



2025

SUICIDEPREVENTION.CA

ANNUAL REPORT

04.01.24 - 03.31.25



CASP

ACPS

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MESSAGE FROM THE PRESIDENT OF THE BOARD



**DR. JEFFREY
ANSLOOS**
CASP Board President

This has been a year of transformation, momentum, and deep listening at the Canadian Association for Suicide Prevention. We have navigated change not simply with steadiness but with a renewed sense of purpose. In this moment, when so many are experiencing grief, disconnection, and precarity, our work matters more than ever. Across Canada and globally, we are living through intersecting challenges: climate change, rising inequality, political polarization, and the erosion of social supports.

These conditions shape not only mental health but the very possibility of life itself. We must ask not only how we respond to suicide but how we build the conditions for life to thrive. That is the work of life promotion.

CASP remains at the forefront of this national movement. We continue to lead with clarity, care, and a commitment to justice. Suicide prevention is not merely about reducing risk; it is about transforming systems. It means confronting the social determinants of suicide: poverty, housing insecurity, limited access to health and social services, racism, colonization, gendered violence, and climate displacement. It means centering the voices of those most impacted and building real supports that go beyond crisis response. This includes our sustained and deepening commitment to First Nations, Inuit, and Métis life promotion. We continue to support distinctions-based approaches and Indigenous-led solutions rooted in cultural strength, relationality, and self-determination. There can be no national strategy without Indigenous leadership at its core.

“*Suicide prevention is not merely about reducing risk; it is about transforming systems.*”

This year, we experienced significant organizational transition. We marked the departure of Executive Director Sean Krausert, whose steady leadership guided CASP from 2020 to 2025 through some of the most difficult and expansive years in recent memory. We are grateful for all he offered. Since then, we have been fortunate to welcome Andrew Perez as our Interim Executive Director. Andrew has brought exceptional clarity, strategic thinking, and a strong commitment to operational and organizational growth. At the time of writing, our national search for a permanent Executive Director is almost complete, and we are excited for this next season.

We also gathered for our 36th Annual National Suicide Prevention Conference, under the theme “Inspiring Hope Together.” It was a reminder that collaboration not only builds stronger connections, but also amplifies the hope and impact of our work. The conference convened survivors, caregivers, youth, clinicians, Elders, policymakers, and researchers. A particular highlight was Healing Day, a space for all those impacted by suicide. Together, we asked hard questions. We made space for joy, pain, and possibility. We did not just discuss change; we felt it.

“

We do this for anyone who has felt alone in their pain.

We do this to honour every life touched by suicide.

And we do this because we believe in something better a world where life is not only possible but supported,

and where no one is left behind.

”

Our long-standing work in public awareness—from ribbon campaign to the Forest of Hope to national events—has helped open vital conversations about suicide across communities. This work has laid the groundwork for what comes next. CASP is now scaling up our national advocacy efforts, engaging in legislative consultations, and working to position suicide prevention as a national priority and a matter of justice that concerns all levels of government. We are building from awareness toward action, and from conversation toward lasting systemic change.

Throughout the year, our staff, volunteers, board members, and working groups have been the backbone of our progress. Their insight, commitment, and care have shaped everything from community programming to national advocacy. Their work reminds us that suicide prevention is shared work. It belongs to all of us. It means challenging the conditions that leave people feeling isolated, unsupported, or left behind. It is often quiet and behind the scenes, done without much fanfare, but always with dedication, compassion, and urgency. It is an act of collective care and a shared responsibility to build a world where everyone has access to the resources, relationships, and rights they need to live well.

As President of the Board, I am honoured to walk alongside this organization at such a critical time. CASP is not just holding space. We are building momentum. We are listening closely, acting with purpose, and imagining a future that is more just and more alive.

With gratitude and hope,

Jeffrey Ansloos

Dr. Jeffrey Ansloos
President of the Board of Directors
Canadian Association for Suicide Prevention

MESSAGE FROM THE EXECUTIVE DIRECTOR



**ANDREW
PEREZ**

Interim Executive Director

In 2025, the Canadian Association for Suicide Prevention (CASP) marked 40 years as a national charity at the forefront of suicide prevention, intervention, postvention and life promotion across Canada. Four decades after CASP came together, Canada and the world have undergone seismic change – yet our mission anchored in fostering a Canada without Suicide and a world in which people enjoy an optimal quality of life, are long-living, socially responsible and optimistic about the future remains equally crucial, if not more so.

Canadians confront a variety of intersecting challenges that have come to a climax in a post-pandemic context: Indigenous reconciliation, food insecurity, poverty, the affordability crisis, a lack of affordable housing, the impacts of climate change, and substance use to name merely a few. The ongoing work of Indigenous reconciliation is especially critical to CASP's mission as we continue to collaborate with our First Peoples Circle: an intimate group of First Nations, Inuit and Metis people and their allies working toward suicide prevention and life promotion initiatives from an Indigenous lens.

The reality is that the variety of challenges people face are increasingly intersectional in nature and shape the vital suicide prevention and life promotion work we undertake at CASP each and every day.

The 2024-2025 year represented significant progress and change for our organization. This spring we said goodbye to Executive Director Sean Krausert, who led CASP with dedication, care and vision for a nearly five-year period. In early June, I was honoured to be appointed CASP's Interim Executive Director by the Board of Directors with a mandate to lead the organization through a critical transition period. It's a mandate I take very seriously as a former member and Vice President of CASP's Board of Directors (2022-2025).

Over the past three and a half months, I've hit the ground running in this role equipped with a deep commitment to advancing suicide prevention strategies across every Canadian region and among extremely diverse demographics. As a former Board member, I bring a robust understanding for our mission and strategic priorities, as well as a demonstrated passion for driving life promotion initiatives across the country. I also come armed with a proven track record supporting non-profit organizations, public institutions and leaders in shaping effective public communications, media relations and advocacy strategies vis-à-vis every level of government.

As we head into the fall season, I'm genuinely excited about the boundless opportunities that lie ahead for CASP. As a pan-national organization, our advocacy and programming has the potential to reach millions of Canadians. As such, CASP is uniquely positioned to broaden and strengthen our public communications, media presence, programming and national advocacy approach while forging exciting new partnerships and attracting new sponsorship opportunities.

As we look ahead to develop a new Strategic Plan that will guide CASP's overarching mission and strategic priorities over the coming years, we have a timely opportunity to considerably expand our reach and impact across Canada; to strengthen CASP's brand on a national scale through developing authentic relationships with allied organizations, potential funders, government decision-makers, and Corporate Canada.

In keeping with our strong advocacy roots, we also have an opportunity to continue pressing the federal government to implement a National Suicide Prevention Strategy as one of the only G7 countries without such a strategy in place.



I believe that we must seize these opportunities – all while sustaining and strengthening CASP's anchor initiatives: the National Conference for Suicide Prevention, the events and considerable programming surrounding World Suicide Prevention Day and the International Day for People Impacted by Suicide Loss, and the ongoing vital work of our many committees, working and advisory groups. I'm inspired by the exciting and ambitious path that lies ahead for CASP at this consequential time for suicide prevention in Canada. I'm committed to equity-informed leadership, and to sustained meaningful engagement across CASP's national network.

I'm eager to continue working alongside our dedicated staff team, talented Board of Directors and sector partners – including those with lived experience – to strengthen our collective efforts and sustain this essential life-saving work. I look forward to collaborating with all of you on the journey ahead.

With gratitude and hope,

Andrew Perez

Andrew Perez
Interim Executive Director
Canadian Association for Suicide Prevention

OUR VISION

**Envisioning a Canada
without Suicide.**



OUR MISSION

To advocate, communicate, and educate for suicide prevention, intervention, postvention and life promotion in Canada.

OUR VALUES

Leadership, Inclusivity, Forward-Thinking and Excellence. **(L.I.F.E)**

PARTNERSHIPS AND COLLABORATION

CANADIAN SUICIDE PREVENTION COORDINATORS NETWORK

The Canadian Suicide Prevention Coordinators Network is a valued partner of CASP and offers those engaged in community-based suicide prevention efforts an opportunity to share and learn with others in the sector.

This year, the group hosted a networking lunch meeting during the CASP Conference in May, followed by a Teleconference Webinar in June spotlighting Badge of Life Canada with guest speaker Laura Kloosterman.



PARTNERSHIPS AND COLLABORATION



CASP was excited to partner with the Winnipeg Suicide Prevention Network this past year to coordinate the establishment of the third Forest of Hope in Canada. Forest of Hope is a long-term program of CASP that helps raise awareness about suicide prevention and promote healing while contributing to a healthy and sustainable forest. This third Forest of Hope was planted on September 10 in Whittier Park, Winnipeg, with land and trees provided by the City of Winnipeg. The Forest focal point features two benches engraved with the words “hope” and “healing” in six languages spoken in Winnipeg, and signage that speaks to the project and guides visitors to suicide prevention resources.



Online Suicide Prevention Modules for Healthcare Professionals

The Mental Health Commission of Canada, CHA Learning and CASP developed a free online accredited suicide prevention training module for family physicians and nurses. Studies show that more than half of those who die by suicide, had been in contact with a primary health care provider in the months prior to their death. Primary health care providers play a key role in both recognizing thoughts of suicide among their patients and mitigating the risks associated with suicidality. This project is a huge undertaking, and we appreciate the Commission’s commitment to revising the training modules, reflecting new research, approaches and resources in suicide intervention and response. MHCC hopes to launch the updated training resource in the Spring of 2025.

ADVOCACY HIGHLIGHTS

Over the past year, CASP has strengthened its role as a national voice for suicide prevention. Our advocacy efforts have focused on advancing a coordinated, evidence-informed national strategy, deepening collaboration with partners and ensuring suicide prevention remains a priority at all levels of government and across sectors.

Through these efforts, CASP continues to amplify the voices of people with lived and living experience, strengthen partnerships, and advocate for the systemic changes needed to reduce suicide and promote life in Canada.

NATIONAL STRATEGY CONVERSATIONS

CASP continued dialogue with key leaders including the Centre for Suicide Prevention, Waterloo Region Suicide Prevention Council and the International Association for Suicide Prevention to build momentum toward a National Suicide Prevention Strategy.

COLLABORATIVE PARTNERSHIPS

CASP explored participation in the International Association for Suicide Prevention and supported Lived Experience Collective gatherings in Minneapolis, reaffirming our commitment to global and cross-border collaboration. We also supported CIHR-led initiatives by CAMH and 988 through letters of support.

ENGAGEMENT WITH GOVERNMENT AND PUBLIC HEALTH

We advanced conversations with the Public Health Agency of Canada (PHAC) on the National Action Plan for Suicide Prevention and joined sessions with Parliamentary Secretary Brière on the Youth Mental Health Fund and Youth Suicide Prevention.

MEDIA AND PUBLIC AWARENESS

Through interviews with Canadian Affairs, Humber College journalism students and national media, CASP highlighted the importance of safe and responsible reporting, promoted our Media Guidelines and shared insights about our upcoming National Suicide Prevention Conference and Healing Day.



AWARENESS AND ENGAGEMENT

REACHING MORE CANADIANS THAN EVER

CASP expanded its reach through social media, newsletters, and national campaigns, to more than 3 million people and generated over 67,000 engagements while building a community of over 12,000 followers and subscribers dedicated to life promotion and suicide prevention. Our website continue to serve as a hub for resources and information, with 197,771 visitors exploring toolkits, guides, and campaign materials.

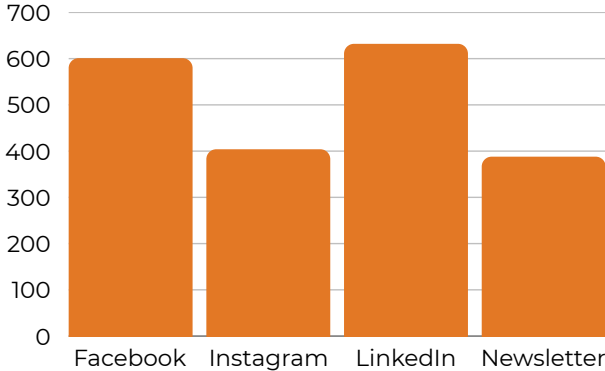
Total Reach/
Impressions
3,057,541

Total
Engagement
67,177

Total New Followers/
Subscribers
2,025

Total Website
Visitors
197,771

New Followers by Platform



CAMPAIGN HIGHLIGHTS

World Suicide Prevention Day (WSPD) September 10, 2024

CASP mobilized communities nationwide around the theme Changing the Narrative. Through events, resources, and social campaigns, Canadians came together to amplify hope, strengthen connections, and raise awareness about suicide prevention.

Month for People Impacted by Suicide Loss (November 2024)

In 2021, CASP declared November as the Month for People Impacted by Suicide Loss, expanding upon International Day for People Impacted by Suicide Loss. This year’s month-long campaign created space for remembrance, compassion, and community healing. CASP provided resources, and shared stories to honour those impacted by suicide loss.



FUNDRAISING INSIGHTS

AWARENESS TO ACTION

Individuals from across the country transformed awareness into action on social media and online platforms by organizing 1,073 fundraisers. Together, their efforts provided critical support for CASP's mission.

FUNDRAISER SPOTLIGHT

CASP is honoured to highlight the commitment of Satnam Singh, who has recommended CASP as her office's annual fundraising month charity every year from 2022.

Through her fundraising leadership, CASP received over \$16,000 in 2023, \$25,000 in 2024 and \$30,000 in 2025. Her extraordinary dedication reflects her deep commitment to suicide prevention and community care.

Tragically, Satnam's son Mundip, died by suicide on October 11, 2021. On Thanksgiving Day, she thought about all the children and adults that are struggling with their mental health.

Satnam is motivated to stay involved with CASP so she can make a difference in this world by being a voice and continuing to keep her son's memory alive. She is spreading the message in the Asian community that it is okay to speak up and get help if you need it.

CASP is deeply grateful to Satnam, and to all of our fundraisers and donors across Canada. Together, we are transforming grief into action, compassion into community, and hope into prevention.



A total of 1,073 fundraisers supported CASP this year.

EDUCATION AND EVENT HIGHLIGHTS

As a leader in suicide prevention and life promotion in Canada, CASP has a dedicated group of volunteers with lived and living experience of suicide and suicide loss, called the People Impacted by Suicide Working Group.

This group meets monthly to provide guidance and support for CASP events including; Healing Day, World Suicide Prevention Day and International Day for People Impacted by Suicide Loss, and to oversee CASP's Bereavement and Postvention Alliance.

Healing Day is a pre-conference event for people impacted by suicide and was held on May 28 in Vancouver, BC. The day included an inspiring keynote address by Jessica Wolfe Ortez, Memory Tree activity, interactive breakout sessions and an evening Healing Circle. Attendance for this year's Healing Day was at an all-time high with the event selling out for the first time.



This year's National Suicide Prevention Conference theme was "Inspiring Hope Together" and included Moments of Hope - brief, hopeful moments of inspiration presented by Board and Staff members throughout the 3-day program.

Another highlight of the Conference was the opening ceremonies featuring local Indigenous performers the Eagle Song Dancers who offered a lively and meaningful start to this national gathering.



EDUCATION AND EVENT HIGHLIGHTS

34TH ANNUAL NATIONAL SUICIDE PREVENTION CONFERENCE

Vancouver, British Columbia

The 34th Annual National Suicide Prevention Conference, Inspiring Hope Together, was held May 29–31, 2024, at the Pinnacle Harbourfront Hotel in Vancouver, BC. The theme, Inspiring Hope Together, underscored the power of working collectively, reminding us that collaboration can spark meaningful change and amplify the impact of suicide prevention efforts.



The conference welcomed more than 400 participants who found countless ways to collaborate and connect, including exchanging 965 messages through the conference app.

Over three days, the conference offered six keynote sessions and 21 breakout sessions spanning five streams: Indigenous/Life Promotion, Lived Experience, Populations, Occupations, and Research & Trends.

CASP was deeply honoured by the inspiring keynote and breakout presentations that shaped meaningful dialogue throughout the event. We were also grateful to be welcomed with a cultural performance and smudging ceremony by Bob Baker and Spakwus Slolem (Eagle Song Dancers), and for the special address delivered by MP Élisabeth Brière, Parliamentary Secretary to the Minister of Families, Children and Social Development and to the Minister of Mental Health and Addictions.

National Suicide
Prevention Conference

Inspiring Hope Together



MAY 29-31, 2024

VANCOUVER, BRITISH COLUMBIA

EDUCATION AND EVENT HIGHLIGHTS

The People Impacted by Suicide Working Group coordinated a Hope and Healing segment for the main Conference on May 30, with a reading of “The Perfect Heart” parable and online discussion on the question “What is the perfect heart?” which garnered much engagement from attendees.



World Suicide Prevention Day (WSPD) was September 10th, and CASP proudly supported the International Association for Suicide Prevention’s timely new theme, Changing the Narrative on Suicide by hosting an online event entitled, “Changing the Narrative: How we can Reshape Public Discourse about Suicide to Save Lives” with special guest, Dr. Mark Sinyor.

The event included a Q & A segment and an Honouring Segment with Connor Lafortune, an Indigenous scholar and representative of Feather Carriers.

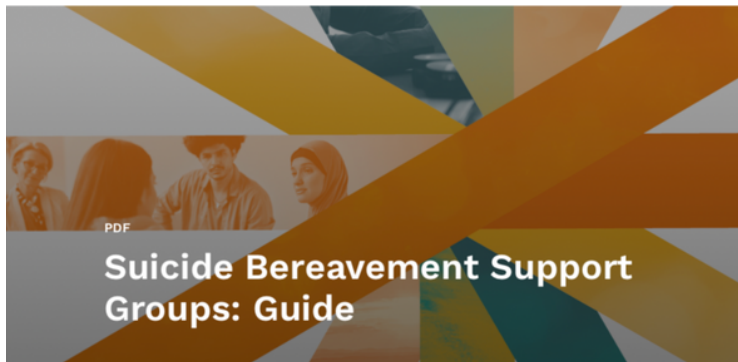
CASP’s Bereavement and Postvention Alliance experienced much activity and growth this past year. In April, the working group coordinated a learning opportunity for the Suicide Bereavement Support Group Facilitators Network, entitled “Challenges in Groups; Mitigating Risks, Restoring Balance”. Suicide Bereavement support groups, and groups in general, face challenges that can threaten the safety and cohesion of the group.

The working group hosted special guests, Aida Cabecinha and Terry Simonik, from the Toronto Institute for Group Studies, and Jocelyne Ludgate, who has lived experience of suicide loss and suicide bereavement support groups, for an interactive discussion about the various challenges that can arise in groups, how to mitigate the risks associated with these challenges and restore balance, safety and continued healing within the group.



EDUCATION AND EVENT HIGHLIGHTS

In October, CASP and the Centre for Suicide Prevention (CSP) jointly launched the Expanded Guide for Suicide Bereavement Support Groups, outlining best practices and promising strategies for facilitating safe and effective suicide bereavement support groups for people impacted by suicide loss.



To compliment the Guide, CASP initiated a new Bursary Program in early December, to build capacity for the establishment of Suicide Bereavement Support Groups in Canada. These support groups offer a unique opportunity for people impacted by suicide loss to connect with others who understand and can relate to the suicide loss experience, thus reducing feelings of isolation and loneliness while encouraging feelings of hope and healing among members. Through the bursary program, CASP will support twenty individuals to gain valuable knowledge, tools and skills to establish and maintain a suicide bereavement support group. This is a pilot program of CASP, and we look forward to exploring the impacts of programming through longitudinal surveys and evaluation.

In recognition of this year's International Day for People Impacted by Suicide Loss (IDPISL) on November 23rd, CASP and the working group hosted a special online event, "Navigating the Holiday Season when Living with Loss" with special guests Dr. Lara Schultz and Jocelyne Ludgate. The holiday season can be a difficult time for those bereaved by suicide loss and this year's program included time for reflection, sharing resources and follow up engagement with attendees. An awareness campaign ran on social media throughout the month of November, featuring personal quotes from people with lived experience of suicide loss.

CASP's Membership Advisory Group (MAG) developed a Welcome Kit for new members featuring 5 key suicide prevention documents that would be helpful to those new to the sector. The Welcome Kit was promoted as part of a month-long Membership Drive that ran in September to coincide with WSPD and is sent to all those who sign up for CASP's newsletter.



FINANCIAL HIGHLIGHTS

| REVENUE | 2023 - 2024 | 2024 - 2025 |
|---|--------------|--------------|
| Donations | \$148,757 | \$138,757 |
| Conference, Foundations, Corp Fundraising | \$237,560 | \$290,892 |
| Miscellaneous | \$13,678 | \$8,635 |
| Ribbon Sales | \$2,246 | \$5,148 |
| | \$402,241 | \$443,432 |
| EXPENSES | | |
| Administrative Services | \$17,877 | \$19,722 |
| Miscellaneous Expense | \$8,137 | \$14,022 |
| Professional Services | \$7,900 | \$11,772 |
| Program Costs | \$179,173 | \$305,429 |
| Salaries & Benefits | \$290,464 | \$316,709 |
| Travel & Meeting Expenses | \$45,001 | \$35,259 |
| | \$548,552 | \$702,913 |
| SURPLUS/DEFICIT | (\$146,311)* | (\$259,481)* |

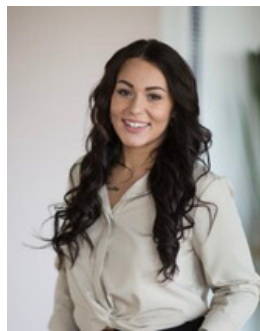
*Each years deficit was intentional in order to use a portion of retained earnings from previous years.

BOARD OF DIRECTORS

CASP's Board of Directors are an invaluable part of our organization. Entirely made up of volunteers from different walks of life in rural, urban and remote locations throughout Canada, our Board contributes their expertise to make a positive impact in suicide prevention and life promotion.



Dr. Jeffrey Ansloos
President/Chair



Aly Raposo
Co-Vice President



Marilyn Irwin
Co-Vice President



Gurj Saroya
Treasurer



Elaine Duan
Secretary



Elder John Rice
Director



Alexia Marsillo
Director



Leigh Bursey
Director



Dr. Rosina Mete
Director



Erin Dixon
Director



Amelia Madziak
Director

STAFF MEMBERS

CASP's staff are a small but mighty team working from coast to coast. With complementary skills and shared purpose, they drive our mission: to advocate, communicate, and educate for suicide prevention, intervention, postvention, and life promotion in Canada.



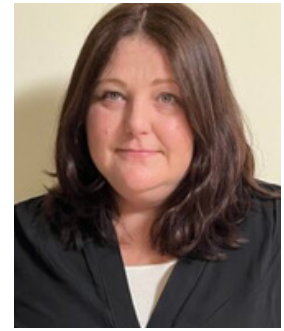
Andrew Perez
Interim Executive
Director



Janine Vincent
Office Manager



Pat Doyle
Program Manager



Lisa Gunn
Communication &
Fund Development
Manager



TOGETHER FOR A CANADA WITHOUT SUICIDE



CASP
ACPS

The Canadian Association for Suicide Prevention is a pan-Canadian registered charity at the forefront of suicide prevention, intervention, postvention and life promotion initiatives for more than 40 years. CASP envisions a Canada without Suicide and a world in which people enjoy an optimal quality of life, are long-living, socially responsible and optimistic about the future. Governed by a dedicated Board of Directors, CASP is supported by several dynamic committees, advisory and working groups.

HOW YOU CAN GET INVOLVED

- Become a Forest of Hope Guardian – honour loved ones and grow healing spaces across Canada.
- Fundraise or Donate – every gift makes an impact
- Partner With Us – collaborate on initiatives
- Spread the Word – share resources and help shift the conversation around suicide.

SUICIDEPREVENTION.CA

