

# Defeat Depression

... move for mental health © MDSC 2018

A National Mental Health Fundraising Campaign

## Sponsorship Opportunities



Sudbury Walk to Defeat Depression

### For Sponsorship Inquiries:

Defeat Depression Campaign

Email: [info@defeatdepression.ca](mailto:info@defeatdepression.ca) | Phone: (647) 629-3720

# Defeat Depression

The Defeat Depression Campaign provides hope and reduces stigma for those who are affected by depression and other mood disorders.

Across Canada, mental health organizations, schools, community groups, caring companies and concerned volunteers are planning walks, runs, rides and other physical and social activities to raise funds for mental health services and supports.

Depression, PTSD, anxiety and other mood disorders affect millions of Canadians, striking all socioeconomic, educational, and cultural backgrounds. Physical activity such as walking and running, along with social interactions, can have a positive effect on mental well-being, and open a dialogue about mental illness which reduces stigma. Funds raised at these events help community organizations provide critical supports and services.



Learn more at  
[www.defeatdepression.ca](http://www.defeatdepression.ca)

## Events Across Canada

**When:** A year-round campaign with a focus on events in the months of May & October

**Where:** Engaging communities across Canada

**How:** Walks, Runs, Rides, Educational and Awareness events and other physical and social activities

**Who:** Local mental health organizations, employers, schools, volunteers, universities, colleges, first responders, community groups, people living with mental illness and their families.

- |                            |                              |
|----------------------------|------------------------------|
| Aaron, ON                  | St Gregory                   |
| Agassiz/Harrison, BC       | St Patrick                   |
| Airdrie, AB                | St Peter                     |
| Annapolis County, NS       | Holy Name of Mary            |
| Antigonish, NS             | J.L. Jordan                  |
| Barrie, ON                 | St Joseph - Toledo           |
| Brampton, ON               | Immaculate Conception        |
| Calgary, AB                | Mother Theresa               |
| Campbell River, BC         | St Andrew                    |
| Canal Pursuit 2017         | St John                      |
| CDSBEO 2017 (42 Locations) | Sacred Heart                 |
| St Mary CHS                | Holy Trinity CSS             |
| Sacred Heart of Jesus      | Notre Dame CHS               |
| St Edward                  | St Matthew CSS               |
| St Jude                    | St Mark                      |
| St Michael CHS             | Charlottetown, PE            |
| St Mary-St Cecilia         | Dartmouth, NS                |
| St John Bosco              | Fredericton, NB              |
| St John CHS                | Halifax NS                   |
| St Joseph CSS              | Halifax, NS                  |
| St Francis Xavier          | Huntsville, NS               |
| St Francis de Sales        | Keep Pushing - Martin's Ride |
| St George                  | London, ON                   |
| St James the Greater       | Montreal, QC                 |
| St Luke CHS                | Oakville, ON                 |
| St Mary - Carleton Place   | Orillia, ON                  |
| Bishop Macdonell           | Ottawa, ON                   |
| St Columban's              | Parry Sound, ON              |
| St Joseph - Ganaonoque     | Penticton, BC                |
| Iona Academy               | Regina, SK                   |
| St Francis CHS             | Rutherglen ON                |
| St Mary - Chesterville     | Smith Falls, ON              |
| St Thomas Aquinas CHS      | Sudbury, ON                  |
| Holy Cross                 | Thompson, MB                 |
| Our Lady of Good Counsel   | Toronto, ON                  |
| Pope John Paul             | Uxbridge, ON                 |
| St Anne                    | Vancouver, BC                |
| St Finnan                  | Woodstock, ON                |

# Growing Our Campaign Across Canada

**2012** 1,700 Canadians from coast to coast took part in the inaugural Defeat Depression campaign events throughout 23 cities and towns.

**2013** The campaign saw local organizations raise upwards of \$70,000 in donations with participation of more than 1,900 people who attended or volunteered in 26 community events.

**2015** The campaign has exploded to 85 locations. Over \$227,000 has been raised locally across the country, by nearly 20,000 thousand Canadians to support local mental health services.

**2016** The campaign continued to expand bringing the total number of events to 92. Our campaign welcomed new sites and raised much-needed funds across the country to support local mental health services. Our brand exposure continues to grow over to 3 million people.

“Proceeds raised at these events go to support community organizations and groups that provide critical support and services.”

**2014** The spring campaign grew to 52 event locations, engaged 12,270 participants, and fundraised more than \$100,000 in support of local community mental health services



# Why Do We Need Your Help?

Many **community organizations** are struggling to keep up with increased demand for services. The Defeat Depression campaign assists local organizations **raise** much needed funds to support their **community programs** and services.

## Did you Know?

Around **20%** of Canadians (1 in 5) will experience a mental illness or problem each year.

Between **4-5%** of Canadians are depressed at any one point in time – that's roughly **1.5 million** people.

**Mental health issues** impact virtually every Canadian family.

The World Health Organization has predicted that depression will become the **2<sup>nd</sup>** leading cause of disability in the world by **2020**.

## Community Partners 2017

The Defeat Depression campaign assists with fundraising for many local community mental health service providers. A small example of collaborative partners the campaign supports include:

- Airdrie Food Bank
- AMI Quebec
- Big Brothers Big Sisters
- Boys and Girls Club of Cornwall
- Campbell River Beacon Club
- Children's Treatment Centre
- CMHA Cornwall
- CMHA Annapolis County
- CMHA Halifax/Dartmouth
- CMHA Muskoka/Parry Sound
- CMHA Muskoka/Parry Sound
- CMHA New Brunswick
- CMHA PEI
- CMHA Start Talking
- CMHA Waterloo Wellington
- Comfort Zone at Laurencrest
- Community Mental Health - Leeds Grenville
- Cornwall Community Hospital
- Distress Centre Oakville
- Distress Centre On Campus U of Calgary
- Friends & Advocates Peel
- House of Lazarus
- Kids Help Phone
- Lanark Country CAS
- London Distress Centre
- MDSC Peer Support & Trauma Services
- Mental Wellness Centre BC Schizophrenia Society
- Mood Disorders Association of Manitoba
- North Lanark Highlands Youth Centre
- Northern Initiative for Social Action (NISA)
- Ontario Shores, Centre for Mental Health Sciences
- Open Doors
- Oxford Self Help Network
- Peer Support Services on Campus
- Project Trauma Support
- PTSD Association of Canada
- Telecare Greater Simcoe
- The Help Project
- UBC Mental Health Awareness Club
- Valoris

# Engaging Communities

The Defeat Depression campaign is successful because it encompasses friends, families, co-workers, neighbours, and caring organizations. It engages communities at the local level and builds relationships. It provides a fun, effective way for people to come together to support each other, foster understanding, provide encouragement, and create HOPE.

Together we can reduce stigma around mental illness. Together we can build a strong mental health network and increase collaboration across communities. Together we can make a difference for Canada's mental health.



Canal Pursuit for Mental Health Relay 2017,  
Clay Williams

**“This is the BIG issue for me. Just by talking about it, being public, educating, not being shy or feeling ashamed, is helping. One of the people who joined the organizing committee is living with managed mental illness and she has taught us a lot about the stigma (and self-stigma) of living with mental illness. We are reaching out and will continue to get the message out.”**

**- Defeat Depression Event Committee Member**

**“I cannot tell you how important the campaign is, and how privileged I felt to be hosting an event in my area. The campaign struck me very deeply, and I connected with so many people who experienced some form of mental illness - either themselves or someone in their family. When I met with each classroom to speak of the event, define what depression was and how it could affect people, I saw teenagers catching one another's eyes from across classrooms, and I knew I had touched on a topic that was very relevant here.”**

**- Defeat Depression Local Event Coordinator**

# Media Outreach

The Defeat Depression campaign garners extensive media coverage across Canada including a press conference in the parliament building, newspapers, television interviews and local event coverage. Our social media outreach reaches over 150,000 people.

Announcements and updates are sent to our mailing list that consists of over 12,500 organizations, parliamentarians, community groups, mental health stakeholders, health care providers, schools, families and people living with mood disorders.



DefeatDepression.ca



@DefDepression



www.youtube.com/DefeatDepression1



www.flickr.com/DefeatDepression1



www.defeatdepression.ca



defeatdepressionca



DefDepression

# 2017 Campaign Social Reach

165,633 +

Defeat Depression website visits

Twitter Followers 4,829 +

Twitter visits 7,000 +

Likes on Facebook 9,953+

Facebook Reach 171,034 +

Brand exposure to

3 Million People

#mentalhealth

#defeatdepression

#endstigma

#mentalillness

#DefeatDepression

#StopStigma\_Now

#WhyWalk



Edmonton Defeat Depression Walk  
Spring 2017

# Sponsorship Levels

We are now offering select opportunities for your company to get involved in the tremendous growth of this national campaign with exceptional outreach potential.

Your sponsorship involvement with this national mental health and family based campaign will promote your company values of family, health and community engagement.

## 2017 National Sponsors

TITLE SPONSOR



VALE

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PARTICIPATING SPONSORS



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SUPPORTING SPONSORS



## NATIONAL TITLE SPONSOR - \$75,000 (1)

- Service category exclusivity
- Prime logo placement on campaign t-shirts
- Prime logo placement on all printed event materials and signage
- Prime placement and click-through logo recognition on website
- Sponsor recognition in all national and local press releases and media alerts
- Logo on all national advertising
- Opportunity for a company representative to speak at any community event
- Opportunity to provide branded giveaway items for participants
- Work with the Defeat Depression team to explore opportunities for maximum marketing exposure
- Logo recognition in national newsletter distributed to 12,500+ industry partners, stakeholders, national organizations, companies and families
- Invitation for staff to participate in local events
- Sponsor appreciation at all events.
- Plaque recognizing your support for helping to improve mental health in Canada
- A report detailing campaign successes
- First right of refusal for following year

# Sponsorship Levels (cont'd)

## NATIONAL PRESENTING SPONSOR - \$50,000 (3)

- Service category exclusivity
- Logo placement on campaign t-shirts
- Logo placement on all printed event materials and signage
- Logo recognition on website
- Sponsor recognition in all national and local press releases and media alerts
- Logo on all national advertising
- Opportunity for a company representative to speak at any community event
- Opportunity to provide branded giveaway items for participants
- Logo recognition in national newsletter distributed to 12,500+ industry partners, stakeholders, national organizations, companies and families
- Invitation for staff to participate in local events
- Sponsor appreciation at all events.
- Plaque recognizing your support for helping to improve mental health in Canada
- Work with the Defeat Depression team to explore opportunities for maximum marketing exposure
- A report detailing campaign successes
- First right of refusal for following year



London Defeat Depression Walk & Talk for Mental Health March 2017

# Sponsorship Levels (cont'd)

## NATIONAL PARTICIPATING SPONSOR - \$30,000 (5)

- Logo placement on campaign t-shirts
- Logo placement on all printed event materials and signage
- Logo recognition on website
- Sponsor recognition in all national and local press releases and media alerts
- Opportunity to provide branded giveaway items for participants
- Recognition in national newsletter distributed to 15,000+ industry partners, stakeholders, national organizations, companies and families
- Invitation for staff to participate in local events
- Sponsor appreciation at all events
- Plaque recognizing your support for helping to improve mental health in Canada
- Work with the Defeat Depression team to explore opportunities for maximum marketing exposure

## NATIONAL SUPPORTING SPONSOR - \$15,000 (6)

- Logo placement on all printed event materials and signage
- Logo recognition on website
- Recognition in national newsletter distributed to 12,500+ industry partners, stakeholders, national organizations, companies and families
- Invitation for staff to participate in local events
- Sponsor appreciation at all events
- Plaque recognizing your support for helping to improve mental health in Canada
- A report detailing campaign successes



*“Whenever you’re passionate about something I think it’s good to just go out and do something about it”*

*– Collingwood Event Organizer*

# About Mood Disorders Society of Canada

Mood Disorders Society of Canada (MDSC) is a national health charity committed to ensuring the voices of people with mental illness, family members and caregivers are heard on issues relating to mental illness and mental health; particularly with regard to PTSD, anxiety, depression, bipolar disorder and other associated mood disorders. Founded in 2001, MDSC strives to provide people with mood disorders a strong, cohesive vision to improve access to treatment, inform research, influence program development and government policies, and enrich quality of life for people affected by mood disorders.

MDSC manages the Defeat Depression Campaign in collaboration with many local mental health service providers and volunteers who host events in their communities.

## Contact

### Defeat Depression Campaign

**Website:** [defeatdepression.ca](http://defeatdepression.ca)

**Email:** [info@defeatdepression.ca](mailto:info@defeatdepression.ca)

**Phone:** (647) 629-3720

### Mood Disorders Society of Canada

#### National Head Office

110 North Front St. Unit A3 Suite 325

Belleville, Ontario K8P 0A6

**Website:** [mdsc.ca](http://mdsc.ca)



I am proud to **move for mental health**

Join me, together we can

**#DefeatDepression**



visit [defeatdepression.ca](http://defeatdepression.ca)