

2021 PARTNERSHIP OPPORTUNITIES

CANADIAN ALLIANCE
ON MENTAL ILLNESS
AND MENTAL HEALTH



ALLIANCE CANADIENNE
POUR LA MALADIE MENTALE
ET LA SANTÉ MENTALE

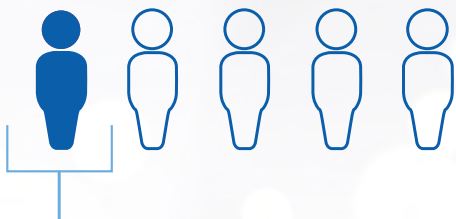
THE CANADIAN ALLIANCE ON MENTAL ILLNESS AND MENTAL HEALTH

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 13 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.

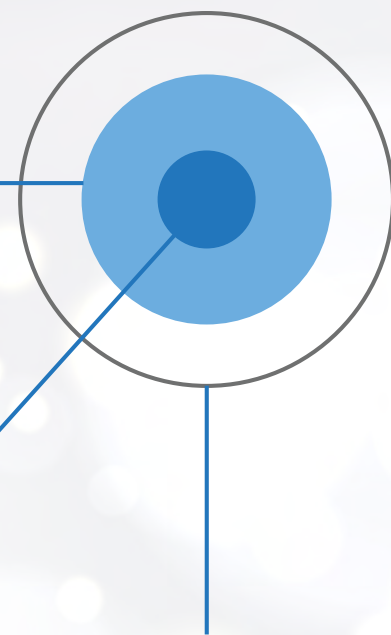


By age 40, **50%** will have or have had a mental illness.

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 campaign recognizes exceptional thought-leaders who have made outstanding contributions to the field of mental health in Canada. The awards gala 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. In pre-COVID times the award winners would be flown to Ottawa to accept their award alongside dignitaries and the mental health community.

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

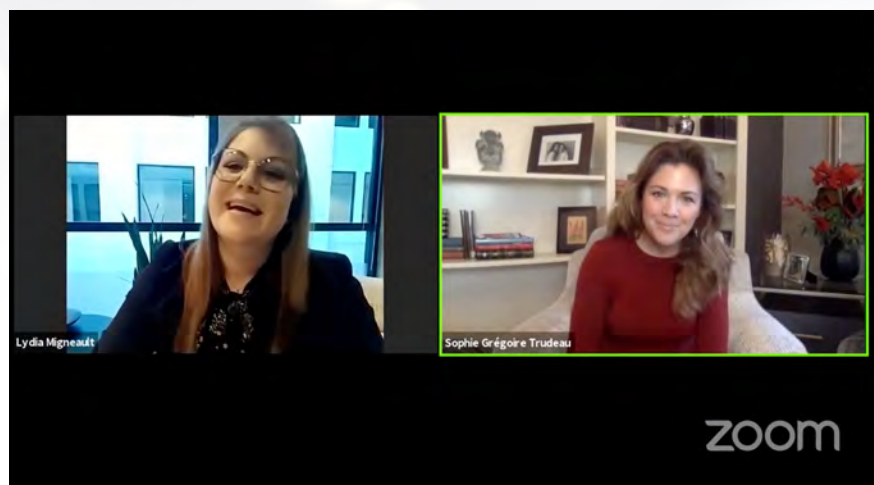
YOUR GENEROUS SUPPORT WILL:

- 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;
- 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.

FIRESIDE CHATS

with

Sophie Grégoire Trudeau



The fireside chats brought awareness of mental illness to the Canadian public digitally during these unprecedented times. The calls gave us a glimpse of past award winners and gave them an opportunity to share their personal mental health journeys.

For more information, please visit: camimh.ca

PAST CHAMPIONS OF MENTAL HEALTH



Sharon Johnston Champion of Mental Health Award for Youth:
Justin Langan (Swan River, MB)

Justin is a 21-year-old Métis youth who is heavily involved with Indigenous youth advocacy and mental health initiatives. In 2016, Justin traveled to Ottawa to bring a Métis perspective to a report being drafted by the Mental Health Commission of Canada. Currently he is the Chair of the Manitoba Métis Federation (MMF) Northwest Métis Youth Advisory Committee as well as the Northwest representative on the MMF Provincial Youth Advisory Committee. Justin also participates in the Manitoba Association of Friendship Centres' Youth Engagement Committee and was a youth representative with the RCMP National Youth Advisory Council. Justin is currently producing an Elder/youth interview series for the Northwest Métis Council. Justin has been personally affected by the toll mental illness has on youth and has made it his mission to help create a better understanding of mental health and to develop better opportunities for healing across Canada, especially for Indigenous youth.



Community (Organization):

HeadsUpGuys (Vancouver, BC) - Received by Dr. John Ogrodniczuk

HeadsUpGuys is a free online resource that supports men in developing strategies to manage depression and prevent suicide by providing tips, tools, information about professional services, and personal recovery stories. The Public Health Agency of Canada has reported that suicide is the second leading cause of death among men aged 20-29 years and the third leading cause of death among men aged 30-44 years. Since launching in June 2015, HeadsUpGuys has had over 1.6 million website visits and its Self-Check has been completed by more than 150,000 men ages 18+. HeadsUpGuys was founded by Dr. John Ogrodniczuk, a Professor of Psychiatry and Director of the Psychotherapy Program at the University of British Columbia.



Workplace Mental Health:

Versett (Calgary, AB) - Received by Vinciane de Pape

Versett is a consulting firm specialized in digital transformation, working globally with offices in Toronto and Calgary. Vinciane de Pape is the company's Director of Learning and Culture and she knows firsthand how workplace environments can help or hinder mental health as she herself lives with depression and anxiety. Vinciane has transitioned in her role from a product design leader to a director position responsible for providing her team with the support they need to produce high-quality work, and empowering her organization's people to set healthy boundaries so they can perform at their best. Her dedication to building strong, collaborative teams and a supportive company culture has driven her to advocate for stronger diversity and inclusion programs including better mental health initiatives.

CAMIMH'S CAMPAIGN



Mental Illness Awareness Week (MIAW) is an annual national public education campaign designed to help open the eyes of Canadians to the reality of mental illness. The week was established in 1992 by the Canadian Psychiatric Association, and is now coordinated by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) in cooperation with all its member organizations and many other supporters across Canada.

One of MIAW's major initiatives has been the Faces of Mental Illness campaign, a national outreach campaign featuring the stories of Canadians living in recovery from mental illness.

We are proud of the progress our Faces Campaign has made over the past 20 years in destigmatizing mental illness across Canada. This year, we are making some changes and will no longer run the Faces campaign. However, we will be sharing a video highlighting the Faces of the past two decades, checking in on where some of them are now, and showcasing the hard work of our partners and supporters. As we move forward, we will be continuing to focus on our Champions of Mental Health campaign while also turning our attention to increasing our advocacy efforts. The work is not completed, but we believe Canada has come a long way in destigmatizing mental illness, and we think our efforts should turn to increasing accessibility and inclusiveness of mental health resources.

"It is important to know that **not everyone has a mental illness**, but everyone has mental health. Please **take care of yourself** and take it easy when your mind and body tell you so."

- Karandeep Gill, 2020-21 Face of Mental Illness



"Be kind to your mind. **Self-care is the best care.**"

- Nick Petrella, 2020-21 Face of Mental Illness



"**In Canada, one person dies by suicide every two hours.** It is time to break taboos and take care of our mental health in the same way we take care of our physical health. Let's be the **voice** for all these people who lost their fight!"

- Lydia Migneault, 2020-21 Face of Mental Illness



"**Mental health is an everyday challenge** that you need to work on daily. Don't be afraid to talk about it. Take all the steps to get better and succeed in life. And remember that **you're not alone** and you can beat this"

- Keith Lyon, 2020-21 Face of Mental Illness



2020 FACES OF MENTAL ILLNESS



Karandeep Gill (Brampton, ON)

Karandeep has struggled with mental health issues since she was 15. At age 24 she was correctly diagnosed with schizoaffective disorder, bipolar type after being hospitalized seven times over the previous decade. Following her last hospitalization for severe paranoia and visual hallucinations, she followed an intensive inpatient and outpatient recovery program that helped her cope. Karandeep shares her recovery journey through talks and her mental health awareness Instagram account (@livinginpeacee_), inspiring others to know that they are not alone in this battle.



Caroline Fei-Yeng Kwok (Toronto, ON)

With the stress of being a new immigrant and the breakup of a marriage, Caroline was diagnosed with bipolar disorder shortly after arriving in Canada. Multiple early hospitalizations resulted in social exclusion from her local community whose members considered her an invalid for life. Through the encouragement of understanding mental health professionals and her own research into the concept of recovery, she was able to write two books, *Free to Fly: A Story of Manic Depression*, and *Journeys of Renewed Hope*, both of which advocate for mental health awareness. Caroline is a program provider to immigrants of colour survivors at a centre in Toronto and continues to give presentations at hospitals and at national and international conferences on mental health and recovery.



Keith Lyon (Fredericton, NB)

Experiencing psychosis and paranoia in his 20s, Keith spent 10 years in and out of psychiatric units. Stigma about needing medication and feeling that people didn't understand him were barriers to his recovery. With the support of his family and close friends, his faith, work and community engagement support, Keith has spent the last several years on a positive path, now working at a local supermarket. Keith proudly shares his experiences with schizophrenia to offer others hope and donates proceeds from his four children's books to the psychiatric unit that helped him.



Lydia Migneault (Longueuil, QC)

Lydia Migneault has lived with mental illness from a very young age, fighting suicidal thoughts. After several years of highs and lows, hospitalizations for suicide attempt, work stoppages, recovery and relapse, she was finally diagnosed with anxiety, borderline personality disorder as well as an eating disorder. Following her diagnosis in 2017, she began speaking openly about her mental illness, which helped her make sense of all these episodes. Thanks to therapy and the support of her family, today she is living a healthy and balanced life on a personal, social and professional level. Lydia is involved in various projects to talk about mental health and giving back to the next generation. She is also a blogger and contributor to a blog which aims to fight against taboos and prejudices towards mental illness and has more than 10,000 subscribers.



Nick Petrella (Ancaster, ON)

Diagnosed with severe depression and anxiety in 2010, Nick initially felt shame and guilt. Over the next five years he saw a dozen different mental health professionals. He finally found a therapist who was able to help him and slowly began his recovery. With the support of his wife, his therapist, his friend at CMHA, his two young daughters and three dogs, Nick lives and breathes mental health awareness to reduce stigma and prove that recovery is possible every day. He proudly educates others and is the co-founder of Mental Health in Motion at Mohawk College where he is a professor.

SOME OF CAMIMH'S CAMPAIGN SUCCESSES INCLUDE

With the ongoing COVID-19 pandemic, CAMIMH was forced to readjust its Champions of Mental Health and Faces of Mental Illness/Mental Illness Awareness Week campaigns. With the support of our sponsors, CAMIMH successfully pivoted to hosting an entirely virtual MIAW and Champions of Mental Health ceremony during MIAW. This report identifies key traditional and digital metrics and noteworthy successes. Overall, MIAW 2020 saw engagement rise tremendously when compared to previous years in recent history.

- 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.



TRADITIONAL MEDIA - OVERVIEW

Mental Health Week

59 Total Mentions in Canadian outlets

152 Million Potential Audience Reach

\$4 Million in AVE (Advertising Value Equivalency)

Mental Illness Awareness Week

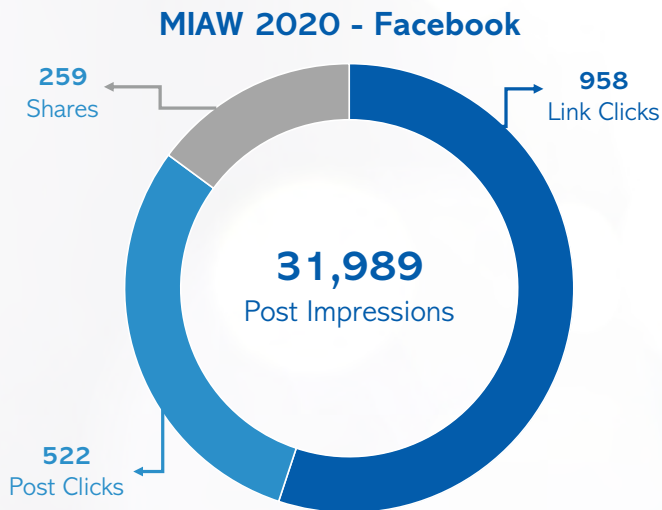
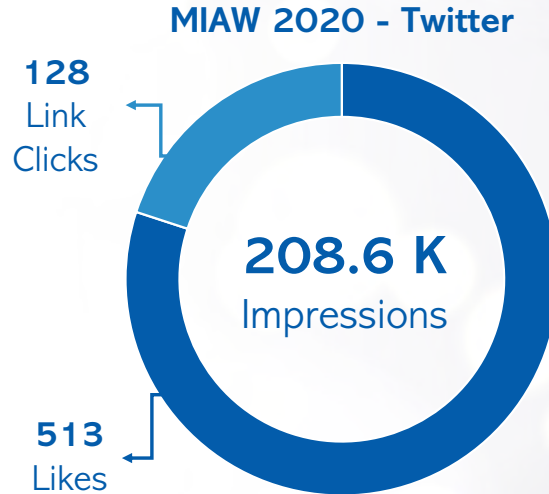
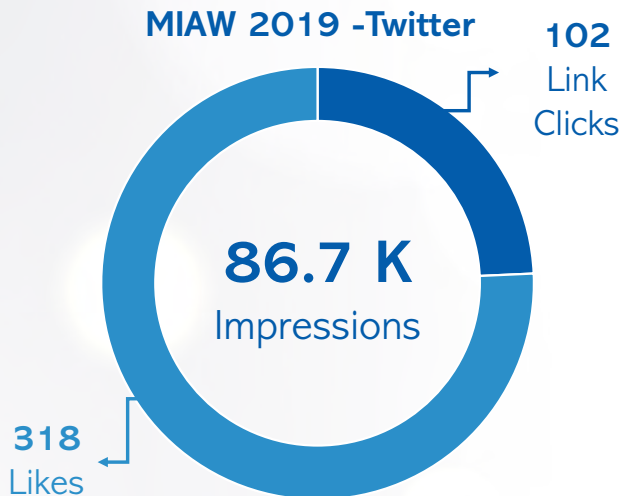
141 Total Mentions in Canadian outlets

122 Million Potential Audience Reach

\$3 Million in AVE (Advertising Value Equivalency)

For more information, please visit: camimh.ca

SOCIAL MEDIA IMPRESSIONS



141%
increase in Twitter
engagement

TOTAL SOCIAL MEDIA METRICS

MIAW 2019

184 K

Impressions on Facebook and Twitter

**Sept. 15 to Oct. 16*

MIAW 2020

433K

Impressions on Facebook and Twitter

**Sept. 21 to Oct. 20*

SPONSORSHIP OR PARTNERSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$100,000

- All digital campaign materials branded: *Presented by* 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 sponsorship 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.

GOLD PARTNER - \$50,000 (2 available)

- 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 throughout the year and a full media report at the end of the year.
- Recognition of sponsorship in all press material.

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.

PLEASE NOTE

If we were not in the midst of a global pandemic, some sponsorship levels would also include:

- Gala parking passes
- Advertisements in the event program
- Primary table location at the gala with a seat filled by a special guest
- Logo placements on all 'printed' advertising material

SPONSORSHIP OR 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 SPONSOR - \$25,000

- The sponsor presents an award of its choosing (from those available) in one of the seven categories at the Gala.
- Your organization's sponsorship 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 sponsor will receive a plaque honouring your company's contribution to the award category.
- Listed as the sponsor of the award on all digital Gala materials and marketing collateral.
- Social media recognition through our popular channels leading up, during, and after the Gala.

EXCLUSIVE DIGITAL SPONSOR: - \$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 sponsor.



















BONUS

To accommodate the new virtual world we are living in sponsors will be able to participate in a virtual pre-gala cocktail hour. This cocktail hour will be with the award winners and VIP's.

* Cocktail kits will be supplied to sponsors.

For more information, please visit: camimh.ca

PARTNERSHIP OPPORTUNITIES

BENEFITS	PRESENTING SPONSOR \$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 sponsorship 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.				

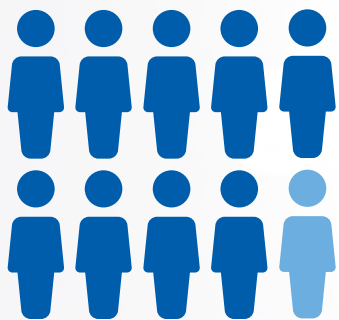
For more information, please visit: camimh.ca

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.



First Nations youth die by suicide about

5 to 6 x more often

than non-Aboriginal youth.

SPONSORSHIP / 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:

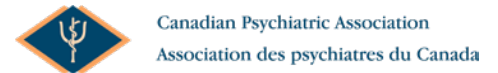
PRESENTING SPONSOR	\$100,000
GOLD PARTNER	\$50,000
SILVER PARTNER	\$25,000
BRONZE PARTNER	\$10,000
CHAMPION AWARD SPONSOR	\$25,000
EXCLUSIVE DIGITAL SPONSOR	\$10,000
OTHER	Indicate Amount _____

RETURN TO:

Amelia Chant by email to amelia@impactcanada.com

For more information, please visit: camimh.ca

CAMIMH MEMBERS



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

CANADIAN ALLIANCE
ON MENTAL ILLNESS
AND MENTAL HEALTH



ALLIANCE CANADIENNE
POUR LA MALADIE MENTALE
ET LA SANTÉ MENTALE

141 Laurier Avenue West, Suite 702,
Ottawa, ON, K1P 5J3

General & Sponsorship Inquiries:

1 (343) 543-7741

amelia@impactcanada.com