

# Cornerstone Newsletter

## Summer 2019

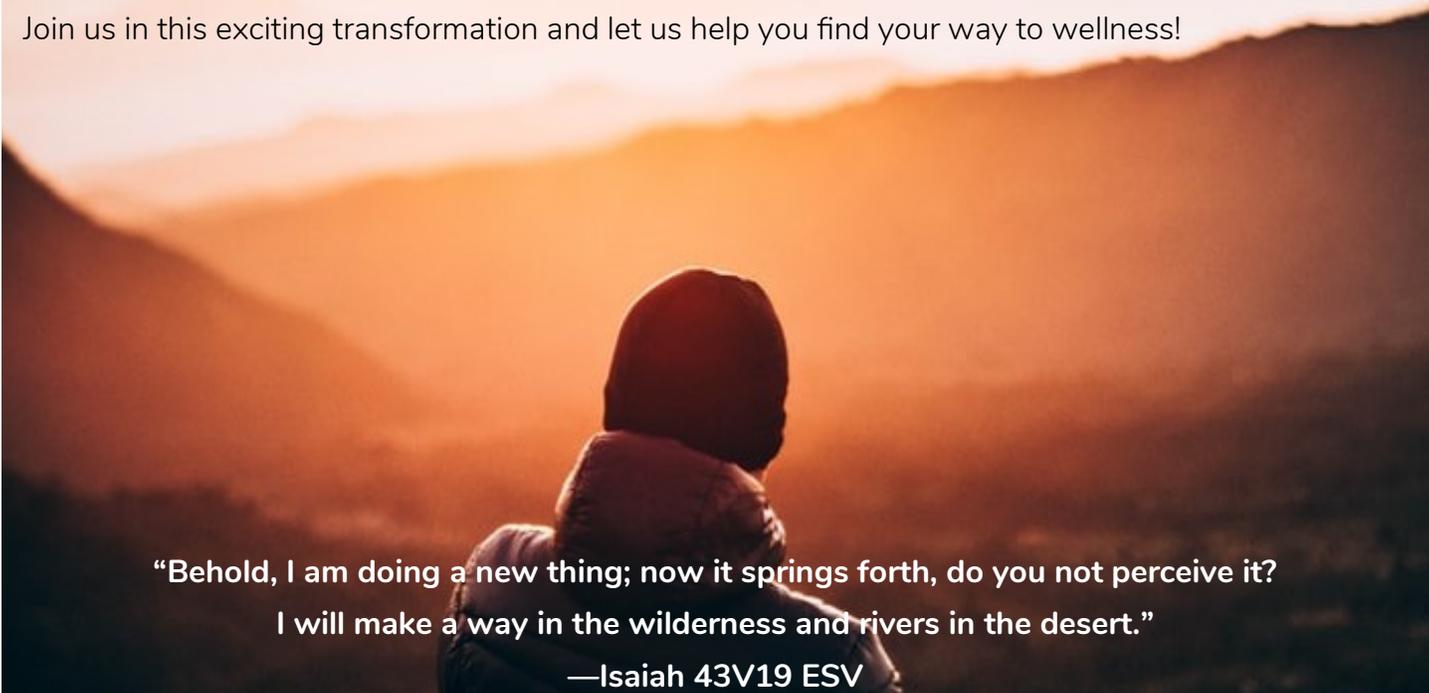
Transformation. It is necessary not only for individuals, but for organizations and brands. This year, Cornerstone celebrated 42 years of extending the hand of compassion to over 80,000 people who were in need of counselling services. This is a legacy to be proud of, but as a forty-year-old agency, it also means we need to consider our future.

As times change, Cornerstone needs to remain fresh and relevant. We want our brand to appeal to both young families and the older clients we serve. We wanted to update our logo to be less rigid and more approachable. We knew making these changes would not be easy and something we could not do alone.

In December 2018, we were fortunate to receive a grant to enhance our brand. We immediately started searching for a local marketing agency that could help us achieve our goals. After much thought and consideration, we determined that g[squared] would be the best fit for us. The founder, Glori Meldrum, has extensive experience and a passion for working with non-profit, mental health, and faith-based organizations.

For over eight months, the g[squared] team met with us regularly to help us capture the essence of who Cornerstone is and the value we offer to the community. Changes included developing a calming colour pallet, creating a unique logo, and crafting stronger key messages and a tagline. Look on page two to see our evolution. Cornerstone's logo has changed from plain black, to one with bright colours and sharp corners, to our new logo. Now, the shapes and lettering of our brand are softer, the colours are current, and the logo can appear as stepping stones or an arrow leading to a new path.

Join us in this exciting transformation and let us help you find your way to wellness!



**“Behold, I am doing a new thing; now it springs forth, do you not perceive it?  
I will make a way in the wilderness and rivers in the desert.”**

**—Isaiah 43V19 ESV**

## A Brief History of Cornerstone

Cornerstone Counselling had its beginnings in the basement of Bonnie Doon Baptist Church in 1977. It was founded by Rev. Ernest Runions and Dr. Doug Spinney who had a vision for a Christian-based counselling agency that could help people whose lives were unraveling. They believed that if they could provide affordable and professional mental health support during life's most difficult moments, people would heal and have better life-long outcomes.

As a 40-year-old agency, Cornerstone has undergone many changes. Over the years, we have moved locations, offered a variety of services and workshops, and updated our logo, to name a few. We have also decided to change our name to Cornerstone Counselling. It is concise, catchy, and easy to remember. Here's a look at our logos over the years:

Logo used before 1997



Logo used from 1997 to 2019

Tagline: Extending the hand of compassion since 1977.



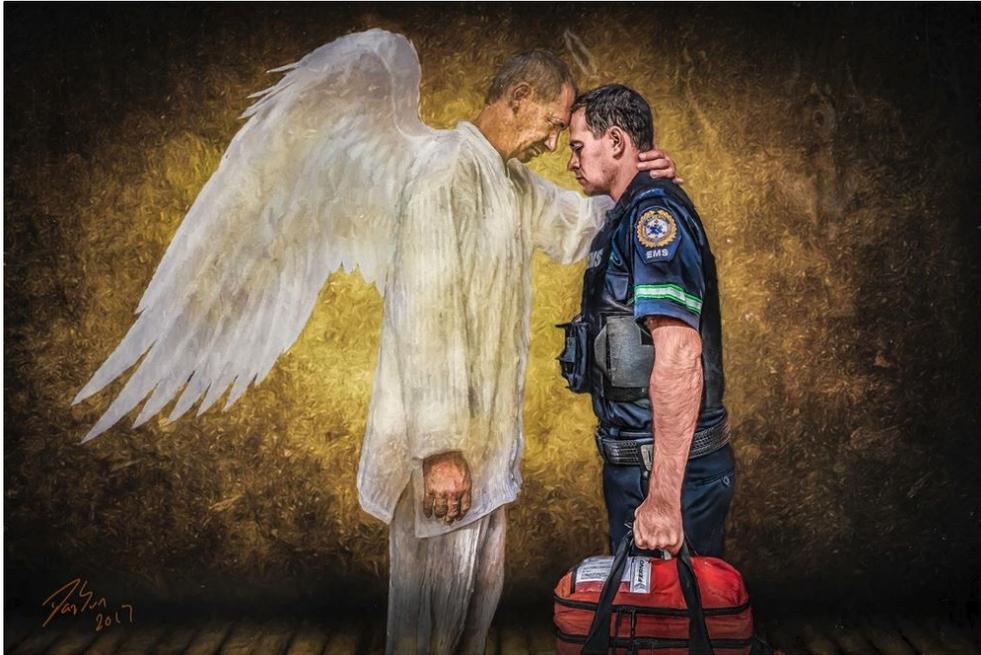
Our new logo designed by g[squared]

Tagline: Find your way to wellness.



**Cornerstone**  
COUNSELLING

## Hearts of Compassion



*Finding Peace by Daniel Sundahl*

Cornerstone would like to thank everyone who joined us for this year's Hearts of Compassion Fundraising Breakfast. Together, over 150 attendees donated \$20,000 to our Compassion Fund! We are extremely grateful for the generous donations from individuals and businesses, as it allows us to continue working towards the betterment of our community's mental health by offering affordable counselling to everyone who needs it.

This year, we were fortunate to hear from Daniel Sundahl and Ryan Krawchuk who both delivered very touching speeches. Dan was able to move us with not only his words, but also his artwork. As a firefighter/paramedic, Dan's photos allow us to see the world through his eyes and give us a sense of how emotionally charged the role of a first responder is. His art depicts the raw vulnerability experienced by first responders who fall victim to feelings of fear, shame, and negative stigma that prevents many first responders from getting the help they need. However, we can help first responders deny feeling ashamed and get help by reducing the stigma associated with mental illness.

Ryan, a former youth pastor, was able to show us the integral role that counselling plays when it comes to finding wellness. Ryan was strong enough to ask for help when he knew he needed it most, even though he didn't know what to expect. Ryan attended regular counselling sessions that helped him win his battle with an eating disorder and Obsessive Compulsive Disorder to get to a place of mental wellness. Like Ryan, we want everyone to be comfortable to ask for help when they need it. However, it is disheartening to hear when health professionals—as experienced by Ryan—write people off or say things like “boys don't get eating disorders”. Mental health issues do not discriminate based on gender. It is time to drop toxic masculinity and let men know that it is okay to ask for help! Cornerstone wants to raise awareness and reduce stigma surrounding men's mental health with our annual campaign, *Down with “Man Up”* (more contest information on page 4).

## Upcoming Event

Cornerstone Counselling is excited to host “*Sitcom Showdown!*” Trivia Night in support of World Mental Health Day.

Seinfeld. Friends. The Office. The Big Bang Theory. Which sitcom reigns supreme? Assemble a team of four and come on down to The Canadian Brewhouse (10338 - 109 Street, Edmonton) this October for a chance to win the grand prize (and bragging rights).

Tickets are \$25 each and include a \$6.99 discount off your bill. Keep an eye out on social media for more details! Learn more at [www.cornerstonecounselling.com](http://www.cornerstonecounselling.com).

## 3rd Annual *Down with “Man Up”* Media Contest

Cornerstone is excited to announce our 3rd Annual Down with “Man Up” Media Contest! Here’s the scoop. From a young age, men in our society are conditioned to resist expressing emotion and believe that asking for help is a sign of weakness. Toxic phrases such as “boys don’t cry” and “man up” are all too common, leading to the reluctance many men feel when it comes to seeking mental health support. This is a serious issue as the suicide rate of Canadian men is three times higher than that of women. Across Canada, this silent epidemic is taking its toll on the men in our friend groups, families, workplaces, and communities. It is time for us to speak openly and honestly about men’s mental health.

Cornerstone Counselling wants to break down the stigma and help improve the quality of men’s mental health. We are asking the people of Edmonton to increase awareness by submitting an entry to our contest. Submissions can be anything from an art piece, to a poem, to a song, to a video, focused on sending a meaningful message about men’s mental health. The contest will run from **October 15 to November 15** with an Award Ceremony planned at City Hall for the evening of **November 27, 2019**. More details can be found on our website [www.cornerstonecounselling.com](http://www.cornerstonecounselling.com).

It is time to say Down with “Man Up” and spread the message that it is okay for men to ask for help. Join our important conversation and say Down with “Man Up” once and for all!

## Upcoming Workshops

### Anger Management

August 22 & 24, 2019

September 26 & 28, 2019

November 14 & 16, 2019

December 12 & 14, 2019

### Marriage Preparation

September 20 & 21, 2019

For information about the time, cost, and more, visit [www.cornerstonecounselling.com](http://www.cornerstonecounselling.com).

