



SCHIZOPHRENIA
SOCIETY OF ALBERTA

2021 - 2022 ANNUAL REPORT



ABOUT THE SSA

OUR MISSION

To improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy and research.

OUR VISION

We are a cohesive provincial organization known to deliver quality programs and services related to schizophrenia with the ability to help and influence.

Since 1980, the Schizophrenia Society of Alberta has been supporting individuals and families affected by schizophrenia and related disorders through peer support, educational programs, and advocacy. Our programs and services are available in person at our 6 branch locations, over the phone, and online, at no cost.

SSA also owns and operates 3 supportive housing facilities in Red Deer and Edmonton which are home to 55 individuals living with severe mental illness, who were homeless or at risk of homelessness.

SUPPORT

ADVOCACY

INCLUSION

Our goal is to ensure that everyone living with schizophrenia and psychosis has the supports they need to lead a meaningful and fulfilling life, regardless of race, ability, gender expression and identity, sexual orientation, religion, or other considerations.

A MESSAGE FROM OUR PROVINCIAL EXECUTIVE DIRECTOR

Each year the SSA faces challenges and celebrates successes, never losing focus of our commitment to support Albertans affected by schizophrenia. This year was no exception, as we navigated restrictions due to the covid-19 pandemic and continued to offer support for those living with schizophrenia and their families.

Although all of our programs were offered online, we were still able to provide support to over 16,718 individuals and reached 82 different communities.

For over 40 years the SSA has provided a safe and supportive place for our clients, while enhancing our programs and services to stay current and meet their needs. This year we extended our Family Support and introduced a new program for youth, called We Care Too! The program is designed specifically for youth who have a parent or sibling living with schizophrenia. They can meet others who understand and share similar experiences, providing hope that they are not alone. Although numbers are lower than anticipated, we recognize that school closures and covid has impacted our ability to promote this program effectively.

Our programs experienced significant growth despite covid restrictions. SSA's Family Support programs increased by 33% since 2021, and Family Recovery Journey, typically offered twice per year was presented ten times in 2021.

On May 25, 2021 in recognition of World Schizophrenia Day, we hosted our Strides of Hope Walk virtually again due to the pandemic. Participants from across the province shared their messages and photo's on social media to help increase awareness of schizophrenia and reduce stigma in our communities. I am grateful to everyone who participated!

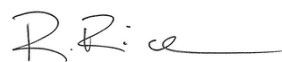
October was an exciting month and we kicked off our 2021 "See Me, Not My Illness" Annual Fundraising Campaign at Production World Inc.

It was a pleasure partnering with their team and I am thankful for the support throughout the evening. All that attended were inspired by Sheldon Kennedy, former NHL player and mental health advocate and SSA's own Leif Gregerson, as they shared their personal journey of recovery and hope for those living with mental illness. We are very grateful for both of them sharing their stories with us. Following the campaign kickoff we partnered with Auction Place Ltd. for the second year in a row to host an online auction, which was a huge success. I am pleased that we almost reached our fundraising goal of \$125,000 despite the economic climate in Alberta. I extend my sincere thanks to all who participated in the kickoff event and campaign. We can't do it alone!

It has been my privilege to lead our dynamic and dedicated team across the province through these challenging times and I commend each of you for your contributions made to provide excellent programs and services for our clients. A special shout out to all of the housing staff for being so adaptable and flexible to accommodate the many Chief Medical Officer of Health orders throughout the year. I know it was not easy for the team or tenants.

I am very grateful for our funders, donors, volunteers and stakeholders. As well as my Board of Directors for the dedication, expertise and passion you bring to SSA.

In closing, I am honored to have served as Provincial Executive Director of the SSA for the past 12 years. I have learned so much from our clients, hearing about their personal life stories and living with schizophrenia or a related disorder. Thank you for inspiring me and working together to end stigma and discrimination, replacing it with kindness and respect.



Rubyann Rice
SSA Provincial Executive Director



YEAR AT A GLANCE



3,874

hours SSA spent directly supporting families that are affected by schizophrenia and related disorders.



4,458

people reached through **201** Community Education Presentations that were held across the province.



16,718

people served through our Family and Peer Support programs.



11

Yes 2 Me scholarships awarded to Alberta students living with schizophrenia, through the financial support of the Alliance of Otsuka and Lundbeck.



633

People attended SSA's Online Educational Speakers Forum's.



82

different communities reached this past year through our programs and services.

WHAT OUR CLIENTS ARE SAYING

"I am so glad I called the SSA. I have been feeling so alone in dealing with my son's diagnosis but after speaking with you, I am feeling a lot better and more hopeful for my sons recovery." - **Family Support Participant**

"My uncle had schizophrenia and died by suicide. Seeing this presentation helped me understand him in ways I wish I would have when he was still here with us. Its programs like this that help people have a better understanding of severe mental health disorders." - **Community Education Presentation audience member**

"The Schizophrenia Society of Alberta has been a great help to me. Having a community of people to talk to, I had no idea this existed. For years I've felt very alone with schizophrenia and it has made a huge difference in my life, to meet others who have it (through SSA). I really look forward to these groups."

-**Peer Support Group Participant**

"I am capable of doing so much with my life than I ever could have imagined in the past... Kentwood changed my life."

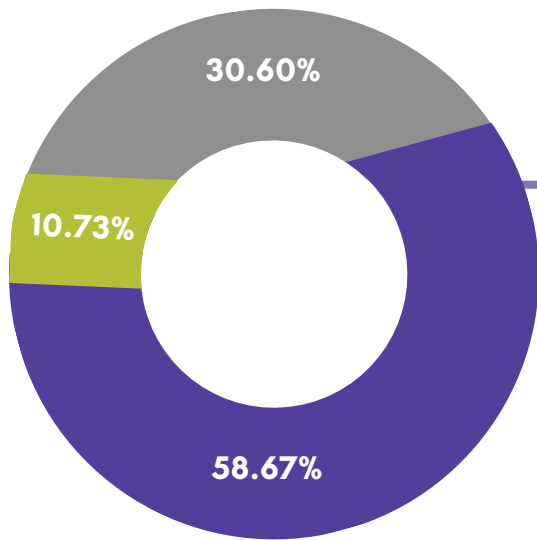
- **Tenant at Kentwood Place**

"I finally have an answer to that dreaded question - *what do you do for a living?*"

- **SSA Supportive Employee**

"The Yes 2 Me Scholarship award comes at a time when I have been working at getting my life back in order again, after a long period of being adversely affected by having Schizoaffective disorder. The disorder is such, that you come to believe things about the world and yourself, that just are not authentic or true. It is a long road to find the real world again, and the real you. I feel very grateful that the scholarship puts new energy into the process of joining my community again, in a way that I can be useful." - **Yes 2 Me Scholarship Recipient**

FINANCIAL SUMMARY

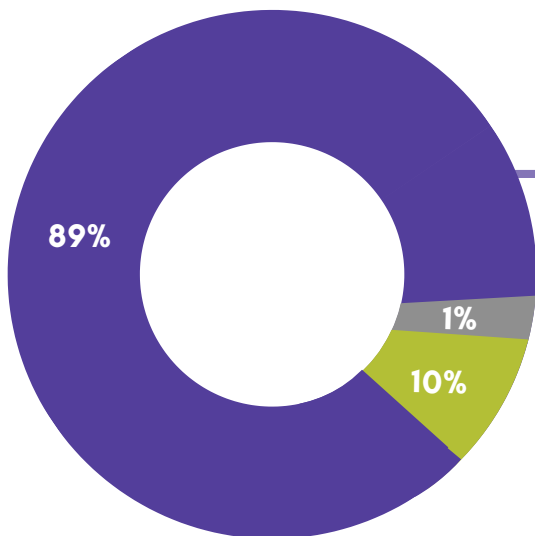
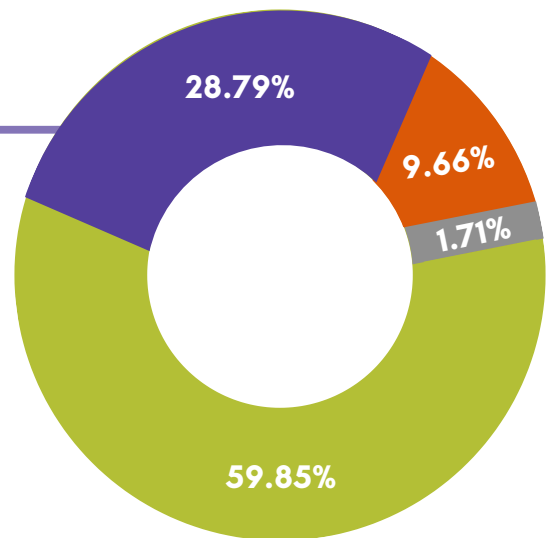


REVENUE

- Grants
- Fundraising
- Other Revenue

REVENUE FROM GRANTS

- Alberta Health Services
- Homeward Trust
- United Way
- Other



EXPENSES

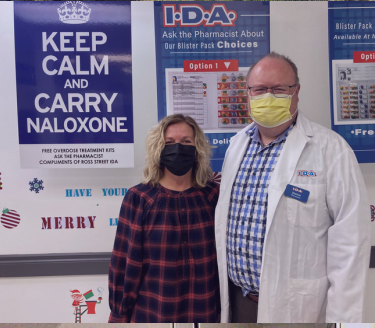
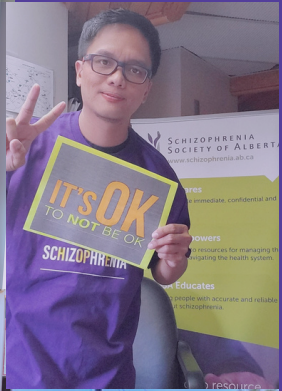
- Support Programs and Community Education
- Administration
- Fundraising

CURRENT FUNDERS



2021/2022 SPONSORS





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