

# DONOR REPORT 2019



# LOVING LIKE JESUS MEANS CARING ABOUT MENTAL HEALTH



## OUR VISION

**Sanctuary Mental Health Ministries is a Christian non-profit that prepares the Church to support mental wellness.**

**We believe that the Church plays a central role in promoting mental wellness and mental health recovery. We provide training, tools, and resources to equip the Church to be a sanctuary for all people, at all stages of their mental wellness journeys.**



## A Message from Daniel Whitehead, Executive Director

This last year has been one of rapid transition and growth, unlike any our organization has seen before. As our growing team has joined the work that God is doing in the hearts and minds of everyday people, it has been so exciting to see Sanctuary's work have an impact on a much larger scale. And yet, despite the many successes captured in this brief report, we know there is still much more work to be done.

Our team is working hard to create analytics systems to track the data that will drive our organization forward. Studies are currently being undertaken to assess the impact of *The Sanctuary Course* on church communities. We are also planning a larger

national study to demonstrate the level of need for mental health support in the Church.

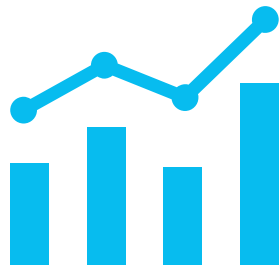
A good friend of mine often laments with me about the injustice of the mental health conversation getting so little attention in the Church. This is perhaps the largest source of pain in the Church today—and it is the desire for justice that drives our growing team to find new ways we can help the Church fulfill its mandate to be good news to all people at all stages of their mental health journeys. With your help, we are doing the work God has called us to do. Your continued support will allow us to keep answering that call in 2020. Thank you for joining us in this kingdom work.

|  
TESTIMONIAL

**“The course ended really well. At the beginning of the evening, as I watched and listened, I sensed a new closeness within our community. Praise God! Everyone was expressing their gratitude for the course. People said they will never be the same, and will never be able to look at mental illness {health} the same way. Some said they felt a lot more confident for future interactions with people suffering.”**

- Cathy Drake, Course Facilitator





# Numbers

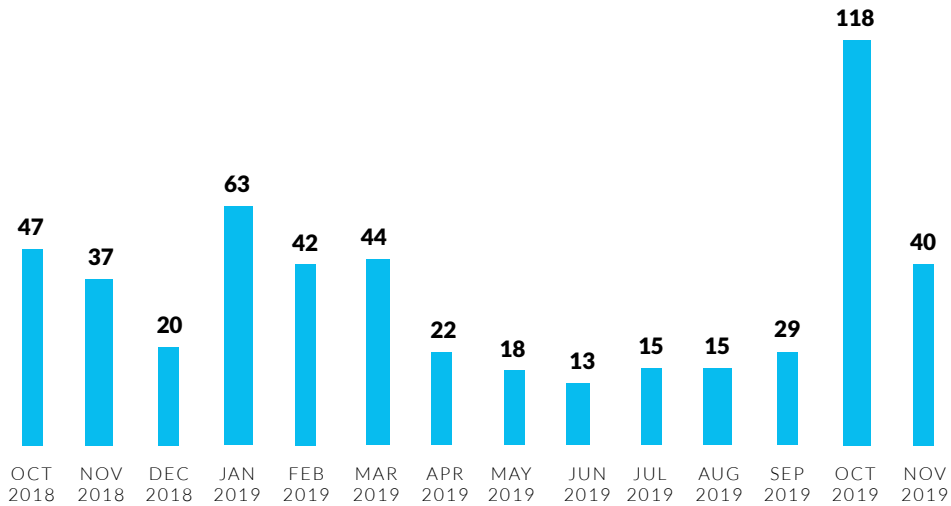
## *The Sanctuary Course*

Since *The Sanctuary Course* launched in October 2018



**15,690**

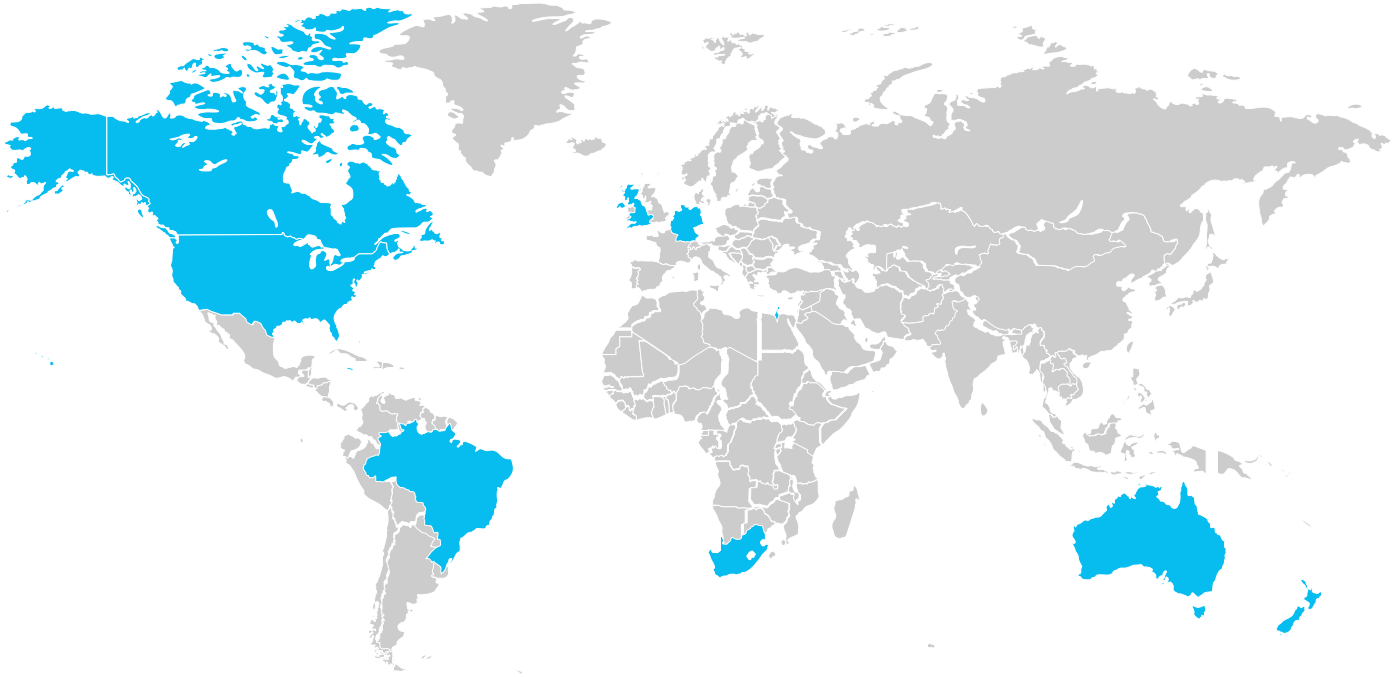
COURSE PARTICIPANTS



**523**

COURSE DOWNLOADS

# Course Downloads Map



**Australia**

- Bentleigh East
- Brisbane
- Bundoora
- Byford
- Cameron Park
- Croydon
- East Perth
- Eastwood
- Forest Lake
- Glass House Mountains
- Hamilton
- Heathmont
- Hillarys
- Kew
- Kingsley
- Mansfield
- Margaret River
- Mont Albert
- Nambour
- New Lambton Heights
- Northcote
- Port Kennedy
- Rochedale South
- St Helena
- St Kilda East
- Stanthorpe
- Wheelers Hill

**Brazil**

- Alegre

**Brunei**

- Bandar Seri Begawan

**Canada**

- Abbotsford
- Burnaby
- Calgary
- Campbell River
- Coquitlam
- Cranbrook
- Delta
- Duncan
- Edmonton
- Hinton
- Lake Country
- Langley
- Luseland
- Medicine Hat
- Montreal West
- Mount Forest
- North Vancouver
- Oakville
- Port Mcneill
- Russell
- St. Catharines
- Surrey
- Toronto
- Vancouver
- Vernon

**Germany**

- Wölmersen

**Great Britain**

- Aberdeen
- Andover
- Ascot

- Basingstoke
- Beaconsfield
- Beckenham
- Berkhamsted
- Bexhill On Sea
- Biggin Hill
- Bordon
- Boreham
- Brabourne Lees
- Brackley
- Brighton
- Bristol
- Bromley
- Burgess Hill
- Bury Saint Edmunds
- Bushey
- Canterbury
- Christchurch
- Clacton On Sea
- Crawley
- Crockenhill
- Crowborough
- Croydon
- Darlington
- East Dulwich
- East Grinstead
- Eastbourne
- Eastleigh
- Edinburgh
- Forres
- Guildford
- Herne Bay
- Hertford
- Hitchin

- Horley
- Horsham
- Ickenham
- London
- Morden
- Nailsworth
- Norwich
- Nottingham
- Orpington
- Peacehaven
- Poole
- Portsmouth
- Reading
- Redhill
- Richmond
- Salford
- Salisbury
- School Aycliffe
- Seaford
- Sidcup
- South Croydon
- Southampton
- Southsea
- St Albans
- St Albans
- Swavesey
- Tamworth
- Torquay
- Tunbridge Wells
- Twickenham
- Upminster
- Uxbridge
- Walsall
- Worcester Park

- Worthing
- Royston

**Israel**

- Nazareth Illit

**Jamaica**

- Allerdyce Green

**New Zealand**

- Auckland
- Dunedin
- Torbay

**South Africa**

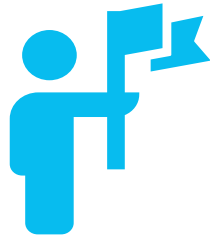
- Bella Bella

**United States**

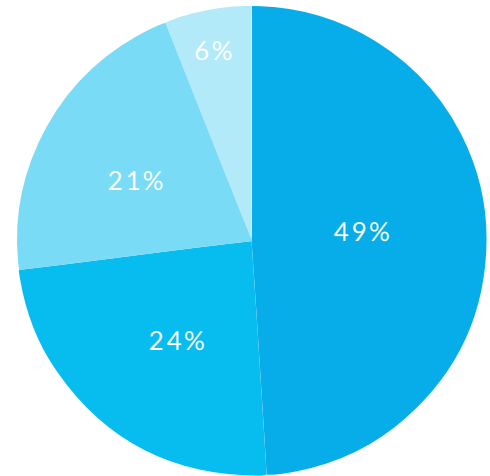
- Bellingham
- Maple Falls
- Caledonia
- Sebastopol
- Muncie
- Jacksonville
- Houston
- Littleton
- Denver
- Zeeland

## Website

SANCTUARYMENTALHEALTH.ORG



**31,978**  
PAGEVIEWS



**6,891**  
NEW USERS

**11,793**  
SESSIONS



“

**Can I just say that I am so glad you have done this work—especially to bring into it the spiritual dimension. But to have the different dimensions of psychological/ social/ theological married up is pure genius.”**

-Julia Pope, Course Participant

## Audience

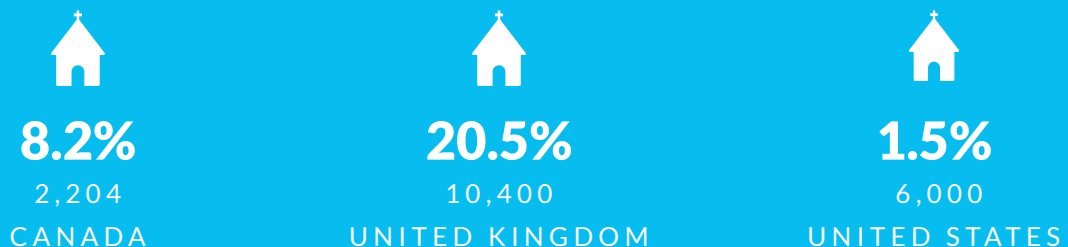
To accurately frame Sanctuary's growth and our goals for the future, it is important to look at organizations with similar products and markets. Right now, Sanctuary's primary market is English-speaking countries, particularly Canada, the United Kingdom, and the United States.

### NUMBER OF Churches



As a measurement tool, we've collected the percentage of churches in these countries that run the Alpha Course. Alpha is a 10-week guided course with films meant to spark conversation about life and God. Alpha launched in 1977 and currently has an annual budget of \$11.5 million. Alpha Canada has a budget of \$6 million. These numbers put Sanctuary's long-term goals into clearer perspective.

### Churches Running the Alpha Course







Sanctuary Team 2019

## Sanctuary's Future

At Sanctuary it is our vision that all churches everywhere are equipped with the resources they need to be sanctuaries for all people at all stages of their mental wellness journeys.

*The Sanctuary Course* launched in October 2018. Since then our goal has been to see as many churches as possible access the course. In the past year, as we've learned how churches engage with *The Sanctuary Course*, we've implemented measurements and tracking tools to help us understand how we can better serve churches moving forward. In addition to implementing new analytical strategies with our current programs, we are preparing to sponsor a national study of mental health in the church in Canada, to help the whole Church see and understand the level of mental health needs that exist. This information will also help shape our future goals and new types of analytical data to collect.

## Targets for 2020 & 2021

Our goal is to increase our budget and expand our reach.



**\$512,000**  
2020 BUDGET



**5,000**  
CHURCHES

**In 2020, *The Sanctuary Course for Catholics* will be released plus the revised version of *The Sanctuary Course*. We will also launch *The Sanctuary Podcast* and *The Sanctuary Blog*.**

As we set targets for the future, we recognize that our organization needs to expand to meet these needs. In the past year, we added six new members to our team. These new colleagues are overseeing operations, partnerships, communications, social media, design, and the launch of our new podcast.

We're also developing new resources. In 2020, *The Sanctuary Course for Catholics* will be released. It is our vision to next produce a revised version of *The Sanctuary Course*, develop *The Sanctuary Course for Youth*, and translate *The Sanctuary Course* into different languages in order to reach more people.

With new tracking measurements now in place, we look forward to having more specific numbers to report in the future as Sanctuary continues to grow and expand its reach in Canada and internationally.



*The Sanctuary Course for Catholics* - coming soon



Hillary McBride - Sanctuary Ambassador



John Swinton - Sanctuary Ambassador

## Ways to Give

SANCTUARYMENTALHEALTH.ORG



THROUGH OUR WEBSITE:  
[sanctuarymentalhealth.org/donate](https://sanctuarymentalhealth.org/donate)



CHEQUE  
Cheques can be mailed to:

Sanctuary Mental Health Ministries  
PO Box 20147 Fairview  
Vancouver, BC V5Z 0C1



GIFTS AND  
IN-KIND DONATIONS

Please email:  
[info@sanctuarymentalhealth.org](mailto:info@sanctuarymentalhealth.org)

THANK YOU FOR YOUR SUPPORT!



**SANCTUARY**  
Mental Health Ministries

**Thank You!**

**Questions?**

[info@sanctuarymentalhealth.org](mailto:info@sanctuarymentalhealth.org) | 1.778.836.HOPE (4673)