

2022 ANNUAL REPORT



Anxiety
CANADA

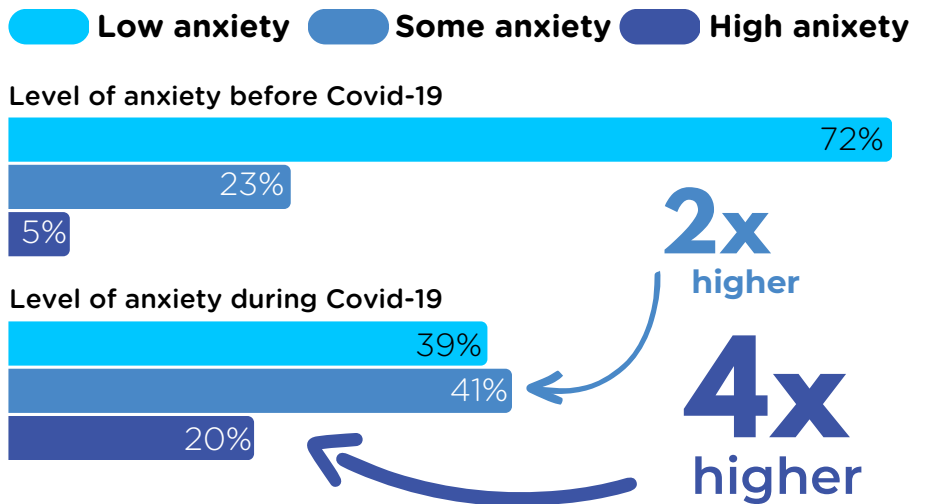
A closer look into anxiety today



Anxiety Disorders are the most common mental illness.

Affecting 1/4 Canadians

The number of adults experiencing high anxiety has quadrupled since March 2020.



Women are more likely **2x** to be diagnosed with Anxiety.



2/5 youth said they had trouble accessing mental health services.



Anxiety is NOT stress.

Untreated anxiety is significantly associated with an increased risk of depression, **dementia**, and suicide.

A Letter from our CEO

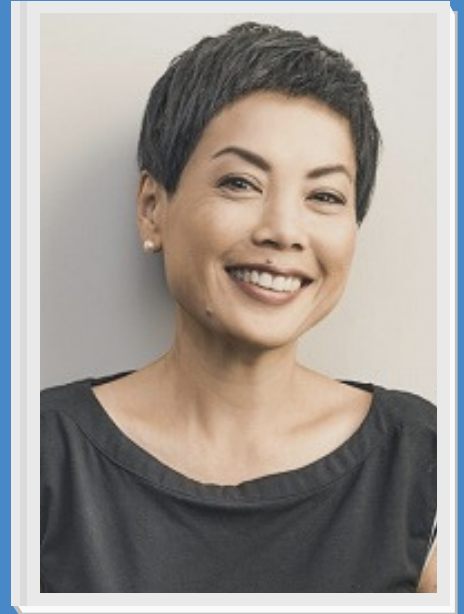
Dear friends and supporters of Anxiety Canada,

As I reflect on the past year, I sense the collective relief that many Canadians feel now that life has returned to a degree of normalcy. People are once again able to enjoy in-person celebrations, play sports games, and engage in all the other community-building activities that make us uniquely human. However, as an organization dedicated to mental health, we are acutely aware of the unprecedented number of individuals who continue to struggle.

Our unique position as a reliable source for anxiety education and self-help tools has shown us that many Canadians experiencing anxiety are seeking information and care. The growing need for our MindShift Program has almost doubled, and we've seen record growth in online traffic to our downloadable resources. While we are proud that individuals trust our programs and services, the increased demand leads us to conclude that there is a significant shortage of accessible, high-quality and affordable options for those needing relief.

Thanks to the generosity of our donors and the steadfast dedication of our volunteers — our Board, Scientific Advisory Committee, and Youth Network — we have been able to provide assistance to the people who need us. Our team continues to prioritize educating Canadians about anxiety, so they feel empowered to seek help. This year, with the support of our incredible partners, millions of people accessed our resources, and we expanded our offerings for children and youth.

Anxiety Canada partnered with trusted health organizations to create the CARD™ toolkit, a framework to assist caregivers support youth struggling with anxiety. With funding from British Columbia's Ministry of Mental Health and Addictions, we also released Caretoons, the animated series. Both CARD and Caretoons focus on anxiety coping tools for children and youth. Our commitment to mental health education and advocacy contributes to our mission of destigmatizing anxiety, which encourages vulnerable populations, like youth, to feel comfortable asking for help.



Judith Law, CEO

I'd like to dedicate our Annual Report to the many Canadians who rely on us for support and have shared with us their personal experiences. Because of their courage and compassion, we present to you this report, which is full of testimonials that inspire the important work we do.

Thank you.

A handwritten signature in black ink that reads "Judith". The signature is fluid and cursive, with a long, sweeping tail that loops back.

Our Vision

A society where mental health is prioritized and free of stigma and prejudice.

Our Mission

To reduce the barrier of anxiety so people can live the life they want.



Our Values



Science Based

We develop resources informed by scientific evidence.



One Team

We value collaboration, cooperation, diversity, and inclusion.



Pursuit of Excellence

We strive to improve and achieve the highest quality delivery of our programs and services.



Universal Access

We believe every Canadian deserves access to high-quality, trusted anxiety resources, including treatment.



Flexible, innovative mindset

We will grow and innovate, and be willing to radically change.



Entrepreneurial risk-taking

We are willing and able to identify opportunities and assess their risk vs benefit.

Our Values are the heart of what we do and drive our work.

OUR IMPACT In 2022

★ **2.9** ★
MILLION

People came to our website to find evidence-based help with anxiety.

My Anxiety Plan (MAP)



12,737 Individuals registered for My Anxiety Plan, a free, online course to help those struggling with anxiety.

#OurAnxietyStories Podcast



We released 9 new episodes highlighting the stories and experiences of people with anxiety. We had **7,584** listeners this year!



My Anxiety Plan for Children was a life changer for us. I am convinced that it gave my daughter the necessary cognitive tools to manage her anxiety early so that it didn't spiral further out of control.



- Danielle, My Anxiety Plan User

*Name changed for privacy

"I have always felt ashamed of my depression and anxiety, since nobody in my family or immediate circle of friends experience them. OAS has helped me feel I am not alone and there are more people in similar situations."

- #OurAnxietyStories Listener



Guest Spotlight:
Chloë Grande
Mental Health writer & podcast guest.

In Chloë's episode of #OurAnxietyStories, she reflects on the intersection of anxiety and anorexia. Diagnosed with anorexia at 15, Chloë shares that a recent eating disorder relapse during the COVID-19 pandemic led her to recognize the role social anxiety plays in her mental health journey.

MindShift Program Impact



We offer

8 weeks,
12 hours,
of accessible,
affordable, online
group therapy.

"13 years ago, I experienced a traumatic incident that triggered debilitating anxiety. After years of trying and failing to be in control, I FINALLY made progress in MindShift Groups. Who knew something so simple (CBT techniques) could be so life-changing?"

- Neil, MindShift Participant

*Name changed for privacy



MindShift™
CBT GROUPS

Anxiety can be debilitating.

It doesn't have to be.

In 2022, 62 individuals across Canada received therapy through our MindShift Program.

91%

Of participants said they would recommend the program to family and friends.

DID YOU KNOW?

Group therapy is proven to be just as effective as individual therapy. Research shows that it also creates solidarity between participants and reduces internalized stigma.



DID YOU KNOW?

All of our programs and resources are based on Cognitive Behaviour Therapy (CBT), the most proven treatment for anxiety.

"I felt quite emotional after our final MindShift Groups therapy session. It was so impactful to have gone through 8 weeks of learning and sharing with other people facing similar struggles. It was a space where I could feel vulnerable, and it became something I looked forward to every week. To come out of it and have a great tool like the App is fantastic for such an affordable program."

- Adam, MindShift Participant

"I feel like I have tangible ways to help me cope. I understand my anxiety and my symptoms better. I feel less alone knowing others feel the same. I also feel more empowered to vocalize how I'm feeling to those in my life. The app is so useful and easy to use and I prefer it over other methods of tracking my mood/symptoms."

- Jasmine, MindShift Participant

MindShift Groups made me feel more empowered and comfortable with my anxiety. Knowing that others feel the same way and I'm not alone. Knowing the app is there with so much information is great!

- Asha, MindShift Participant



The MindShift CBT App is free, because everyone deserves help.



Real MindShift CBT App User



January 27, 2022

Regular use of this app WORKS. I have been suffering from severe generalized anxiety and PTSD for over a decade now. Since using this app almost daily I have felt a severe reduction in anxiety symptoms as much as 50%! The fact that it is free is also a huge weight off my shoulders. This app is one of the best of it's kind.

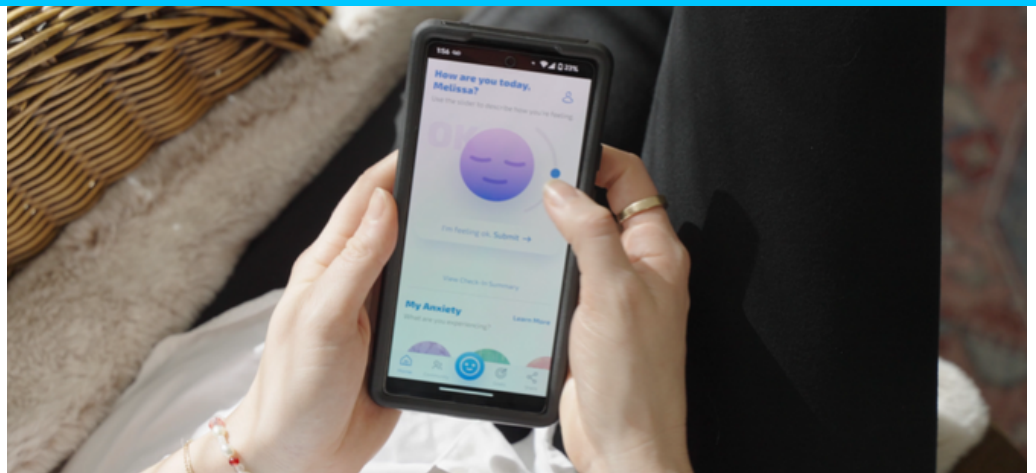
Evidence-based anxiety relief
at your fingertips.

★369K★

People downloaded the MindShift App in 2022 to help manage their anxiety symptoms.

★54K★

Monthly Active Users



Real MindShift CBT App User



June 15, 2022

My doctor recommended MindShift App and I'm so grateful! It's simple but effective. Just what I need when my mind is overwhelmed. Really great CBT content, and the coping cards are wonderful! Thanks for calming my anxiety and easing my mind.

Highlights of the Year



Community Forum

50K



People use our new Community forum to find common ground and a sense of belonging.

In November 2021, we launched the Community Chat forum in the MindShift CBT App. We are proud to share that after a full year of activation, we can see what a valuable tool it is for the MindShift CBT community. Every day, users post discussion in this safe and supportive environment, monitored by a registered clinical councilor. The forum is a safe place for people aged 18+ to share their stories and learn from each other's experiences.



Comfort

Ask

Relax

Distract

1.6K

 Educators and Parents

Downloaded the CARD™ Toolkit

We partnered with the University of Toronto's HELPinKids&Adults, Immunize Canada, and SickKids AboutKidsHealth to create a free downloadable CARD™ toolkit for the classroom.

The CARD™ Toolkit is a science-based, proven framework to help prepare children for stressful events, like school-based vaccinations, presentations, and examinations.

The toolkit has everything caregivers need to empower children and improve self-efficacy managing stress.

HIGHLIGHTS OF THE YEAR



Action Anxiety Day (AAD) is an annual, worldwide awareness and education day celebrated on June 10th.

EDUCATION + ADVOCACY = THE MOVEMENT



Participants share their anxiety stories



Sign the Proclamations



Wear blue and orange



Fundraise on your own or with a team



Learn about anxiety

	AAD 2022 Impact
Reach across all social platforms	4.8 million impressions
Vistors to Anxiety Canada website	201,028
Dollars Raised	\$47,000
Signed Proclamations	1,379



Anxiety has been a huge part of my life. I hate the stigma around it and wanted to help put an end to it.

- Sofia, Fundraiser



32 global landmarks illuminated in honour of Action Anxiety Day.

DID YOU KNOW?

Action Anxiety Day promotion leads to a **25%** increase in traffic to our online resources, directly providing Canadians in need with trusted support for anxiety.

HIGHLIGHTS OF THE YEAR

Caretoons

**One is an alien. The other is a piece of pizza.
What do they have in common? Anxiety.**

We are proud to share that this year we released 26 Caretoons videos, Anxiety Canada's animated short videos to help children and teens recognize and face anxiety in their lives. With humour and heart, **Galaxy Brain** and **Time Travelling Pizza** address social anxiety, health anxiety, contamination OCD, separation anxiety, and more.

Parents, educators, and healthcare professionals use Anxiety Canada's Caretoons to start a dialogue with youth about mental health. The animated short videos help children and teens understand anxiety and learn coping tools in both French and English.

This project would not have been possible without author, comedian, and Anxiety Canada Champion Charlie Demers. Read an excerpt of his letter below to see why he became involved with this project.

A Note from our Champion

"Though I wasn't diagnosed with obsessive-compulsive disorder (OCD), generalized anxiety disorder (GAD), panic attacks, or depression until I was in my twenties, I have struggled with mental illness for as long as I can remember. Like many undiagnosed children, I was my Mom's "little worry wart" — a fact bound up, I'm sure, with the uncertainties of her ultimately fatal leukaemia diagnosis. As a six-year-old boy, I had to wear a mask to visit my Mom at the hospital, and I've always felt that this experience deeply impacted my disproportionate fears of contaminating others later in life. When face masks became a (very necessary) part of all our children's lives in 2020, I knew that, without the resources to guide them out the other side of the pandemic, thousands more kids could be permanently left with similarly, very painfully skewed perspectives."

Charlie Demers

WE REACHED

55 THOUSAND
views!

Drexel the alien

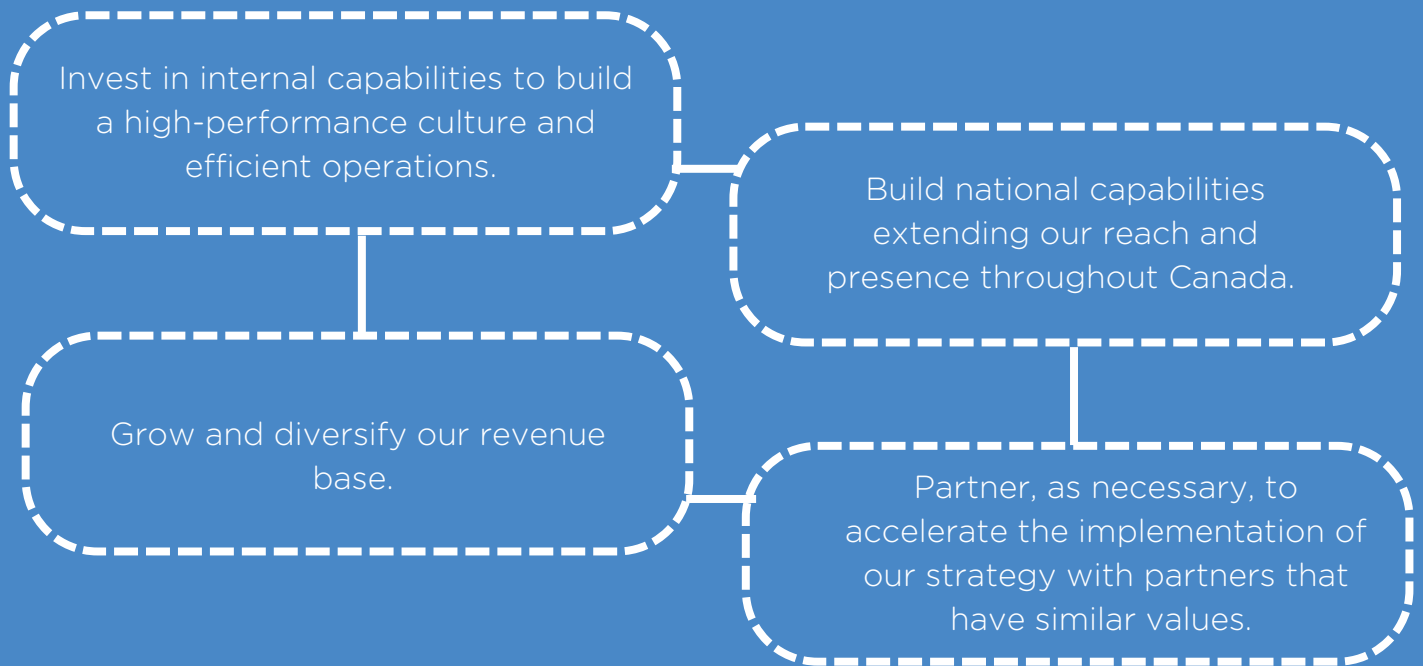
Chris Crust

DID YOU KNOW?

Charlie is the voice of Drexel and Chris Crust!

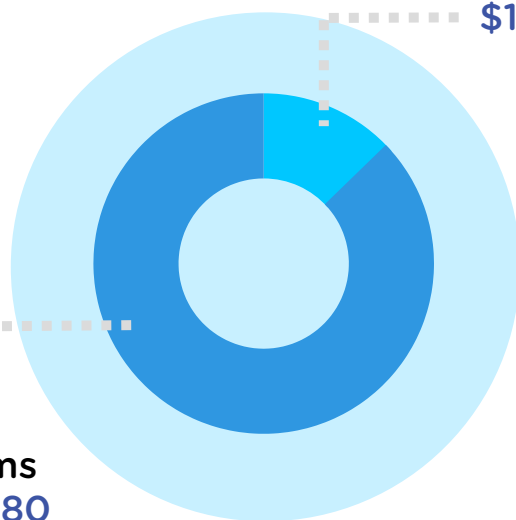
Strategic Priorities

2020-2025



Statement of Operations

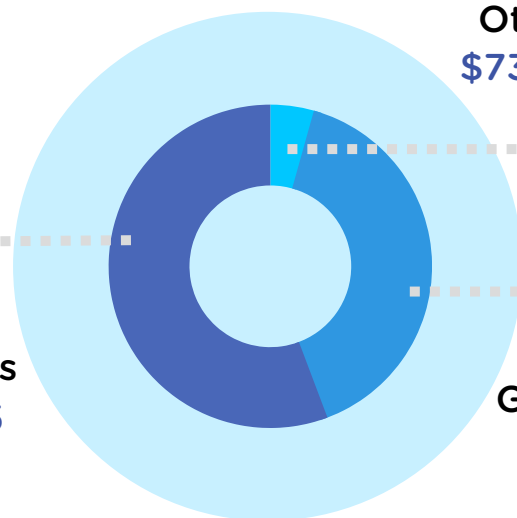
Expenses



Administration
\$181,025
12%

Programs
\$1,240,980
88%

Revenue



Other
\$73,810

Donations
\$947,285

Government
Funding
\$678,219

A special thank you to our generous donors and sponsors,
who fund our important work.

Thank you Volunteers!

Scientific Advisory Committee

Dr. Maureen Whittal
Committee Co-Chair

Dr. Lynn D. Miller
Committee Co-Chair

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. David A. Clark
Dr. Michel Dugas
Dr. Carmen McLean
Sarah Petty
Professor Ron Rapee
Dr. Pasquale Roberge
Dr. Melisa Robichaud
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

Board

Dr. Kyle Burns - Board Chair
Manon Abud
Dr. Stéphane Bouchard
Andrea Fernandes
Amina Hasan

Youth Network Leaders

Rishika Selvakumar, Committee Leader
Moneeza Sami, Marketing Lead

Champions

John Bateman
Charlie Demers
Bruno Feldeisen

Anxiety Canada is exceedingly grateful for the dedication and unwavering commitment of our volunteers: our Board, Scientific Advisory Committee, Youth Network and Champions. Their expertise and passion allow us to create evidence-based resources and programs that make a meaningful difference in the lives of people with anxiety.

Our Sources:

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