



Anxiety
CANADA



Annual Report 2021

A Letter from our CEO

At Anxiety Canada, we are full of gratitude for our wonderful supporters who are crucial in helping us meet the mental health needs of over 2,000,000 people each year. Two years into the pandemic, we know Canadians across the country are looking forward to a normal routine and a sense of certainty. Although we're collectively moving on, the hard truth is that Covid-19 challenged many of us like never before. Symptoms of anxiety and depression increased during the pandemic and access to help became even more challenging. Research even suggests that we'll be facing long-term repercussions for years to come.

But there's a reason for hope! While the words "Mental Health" carried a negative stigma for decades, we can now celebrate that the conversation surrounding mental health is increasingly loud, clear, and diverse. We know that when people talk about their personal lived experiences, it leads to more understanding, care, and compassion for those who are struggling. Anxiety is real and speaking up takes courage. At Anxiety Canada, we work to normalize anxiety, reduce stigma, and empower people to live the lives they want.

This past year, the Anxiety Canada team experienced significant demand for our free mental health programs and services. Because of supporters like you, we were able to accelerate our core offerings, in addition to creating new resources to help Canadians face pandemic-related anxiety. Not only did we increase the number of available spots for our MindShift group therapy program, we also launched a global movement on June 10th called Action Anxiety Day.

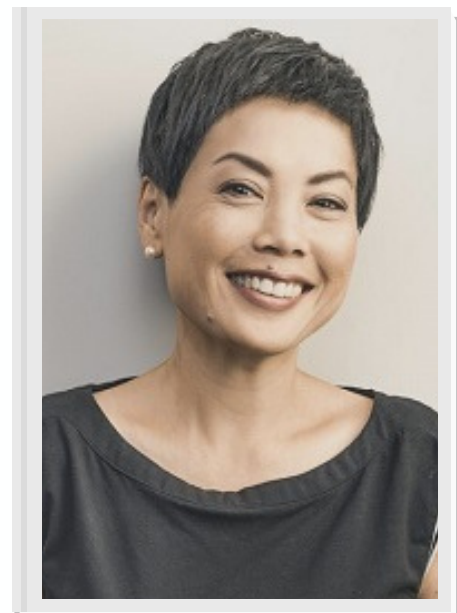
Through strategic partnerships, we launched:

- A Community Feature within our MindShift CBT App so that users can engage with each other,
- CARD Program; a useful toolkit for educators, parents, and healthcare professionals to help children cope with anxiety,
- Caretoons; our short, fun, educational animated videos for children & teens.

We invite you to learn more about our impact and the many achievements our community helped make possible in 2021. We are optimistic that 2022 will be another year of meaningful growth, with a renewed focus on advocacy, increased accessibility, and national engagement.

We would like to thank you, our donors, partners, volunteers, and more, for standing by our side as we continue to work toward our mission of reducing the barrier of anxiety.

With gratitude,
Judith Law



ANXIETY IN CANADA

1 in 4 Canadians live with anxiety

CHANCES ARE YOU KNOW AND LOVE ONE OF THEM

“

Because of stigma and fear, cases of mental illness are significantly under-reported.

”

56% Canadians say they are feeling increased stress and anxiety as a direct result of COVID-19

81% workers report negatively impacted mental health



4 million Canadians will experience an anxiety disorder in their lifetime

13% Canadians screened positive for Generalized Anxiety Disorder

the numbers are overwhelming

500,000 employed Canadians per week are unable to work due to mental health issues

\$6 billion in lost productivity costs

There is an URGENT need for accessible resources and support.

We are the Canadian leader in developing online, self-help, and evidence-based resources for anxiety and anxiety disorders.



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 in service and program delivery.



Universal Access:

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



Flexible & Innovative:

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



Entrepreneurial Risk-Taking:

We are able to identify opportunities, assess their risk/benefit mix, and reach agreement on the best steps forward.

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





Our Resources

The MindShift Program is an evidence-based approach to helping individuals with mild to moderate anxiety. The program consists of two components:

1. MindShift Groups, an online group therapy program, and
2. The MindShift App, an applied learning tool.



2021 Strategic Priorities

Invest in internal capabilities to build a high-performance culture and efficient operations.

Build national capabilities extending our reach and presence throughout Canada.

Grow and diversify revenue for sustainability

Partner to accelerate implementation

We also offer:

- online courses, like My Anxiety Plans (MAPs)
- animated YouTube series for youth, Caretoons
- podcast, #OurAnxietyStories, hosted by John Bateman.



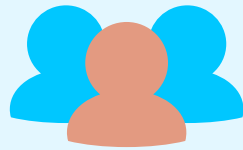
visit
anxietycanada.com
 to learn more about our programs
 and resources.



OUR IMPACT in 2021



89 Participants



91%

said they would recommend MindShift Groups



898,286

Lifetime Downloads



NEW

Community Feature

59,234

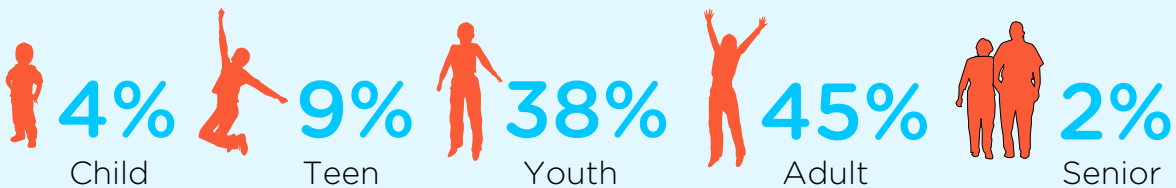
Average Monthly Active Users



In just 2 months we had 6,893 new users.

The MindShift App is used by people of all ages

*2% Unknown



#OurAnxietyStories

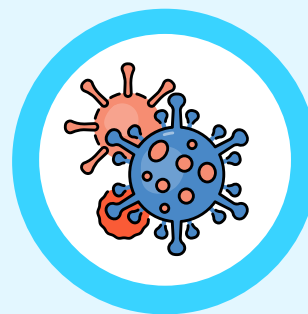
Covid-19 & Anxiety



38,661

Lifetime Listens

14 New Podcast Episodes

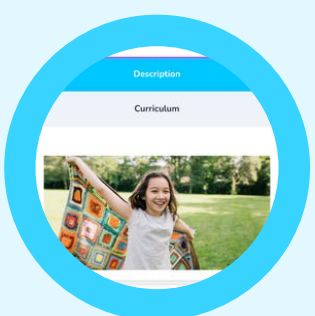


150,764

Views on our resources to help with pandemic related anxieties in 2021

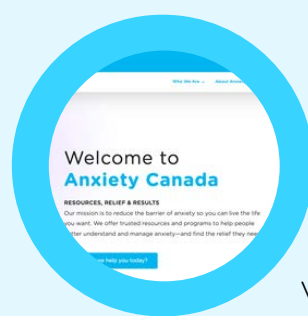
My Anxiety Plans

Online Resources



56,543

Lifetime Registrants



2,360,331

People came to our website in 2021 to find help

98,674

Viewed our downloadable PDF resources in 2021

Anxiety shouldn't control your life.

I struggle with panic attacks and anxiety, but this has been so helpful. I honestly can't believe that it's free.

- Jared

Our programs can help.

I am writing this letter because I would like to see The MindShift Program accessible to many more people. When I was 20, I started to suffer from anxiety. I had to quit school and work and spent my days in bed - afraid to see anyone. Eventually, I admitted myself to a hospital in Vancouver where I was diagnosed with generalized anxiety disorder. I was immediately put on medication and was told my condition was genetic - that I had no control over it. That was 40 years ago. Recently, I had to taper off my medication and I knew I would need help to deal with the anxiety that had previously been controlled by medication. This was when I discovered Anxiety Canada's MindShift CBT Group program. With this course and my counsellor, I was able to do taper off my meds. Together, they literally gave me my life back. I learned how to accept - and ultimately overcome - my fears, my panic attacks and my anxiety in general. The combination of the MindShift CBT Group and the MindShift app will go a long way in helping people paralyzed with anxiety whose lives have been put on hold. I don't see any other way to help people in such a cost-effective, caring, and efficient manner.

-Janice Zhu

I have suffered from anxiety almost all my life. In the last few years, I have suffered bouts of severe anxiety which sent my blood pressure to a very unhealthy level, and which made my life almost unbearable. Last March, in desperation, I signed up for a MindShift CBT Group. It was one of the best decisions I have ever made. Anxiety will probably always be part of my life, but now, thanks to the MindShift Program, I have the tools and the confidence to take on the challenges of this illness. I am writing this letter because I believe so strongly in the value of MindShift CBT, and I want to see it available to others.

-Celia Rose



MindShift App

“

This has all the tools and reminders one needs to build resilience in the face of anxiety. It's not a replacement for a CBT therapy program, but a fantastic accompaniment.

”

“

Amazing app. Very well designed and smooth. Lots of great content and easy to access features. Invest in your mental health by downloading this app... it's free.

”

“

I've had severe anxiety for the past 5 years, and when I was told about this app, I was initially skeptical. This is one of many things that helped improve it a lot. It's a fantastic resource for tracking and managing anxiety. I strongly recommend this.

”

“

This app works 'in sync' with everything I've learned from CBT, making self-monitoring a much easier task. It provides tools relevant to better understand and cope with current stressors.

”

MindShift CBT Groups

“

"I would have happily attended more than 8 sessions! It taught me strategies to face my fears and balance worrisome thoughts. Also, knowing that other people experience very similar things as me makes me feel less alone."

”

"I am very happy that I took this course. It made me more conscious of my anxiety, my fears and their source. My group facilitator was skillful and helped the group feel comfortable to open up."

"I liked that I was surrounded with likeminded individuals. Anxiety is hard to live with but it was nice to just know I'm not alone. I liked learning about the different techniques I can use to help combat my panic attacks."

"Thanks to the techniques I learned, I am able to do more and not let anxiety hold me back as much."

OUR SOCIAL IMPACT



Anxiety Canada created the first worldwide movement, Action Anxiety Day, on June 10th. This is a day dedicated to raising awareness of anxiety, educating ourselves and others, as well as increasing access to supports that benefit everyone.

1,769 hashtags used

30,393 newsletters deployed

25 countries represented

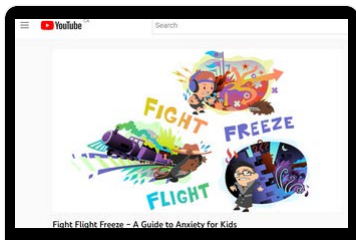
10 government proclamations

32 illuminations



Educational Videos

Children, Teens, and Adults are learning about Anxiety from our educational videos.



652,24

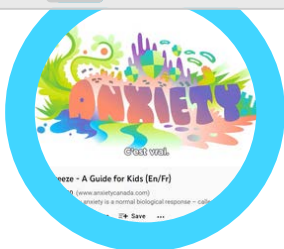
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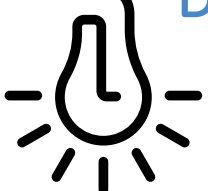
18,600

hours watched

1,700

new subscribers





Did you know...?

Providing factual information about anxiety can reduce confusion and shame.

We Are Proud
To Report



+128%



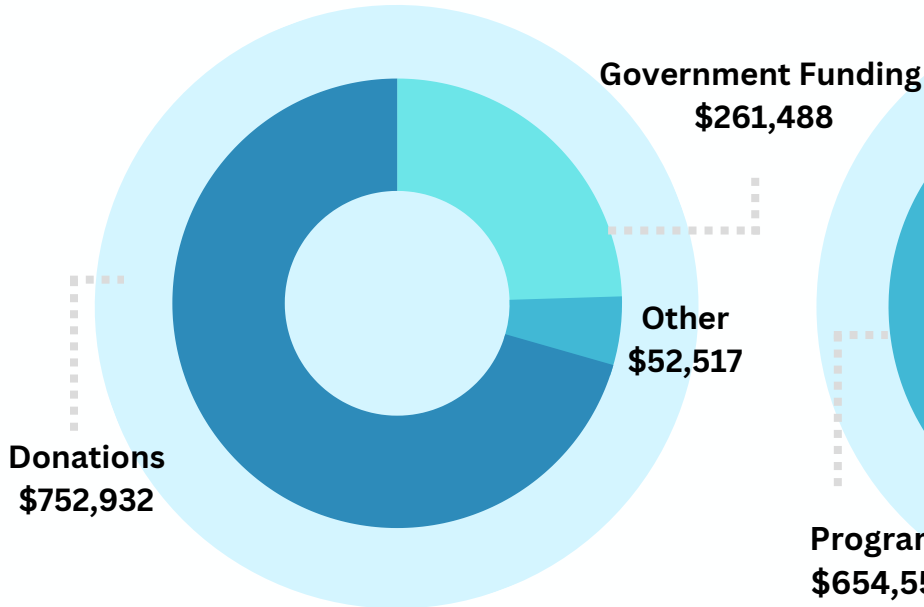
+310%

Year-over-year
increase in
SOCIAL ENGAGEMENT

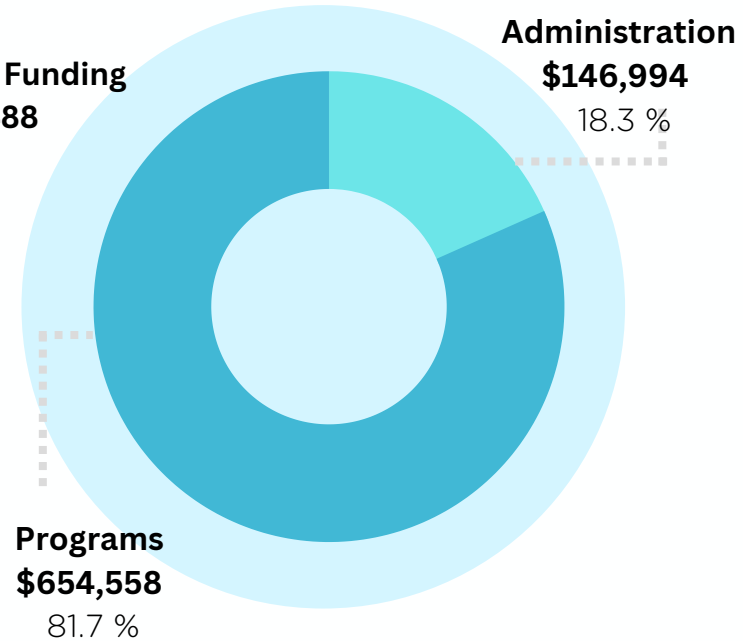


STATEMENT OF OPERATIONS

Revenue



Expenses



Check out our full 2021 audited statement [here](#).

A special thank you to our donors, sponsors, Board Members, Scientific Advisory Committee, and Youth Network — none of this would be possible without you.



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