



# ANNUAL REPORT 2024/2025

**MiND-AID**

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# OUR MISSION, VISION AND VALUES

## MISSION

Assisting young people (and guardians) in navigating and obtaining care and resources related to mental health and wellness, while providing psychoeducation to build a more supportive community in Muskoka.

## VISION

A community where all young people have clear pathways to all they need to have healthy and hopeful minds.



# OUR TEAM

## Staff



**Jody North**

Executive Director



**Mariko Fletcher**

Navigator



**Andrea Sibbick**

Part-time Navigator/Support



**Desarae Doolittle**

Part-time Admin



**Taylor Marshall/Dan Collins**

Part-time Hub Coordinator



**Suzanne Corby**

Contract Nurse Practitioner

## Board of Directors

James Bowler, Chair

Ray Smith, Director

Myra Levy, Director

Ashley Loader, Director

Scott Morrison, Director

Sarah Ross, Director

## OUR SOCIALS & WEBSITE

@mindaidmuskoka

**facebook**

917 Followers

**Instagram**

1264 Followers

[www.MINDAIDMUSKOKA.com](http://www.MINDAIDMUSKOKA.com)

### New vs returning visitors



- New 96% • 3,070
- Returning 4% • 140

### Sessions by device



- Desktop 52% • 2,565
- Mobile 48% • 2,378
- Tablet 1% • 27

# OPERATING HIGHLIGHTS

This report covers a year of operation beginning April 1, 2024, and ending March 31<sup>st</sup>, 2025.

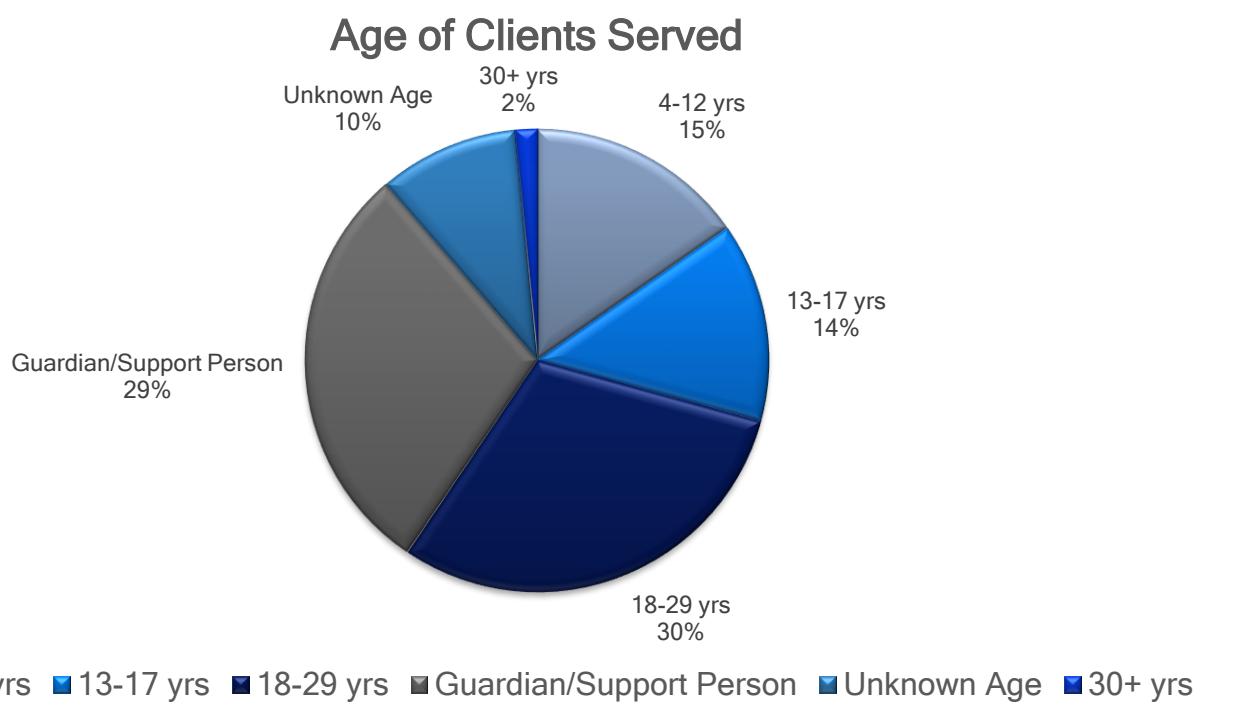
Our main areas this past year have been:

- 1) **System Navigation Service** - helping our clients to better understand and access the support/care they need, with a special focus on vulnerable youth who are experiencing life destabilization, negative coping behaviours, addictions, social ruptures, abuse and insecure housing or homelessness
- 2) **Mobile Youth Wellness Hub** - travelling integrated youth services
- 3) **Therapy Funding** - providing direct funds for our clients from our internal therapy fund & connections to funding through other sources
- 4) **PsychoEducation** - training youth/community in suicide intervention & mental health/awareness.
- 5) **MYVoice** - youth advisory team

## 1. SYSTEM NAVIGATION SERVICE

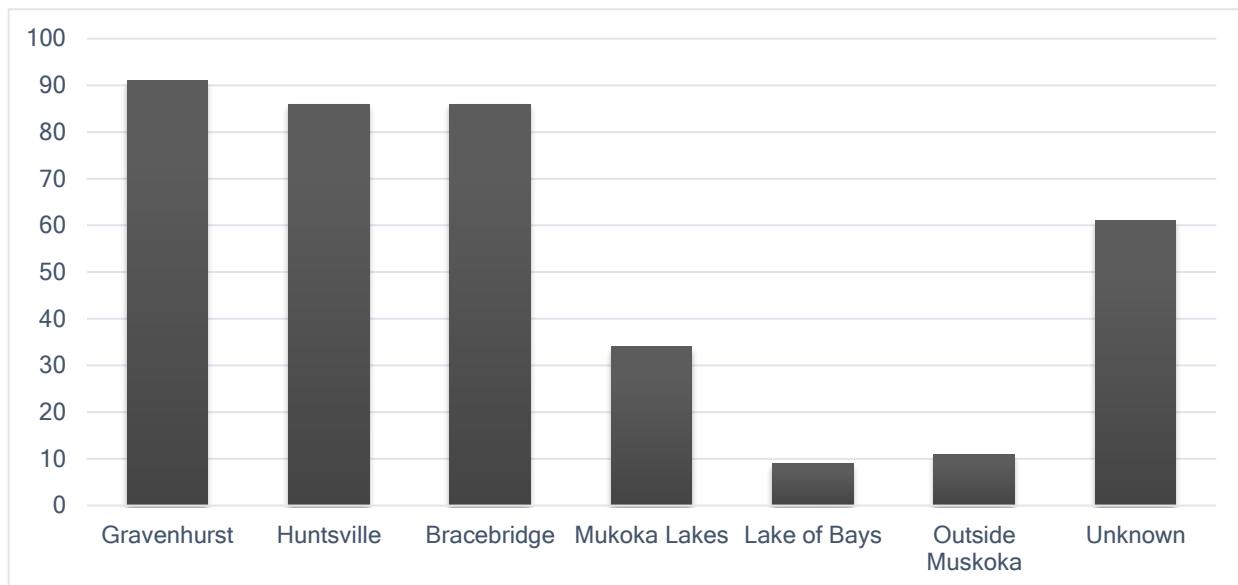
### Clients Served

During the 2024-25 year, we served a total of **523** people. 71% were young people, 29% were parents/guardians or other support people of young people. To date we have connected clients to over 100 unique service providers, resources and professionals. On average, we interacted with each client 26 times during service provision and 13 times with service providers on each client's behalf. The average age of clients was 18 years.



## From Across the District of Muskoka

Our service connected with clients in person, over the phone, by email and through text from across and around Muskoka. Below are the general areas clients reported living in.



## 2. MOBILE HUB – ON THE ROAD TO YOUTH WELLNESS



Thanks to significant funding from United Way Simcoe-Muskoka, the Dr. William S. Monk Community Health Care Development Fund, the Children's Foundation of Muskoka and the District of Muskoka, as well as the support of partners such as the Canadian Mental Health Association, MYVoice youth advisory, Food4Kids, and the Cottage Country Family Health Team, we were able to purchase and retrofit a large RV, to include a clinical room and hang out space, hire a part-time nurse practitioner and hub coordinator, purchase necessary equipment and supplies, and provide young people with fun activities and food. We launched the Mobile Hub in the fall of 2024 to introduce the program through a community event and several stops around the region, including local high schools.

### 3. THERAPY FUNDING

MiND-AID either funded young people directly in getting specialized therapy or found funding sources throughout the community to help. Our internal fund distributed \$15,755 in therapy dollars in the 2024-25 fiscal year, covering costs of over 150 therapy sessions for over 25 young people.



**Muskoka Victim Services**  
Victim Quick Response Program



**BOOST** Internet Child Exploitation Program



**Rotary Club of Gravenhurst**  
Child and Youth Mental Health Fund



We also applied to Gravenhurst Rotary to connect more youth with over \$58,820 in therapy dollars.

A partnership with the Children's Foundation of Muskoka allowed additional young people to access \$500 annually towards therapy.

We continued to refer victims of crime to Muskoka Victim Services and I.C.E. to access funding dollars and we also assisted Ontario Works recipients in understanding and accessing discretionary benefits towards therapy.

Therapy sessions covered were provided by 21 therapists, using modalities such as Talk, Horse, Art and Play to address issues related to Trauma, Behaviour Management, Codependency, Gender Transition, Addiction, and more.

### 4. PSYCHOEDUCATION

#### Staff Trainers

Our Navigator was also trained to deliver SafeTALK Suicide Awareness training.



#### Working with Schools

Mind-Aid visited area high schools with the hub, table displays and presentations designed to help students and parents better understand mental health and how to find help. We collaborated with school mental health counsellors and school nurses, to get students connected to support. Our team was also hired by the board to deliver workshops to parents in low income housing in the summer.

#### Community Events and Involvement

Our staff participated on our area Situation Table and sat on community tables or attended meetings for the Homelessness Sharing Table, Funding Partners Group, Domestic Assault Review Team Mental Health and Addictions Task Force, Transgender Task Force, Muskoka Drug Strategy, Huntsville Community Partners, Best Start Network, Right Time Right Care, Human Trafficking Coalition and the advisory committee of the Child & Youth Complex Mental Health System Review.

## 5. MYVoice



Our affiliated youth advisory committee, made up of local young people, contributed their perspectives and knowledge around mental wellness and guided the development of the new Mobile Youth Wellness Hub. The MYVoice (Muskoka Youth Voice) crew ran fundraising events, spoke with media and participated in recruiting/awareness events as well.



## FINANCIAL HIGHLIGHTS

Operation and Program funding for April 1, 2024 - March 31<sup>st</sup>, 2025 was provided through:

- Corporate Contributions \$16,817
- Government Funding \$25,035
- Service Clubs \$5,100
- Non-Profits \$248,738
- Fundraising Events \$12,300
- Individual Contributions \$118,037

A very special thanks to all the generous organizations & individuals who make it possible for us to support youth in need. It takes a village, and we are happy they are part of ours!



Club of North Muskoka



Blue Sky Foundation

Bill Fee

Grandview Benevolent Fund

Terry Nichols Fund

Kelly Project Management

Britton Orthodontics

Muskoka Landscapers

Coulson Bros Scow

BASK Pro Inc.

Muskoka Custom Building

Golden Pines Painting

McNair Electric

Framework Engineering Inc.

Tamarack North Ltd.

North Point Custom Homes

Mazenga Building Group North

Hammond Bus

Lynn Miller Insurance and Investments

# FINANCIAL STATEMENTS

**MIND-AID**  
**Statement of Financial Position**  
**March 31, 2025**

	2025	2024
	(Unaudited)	
<b>ASSETS</b>		
CURRENT		
Cash	\$ 250,557	\$ 244,892
Short term investments ( <i>Note 3</i> )	7,500	3,000
Accounts receivable, no allowance	35,514	7,880
Harmonized sales tax receivable	3,556	1,485
	297,127	257,257
CAPITAL ASSETS ( <i>Note 4</i> )	<b>69,641</b>	-
	\$ 366,768	\$ 257,257
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT		
Accounts payable and accrued liabilities	\$ 38,442	\$ 9,068
Deferred revenue ( <i>Note 5</i> )	25,743	21,421
	64,185	30,489
DEFERRED CONTRIBUTIONS - CAPITAL ASSETS ( <i>Note 6</i> )	<b>69,641</b>	-
	133,826	30,489
NET ASSETS	<b>232,942</b>	226,768
	\$ 366,768	\$ 257,257

**MIND-AID**  
**Statement of Revenues and Expenditures**  
**Year Ended March 31, 2025**

	2025	2024
	(Unaudited)	
<b>REVENUES</b>		
Donations and grants	<b>\$ 441,704</b>	\$ 461,316
<b>EXPENSES</b>		
Advertising and promotion	8,130	10,259
Amortization	23,214	1,650
Client database, internet, and website	11,238	8,592
Client needs	38,534	29,163
Contract services	1,189	6,618
Events and activities	3,774	3,082
Fundraising	-	422
Insurance	3,661	1,620
Interest and bank charges	896	380
Meetings - consultation	1,130	9,565
Office and general	29,345	6,639
Professional fees	35,481	6,149
Rental	2,923	-
Salaries and wages	237,942	172,571
Telephone and utilities	3,974	3,859
Training	4,281	687
Travel	29,818	10,993
	<b>435,530</b>	272,249
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$ 6,174</b>	\$ 189,067

**MIND-AID**  
**Statement of Changes in Net Assets**  
**Year Ended March 31, 2025**

	<b>2025</b>	2024 (Unaudited)
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ 226,768	\$ 37,701
Excess of revenues over expenses	6,174	189,067
<b>NET ASSETS - END OF YEAR</b>	<b><u>232,942</u></b>	<b><u>226,768</u></b>

**MIND-AID**  
**Statement of Cash Flows**  
**Year Ended March 31, 2025**

	<b>2025</b>	2024 (Unaudited)
<b>OPERATING ACTIVITIES</b>		
Excess of revenues over expenses	\$ 6,174	\$ 189,067
Item not affecting cash:		
Amortization of capital assets	<u>23,214</u>	1,650
	<u>29,388</u>	190,717
Changes in non-cash working capital:		
Accounts receivable, no allowance	(27,634)	(9,365)
Harmonized sales tax receivable	(2,071)	-
Accounts payable and accrued liabilities	29,374	9,068
Deferred revenue	4,322	(110,290)
Deferred contributions - capital assets	<u>69,641</u>	-
	<u>73,632</u>	(110,587)
Cash flow from operating activities	<u>103,020</u>	80,130
<b>INVESTING ACTIVITIES</b>		
Purchase of property, plant and equipment	(92,855)	-
Purchase of short term investments	<u>(4,500)</u>	-
Cash flow from (used by) investing activities	<u>(97,355)</u>	-
<b>INCREASE IN CASH FLOW</b>	<b>5,665</b>	80,130
Cash - beginning of year	<u>244,892</u>	164,762
<b>CASH - END OF YEAR</b>	<b><u>250,557</u></b>	<b><u>\$ 244,892</u></b>

## A WORD FROM OUR EXECUTIVE DIRECTOR

As we enter our 5<sup>th</sup> year of operation, I find myself marveling at all we have accomplished. Our System Navigation service supported over 500 people this past year! Many young clients share that they would not have gotten the help they needed if it were not for MiND-AID walking alongside them, encouraging them, knowing what is available and advocating for their needs in a system that often makes them feel invisible. Most people who ask us for assistance are first time clients and most people checking out our website are first time visitors. This means we can expect our numbers to continue to grow as more people come to know what we have to offer. We couldn't be more excited about our newly launched collaborative mobile youth wellness hub and where it is headed next, literally and figuratively! Long-term sustainability is something we continue to chase but we have learned that anything is possible when we pour our passion and skill into MiND-AID. That is what we will continue to do, so that more young people will have clear pathways to all they need to have healthy and hopeful minds.



Jody North, Executive Director

## A COUPLE QUOTES FROM YOUNG CLIENTS

"[MiND-AID] has been a tremendous help during the whole process of finding funding for therapy. Without [their] continuous support and advocacy, I wouldn't be able to access the care I need to begin my healing journey. I am forever grateful for all the patience and kindness [they] has shown me. It really makes the difference, especially during a period of time in my life where I am struggling financially. [They] followed up with me periodically over the last few months to make sure we were still on track with searching for the right therapist and didn't let me fall through the cracks in the system the way I have in the past."

"[Mind-Aid] was fantastic with giving me options and information to find a Good match for my child. A lot of dedication to making sure we exercised every option before settling into a match as well."

