



CANADIAN ALLIANCE  
ON MENTAL ILLNESS  
AND MENTAL HEALTH

ALLIANCE CANADIENNE  
POUR LA MALADIE MENTALE  
ET LA SANTÉ MENTALE

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

Hello,

The Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is pleased to invite you to take part in the **Champions of Mental Health Campaign** over the coming months.

We proudly run the Champions of Mental Health Campaign each year. It is a national education and awareness campaign that seeks to highlight the exceptional work of seven Canadians who work to advance mental health care and accessibility across the country.

Our Champions of Mental Health are selected by a CAMIMH committee which is made up of representatives from our various member organizations. Targeted media, educational campaigns, and government advocacy take place throughout the Champions campaign each year. It is through this advocacy that all Canadians can learn more about the important work they do in their communities and the work that must continue to be done.

To cap off the campaign, CAMIMH hosts a Champions of Mental Health Awards Gala during Mental Illness Awareness Week. This year, it will take place on Wednesday October 4th. This event will bring the 2023 Champions together in Ottawa to receive their awards and to connect with our member organizations, Members of Parliament and Senators, and other notable stakeholders such as your organization.

This campaign will provide invaluable knowledge, awareness, and networking opportunities in the mental health space. We believe the alliance of both of our organizations will be mutually beneficial, and **we would like to propose a partnership in support of our ongoing mental health campaigns**. Your collaboration in the will allow us to continue our advocacy on increased mental health supports and destigmatization nationwide, while also highlighting Champions in mental health awareness.

We would be happy to discuss this with you soon. I am available for any inquiry you may have.

Sincerely,

Florence Budden, Past Chair of CAMIMH and Chair of Champions Committee

&

Laura Rinaldi

On behalf of the Canadian Alliance on Mental Illness and Mental Health (CAMIMH)

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For more information, please contact:  
**[laura@impactcanada.com](mailto:laura@impactcanada.com) or [florence.budden@mun.ca](mailto:florence.budden@mun.ca)**

# 2023 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:



For more information, please visit: [camimh.ca](https://camimh.ca)

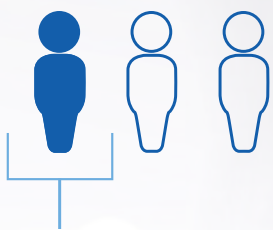
### General & Partnership Inquiries:

+1 (709) 777-8544 | [florence.budden@mun.ca](mailto:florence.budden@mun.ca)

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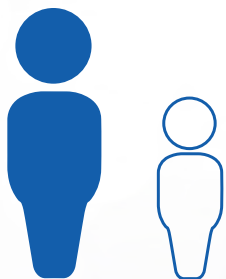
# ABOUT US

Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of 18 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 3 (36%)**

Canadians will be affected by mental illness in their lifetime



**1 in 2 Canadians**

have or have had a mental illness by the time they reach 40 years of age

Mental illness is a leading cause of disability in Canada preventing nearly

**500,000**

employed Canadians from attending work each **week**

The economic burden of mental illness in Canada is an estimated

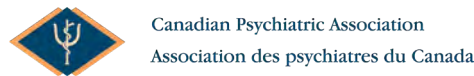
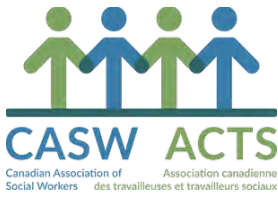
**\$51 billion**

per year

REMISE DE PRIX • DE LA SANTÉ MENTALE  
**CHAMPI\*NS**  
OF MENTAL HEALTH AWARDS

For more information, please visit: [camimh.ca](http://camimh.ca)

# CAMIMH MEMBERS

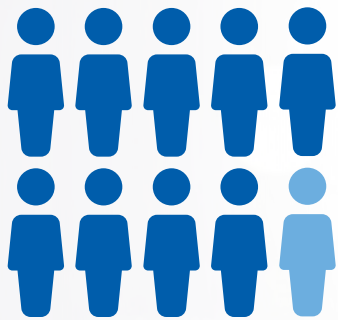


# MENTAL HEALTH BY THE NUMBERS

## 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



# CAMIMH'S ONGOING ADVOCACY WORK

With the support of our generous partners, we are able to conduct research with our partners and continue advocacy with the federal government throughout the year.

Throughout the last few years, CAMIMH has been proud to conduct federal advocacy work from a number of avenues. From engaging the House of Commons and Senate directly, to collaborating with media outlets to spread our messages, CAMIMH works hard to share our key goals on behalf of our members.



CANADIAN ALLIANCE ON MENTAL ILLNESS AND MENTAL HEALTH  
ALLIANCE CANADIENNE POUR MALADIE MENTALE ET LA SANTÉ MENTALE

October 12, 2022

The Honourable Carolyn Bennett, M.P., P.C.  
Minister of Mental Health & Addictions, and Associate Minister of Health  
Ottawa, Ontario K1A 0K9

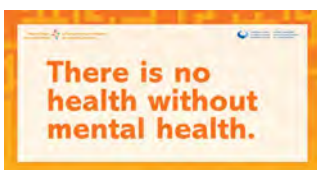
Re: Mental health and substance-use health sectors call for immediate creation of a Canada Mental Health Transfer

- House of Commons Finance Committee Pre-Budget Consultations, 2022 and 2023.
- CAMIMH Advocacy Day on Parliament Hill
  - A full day of meetings with Members of Parliament, Senators, and other stakeholders.
- Open Letter to Minister of Mental Health and Addictions, the Honourable Carolyn Bennett - Immediate Need for the Creation of a Canada Mental Health Transfer.
- Research Report on Mental Health During the COVID-19 Outbreak, in partnership with Mental Health Research Canada and Pollara Strategic Insights.
- A series of press engagements and releases:
  - Hill Times Op-Ed, For Mental Health Talk and Walk Are Not the Same Thing - October 3, 2022
  - Investing in Mental Health Must Be a High Priority for Ministers - February 6, 2023
  - Federal Health Funding Excludes Canada Mental Health Transfer - February 8, 2023
  - Mental Health Report Card on Access to Mental Health Services During COVID-19 - March 21, 2023
  - Budget Falls Short for Mental Health - April 3, 2023



Check out our report on MENTAL HEALTH DURING COVID-19 OUTBREAK:

Consultez notre rapport sur SANTÉ MENTALE PENDANT L'ÉPIDÉMIE DE COVID



RECHERCHE EN SANTÉ MENTALE CANADA  
MENTAL HEALTH RESEARCH CANADA  
pollara strategic insights



For more information, please visit: [camimh.ca/advocacy](https://camimh.ca/advocacy)

# CAMIMH'S CHAMPIONS 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.

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](http://camimh.ca)



# CAMIMH'S CHAMPIONS SUCCESSES INCLUDE...

CAMIMH was pleased to host the 2022 Champions of Mental Health Campaign in person for the first time since 2019.

With the generous support of our partners, we successfully held another inspiring and uplifting Champions campaign, culminating in an in-person awards gala during Mental Illness Awareness Week! 2022 Champions was the most successful event hosted in our 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 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, CBC Radio, The Hill Times and Global News, along with countless local and regional outlets.

Kenora

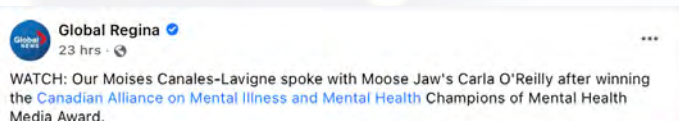
## Miner & News

Local leader Waabshkigaabo (Will Landon) receives Community Individual Champion of Mental Health award

## TORONTO STAR

Schools navigating a new normal when it comes to postsecondary student mental health

Musa was recently awarded the Sharon Johnston Youth Award, one of seven Champions of Mental Health awards handed out by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) for his efforts.



### Champions of Mental Health



Queen's University student is this year's 2022 Champions of Mental Health recipient



## The Wetaskiwin Times

News / Local News

### MP named mental health Champion

Edmonton-Wetaskiwin MP Mike Lake was chosen as the Canadian Alliance on Mental Illness and Mental Health Parliamentarian 2022 Champions of Mental Health.

For more information, please visit: [camimh.ca](http://camimh.ca)



# MEDIA ENGAGEMENT

## Coverage Summary

Total Mentions

**26**

Impressions

**28.1M**

AVE (USD)

**\$700.2K**

## Coverage by Media Type

Radio  
26.9%

TV  
15.4%

Online  
57.7%

# 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](http://camimh.ca)

Please contact:

[laura@impactcanada.com](mailto:laura@impactcanada.com) or [florence.budden@mun.ca](mailto:florence.budden@mun.ca)

# PARTNERSHIP OPPORTUNITIES

| BENEFITS   | PRESENTING PARTNER<br>\$100,000   | GOLD PARTNER<br>\$50,000   | SILVER PARTNER<br>\$25,000  | BRONZE PARTNER<br>\$10,000  |
|--|---|--|---|---|
| <b>CHAMPIONS OF MENTAL HEALTH AWARDS</b>   |   |  |   |   |
| 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](http://camimh.ca)

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# PARTNERSHIP OPPORTUNITIES

## **PRESENTING PARTNER - \$100,000**

- 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.
- 3 reserved tables at 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.
- 3 reserved tables at 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.
- 2 reserved tables at the gala

For more information, please visit: [camimh.ca](http://camimh.ca)

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# 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.
- 1 reserved table at the gala

## **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 partner 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 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.

For more information, please visit: [camimh.ca](http://camimh.ca)

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# PARTNERSHIP FORM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ (company name)

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## WE WOULD LIKE TO PARTNER AT THE FOLLOWING LEVEL:

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

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## RETURN TO:

Laura Rinaldi by email at [laura@impactcanada.com](mailto:laura@impactcanada.com)

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**THANK YOU**

**On behalf of the Canadian  
Alliance on Mental Illness and  
Mental Health (CAMIMH)**

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