

# 2017-18 IMPACT REPORT



THE PSYCHOLOGY  
FOUNDATION  
OF CANADA

LA FONDATION  
DE PSYCHOLOGIE  
DU CANADA



## From The Founding Chair

The Psychology Foundation of Canada works to realize a psychologically healthy Canada. In fact, we'd like to help make Canada the healthiest country in the world. As a national organization we create practical programs to help children thrive and become confident, and productive adults. We help children establish the essential building blocks for healthy, happy futures. We give parents, teachers and caregivers strategies to build children's resiliency skills to deal with the everyday stresses of life that affect learning and health.

Throughout our history, we have had strong teams of trustees, volunteers and partners who share their time and expertise monitoring community needs, and identifying emerging social changes affecting the mental health of Canadians. We thank them for their tremendous help. Our success is due to their commitment to provide creative and effective programs.

We also thank our thousands of delivery partners who reach Canadians in their local communities.

We are greatly indebted to the many corporations, foundations, government organizations and individuals who contribute resources and funds to keep The Foundation moving forward. We thank you all for making our work so successful, promoting the mental fitness of Canadians everywhere.

We are proud to share our extraordinary researchers and experts with those from the education, health, government and social service sectors who share our conviction. We believe it is crucial to start early in life to promote healthy infant and child development and thereby create the healthy habits that last a lifetime. Healthy children grow up to be healthy, happy and productive adults. They make for a healthy society.

On behalf of The Psychology Foundation of Canada, we would like to extend a sincere thank you to all our sponsors, supporters and volunteers for their commitment to the wellbeing of our children and families.



*Eric Jackman*

Dr. Eric Jackman  
FOUNDING CHAIR

## From The President

Dear Friends and Supporters of The Psychology Foundation of Canada,

Thank you for your commitment to promoting the mental wellbeing of our children. The generous contributions from our corporate donors, foundations, breakfast sponsors and individual donors has allowed us to continue to impact more children and their families with our evidence informed, proven parenting and stress management programs. Thank you again for helping our children to thrive and become confident and productive adults.

Your support has allowed us to:

- Work with more indigenous and newcomer families with our Make the Connection and Kids Have Stress Too! programs in Northern New Brunswick and throughout Ontario;
- Reach and impact high school students throughout Canada with our new Stress Lessons: Tools for Resiliency Program;
- Engage youth mentors through partnerships with other like-minded organizations to help children identify and manage their stress;
- Expand community access to all our psychologically-based programs and resources at minimal to no cost to our partners.

We would also like to recognize and thank our devoted supporters, volunteers and community partners who make it possible for us to advance our mission of nurturing resilience in children. Among them are members of our program committees, our Advisory Board of leading Canadian psychologists, and my fellow members of the Board of Trustees all of whom support our mission with our time, our expertise, and our financial support. Their trust, confidence and strong belief in our mission makes possible all that we do.

Our appreciation and thanks also to our Executive Director Judy Hills and her strong and devoted team. Their expertise and dedication ensure that more children and their families benefit from our programs and resources.



*Harriet Lewis*  
Harriet Lewis  
PRESIDENT (PAST)



*Mark L.D. Smith*  
Mark L.D. Smith  
PRESIDENT

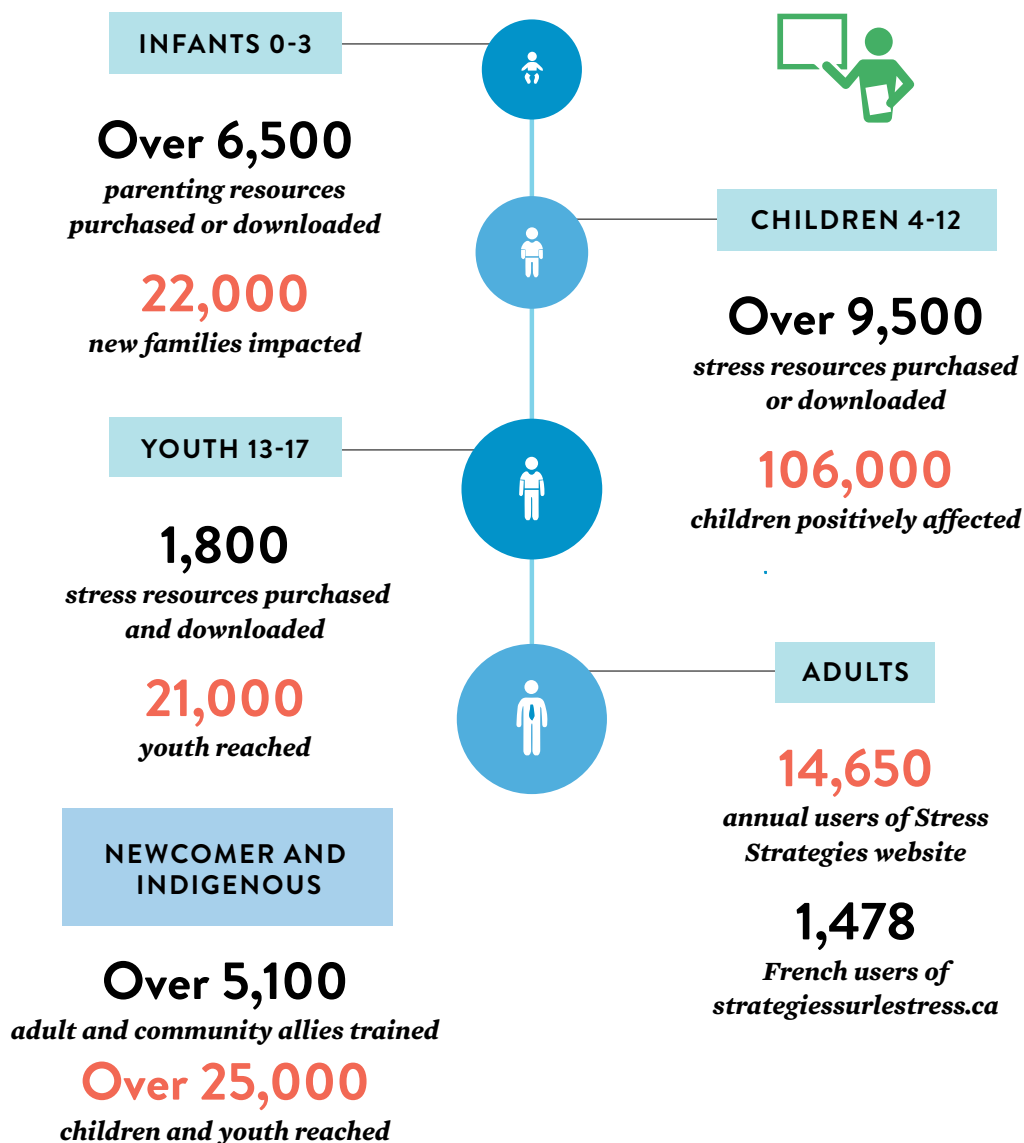
We look forward to your continued support and for providing our children with the foundation and skills they need to thrive emotionally.

**We nurture  
resilience in  
children.**

**Research is clear – having one caring adult in a child's life increases the likelihood they will flourish.** For over 40 years, The Psychology Foundation of Canada has been empowering the significant adults in a child's life to positively impact their mental wellbeing. We develop and deliver psychological knowledge, expertise, tools, and resources that help kids thrive emotionally throughout all stages of their lives. Our suite of research-based, evaluated programs are used across Canada in the education, social service, health and business sectors to provide adults the right tools to help children thrive emotionally.



## 2018 success: snapshot



## Key highlights

### Make the Connection

- Research, published by the Journal of Reproductive and Infant Psychology, proves effectiveness in promoting positive parent-to-infant attachment
- Cultural adaptation to meet needs of the Mi'kmaq and Maliseet families in New Brunswick

### Kids Have Stress Too!

- Provincial health units and school districts widely embracing program
- Presented at Canadian Mental Health Association Quebec Division and Montreal Branch
- New partnership with provincially-mandated Saskatchewan Prevention Institute

### Stress Lessons

- Launched *Leçons sur le stress : Outils de résilience pour les élèves du 2e cycle du secondaire*
- Trained youth mentors through Jays Care Foundation, Maple Leaf Sports and Entertainment and UNITY Charity

### Indigenous and Newcomer support of Make the Connection and Kids Have Stress Too!

- All staff at Punjabi Community Health Services trained
- Matawa Educators working in remote fly-in communities trained

## Connections for Life

Parenting matters! The parent-child relationship is the foundation for all areas of child development – it's the template for all future relationships and prepares children for independence and becoming productive members of society.

**A secure relationship is the greatest gift a parent can give a child.**

The *First Three Years* – *Make the Connection* program equips parents with skills to understand and respond consistently to the feelings behind their baby's behaviour during the critical first three years. *Parenting for Life* materials promote healthy attachment relationships during childhood, preteen and teen years. Together these programs ensure parents show their child, through their responses, that close family relationships are valuable, predictable, safe, and readily attainable. The Psychology Foundation (PFC) trains professionals in community agencies and organizations across Canada who make sure our important messages reach thousands of parents and their children annually.

PFC's parenting programs and materials have particular relevance for many marginalized families, including indigenous, whose history of disrupted parenting is well documented as well as newcomer families, who often face poverty and isolation. For this reason, we continue to collaborate with professionals in these communities and exchange our information and experience.



**“I am truly excited to join this select group of professionals within Toronto Public Health and across Canada”**

Michelle Sutherland, New Make the Connection Master Trainer for Toronto Public Health



PARENTING  
FOR LIFE

## Program Sponsors/Funders



Kopas Family Foundation



JACKMAN FOUNDATION



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### HIGHLIGHTS

- **Academic Study Confirms the Effectiveness of Make the Connection.** A newly published study shows that *Make the Connection* program (MTC) is effective in promoting positive parent-to-infant attachment, and the authors recommended that public health officials should consider including MTC in initiatives that target parenting skills. The research, published online in August by the *Journal of Reproductive and Infant Psychology*, was led by Amy O'Neill, a PhD student at Queen's University, in Kingston. In the study, 180 mothers of three to eight-month-old infants were assigned to either an experimental group, which took the 9-session MTC program, or a waitlist control group who could take part MTC when their babies were older.
- **Development of E-learning module underway to reach more professionals working with infants and toddlers.** Thanks to a generous donation from Axia (Victoria and Stuart Lazier), more families will benefit from attachment theory essentials of MTC.
- **MTC 0-1 manual and training guide revised and updated.** Facilitator's guide and training, last updated in 2009, has been updated with new emphasis on brain development, the importance of parent-infant 'co-regulation' as a foundation for 'self-regulation' and new ideas for parent discussions generated from our network of Master Trainers.
- **Cultural Adaptation of MTC 0-3 for New Brunswick Indigenous families.** New Brunswick North Shore Micmac District Council invited PFC to participate in a "Cultural Adaption session" to adapt MTC 0-3 to meet the needs of the Mi'kmaq and Maliseet families in New Brunswick.
- **Spanish Translation of MTC 0-3 is currently being completed** by Beatrice Traub-Werner and Elizabeth Morley to support the over 500,000 Spanish speaking Canadians and is dedicated to the late Kari Morley Alvarado.



## Kids Have Stress Too!

*Kids Have Stress Too!®* (KHST!) is a universal primary prevention program to provide parents, caregivers, educators and other child-serving professional with the awareness, knowledge and skills to help children become more resilient and healthier by learning to manage their stress. The programs help parents and those working with children to better understand childhood stress and how to provide children with age appropriate tools to help them deal with stress effectively.

### HIGHLIGHTS

- Provincial Health Units and school districts widely embracing and using program.
- Renfrew County widely trained to be Designated Trainers in both health and education sectors.
- Trained youth mentors with Jays Care Foundation and Maple Leaf Sports and Entertainment's LaunchPad.
- 2 new French Designated Trainers in Quebec.
- 13 new Designated Trainers in Saskatchewan in partnership with the provincially-mandated Saskatchewan Prevention Institute.
- 8 new Alberta based Designated Trainers in partnership with the provincial Parent Link Centre network (who identified KHST as their NUMBER ONE priority to invest in/offer)
- 6 new Northern British Columbia Designated Trainers in an ongoing partnership with the Northern Region of the Child Care Resources and Referral Network



## Program Sponsors/Funders

### Lead Sponsor



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## NEW Stress Lessons: Tools for Resiliency (Grades 9-12)

### Helping students thrive!

*Stress Lessons: Tools for Resiliency* is a resource package full of psychologically sound methods and strategies designed to help teens develop resilience. With components for teachers, educational partners, parents and caregivers, it provides a comprehensive approach to supporting the development of positive stress management, problem solving and coping techniques in teens.

This new resource features:

- Five curriculum linked stress lessons
- Student-led culminating event: Stress Conference
- Tools and resources for counsellors and administrators
- At-home resources: Parent/Caregiver Tip Sheets

### HIGHLIGHTS

- Launched English resource in January 2018 and conducted webinar with over 100 educators in English Canada.
- Launched French version in September 2018.



Let's learn  
how to deal  
with stress.



## Program Sponsors/Funders



JACKMAN FOUNDATION

## Pathways to Resiliency

The Psychology Foundation of Canada received a 3-year grant from the Ontario Trillium Foundation to grow our existing *Kids Have Stress Too! (KHST!)* and *Make the Connection (MTC)* programs to reach more indigenous and newcomer families in Ontario. The overall objective of the “Pathways to Resiliency” project is to support the positive development of children and youth by reaching parents, caregivers and others working with children to provide them with the tools to help their children to get off to the best start possible and equip them to build their resiliency skills to last a lifetime.

### “This training is ESSENTIAL for all First Nations’ schools”

Workshop participant from Matawa Education

The project is using a “train the trainer” model, combined with mentoring and online support, to build capacity in indigenous and newcomer communities. We are working with early years professionals, teachers, social workers and others who support parents to provide tools and strategies that will help them foster and enhance children’s mental health. Both programs have long histories of being shared with and used within indigenous and newcomer communities, and learning from past trainings and mentoring activities will inform the implementation of the current project. We are working with local partners to ensure that the content and approach reflect the history, culture and needs of both indigenous and newcomer families to address the unique challenges they face. Our goal is to build capacity by providing training and support to local community leaders and program champions who will sustain the programs.

**ALL Matawa participants stated they learned skills that would impact their practice and said they would recommend a similar workshop for future conferences**



#### HIGHLIGHTS

Trained over 5,000 parents, caregivers and others working with children to impact over 21,000 children and youth through the following partnerships:

- Punjabi Community Health Services supporting a large newcomer population in the Greater Toronto Area;
- Right to Play Community Mentor Training with youth members of remote fly-in communities across the Northern Ontario;
- Matawa Education with educators working in remote fly-in communities;
- Ontario Early Years Centres across the Greater Toronto Area;
- Tkinagan Child Welfare agency serving First Nations communities;
- Ontario Native Education Counsellors from First Nations communities across Ontario;
- Jays Care Foundation held in collaboration with Toronto Public Health for camp counsellors working children from Ontario Housing;
- Kwayaciiwin Education Resource Centre (KERC) for on-reserve schools in remote fly-in communities in Northern Ontario.

### Program Sponsors/Funders





## Stress Strategies

Stress Strategies is a free online resource to help Canadians build their resiliency to effectively manage stress. With support from Pfizer Canada and Great-West Life Assurance Company and the GWL Centre for Mental Health in the Workplace, Stress Strategies empowers users to explore the sources of their stress and develop their own customized plan for managing the stressor.

### HIGHLIGHTS

- 14,650 annual users of Stress Strategies website
- 1,478 French users of strategies sur le stress website
- 89% are new visitors to the site
- PFC's Workplace Committee conducted a survey with over 1,100 Canadian working parents to determine top concerns. The results are being used for new program development.



## Program Sponsors/Funders



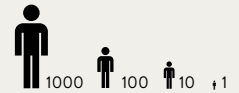


# PFC's Trainers and Facilitators across Canada 2008-2018

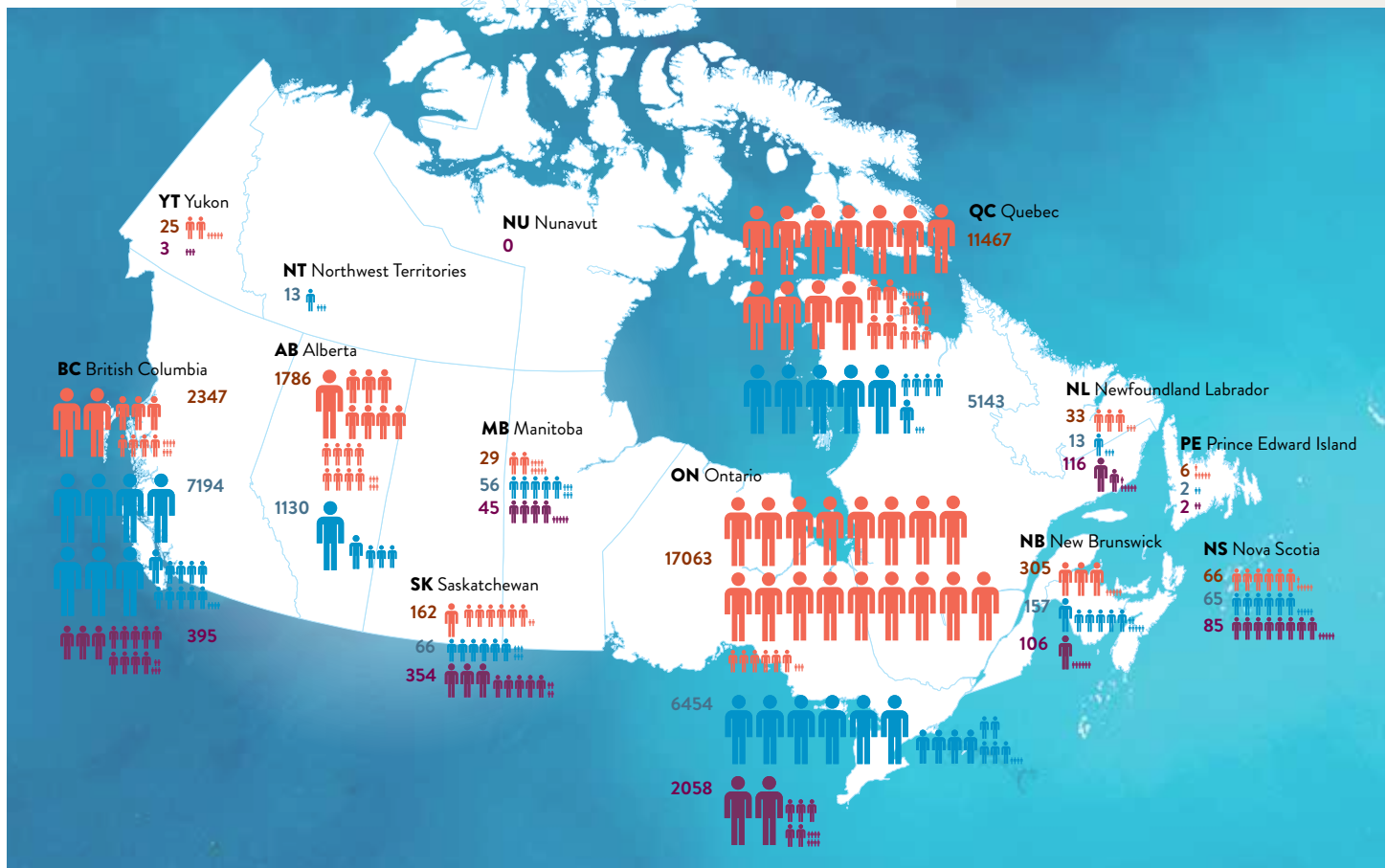
National expansion supported by



## LEGEND



- Kids Have Stress Too! Preschool and Parent
- Kids Have Stress Too! Grade 1-3, 7-9 & Stress Lessons
- First Three Years - Make The Connection



## PFC by the numbers

**10,000+**

Number of social service agencies registered in PFC database

**17,953**

Number of people who attended workshops for Kids Have Stress Too!® Program

**3,250+**

Number of Kids Have Stress Too! downloaded this year

**2M**

Number of Parenting For Life booklets and tip sheets distributed across Canada

**35,000+**

Number of Stress Lessons Guides distributed across Canada

**15,000+**

Users of stress strategies

## We're Out There...

**Presentations, workshops and attendance at conferences provide the opportunity to promote programs and raise awareness about PFC and its mandate. This past year, staff and volunteers participated at:**

- British Columbia Early Years Conference
- British Columbia Provincial Schools-centre Mental Health Conference
- British Columbia Teachers' Federation Super Conference
- Canadian Association of Paediatric Health Centres Conference
- Canadian Mental Health Association Quebec Division and Montreal Branch
- Children's Mental Health Ontario
- Children and Youth Mental Health Coalition
- Congrès de la Fédération des parents du Québec
- Congrès mondiale "Violence à l'école et politiques publiques"
- Dorothy Hill Symposium
- Education Research and Development and Innovation Conference
- Lancement de la semaine nationale de la santé mentale
- Nanaimo, British Columbia Early Years Conference
- Ontario Healthy School Coalition and Canadian Association of School Health
- Ontario Native Education Counsellors Association Conference
- Shaping the Future, Lake Louise, Alberta Conference
- University of British Columbia Early Years Conference



*Top to bottom:  
Bill Hogarth ERDI,  
Cindy Andrew PFC,  
Michael Lee ERDI;  
Make the Connection  
Workshop Attendees;  
Kids Have Stress Too!  
Workshop Attendees.*

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# Awards

## PFC - CPA AWARDS

The Psychology Foundation of Canada and the Canadian Psychological Association congratulate the recipients of the 2018 Student Research Grants

### 2018 Student Research Grants

**SUSAN YAMAMOTO / Carleton**

*Juror Decision-making and Mixed-Race Defendants: Essentialism and Bias Reduction for Persons*

**DANIELLE RICE / McGill**

*Establishing the Comparative Effectiveness of Psychosocial Interventions for Persons Receiving Opioid Agonist Therapy for Opioid Use Disorder*

**JING (JENNY) WEN LIU / Ryerson**

*Identifying Resilience in a Multicultural Community: Building a Multisystem Model of Resilience*

**ALISON TRACY / UBC**

*Stress and Resilience*

**KALEE DEFANCE / Queen's**

*Changes in Emotion Regulation Strategy use and success across adolescence: exploring the role of perceived stress and relationship quality*

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### Dr. Harvey and Grace Brooker Education Fund

Dr. Harvey Brooker passed away in October, 2017 leaving behind a legacy of teaching, mentoring and the development of psychology as a leading profession in Canada.

To honour his memory and passion to help students, Dr. Brooker's family have established an Education Fund (administered by The Psychology Foundation of Canada) to support travel expenses for students at Canadian universities.

## PFC AWARDS

As a volunteer driven organization, we appreciate the dedication of our partners and supporters and would like to acknowledge the following recipients for their outstanding commitment:

### Major Contributions to PFC

This award honours those who have made significant contributions to the work of The Psychology Foundation of Canada.

**CATHY BACKMAN**

For leadership as President, development of the Breakfast event, Past President and chairing Nominating Committee

**VICTORIA LAZIER**

For program development (Both KHST! and MTC) and fundraising

**DR. LOUISE HARTLEY**

For leadership on Stress Strategies project and chairing Workplace Committee

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### Community Partnership Award

**GAIL MASON / British Columbia**

Provided leadership in supporting the rollout of KHST! in northern BC via the CCRR network.

**PARENT LINK CENTRES / Alberta**

Embedding the KHST programs in their key network in Alberta

**EDUCATION AND RESEARCH AND DEVELOPMENT CORP. (ERDI)**

For leadership in advancing the development, promotion and implementation of PFC programs and /or resources in local school districts and communities.

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### Media Award

**CBC PARENTS**

For posting the articles, promoting PFC and coming to PFC for media interviews.

# Thank you

*Thank you to our many volunteers,  
sponsors and donors for your generous  
support in helping promote our children's  
mental wellbeing.*

## HONORARY ADVISORY COUNCIL

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### Associate Executive Director

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### Fundraising, Marketing, Communications Assistant

Katherine Ihl B.A.

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### Program Manager,

*Make the Connection, Parenting for Life*

Barbara MacKay Ward M.Ed.

### Regional Consultant, Western Canada

Cindy Andrew B.P.E., B.Ed.

### Regional Consultant, Québec

Paule Giguère B.Sc.

### Regional Consultant, Atlantic Canada

Margie Fowler

### Program Manager

Catherine Willinsky M.A.

### Lead Trainer KHST

Anne Murray M.Ed.

### Lead Trainer MTC

Claire Watson M.Sc., R.P.

## AWARDS COMMITTEE

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Dr. Eric Jackman

Dr. Steven Stein

## PFC CPA AWARDS SUB-COMMITTEE

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Dr. Yvonne Bohr

Dr. Anna Beth Doyle

Dr. Timothy Hogan

Dr. Louise Hartley

Dr. Nasreen Khatri

Richard Hohn

### Additional Reviewers: Dr. Robin Alter,

Dr. Yvonne Bohr, Dr. Andrew Chapman,

Dr. Ester Cole, Dr. Adam McCrimmon,

Dr. David Mykota, Dr. Kelly McShane,

Dr. Julaine Brent, Dr. Harvey Skinner,

## NOMINATING COMMITTEE

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Harriet Lewis (Chair June 2018)

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Dr. Steven Stein

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Brooke Serpell (AU)

Mary Stewart (AB, BC)

Claire Watson (ON)

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**2018 – Members as of September 2018**

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Mary Stewart

Gabriela Frigerio

Valerie Sterling

Cindy DaCosta

Brittany Jamieson

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Phyllis Kornder

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### Chair, Dr. Louise Hartley

Dr. Liane Davey

Nancy DuBois

Dr. Nasreen Khatri

Dana Mandowsky

Suzanne Park

Georgia Rennick

Don Smith

## WE SAY A FOND FAREWELL TO THESE RETIRING

### BOARD MEMBERS:

Cathy Backman – 2010-2018

### (Past President)

Dr. Yvonne Bohr – 2016-2017

Dr. David Day – 2015-2018

Mary Lou Gossage – 2012-2018

Dr. Louise Hartley – 2012-2018

Dr. Nasreen Khatri – 2012-2018

Nancy Shepherd – 2014-2018

### (Treasurer)

## A SPECIAL TRIBUTE TO:

**Chair,** Claire McDerment –

1997 – 2018, Kids Have Stress Too!

## RECOGNITION AND

### ACKNOWLEDGMENT TO:

Peter Giddens- McMillan LLP :

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Cundari: communication agency

Linda Rapini Creative: designer

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**Thank you for helping us to nurture mental  
wellbeing and resilience in our children.**

**Show your continued support by volunteering  
or through donations.**

**Contact us at: [info@psychologyfoundation.org](mailto:info@psychologyfoundation.org)**



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# 2017 Breakfast of Champions 13th annual



## Thank you to our generous 2017 sponsors

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Claire McDerment  
Ontario Psychological Association  
Dr. Zofia Radziuk  
The Bishop Strachan School  
Nancy Shepherd  
Dr. Harvey Skinner  
Harriet Stairs

# Financial Overview

## STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31

	2017			2016		
	General Funds	Jackman & Endowment Funds	Total	General Funds	Jackman & Endowment Funds	Total
<b>ASSETS</b>						
Cash and short-term deposits	\$102,575	\$ -	<b>\$102,575</b>	\$85,048	\$ -	<b>\$85,048</b>
Accounts receivable	35,486	2,544	<b>38,030</b>	79,601	1,428	<b>81,029</b>
Interfund receivable	25,302	-	<b>25,302</b>	15,442	-	<b>15,442</b>
Prepaid expenses	12,923	-	<b>12,923</b>	13,942	-	<b>13,942</b>
Booklets inventory	85,046	-	<b>85,046</b>	86,632	-	<b>86,632</b>
	261,332	2,544	<b>263,876</b>	280,665	1,428	<b>282,093</b>
Guaranteed investment certificate	-	10,655	<b>10,655</b>	-	10,452	<b>10,452</b>
Marketable securities	-	1,180,525	<b>1,180,525</b>	-	1,157,730	<b>1,157,730</b>
	<b>\$261,332</b>	<b>\$1,193,724</b>	<b>\$1,455,056</b>	<b>\$280,665</b>	<b>\$1,169,610</b>	<b>\$1,450,275</b>
<b>LIABILITIES</b>						
Accounts payable & accrued liabilities	\$58,664	\$ -	<b>\$58,664</b>	\$44,523	\$ -	<b>\$44,523</b>
Interfund payable	10,655	25,302	<b>35,957</b>	-	15,442	<b>15,442</b>
Deferred revenue	233,392	-	<b>233,392</b>	198,975	-	<b>198,975</b>
	302,711	25,302	<b>328,013</b>	243,498	15,442	<b>258,940</b>
<b>NET ASSETS</b>						
Externally restricted	-	1,168,422	<b>1,168,422</b>	-	1,154,168	<b>1,154,168</b>
Unrestricted	(41,379)	-	<b>(41,379)</b>	37,167	-	<b>37,167</b>
	(41,379)	1,168,422	<b>1,127,043</b>	37,167	1,154,168	<b>1,191,335</b>
	<b>\$261,332</b>	<b>\$1,193,724</b>	<b>\$1,455,056</b>	<b>\$280,665</b>	<b>\$1,169,610</b>	<b>\$1,450,275</b>

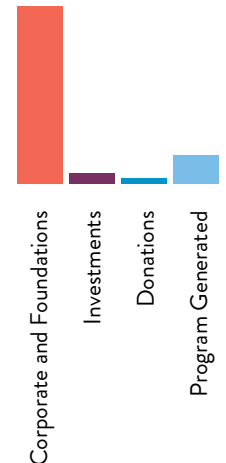
## STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31

	2017			2016		
	General Funds	Jackman & Endowment Funds	Total	General Funds	Jackman & Endowment Funds	Total
<b>REVENUE</b>						
Donations, grants & sponsorships	\$652,813	\$ -	<b>\$652,813</b>	\$652,217	\$ -	<b>\$652,217</b>
Program generated	108,949	-	<b>108,949</b>	108,647	-	<b>108,647</b>
Gain on marketable securities	-	40,617	<b>40,617</b>	-	103,815	<b>103,815</b>
Other investment income	-	27,365	<b>27,365</b>	-	27,677	<b>27,677</b>
	761,762	67,982	<b>829,744</b>	760,864	131,492	<b>892,356</b>
<b>PROGRAM-RELATED INVESTMENTS IN MENTAL HEALTH</b>						
Program support & admin	810,772	-	<b>810,772</b>	775,654	-	<b>775,654</b>
Fundraising	56,685	-	<b>56,685</b>	82,075	-	<b>82,075</b>
Investment expenses & other	-	13,868	<b>13,868</b>	-	13,608	<b>13,608</b>
	867,457	13,868	<b>881,325</b>	857,729	13,608	<b>871,337</b>
(Deficiency) excess of revenue over expenditures	\$(105,695)	\$54,114	<b>\$(51,581)</b>	\$(96,865)	\$117,884	<b>\$21,019</b>

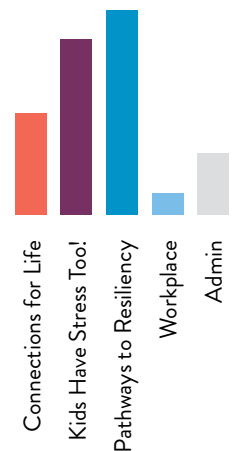
## STATEMENT OF CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31

	2017			2016		
	General Funds	Jackman & Endowment Funds	Total	General Funds	Jackman & Endowment Funds	Total
Net assets, beginning of year	\$37,167	\$1,154,168	<b>\$1,191,335</b>	\$136,521	\$1,048,895	<b>\$1,185,416</b>
(Deficiency) excess of revenue over expenditures	(105,695)	54,114	<b>(51,581)</b>	(96,865)	117,884	<b>21,019</b>
Awards and related program costs	(12,511)	(200)	<b>(12,711)</b>	(15,000)	(100)	<b>(15,100)</b>
Investment income and Interfund transfers	39,660	(39,660)	<b>-</b>	12,511	(12,511)	<b>-</b>
	<b>\$(41,379)</b>	<b>\$1,168,422</b>	<b>\$1,127,043</b>	<b>\$37,167</b>	<b>\$1,154,168</b>	<b>\$1,191,335</b>

## Sources of revenue



## Investments in mental health





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