

# ANNUAL REPORT 2023



Resources

Results

Relief



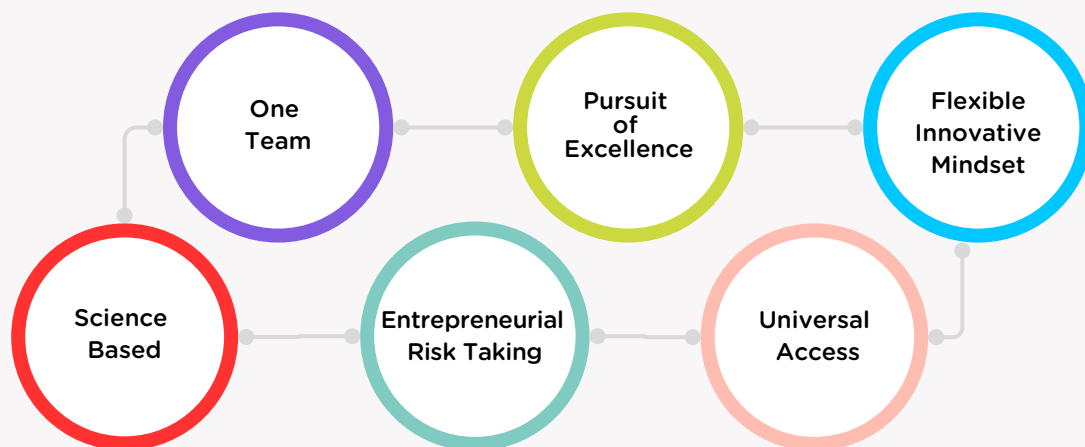
Anxiety  
CANADA

# WHO WE ARE

Anxiety Canada is a national charity dedicated to supporting equitable access to proven resources and treatment. Founded in 1999, we are a pioneer in the mental health sector and offer evidence-based self-help tools and programs. Our mission is to reduce the barrier of anxiety so that people can live the life they want, unburdened by the economic, social, and health issues caused by anxiety and mood disorders. Our vision is a society where mental health is prioritized and free of stigma.

## OUR VALUES

**Our values are the guiding principles that steer our organization's mission, serving as the moral compass that ensures we stay true to our purpose and make a meaningful impact in the communities we serve.**



## A NOTE FROM OUR CEO

Reflecting on the past few years, one success I am deeply grateful for is the essence of community building. It's become abundantly clear that our collective efforts, united in purpose and partnership, yield transformative outcomes. In 2023, we were privileged to collaborate with a diverse array of partners, leveraging their expertise to extend our reach and impact. From engaging young people on social media to providing resources to older adults requiring care, our educational initiatives resonate across generations, addressing the distinct and evolving needs of Canadians navigating anxiety and related disorders. Together, we have proven that by standing united, we can make a profound difference in the lives of those we serve.



**Judith Law, CEO**

# WHY PRIORITIZE ANXIETY?

Everyone has anxiety. It is normal and can even help keep us safe! But too much anxiety can become debilitating and negatively affect every aspect of a person's life.



**Anxiety is the most prevalent mental illness in Canada.** 1 in 4 Canadians will be diagnosed with anxiety. This does not account for the millions of Canadians who suffer in silence.<sup>1</sup>

**Funding for mental health is critical in supporting healthy individuals and thriving communities.**



**Anxiety is a significant barrier to stable employment.** 71% of Canadians surveyed said mental health challenges (anxiety and depression) have interfered with their ability to work in the past year.<sup>2</sup> Individuals with anxiety are also more likely to be unemployed.<sup>3</sup>



**Anxiety can lead to serious co-morbidities.** Untreated anxiety is significantly associated with an increased risk of depression, dementia, and suicide.<sup>6</sup> Individuals with anxiety are also twice as likely to suffer from substance use.<sup>7</sup>



**Anxiety is detrimental to education fulfillment.** 43% of post-secondary students said anxiety has negatively impacted their academic performance. Anxiety is noted as the leading chronic or ongoing medical condition impeding academic success.<sup>4</sup>



**Anxiety is costly to the Canadian economy.** Poor mental health costs Canada at least \$50 billion per year in direct health care costs, and lost work productivity from absenteeism and presenteeism.<sup>8</sup>



**Anxiety affects interpersonal relationships.** Excessive worry about judgement, rejection or abandonment can cause unnecessary relationship hurdles and emotional pain.<sup>5</sup>



**Anxiety doesn't discriminate, but racialized Canadians experience more adverse mental health outcomes than their non-racialized counterparts.<sup>9</sup>**

Sources:  
1. Mental Health Research Canada- Key Facts on Mental Health  
2. Manulife Survey of Canadian Workers- Stress, Finances, and Wellbeing 2022  
3. Institute of Work and Health- Unemployment and Mental Health  
4. American College Health Association- Reference Group Data Report 2022

5. Anxiety Disorders and the Quality of Relationships with Friends, Relatives, and Romantic Partners- J.B. Priest  
6. Anxiety Disorders: Under-Diagnosed and Insufficiently Treated - Siegfried Casper  
7. Canadian Association Mental Health - Mental Illness and Addiction Facts and Statistics  
8. Mental Health Commission of Canada - Making the Case for Investing in Mental Health in Canada  
9. Wellesley Institute - The Impact of COVID-19 on Mental Health and Well-Being

# 2023 HIGHLIGHTS

WE HELPED CANADIANS FROM COAST TO COAST FIND RELIEF



Our website and online resources were impactful, gaining 3.3 million views.

Our educational videos amassed 517,000 views, many from classrooms across Canada.

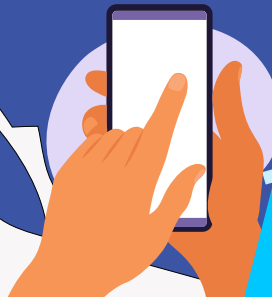


We provided 58 people across Canada with proven online group therapy through our MindShift Program.




50,000 people used the MindShift CBT App monthly.

We partnered to create new resources to help older adults navigate anxiety.



100,000 people downloaded The MindShift CBT app for anxiety management and relief.





On Action Anxiety Day we made some noise! We spread awareness and education garnering 2.3 million social media impressions and engagements.




We partnered with Canadian Men's Health Foundation and launched MindShift Groups for Men.



1,500 educators requested our Educator Toolkit.



Together, we raised \$371,137 to fund our programs.



9,593 adults, youth, educators and caregivers registered for our online anxiety management course, My Anxiety Plan.



Our self-help resources were downloaded 124,000 times!

# THE MINDSHIFT PROGRAM

## MINDSHIFT CBT GROUPS



MindShift™  
CBT GROUPS

### 2023 RESULTS

# 90%

of participants had a reduction in anxiety\*

# 89%

of participants said the program helped them better understand their anxiety

# 89%

of participants said MindShift Groups was an accessible option for anxiety treatment

# 96%

said they would recommend this program

\*We use OASIS scores to measure anxiety levels



Our online group therapy program helped **58 Canadians** manage their anxiety by helping them build a robust skillset to treat and prevent anxiety symptoms. A registered clinical counsellor trained in cognitive behavioural therapy facilitated five small group cohorts, creating a supportive, safe, and encouraging environment that helped participants feel that they are not alone. After receiving twelve hours of therapy over eight sessions and using the MindShift CBT app to track progress, participants reported experiencing an overall reduction in anxiety symptoms and internalized stigma.

# “

*I felt like anxiety would control my entire life, destroy anything good or that progress was impossible. But MindShift Groups changed my outlook on what I can control and that is the present moment, enjoying life to the fullest and shutting off that monkey brain. We will all have downfalls and lapses but it's what you do in those moments that matters. Success can happen and I can say I feel better as a person.”*

**CARLY** MINDSHIFT PARTICIPANT

# THE MINDSHIFT CBT APP



*"MindShift helped me realize the source of my problems, and helped me throughout my troubles. I'm so grateful for the company who created this, it has saved hundreds, including myself. It made me realize not all my problems are as big as they seem."*



*"Love this app! It has everything I need for my mental health. The Chill Zone is really relaxing and the mindfulness exercises are very helpful. My counsellor said it would help me, and it does!"*



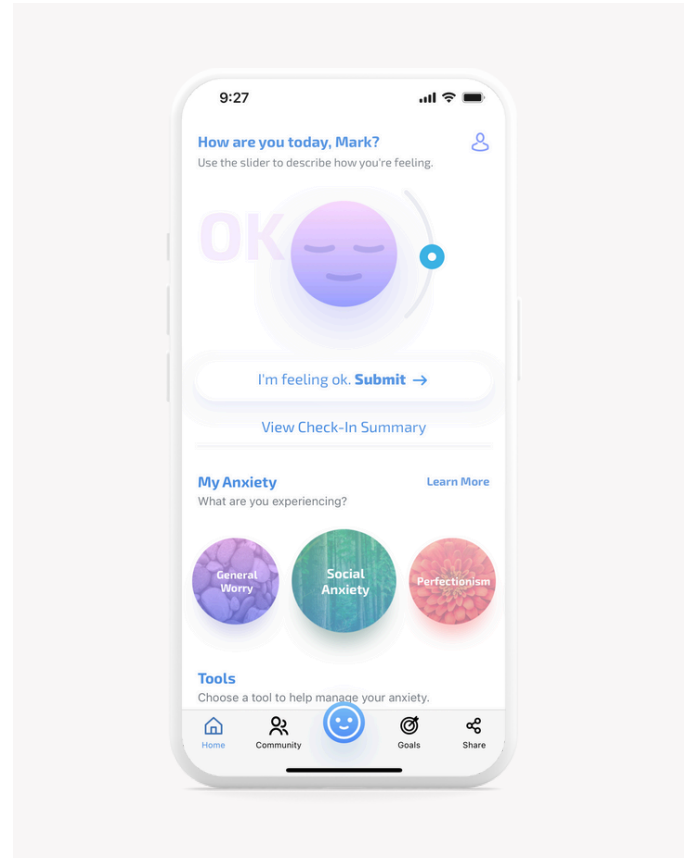
*"Simple yet powerful. Handling anxiety and perfectionism is a huge struggle every day for me and using this app is already making a big difference. It is surprisingly easy to use and helps ease symptoms."*



*"I felt very stressed and could barely breath until I tried one of the calming sessions. It instantly helped. The best free app I've ever used!"*

## WE'RE PUBLISHED!

Findings from a North America-wide study conducted by the University of Windsor and published in the Journal of Mood and Anxiety Disorders revealed the efficacy of our free app, MindShift CBT. Researchers concluded that, on average, after sixteen weeks of using the MindShift CBT app, the majority of participants felt a reduction in anxiety symptoms. Thank you to Dr. Rappaport for leading this study and illustrating the efficacy of MindShift CBT.



**305,000**  
NEW DOWNLOADS



**50,000**  
MONTHLY USERS

## COMMUNITY SUPPORT

With **22,500** posts and comments, our community section was bustling with activity, giving users a moderated and safe space to lean on each other! The community helps reduce the sense of stigma and loneliness.

## RBC FUTURE LAUNCH

A special thank you to RBC Future Launch who funded a promotional campaign that brought the MindShift CBT app to **30,000** more youth!

# ONLINE RESOURCES THAT MAKE A DIFFERENCE.

## MY ANXIETY PLAN (MAP)

Our online, self-paced anxiety management courses offered over **9,000** adults, educators, and caregivers practical methods to help support themselves or a loved one struggling with anxiety.

“

*I took the course last year, and I am still practicing the exercises every day. I am getting better at managing my anxiety with medication, therapy, yoga and breathing exercises. Thank you. It really works. If you put in the time and effort you will get better.”*

- MAP USER

## Our Anxiety Stories The Anxiety Canada Podcast

With the wrap up of the #OurAnxietyStories (OAS) Podcast, Season 4, we want to thank our host, John Bateman, whose sound voice has guided us through **64 episodes!** In the past three years, OAS has welcomed guests from all walks of life to share their personal experiences with anxiety. The podcast has resulted in **58,000** listens that give insight into the lives of those who have struggled with anxiety, helping people feel less alone and inspiring greater awareness. Stay tuned for upcoming meaningful conversations on anxiety, and listen to past episodes on your streaming platform.



## If pictures are worth a thousand words...

What are videos worth? Turns out, quite a lot! This year, we launched a short form video series on TikTok, resulting in **3.4 million** views! The educational videos helped us reach new audiences with informative and relatable content, starring our in-house counsellor, Mark Antczak. Follow us at @anxietycanada!

## #Relatable

For many, experiencing anxiety can be isolating. This year, we launched our Celebrity Mental Health Series to help our audience feel less alone. Featuring quotes from public figures like Ryan Reynolds and Viola Davis, we set out to show viewers that anxiety can affect anybody, regardless of success! The series resonated with our audience, resulting in **7.1 million impressions** across our social channels!

*“If work wasn’t busy enough and home wasn’t busy enough, then I volunteered all my extra time so that I never, ever, ever had to think about what was happening in my brain and in my body.”*

- Tamara Taggart, OAS Guest



# ACTION ANXIETY DAY

Each year on June 10th, we encourage Canadians to join the movement and get loud about anxiety.

**Action Anxiety Day** (AAD) is our annual awareness and education day. AAD aims to educate Canadians about anxiety, reduce stigma, and raise awareness of our evidence-based resources. In 2023, thousands of Canadians took **ACTION** and showed support by wearing blue and orange, donating to the cause, or sharing their personal anxiety stories. Through these **ACTIONS** and more, you helped us shine a light on anxiety and emphasize the importance of prioritizing mental health in our society.



## NEW IN 2023

We launched a new national initiative in 2023: **The Educator Toolkit**. This free resource contains comprehensive lesson plans designed to educate kids in grades K-7 about anxiety and provide them with tangible coping strategies. The Educator Toolkit has helped teachers integrate anxiety education into their classrooms with ease. It was also **downloaded 1,500 times**, with **300+ Elementary Schools** across the country participating.



*The program is well put together and easy to navigate! The lessons are easy to follow with no real prep – a **teacher's dream!***

- Educator Feedback

## OUR IMPACT



### WE INCREASED ACCESS TO EDUCATION AND RELIEF

- **50,000** (est.) children received anxiety education from our new Educator Toolkit.
- **25%** increase in visits to our valuable online self-help resources.



### WE AMPLIFIED AWARENESS OF ANXIETY

- **2.8 million** social media engagements and impressions.
- **21** national landmark illuminations.
- **183** signed proclamations.



### WE RAISED CRITICAL FUNDS

- **\$45,000** raised to support our free programs.

# PARTNERING FOR IMPACT

## **BC Mental Health and Substance Use:**

Since 2018, Anxiety Canada has been a proud member of BC Partners, a group of non-profit organizations focused on enhancing the mental health of British Columbians. This year, their support enabled us to reach new audiences across the country with evidence-based anxiety information through our short-form video series.

## **Canadian Coalition for Seniors' Mental Health:**

Heightened anxiety from aging is common and can decrease overall quality of life. Our partnership with Canadian Coalition for Seniors' Mental Health allowed us to leverage each other's expertise to create accessible and evidence-based resources for older adults and their care partners.

## **Vancouver Coastal Health:**

We strengthened the capacity of healthcare providers at VCH through training and use of our MindShift Groups curriculum. We successfully hosted 7 training sessions throughout the year, which led to 75 in-patient youth in the Child and Youth Mental Health Unit, benefiting from our MindShift Program.

## **Canadian Men's Health Foundation:**

Men's mental health is a silent crisis, with men experiencing significant rates of isolation and loneliness due to stigma. To help normalize men's mental health, we joined forces with CMHF to offer The MindShift Program for Men. In our pilot year, the program showed positive results in reducing anxiety symptoms.

## DONOR SPOTLIGHT

We are thrilled to recognize the **Barnes Family Foundation** for their 10-year giving anniversary. Their unwavering commitment has been instrumental to Anxiety Canada's growth, allowing us to do our meaningful work and help Canadians with anxiety. Our sincere gratitude, Barnes Family!

Taylor Swift has a long history of being *fearless* and sharing her mental health struggles through her music. Thanks to **TSwift Dance Party Canada**, we got to connect with hundreds of Swift fans across the country, as they *shook it off*, and raised **\$10,000** for Anxiety Canada. Thank you Swifties for choosing us as one of your charity partners!

## OUR VOLUNTEERS

### WE COULDN'T DO IT WITHOUT YOU

**Board Directors** • Dr. Kyle Burns • Manon Abud • Dr. Stéphane Bouchard • Amina Hasan

**Scientific Advisory Committee** • Dr. Maureen Whittal • Dr. Lynn D. Miller • Dr. Anne Marie Albano • Dr. Michael Van Ameringen • Dr. Martin M. Antony • Dr. Gordon Asmundson • Dr. Melanie Badali • Dr. Christiana Bratiotis • Dr. Daniel Chorney • Dr. Michel Dugas • Dr. Carmen McLean • Professor Ron Rapee • Dr. Felicity Sapp • Dr. Robert Selles • Dr. Roz Shafran • Dr. Evelyn Stewart • Dr. Marlene Taube-Schiff • Dr. Dana Thordarson • Christine M. Yu • Dr. Monnica T. Williams

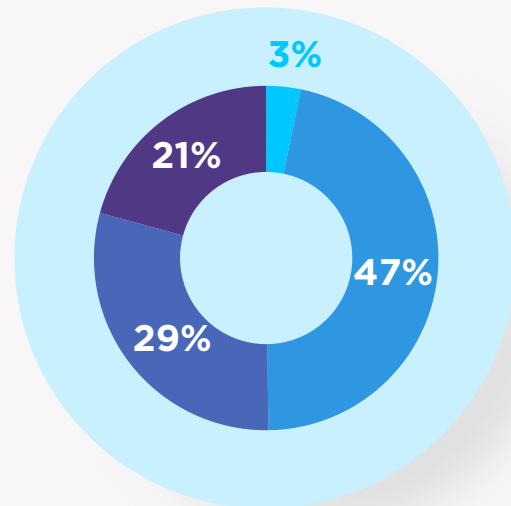
**Youth Network Committee Members** • Rishika Selvakumar • Moneeza Sami • Emily Rowe • Kera McGrath • Sania Julian • Maddy Grassi • Arianne Andary

# FINANCIAL STATEMENT

A special thank you to the individuals, foundations, corporations, and government entities who stepped up in fiscal year 2023 to make sure Anxiety Canada could continue to deliver on our mission.

## REVENUE

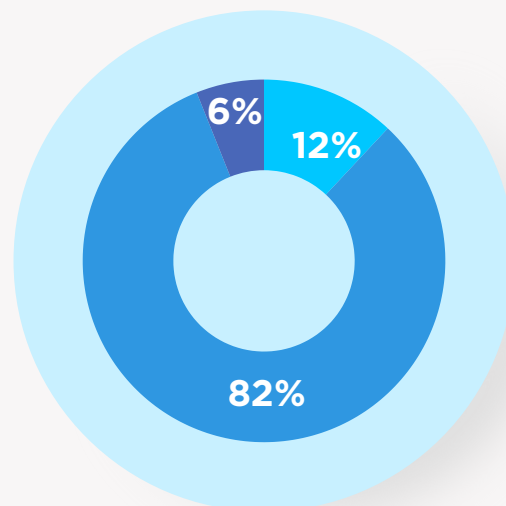
<b>GOVERNMENT FUNDING</b>	\$329,309
<b>INDIVIDUALS &amp; FOUNDATIONS</b>	\$208,200
<b>CORPORATIONS</b>	\$146,962
<b>OTHER</b>	\$22,896



FY23- April 1, 2022- March 31, 2023

## EXPENSES

<b>PROGRAMS</b>	\$1,240,980
<b>ADMINISTRATION</b>	\$181,025
<b>FUNDRAISING</b>	\$91,725



FY23- April 1, 2022- March 31, 2023

Revenue reserved from the previous year was used for planned programming in 2023. We're proud to continue to serve Canadians living with anxiety.



Anxiety  
CANADA

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Help us continue our important work in 2024 by making a donation today!

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