



Annual Report - 2012

ΔΙΣΠΛΙΡΕ ΔΔΡΕΓΕ ΕΚΔΕΓΕΕΝΕ
Isaksimagit Inuusirmi Katujjiqatigiit
Ikitiahimalugu Inuuhik Katimajjiit
Embrace Life Council
Conseil Saisis La Vie

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The efforts highlighted here illustrate the range of activities undertaken and the importance of the partnerships that have been developed during that process. In a time of tremendous transition, the Isaksimagit Inuusirmi Katujjiqatigiit Embrace Life Council (IIK) has maintained our commitment to support and encourage Nunavummiut to value life.

Resolution Health Support Program (RHSP)

Under the RHSP, IIK worked to provide emotional and cultural health support services, as well as administrative support to Indian Residential School claimants in the Baffin Region and assisted them in resolving their claim. Attended Truth and Reconciliation events within Nunavut, and outside – Inuvik and Halifax - providing emotional and cultural health support services at the events.

RCMP Youth Academy

Provided administrative support, solicited donations and administered funding

for the RCMP to undertake their Youth Academy which brought 32 grade 11 & 12 High School students from across Nunavut to partake in a one-week simulation of what would transpire at the RCMP National Training Academy (Depot) in Regina, Saskatchewan.

RCMP Aboriginal Shield (Solvent Abuse Program)

Provided administrative support and administered funding for the RCMP to undertake the Aboriginal Shield Program. The Facilitator Course builds capacity in the communities to allow them to have a drug prevention program in future years.

Embrace Life Day Activities across Nunavut

Provided funding to communities to undertake activities on World Suicide Prevention Day, as well as undertook the planning and coordination for the Iqaluit event.

Nunavut Suicide Prevention Strategy and Action Plan

Participant in the development of the Nunavut Suicide Prevention Strategy and Action Plan and is an active participant on the Implementation Committee.

A MESSAGE FROM THE PRESIDENT

I have been the acting President for the Embrace Life Council (ELC) since October 2011. In this time, our organization has significantly reoriented its work and overcome significant administrative challenges. I would like to thank our executive committee consisting of representatives from NTI, the Government of Nunavut and the RCMP for working diligently to overcome our challenges and helping chart the new direction of the organization. I would also like to thank Jenny Tierney, the Executive Director, for her dedication and passion for her work which has contributed greatly to our increased organizational stability.

At the 2011 AGM, our board decided to exclusively focus our efforts on helping implement the Nunavut Suicide Prevention Strategy. As a small Territorial non-profit, we are ideally situated to carry out many actions called for in the 2011-2014 NSPS Action Plan, of which we are a signatory. Whether it be communications, research, community mobilization, or evaluation, ELC can dedicate its staff and resources to fulfilling the shared vision of the NSPS.

On World Suicide Prevention day, ELC organized a candlelight vigil in Iqaluit. Despite wind, rain, and cold, approximately 80 people attended. We gathered to remember loved ones who have died by suicide and to show solidarity and support for suicide prevention. It was touching to be a part of such an event, not only to see the dedication of community members to support this sensitive issue, but also to feel the spirit of determined activism that burned bright in spite of conditions.

At ELC, we will build upon these events so that all we envisioned together in the Nunavut Suicide Prevention Strategy, namely the transformation of our society away from dysfunctional actions that lead to an environment of normalized suicide, will come to pass. I am proud to play a contributing role at this time, on this issue, for ELC, on behalf of Nunavummiut.

Natan Obed
A/President

A MESSAGE FROM THE EXECUTIVE DIRECTOR

As the new Executive Director of Isaksimagit Inuusirmi Katujjiqatigiit, a thousand tasks large and small, seem to await my attention. It is important to reflect upon the reasoning for the creation of IIK, the vision for it and what it has accomplished throughout the years before turning ones attention towards addressing the challenges our organization is facing.

The Nunavut Suicide Prevention Strategy continues to be an important priority as we work with our Partners to implement the Action Plan and realize a Nunavut in which suicide is de-normalized, where the rate of suicide is the same as the rate for Canada as a whole – or lower. IIK is committed to the Action Plan and we will be working very hard on behalf of Nunavummiut over the next two years to see the Action Plan implemented as originally envisioned.

The decision not to renew our Contribution Agreement with Health Canada for the delivery of the Resolution Health Support Program as part of the Indian Residential School Settlement Agreement was difficult, however we felt that the program would be better situated with the Ilisaqsivik Society in Clyde River. As well, this gives us the opportunity to return to our original mandate by allowing us to focus on the implementation of the Nunavut Suicide Prevention Strategy Action Plan.

Our annual fundraiser dinner, which occurred in January, provided us with funds to develop resource cards specific to each community. We rely on many caring individuals, groups and businesses for their ongoing support that allows us to provide additional resources to Nunavummiut and work towards realizing our objectives. I hope to increase the number and variety of fundraising initiatives that we undertake in the coming years.

As we reflect on the past year and the changes, what has remained the same is the commitment that IIK has shown towards addressing the high rate of suicide in Nunavut. The need to reach out to Nunavummiut and provide them with information, support and hope as we strive to implement the Nunavut Suicide Prevention Strategy Action Plan remains our priority.

Jenny Tierney
Executive Director

NUNAVUT SUICIDE PREVENTION STRATEGY ACTION PLAN

The Embrace Life Council has been a partner in the development and implementation of the Nunavut Suicide Prevention Strategy Action Plan and we continue to recognize the benefits of working together to prevent suicide in Nunavut, and acknowledge the contribution of each partner – Government of Nunavut, Nunavut Tunngavik Inc. and the Royal Canadian Mounted Police. Throughout 2011/2012 we have been working with the partners to implement the 8 commitments referenced in the Strategy”:

1. The GN will take a more focused and active approach to suicide prevention.
2. The Partners will strengthen the continuum of mental health services, especially in relation to the accessibility and cultural appropriateness of care.
3. The Partners will better equip youth to cope with adverse life events and negative emotions.
4. The GN will deliver suicide-intervention training on a consistent and comprehensive basis.
5. The Partners will support ongoing research to better understand suicide in Nunavut and the effectiveness of suicide prevention initiatives.
6. The Partners will communicate and share information with Nunavummiut on an ongoing basis.
7. The GN will invest in the next generation by fostering opportunities for healthy development in early childhood.
8. The Partners will provide support for communities to engage in community-development activities.

We have been able to take on a larger role in the Action Plan and currently are the lead for a number of objectives including, but not limited to:

- Objective 2.6 – Provide culturally appropriate and age appropriate grief counseling;
- Objective 2.7 – Provide greater support to community based counseling groups in the communities;
- Objective 3.2 – Implement specific programming targeting the general youth population, including youth at risk of suicide, such as Mental Health First Aid for youth, provide strengths based programs for youth regularly in each community;
- Objective 3.4 – Ensure National Aboriginal Youth Suicide Prevention Strategy funds are spent to implement commitments of the NSPS Action Plan;
- Objective 3.5 – Provide training opportunities for youth in areas of coping skills, anger management, healthy living, suicide prevention and general health and wellness;
- Objective 3.9 – Create public campaigns targeting youth on issues identified as risk factor behaviours that have an impact on suicide rate;
- Objective 6.2 – Prepare and disseminate resources which: explain the risk factors for suicidal behaviour; seek to de-stigmatize mental health and help-seeking for mental distress; and provide information on how to obtain help for persons in mental distress.

The Embrace Life Council was successful in accessing funding from the Government of Nunavut in 2011/2012 under the National Aboriginal Youth Suicide Prevention Strategy to undertake a media campaign that launched in May 2012. The campaign was called “Break the Silence” and consisted of posters, pamphlets and two television commercials. The aim was to show Nunavummiut why we need to start talking about suicide, as well as provide information on where to access resources and services.

The commercials, which ran across Nunavut, served as a starting point for initiating dialogue within communities, within families and among all Nunavummiut regarding suicide in Nunavut. In addition to starting a dialogue, the media campaign also provided Nunavummiut with information on resources that are available to them if they are in a crisis or know someone who is.



Through the 2011/2012 fiscal year, IIK continued to provide the Resolution Health Support Program to Nunavummiut in the Baffin Region on behalf of Health Canada. The Program provides mental health and emotional support services to former Indian Residential School students and their families before, during and after their participation in Settlement Agreement processes, including the Common Experience Payments and the Independent Assessment Process, and those participating in Truth and Reconciliation Commission events and Commemoration activities.

Resolution Health Support Providers and Cultural Support Providers attended TRC events providing mental health, emotional and cultural support services in Inuvik, NWT, Halifax, NS and throughout the Baffin Region as the Truth and Reconciliation Commission travelled to collect statements.

In preparation for the Baffin Truth and Reconciliation Commission tour, we arranged for Cultural Support Providers (CSPs) across the Baffin Region to travel to Iqaluit for training sessions. The three-day training session provided the CSPs with the tools and resources that they would require during the intense and emotional TRC events.

Upon closer examination of our staffing levels, mandate and resources, the decision was made to contract the Ilisaqsivik Society in Clyde River to provide services from February 2011 to March 31, 2012. As well, notice was given to Health Canada that we would not be seeking renewal of our contribution agreement.

WHAT WE DO

WELLNESS

We contribute to mental, emotional and physical health and community wellness of Nunavut residents by providing education, research and statistical analysis, training and a coordinated holistic approach to suicide prevention activities.

INFORMATION SERVICES

If you are interested in finding out more about suicide, suicide prevention and the Nunavut Suicide Prevention Strategy Action Plan, please visit our website (www.inuusiq.com), the Embrace Life Council office, or contact our knowledgeable staff. We are here to help you and your community!

EDUCATION

We educate the public on the issues of suicide, mental health, community health and related issues. We undertake media campaigns and distribute information to the communities.

VOLUNTEER

We encourage and support you to volunteer in your community. We provide you with practical help, information, resources, education, and we support you in your efforts within your community.



As previous annual reports will note, this organization has historically relied on funding provided by the Government of Nunavut and the Government of Canada for core operations. Without continuing support it is unlikely that IIK could continue operations.

We continue to receive our core funding from the Government of Nunavut, however our Indian and Residential School Contribution Agreement with Health Canada ended this year and the work related to the CA was completed. We received additional funding from the Government of Nunavut under the National Aboriginal Youth Suicide Prevention Strategy and the National Native Alcohol and Solvent Abuse Program. This funding allowed us to undertake drug prevention training in coordination with the RCMP and a media campaign on suicide prevention.

Breakdown of the Contribution Agreements	2011/2012		2010/2011	
	\$	%	\$	%
Health Canada - IRS Worker	\$464,859	41%	\$603,969	47%
Health Canada - IRS Elder	\$249,247	22%	\$359,900	28%
GN - Health and Social Services	\$254,136	22%	\$189,605	15%
GN - NAYSPS	\$149,358	13%	-	0%
GN - NNASAP	\$20,318	2%	-	0%
Other	-	0%	\$126,680	10%
Total CAs	\$1,137,918	100%	\$1,280,154	100%

STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2012

	<u>2012</u>	<u>2011</u>
REVENUES		
Health Canada - IRS Worker	\$ 464,859	\$ 603,969
Health Canada - IRS Elders	249,247	359,900
Health Canada - NAYSPS	0	126,680
GN - Health and Social Services	254,136	189,605
GN - NAYSPS	149,358	0
GN - NNASAP	20,318	0
Administration revenue	75,339	1,000
Donations, fundraising and other	<u>56,800</u>	<u>46,415</u>
	<u>1,270,057</u>	<u>1,327,569</u>

EXPENSES

Accommodations	54,652	95,099
Administration fees	75,339	27,430
Advertising and promotion	167,208	19,105
Air travel	147,489	254,770
Camera and computer equipment purchases	0	12,242
Conferences	668	3,289
Insurance	1,600	2,156
Interest and bank charges	4,540	4,681
Internet	4,920	2,029
Meals - programs	21,457	25,557
Office	20,730	28,150
Per diem	45,297	69,324
Professional fees	102,612	118,212
Programs	6,449	44,121
Rent	36,600	40,342
Salaries and benefits	434,581	580,428
Telecommunications	15,531	19,374
Translation	16,606	6,533
	<u>1,156,279</u>	<u>1,352,842</u>
EXCESS REVENUES (EXPENSES)	\$ <u>113,778</u>	\$ <u>(25,273)</u>

STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2012

	<u>2012</u>	<u>2011</u>
<u>ASSETS</u>		
CURRENT		
Cash	\$ 223,263	\$ 134,898
Accounts receivable (Note 3)	235,093	224,266
Prepaid expenses	<u>912</u>	<u>8,350</u>
	<u>\$ 459,268</u>	<u>\$ 367,514</u>
<u>LIABILITIES</u>		
CURRENT		
Accounts payable and accrued liabilities (Note 4)	\$ 274,290	\$ 296,314
<u>FUND BALANCE</u>		
GENERAL FUND	<u>184,978</u>	<u>71,200</u>
	<u>\$ 459,268</u>	<u>\$ 367,514</u>

Financial Position and Looking to the Future

As outlined above, the overall outcome for the year resulted in a surplus. As such, our cash reserves provide us with some breathing room to allow us to continue to operate should there be a delay in the deposit of funding from our contribution agreements.

The Canadian Institute of Chartered Accountants has developed new accounting standards for not-for-profit organizations. While this is not expected to have a significant impact on our policies, nevertheless some changes may be required and will be put in place.

Finally, due to the size and nature of operations at IIK, the Executive Director is involved in most of the day-to-day financial management functions. In order to provide proper supervision and internal control, it is necessary for the Treasurer and some Board Members to be involved in a number of operational matters and day-to-day functions.

In addition to the Contribution Agreements with the Government of Nunavut and Health Canada, the following individuals and organizations provided donations to the Embrace Life Council:

First Air	M&M Meat Shops	Rannva
Frobisher Inn	NEAS	Yummy Shawarma
Royal Canadian Legion	Northwinds	Top of the World Travel
Branch 168	Northwestel	Sheila & Lorne Levy
City of Iqaluit	Paul Okalik	MLA Ron Elliott
Discovery Lodge	NTI	Peter Workman
Fort Garry Hotel	QIA	Leona Aglukkaq
Franco & Miali Buscemi	RL Hanson	Steven Baillie – Ballistiq
Jordin Tootoo	Nunasi	Inhabit Media
The Winnipeg Jets	Uqsuq Corp.	United Way Campaign
Les Suites	Natan & Letia Obed	TD Bank

In 2012/2013 the Embrace Life Council will play an integral role in the implementation of the Nunavut Suicide Prevention Strategy Action Plan, which is looking to address the high rate of suicide in Nunavut, particularly amongst youth. As such, the money that was raised at our annual fundraiser dinner will be going to support Embrace Life Committees in all Nunavut communities as well as towards a major communications plan that will link Nunavummiut to services and information.

The Embrace Life Council will continue to support Nunavummiut and our communities as we work to advocate and increase awareness around suicide and suicide prevention in the territory. Thank you to our donors for playing a role in our efforts and for supporting Nunavummiut.

There is a variety of ways to donate – in memory of someone, in honour of someone, a one-time gift or as a legacy gift in your will.

To donate by cheque, cash or money order, please send donations to:
 Embrace Life Council
 P.O. Box 2259
 Iqaluit, NU
 X0A 0H0

If you have any questions about how to donate please contact us at:
Email: embracelife@inuusiq.com
Phone: (867) 975-3233
Fax: (867) 975-3234
Toll Free: 1-866-804-2728

Charitable Registration # 861547230 RR00013031675

The Embrace Life Council Board consists of individuals who are appointed by and represent their organizations. Currently the members are:

Position	Name	Organization
A/President	Natan Obed	Nunavut Tunngavik Inc.
Vice-President	Angelique Dignard	RCMP
Treasurer	Natan Obed	Nunavut Tunngavik Inc.
Secretary	Vacant	Government of Nunavut
Director	Mehrn Forth	Kamatsiaq Helpline
Director	Sarah Jancke	Kitimeot Inuit Association
Director	Eugene Kabluitok	Kivalliq Inuit Association
Director	Vacant	Qikiqtani Inuit Association
Director	Heather Campbell	Nunavut Teachers Association
Director	Arnaoyok Alookey	Inuit Qujimajatuqangit Katimajit
Director	Jack Anawak	Appointed by the Board
Director	Vacant	Nunavut Association of Municipalities
Director	Fr. Daniel Perreault	Nunavut Faith Community