental health.



### Education

CASP promotes awareness of the crisis of suicide and the importance of mental health, through various initiatives such as World Suicide Prevention Day, and International Day for People Impacted by Suicide Loss.

