

# IRIS

ANNUAL REPORT

2020 – 2021

CARE COMPASSION PERSEVERANCE EMPATHY

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## IRIS

ANNUAL REPORT 2020–2021

This document is available at

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## MESSAGE FROM OUR CEO

**Gayle Grass**  
Chief Executive Officer

As the world dealt with massive changes to the way we live our lives as a result of the pandemic, Iris too adapted. Iris made some significant changes this year which we are excited to share in this year's report.

To start, Iris finished its transition pivoting our focus to promoting messages about mental health prevention through the various life stages versus focusing our tool creation on helping people react and manage a mental health challenge. Now Iris looks at its resource development through this lense offering an understanding of the possible stressors in life that could aggravate an individual's mental health during different stages of one's life. Our new Prepare for Life Tipsheets are an example of how we are supporting individuals in this area.

We have also pivoted on how we run our operations. We have been working on transparency of how we operate and our internal efficiencies. Our new website now offers more insight into our policies, code of ethics and impact in the world to help the public understand the standards that guide our operations and how we help.

Iris has also continued to develop partnerships in the mental health space and expand its ability to reach further audiences with its tools and to learn from others in this space. There are two projects that Iris was grateful to be part of this past year which are included in this report.

Lastly, Iris celebrated her 20th anniversary acknowledging her past accomplishments and partners while looking forwards to the future and looking at how we can continue to contribute to helping others better understand mental health and wellness topics.

I am excited to present our 2020-2021 Annual Report to you,

A handwritten signature in black ink that reads "Gayle Grass". The signature is written in a cursive, flowing style.

## OUR MISSION

**“To develop accessible tools and products to help practice good mental health and wellness throughout one’s life as an individual, family member, professional or community member.”**

## OUR VISION

**“To foster a better understanding of mental health and improved mental wellness through all of the life stages at home, school, work, and within the community.”**

As a result of our new strategic plan to shift our focus from supporting those with existing mental health conditions to supporting all live mentally well throughout their various life stages, our mission and vision were adjusted this past year to reflect Iris’ new direction.

### **Our new mission is as follows-**

To develop accessible tools and products to help practice good mental health and wellness throughout one’s life as an individual, family member, professional or community member.

### **Our new vision is as follows-**

To foster a better understanding of mental health and improved mental wellness through all of the life stages at home, school, work, and within the community.

Our objectives remain the same as at the heart of these objectives is what has made Iris successful for over 20 years.

# OUR OBJECTIVES



Deconstruct academic mental health and wellness research - extract and simplify the essential principles and information for public consumption.



Use narrative and storytelling to educate, change perceptions, attitudes and behaviours, and promote mental health and wellness.

## S.M.A.R.T

Develop SMART (specific, measurable, achievable, realistic, and timely) innovative, low-cost, high-impact products/tools that create the conditions for better mental health and wellness at home, school, work, and within the community.



Continue to work with mental health professionals to ensure products/tools reflect current mental health knowledge.



Connect and collaborate with partner organizations to share knowledge and expand the reach of our efforts to improve mental health and wellness.



Operate as a professional charity with sustainable funding.

# MEETING OUR GOALS

In 2020-2021 we set out to expand our reach to new audiences, form new partnerships, redesign existing tools, develop new products, rebrand, seek out new sources of funding, and celebrate.



## Let's Celebrate Iris 20<sup>th</sup> Anniversary

In Spring 2021, Iris celebrated its 20th Anniversary. We connected with past supporters, audiences and new friends to document Iris accomplishments for the past 20 years. To see more of the impact of the 20th Anniversary Campaign, [click here](#).

## 2020



## Redesign the Old to Make New!

This year Iris took two of its tools - IncludeMe™ and the Units of Study and updated them to reflect current market demands for mental health products.

### IncludeMe™

IncludeMe™ is Iris' mental health workplace training program for managers, the tool was redeveloped into a platform that was more easily accessible for all. Now IncludeMe™ is hosted as a web based training program vs. an app creating easier access for all. [Click here to access IncludeMe™](#).

# IRIS

## The New Iris Look

Iris did an overhaul of its brand look and feel this past year. Iris worked with various graphic designers to create a new logo, colour palette and icons to represent its brand. Iris now has a new website to reflect these changes and marketing materials as a result which will continue to be measured to see if audiences are responding to the new look and feel. [Check out our new website here!](#)



## Iris' Units of Study

This year, Iris' units of study was made more accessible by breaking the units of study into 3 stand alone programs. Previously, it was one literacy-based program to implement in schools. Now, teachers can download the unit of study of interest to them on the following topics – bullying, self-advocacy and understanding how to support a healthy mind. [Click here to check out the new units of study.](#)

# MEETING OUR GOALS

Meeting Our Goals continued...



## New Product Offerings

**Project Kid's Lets Be Superheroes** – Iris completed a new book in their children's series which helps to support conversations with children around the mental health impact of pandemic living. This time around Iris has updated its approach to include more understanding about what children might be experiencing and what is developmentally expected of them in order to navigate mental health concerns related to the pandemic. Iris has had over 1100 downloads since it launched and received positive feedback such as “[Project: Kids, Let’s Be Superheroes] provides this jumping off point were we can have some really meaningful conversations with kids about mental health and emotional wellness.”

[Check out Iris' newest book here!](#)

## “Let's Talk Feelings”

**Let's Talk Feelings** – Is Iris' newest tool experimenting with the format of a game but still using story to help children learn about their mental wellness. Let's Talk Feelings is a cooperative board game for children, aged 4-6, and caregivers trying to cope with pandemic-related stressors in their lives. Using a “day in the life” story approach, children journey through a typical day while being exposed to different scenarios that may occur. These scenarios help both parents and children explore a variety of stressors that children may experience during the pandemic, upon which children can assess and apply different coping strategies. Since its launch there has been 400 downloads/uses and received positive feedback such as “I loved the concept and I loved hearing the kids share their thoughts and feelings, now that we have the rules down pat, we are going to play again!”

[Check out Iris' new game here!](#)



## Prepare for Life Tips

Following the new strategic direction of helping individuals and communities with navigating potential mental health concerns throughout the various life stages, Iris has launched Prepare for Life Tips in both the form of a regular social media post and through the creation of TipSheets. So far Iris has produced tip sheets for each life stage from toddler to seniors and for two community environments (educators and workplace). The tips have been receiving positive feedback on their usefulness. [Click here to find out more.](#)



## Audio Books for Iris

Iris was fortunate to work with students from Loyalist College to pilot the creation of an Iris the Dragon audiobook. Taking the newest edition to its collection, the students worked with voice actors and used their technological audio skills to produce Iris' first official audiobook. [Check it out here!](#)



## Expanding our Reach

**Increase and consistency of social presence.** Over the past year Iris has been able to successfully increase and stabilize its social media presence to create a consistent flow of messaging to the public. Organic Facebook, Twitter and LinkedIn reach increased to 13K, 83K and 12K respectively while maintaining industry standard engagement rates illustrating the success of Iris' social messaging tactics. The organization has been able to expand its presence into new markets, such as educators and youth, using newly created Instagram and Pinterest accounts.

# MEETING OUR GOALS

Meeting Our Goals continued...



## Consistent Newsletter Messaging

Iris has also been able to implement various, automated internal processes that consistently engage consumers through email. The organization has successfully implanted multiple newsletter signup opportunities throughout the website as well as automated welcome emails for all new signups. Automated surveys coinciding with product orders are also sent out to customers on a daily basis. In addition to these automated processes, Iris creates bi-monthly newsletter to promote new resources, offers, blog posts and reinforce donation calls to action.



## SEO Organic and Paid Increase

Through the new Shopify website, Iris has been able to increase brand awareness through SEO tactics. Existing tactics such as relevant product descriptions and alt tagging have been combined with Shopify's capabilities to create blogs to fortify Iris' ranking and visibility on search engines. Iris has further magnified this impact by securing Google Ad Grants which provide \$10000 USD/month to be used on Google Search Ads at no cost to the organization



## Media Coverage

Iris' COO, Jessica Grass appeared on CBC Radio One Ottawa early this year to have a conversation with host Robyn Bresnahan about their newest book Project Kid's Let's be Superheroes. The radio segment focused on the impact of pandemic living on children's mental health and received positive feedback such as "Heard about Iris the Dragon on CBC Radio near Ottawa today. Thank you for all that you do!"

Iris' CEO, Gayle Grass also appeared on its local radio station, Lake 88.1 with Bob Perreault, this Fall having a conversation about Iris' 20th Anniversary. The community was reminded about the long standing history that Iris the Dragon has in Lanark County despite it having international reach.



## Diverse and Shareable Products

The creation of diverse and shareable products has aided in the potential growth of brand awareness through word of mouth or secondary brand exposure for Iris. By leveraging front line organizations in distribution of branded Iris resources, the organization is able to reach new consumers on a global scale without spending extra resources. An example of this would include Dakota Family Services (based in North Dakota, USA) commissioning the production of 250 hard copies of Project: Kids, Let's Be Superheroes to distribute within their geographical area.

# MEETING OUR GOALS

Meeting Our Goals continued...



## Working with Others

Iris continues to forge new partnerships with organizations who can provide subject matter expertise to develop exemplary tools or can help to increase the reach of our tools. Some of our partners this year include:

### **Children's Resource On Wheels (CROW)**

This year Iris worked with Children's Resource On Wheels (CROW) – Lanark to produce the pilot version of Let's Talk Feelings. CROW offered subject matter expertise to provide input into the creation of the game as well as provided a platform for piloting the tool.



## Digital Main Street / Shopify

Iris was selected as a vendor to receive support from a Shopify website developer to recreate our site on Shopify. This program was made available through a grant from the Ontario Provincial Government. Iris' website now uses Shopify as its web platform to facilitate the showcasing and distribution of its tools.



UNIVERSITY  
OF ALBERTA



SIMON FRASER  
UNIVERSITY



## Universities / Colleges

Iris continues to work with student groups to delve into topics that would assist Iris grow. This year Iris hosted projects for students from Arizona University, University of Alberta, Simon Fraser and Loyalist College. Topics that the students explored were consumer behavior for donors, increasing reach and brand awareness and creating educational tools for the mental health space.

2021

## Sources of Funding

**Grants** – Iris continues to operate under a 3 year federal grant under the Social Development Partnership Program from ESDC. Iris has now completed two years of the funding agreement and our work under this grant can be reviewed [here](#). Iris recently was approved for an additional year of funding under this grant supporting Iris’ operations until 2023. Iris was also fortunate to receive funding from Perth’s Emergency Community Foundation Grant and most recently was selected for a Bell Let’s Talk Grant. The impact of all grants received can be reviewed [here](#) on our Key Impacts page.



**Donors** – Iris updated its communication on how it creates an impact in the world and also updated the way it receives funding from donors using its new website. These updates have helped to make donors feel more comfortable and secure. Iris has received donations this year from individual donors and a large donation from FK Morrow this year to support the creation of Project Kid’s Lets Talk.

# IRIS YEAR IN NUMBERS

55

Impact in over  
55 countries

241k

Resources  
globally  
distributed

\$1.2

Million worth  
of resources  
provided

4.7

Million lives  
impacted  
worldwide

44

Students and  
volunteers  
mentored  
since 2020

2

Empirical studies  
demonstrating  
effectiveness of  
Iris' resources

# IRIS

## Being a Go to Resource

Iris plans to continue to expand its reach and be thought of as a go to resource for accessible and effective mental health literacy tools to support each stage of life. Iris will also continue to develop more tools to help build mental health literacy at all stages of life.

## Partner Work

Iris wants to continue to co-create with others and contribute to the mental health space through its work with others. Iris will continue to seek out new ways to partner and build partnerships that help it achieve its mission.

## Creating Sustainable Sources of Funding

Iris will continue to explore how to build more reliable sources of funding to be able to offer its tools for free.

## 2021–2022 GOALS

Iris was very pleased with the progress this year and will continue to push for the above this new year.

# FINANCIAL REVIEW

## IRIS THE DRAGON INC.

### Statement of Financial Position

AS AT JUNE 30, 2021

	2021	2020
<b>Assets</b>		
<b>Current</b>		
Cash and investments	\$ 132,153	\$ 147,122
HST receivable	2,868	8,452
Prepaid expense	1,779	5,065
Inventory	–	1,200
	\$ 136,800	\$ 161,839
<b>Capital Assets</b> (note 3 and 5)	1,432	291
	\$ 138,232	\$ 162,130
<b>Liabilities</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities (note 6)	\$ 6,162	\$ 22,077
Deferred contributions (note 7)	108,992	136,641
	115,084	158,718
<b>Due to directors</b> (note 8)	228,573	314,934
<b>Net liabilities</b>	( 205,452 )	( 311,522 )
	\$ 138,232	\$ 162,130



# IRIS THE DRAGON INC.

## Statement of Changes in Net Assets

FOR THE YEAR ENDED JUNE 30, 2021

	2021	2020
<hr/>		
<b>Net Assets</b>		
Balance beginning of year	\$ ( 311,522 )	\$ ( 315,030 )
Excess of revenues over expenditures	106, 097	3,508
<hr/>		
<b>Balance end of year</b>	<b>( 205,452 )</b>	<b>( 311,522 )</b>
<hr/>		

# FINANCIAL REVIEW

## IRIS THE DRAGON INC.

### Statement of Operations

FOR THE YEAR ENDED JUNE 30, 2021

	2021	2020
<b>Revenue</b>		
Grants	\$ 239,288	\$ 146,779
Project funds	25,000	–
Sales	5,510	–
Donations and other income (note 8)	82,963	5,565
	352,761	152,344
<b>Expenses</b>		
Advertising and promotion	13,514	803
Bank charges	1,365	553
Insurance	1,569	3,348
Office expenses	39,287	14,434
Professional fees	15,162	27,708
Rent	9,013	8,000
Salaries and wages	136,314	81,749
SME fees	19,853	–
Travel expenses	2,723	3,700
Utilities	7,864	8,541
	246,664	148,836
<b>Excess of revenue over expenses</b>	<b>106,097</b>	<b>3,508</b>

# IRIS THE DRAGON INC.

## Statement of Cash Flow

FOR THE YEAR ENDED JUNE 30, 2021

	2021	2020
<b>Cash flows from (used for) operating activities</b>		
Excess of revenues over expenditures	\$ 106,097	\$ 3,508
Net changes in non-cash items related to operations:		
Accounts receivable	( 2,732 )	–
Amortization	358	72
HST receivable	8,317	( 7,378 )
Inventory	1,201	960
Prepaid expense	3,286	( 5,065 )
Accounts payable and accrued liabilities	( 15,917 )	( 4,265 )
Deferred contribution	( 27,719 )	19,691
	( 33, 206 )	4,015
<b>Financing activities</b>		
(Repayment to) proceeds from Directors	( 86,361 )	( 1,431 )
<b>Investing activities</b>		
Purchase of capital assets	( 1,499 )	–
<b>Increase in cash</b>	( 14,969 )	6,092
<b>Cash, beginning of year</b>	147,122	141,030
<b>Cash, end of year</b>	\$ 132,153	\$ 147,122

# IRIS THE DRAGON INC.

## Notes to Financial Statements

FOR THE YEAR ENDED JUNE 30, 2021

### 1. ORGANIZATION

Iris the Dragon Inc. (the Organization) is the producer of mental health education tool for schools, workplaces and communities. The Organization is incorporated under the Canada Not-for-profit Corporations Act and is a registered charity under subsection 149(1)(f) of the Income Tax Act Canada and is exempt from income taxes.

### 2. GENERAL

Basis of Presentation:

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations.

### 3. SIGNIFICANT ACCOUNTING POLICIES

#### (a) Basis of Accounting

Revenue of expenses are recorded on the accrual basis whereby they are reflected in the accounts in the period in which they have been earned and incurred respectively, whether or not such transactions have been finally settled by the receipt or payment of money.

#### (b) Revenue Recognition

The Organization follows the deferral method of accounting for contributions.

Revenue received in respect of projects is deferred until the related expenditures are incurred.

Unrestricted donations are recognized as revenue when received. Funds received designated for an activity or project by the donor are recognized as revenue when used for the purpose for which the funds were received.

#### (c) Use of estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts recorded in the financial statements and notes to the financial statements. Estimates are used for, but not limited to, the calculation of accrued receivables, allowance for doubtful accounts and accounts payable and accrued liabilities. These estimates are based on management's best knowledge of current events and actions that the organization may undertake in the future. Actual results may differ from these estimates.

#### (d) Inventory

Inventory is recorded at the lower of cost and net realizable value.

#### (e) Property and equipment

Property and equipment are initially recorded at cost and are amortized over their useful lives, using the declining balance method.

### 4. FINANCIAL INSTRUMENTS

The Organization's financial instruments consist of cash, accounts receivable and accounts payable and accrued liabilities. The book values of these financial instruments approximate their values due to their short-term nature. It is management's opinion that the organization is not exposed to significant interest, currency or credit risk arising from these financial instruments.

### 5. CAPITAL ASSETS

	Rate	Cost	Accumulated Amortization	Net 2021	Net 2020
Property and equipment	30%	\$ 3,990	\$ 2,558	\$ 1,432	\$ 291

Cost and accumulated amortization amounted to \$2,491 and \$2,200, respectively, as at June 30, 2020.

# IRIS THE DRAGON INC.

## Notes to Financial Statements

FOR THE YEAR ENDED JUNE 30, 2021

### 6. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Accounts payable consist of \$7,412 (2020 - \$6,027) in trade payables and a \$4,400 (2020 - \$16,050) audit accrual.

### 7. DEFERRED CONTRIBUTIONS

Deferred contributions consist of the following amounts:

	2021	2020
<b>Performance and Accountability Frameworks</b>		
Balance, beginning of year	\$ 136,641	\$ 116,950
Recognized as revenue (express incurred)	( 194,288 )	( 146,779 )
Funds received	166,569	166,470
Balance, end of year	108,922	136,641

### 8. RELATED PARTY TRANSACTIONS

The Organization has related party transactions in the normal course of business. These transactions are recorded at the exchange amount, which is the amount agreed upon by the respective parties.

The organization is committed to minimum annual payments under a lease for its head office, payable to director, as follows:

Year ending June 30, 2022	\$8,000
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Amounts due to three members of the Board of Directors of the Organization are non-interest bearing and have no specified terms of repayment. The balance includes amounts owing in regards to advances and director fees net of repayments. During the year, \$75,000 of Due to Directors balance was recognized as donation revenue (2020 - \$Nil).

Performance & Accountability Frameworks expenses include professional services fee paid to the Board of Directors, which amounted to \$50,000 (2020 - \$75,000).

### 9. CONTRACTUAL OBLIGATIONS

Grants agreements allow funding agencies to conduct audits to ensure project expenditures are in accordance with the terms and conditions. Ineligible expenditures, if any, may result in the Organization reimbursing a portion of the funding. Management believes the Organization has incurred no ineligible expenditures and has, therefore, not recorded any liability for reimbursement. According to the funding agreement, the Organization will receive \$Nil in 2022 (2021 - \$166,569).

### 10. SUBSEQUENT EVENT

On August 11, 2021, the Organization was notified of the approval of a one year extension to their Social Development Partnership Program (Performance & Accountability Frameworks) agreement with Employment and Social Development Canada. Finalization of this extension is expected during 2021.



## IRIS ANNUAL SURVEY

The entire Iris team would like to sincerely thank you for all your support over the past year. Your efforts and support have helped change the story for mental health.

Looking forward to the year ahead, we would like to hear your suggestions on how we can improve and help provide more/better resources.

[Click here to provide feedback!](#)

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