

2022 PARTNERSHIP OPPORTUNITIES

CANADIAN ALLIANCE
ON MENTAL ILLNESS
AND MENTAL HEALTH



ALLIANCE CANADIENNE
POUR LA MALADIE MENTALE
ET LA SANTÉ MENTALE

THE CANADIAN ALLIANCE ON MENTAL ILLNESS AND MENTAL HEALTH

OUR CAMPAIGN:

REMISE DE PRIX • DE LA SANTÉ MENTALE
CHAMPIONS
OF MENTAL HEALTH AWARDS

ABOUT US

Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of 15 leading mental health care and service organizations, representing health care providers as well as persons and families living with mental health issues. CAMIMH's strength is that it brings together an incredibly wide array of the diverse Canadian mental health community. It is uniquely placed to speak for a broad range of mental health stakeholders in Canada.



1 in 5 (6.7 million)

Canadians suffer from a mental illness each year.

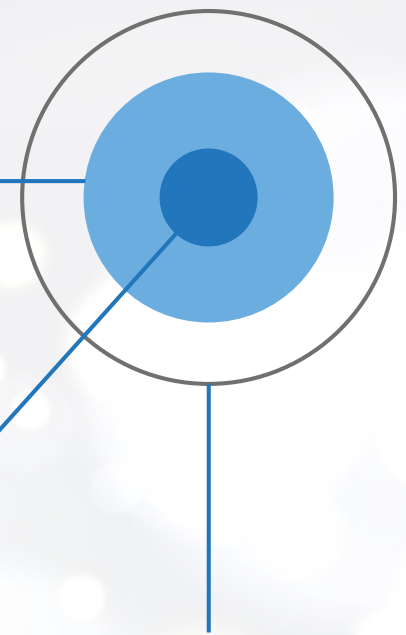


By age 40, **50%** will have or have had a mental illness.

The economic cost of mental health problems is

\$51 billion
(2.8% of GDP [2011])...

...of which **\$20 billion** stems from the workplace.



In 30 years, the total cost is projected at **\$2.5 trillion.**

REMISE DE PRIX • DE LA SANTÉ MENTALE
CHAMPIONS
OF MENTAL HEALTH AWARDS

CAMIMH'S CAMPAIGN

REMISE DE PRIX • DE LA SANTÉ MENTALE
CHAMPIONS
OF MENTAL HEALTH AWARDS

The Champions of Mental Health Awards is one of Canada's premiere mental health campaigns. Each year, this national awareness and education campaign recognizes exceptional thought-leaders who have made outstanding contributions to the field of mental health in Canada. The awards gala caps off the campaign during Mental Illness Awareness Week, and is accompanied by a national media and public awareness campaign. There is a national open nomination process that runs from April to June.

The growing body of Champions alumni represents some of the best advocates for mental health in Canada. This impressive scope of nominees provides CAMIMH with a unique position to spread the conversation about mental illness into every region across Canada.

CAMIMH honours a diverse group of Champions each year in the following categories:

Sharon Johnston Champion of Mental Health Award for Youth

Media

Workplace Mental Health

Community Organization

Community Individual

Parliamentarian

Innovation
Researcher or Clinician



For more information, please visit: camimh.ca

YOUR GENEROUS SUPPORT WILL:



Bring greater national awareness to mental health and mental illness to the Canadian public and elected representatives;

Recognize outstanding Canadians who have made a significant impact on mental health research, stigma reduction, or public awareness;

Contribute to increased education and public awareness of mental health and mental illness in Canada through a well-recognized campaign;

Create sustained and long-lasting media coverage on issues surrounding mental illness in Canada;

Work to increase the importance of the mental health agenda among decision-makers at all levels of government in Canada.

For more information, please visit: camimh.ca

PAST CHAMPIONS OF MENTAL HEALTH



Sharon Johnston Champion of Mental Health Award for Youth:
Hani Rukh E Qamar

Hani Rukh E Qamar is a BSc. Psychology and International Development Studies student at McGill University. In 2020, Hani founded Canadian Advisory of Women Immigrants, which is a NPO dedicated to empowering immigrant women in all aspects of life, including mental health. She is a Board Director at SOFIA House, which is a second stage transition home for women escaping domestic violence. Hani has also worked in research on housing first programs, alcohol management programs, youth mental health and women's mental health. Currently, she is working as a Policy and Advocacy Fellow with IYAFP Canada, where she is providing a perspective on policies pertaining to SRH and youth.

Hani is an avid advocate for the rights of vulnerable communities and she hopes to pursue a career in the mental health sector. Hani believes in a society where all communities have equal access to mental health resources and she is striving to make that a reality.



Parliamentarian
Todd Doherty

Mr. Doherty was privileged to champion Bill C-211, An Act Respecting a Federal Framework on Post-Traumatic Stress Disorder (PTSD). Bill C-211 will require the Minister of Health to convene a conference with the Minister of National Defence, the Minister of Veterans Affairs, provincial and territorial government representatives, representatives of the medical community and patients' groups for the purpose of developing a comprehensive federal framework to address the challenges of recognizing the symptoms and providing timely diagnosis and treatment of PTSD.

In October 2020, MP Doherty brought forward a Motion in Parliament to establish a National Suicide Prevention Hotline (9-8-8), that was unanimously passed by all Members of Parliament. Subsequently, MP Doherty proceeded to introduce Bill C-294 in the House of Commons, to ensure the matter proceeded through Parliament and became a reality.



Innovation - Researcher
Srividya Iyer

Srividya Iyer, Ph.D., is an Associate Professor in the Department of Psychiatry and an Associate Member of the Department of Epidemiology, Biostatistics and Occupational Health at McGill University. She is a licensed psychologist and a Researcher at the Douglas Research Centre. Her work focuses on youth mental health and early intervention, including for serious mental health problems such as psychosis. She seeks to ensure that more young people worldwide have timely access to appropriate, youth-friendly mental healthcare and enjoy well-being and social participation. Srividya partners closely with young people, families and communities to influence real-world practice and policy in Canada and globally.

PAST CHAMPIONS OF MENTAL HEALTH



Community Individual
Helen Fishburn

For over 25 years, Helen Fishburn has worked in numerous roles in the mental health and addictions field, including various leadership roles for the past 18 years with the Canadian Mental Health Association Waterloo Wellington.

Helen feels honoured to be the Chief Executive Officer of CMHA WW as it allows her to drive health care system change forward while overseeing care for people of all ages with complex needs. The creation and implementation of Here 24/7, a coordinated access centre for all mental health, addictions and crisis services in Waterloo Wellington, and the IMPACT police crisis program are some of the defining achievements in Helen's career. More recently, Helen has been a key participant in the popular 'Finding the Balance' webinars, created to respond to and support the mental health needs of our community during the COVID-19 pandemic.



Community Organization
Boots on the Ground

Boots On The Ground is a charitable organization which provides 24/7 anonymous, compassionate and confidential peer support and suicide prevention to all First Responders throughout Ontario. This includes over the phone peer support and in person assistance. Their services are offered to Police Officers, Firefighters, Paramedics, Corrections Officers and Nurses. They serve both retired and serving members, sworn and civilian. Boots On The Ground does not turn anyone away and they have fielded calls from across Canada.

Boots On the Ground was founded by Dave McLennan, a retired police officer with 30 years policing experience.



Workplace
Annabelle Bourassa

Annabelle Bourassa is a devoted mental health advocate whose purpose is to reduce the stigma and normalize mental health in the workplace by raising awareness, educating and fostering allyship. In her workplace, Annabelle founded and leads a local mental health committee; she is the Montreal lead of the national ERG AccessAbilities that aims to empower people living with physical and mental disabilities; and she is a content creator and facilitator for mental health peer-led discussions.



Media
Leigh Bursey

Leigh Bursey is a best-selling author, a local media personality, and has been Executive Director of Tiny Home Alliance Canada since March 2020. He has overseen that organization's growth nationally while many other organizations have not been so successful during COVID-19. He has been quoted in magazines and articles and on CBC radio talking about tiny homes and how they can be used to support those with mental health and substance use issues.

SOME OF CAMIMH'S CAMPAIGN SUCCESSES INCLUDE

With the ongoing COVID-19 pandemic, CAMIMH was forced to adapt our Champions of Mental Health Awards campaign yet again. With the generous support of our partners, we successfully hosted another virtual Champions of Mental Health Awards gala during Mental Illness Awareness Week, to cap off our Champions of Mental Health campaign!

- High level participation for both the Champions of Mental Health Awards and Mental Illness Awareness Week campaign, including nominations from politicians, journalists, lawyers, CEOs, artists, and more;
- Excellent Parliamentary participation, including statements in the House of Commons, and hundreds of meetings with parliamentarians over the past five years;
- Top tier social media presence with millions of impressions received on Twitter including posts, mentions and retweets from Parliamentarians, journalists, and leading experts in mental health;
- Garnering hundreds of high profile news stories annually surrounding the topic of mental health and stigma reduction. Some of the outlets covering CAMIMH's campaigns have included CTV News, Huffington Post, The Ottawa Citizen, Power Play, Rogers Television, TSN, The Daily Gleaner, CBC radio, and The Hill Times.

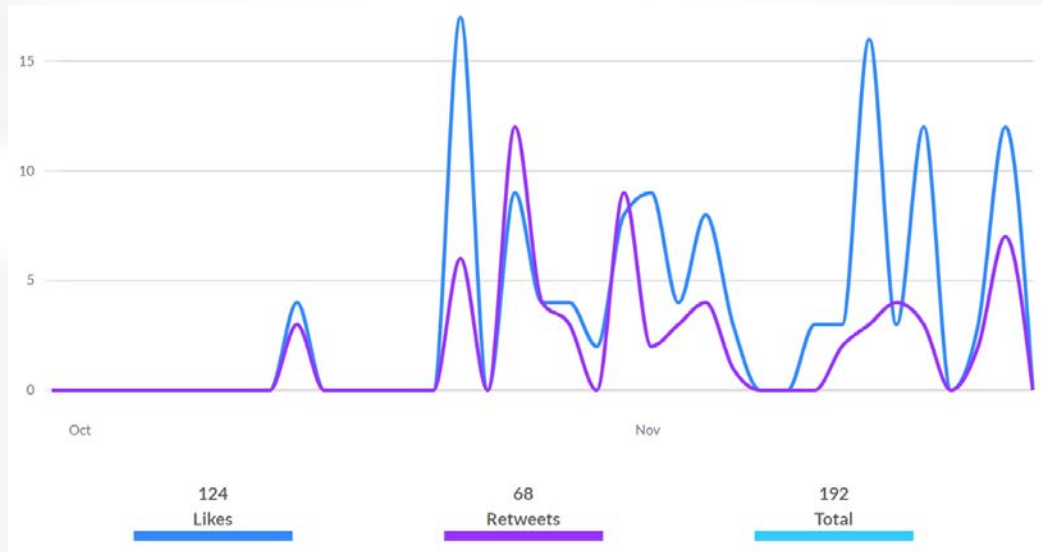
Srividya on Radio-Canada

Record quickly, store safely, enrich with notes, share and start collaborating.
Download the app for free to create your own audio recordings now!

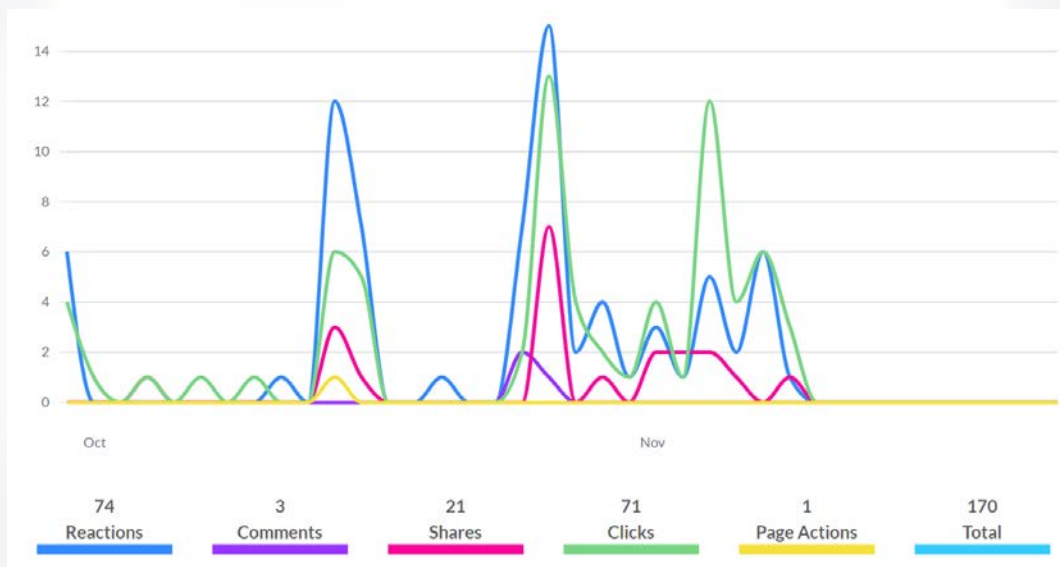


SOCIAL MEDIA ENGAGEMENT

MIAW 2021 - TWITTER



MIAW 2021 - FACEBOOK



In addition to our social media campaign, we also had a targeted media approach to engage with traditional media. We faced a tough media landscape, but were able to break through the clutter. Our engagement was up throughout all campaigns as well our impressions.

For more information, please visit: camimh.ca

PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER - \$100,000

- Logo placement on all digital and print materials: including press releases, event invitations, and multimedia and in campaign advertising.
- Primary logo placement on invitations, the multimedia presentations and campaign advertising.
- Recognition from the Emcee as Presenting Partner at the event.
- The opportunity to provide a quote for the event press release.
- Exclusive logo placement on the token giveaway at the gala.
- The opportunity to present remarks during the reception.
- Logo placement on the Champions of Mental Health Award page on the CAMIMH website.
- Opportunity to present an award at the gala alongside Emcee.
- Recognition of partnership in all press material.
- The opportunity for brand exposure on CAMIMH's social media throughout the year and a full media report at the end of the year.
- 10 parking passes for the gala

GOLD PARTNER - \$50,000

- Logo placement on all digital and print materials including event invitations, multimedia presentations and in campaign advertising.
- Logo placement on the Champions of Mental Health Awards page on the CAMIMH website.
- Opportunity to present an award at the gala alongside Emcee.
- The opportunity for brand exposure on CAMIMH's social media throughout the year and a full media report at the end of the year.
- Recognition of partnership in all press material.
- 8 parking passes for the gala

SILVER PARTNER - \$25,000

- Logo placement on all digital campaign materials including event invitations, multimedia presentations and in campaign advertising.
- Logo placement on the Champions of Mental Health Awards page on the CAMIMH website.
- Opportunity to present an award at the gala alongside Emcee.
- The opportunity for brand exposure on CAMIMH's social media with 3 solo social posts and logo placement on design assets.

PARTNERSHIP OPPORTUNITIES

BRONZE PARTNER - \$10,000

- Logo placement on all campaign materials including event invitations, multimedia presentations and in campaign advertising.
- Logo placement on the Champions of Mental Health Awards page on the CAMIMH website.
- Opportunity to present an award at the gala alongside Emcee.
- The opportunity for brand exposure on CAMIMH's social media with 1 solo social post and logo placement on design assets.



















CHAMPION AWARD PARTNER - \$25,000

- The partner presents an award of its choosing (from those available) in one of the seven categories at the Gala.
- Your organization's partnership will clearly be marked in the award recipient profile video. This will be shown in front of hundreds of mental health professionals, parliamentarians, and thought leaders at the Champions Awards and Gala.
- The partner will receive a plaque honouring your company's contribution to the award category.
- Listed as the award partner on all digital Gala materials and marketing collateral.
- Social media recognition through our popular channels leading up, during, and after the Gala.

EXCLUSIVE DIGITAL PARTNER - \$10,000

- Logo placement on the Champions of Mental Health Award page as well as the Mental Illness Awareness Week pages on the CAMIMH website.
- Logo placement on the event digital invitations and the exclusive digital contract for all campaign related digital projects.
- Recognition from the event emcee.
- Logo placement on Mental Illness Awareness Week digital public service announcements and promotional materials.
- Primary logo placement on all campaign digital assets. With the exception of those digital assets that highlight a partner.

PARTNERSHIP OPPORTUNITIES

BENEFITS	PRESENTING PARTNER \$100,000	GOLD PARTNER \$50,000	SILVER PARTNER \$25,000	BRONZE PARTNER \$10,000
CHAMPIONS OF MENTAL HEALTH AWARDS				
Recognition from the Emcee				
The opportunity to provide a quote for the event press release.				
The opportunity to present remarks during the reception.				
Profile videos will be branded: <i>Presented by.</i>				
Recognition of partnership in all press materials.				
Logo placement on all digital campaign materials including invitations, the multimedia presentations and campaign advertising.	Primary logo placement			
Opportunity to present an award at the gala alongside Emcee				
Logo placement on the Champions of Mental Health Awards page on the CAMIMH website.				
Logo on information packages to parliamentarians and other stakeholders.				

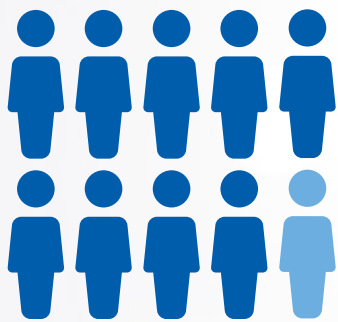
For more information, please visit: camimh.ca

MENTAL HEALTH BY THE NUMBERS

MENTAL HEALTH AND CANADIANS

While Canadian Society has grown in its recognition that mental health is important, CAMIMH believes it is crucial to understand the numbers that illustrate the burden of mental illness across the life span.

Help us bring more awareness and action to these issues!



94% of Canadians

think that provincial and territorial governments' health plans should cover mental health care.



Suicide rates for Inuit youth are among the *highest in the world* at

11 x the national average.



33% of hospital stays

in Canada are due to mental disorders.



Among youth with disabilities, **60%** had a *mental-related* disability

PARTNERSHIP FORM

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

_____ (company name)

WE WOULD LIKE TO PARTNER AT THE FOLLOWING LEVEL:

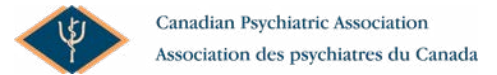
PRESENTING SPONSOR	\$100,000
GOLD PARTNER	\$50,000
SILVER PARTNER	\$25,000
BRONZE PARTNER	\$10,000
CHAMPION AWARD SPONSOR	\$25,000
EXCLUSIVE DIGITAL SPONSOR	\$10,000
OTHER	Indicate Amount _____

RETURN TO:

Sophie Normand by email to sophie@impactcanada.com

For more information, please visit: camimh.ca

CAMIMH MEMBERS



WWW.CAMIMH.CA

THE CANADIAN ALLIANCE ON MENTAL ILLNESS AND MENTAL HEALTH (CAMIMH)

CANADIAN ALLIANCE
ON MENTAL ILLNESS
AND MENTAL HEALTH



ALLIANCE CANADIENNE
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ET LA SANTÉ MENTALE

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