

**SOMEONE
YOU
KNOW HAS A
MENTAL
ILLNESS...**



Join Capt. Daniel Alfredsson—

BECOME A LEADER FOR MENTAL HEALTH TODAY!

When you hold an event to benefit the Royal Ottawa Foundation for Mental Health, you will be contributing to the programs and services, care, advocacy, research and education that help the 1 in 5 in our community who suffer from mental illness.

What is a Leader for Mental Health?

- someone who knows an individual affected by mental illness and wants them to get the best care and treatment
- someone who believes that standing up and speaking out for this cause will make a difference
- someone who sees the impact mental illness has in our community and wants to do something about it
- someone who believes that reducing the stigma associated with mental illness and/or addiction will save lives

NEED IDEAS TO GET STARTED?

WHAT about a...

- Community or street party fundraiser?
- School fundraiser?
- Golf tournament?
- Benefit concert or auction?
- Dinner party (large or small)?
- Bake sale? Garage sale?
- Work barbeque or celebration?
- Dress down days donations?
- Special occasion celebration? i.e. birthday

HAVE YOU THOUGHT ABOUT...

WHO will be involved?

- Yourself? Your family? Your friends?
Your work colleagues?
- Who would participate on
your committee?
- Who would attend?

WHAT your event will look like?

- What type of event would you like
to plan and organize?
- How would you track registration
or ticket sales?
- Is this the first time for this event?
- Who would act as the guest speaker
or Master of Ceremonies?
- Who would entertain?
- Who would cater?

WHERE would your event take place?

- What permits, rules, restrictions and licenses may be applicable?

WHEN are you planning to have the event? What time of day? Day of week? Month?

HOW do you plan to make this a success?

- Establish your goals. What would the projected income, expenses and donations be? A sample budget worksheet can be provided.
- How would you let people know about your event?
- What would you charge for admission? For sponsorship?
- Local media involvement?
- How could the Foundation support your third party event?
- What kinds of promotion are you thinking about?

Website?

invitations?

E-invites?

Please remember all promotional materials need to be authorized by the Royal Ottawa Foundation for Mental Health.

THANK YOU ...

for thinking about The Royal Ottawa & becoming a Leader for Mental Health

DID YOU KNOW?

23,000 Canadians are hospitalized each year for a suicide attempt. For each completed suicide there are 100 attempts.

Rank of mental illness in terms of medical disability claims: **#1**

\$14 Billion — The annual direct and indirect cost to the Canadian economy of mental illness. Other estimates put the figure at \$30 Billion.

25% of all Emergency Room visits are Mental illness related.

Mental Illness is a greater “disease burden” on our health care system than **all** the cancers combined.

Schizophrenia is youth’s greatest disabler as it strikes most often in the **16 to 30** year age group, affecting an estimated one person in 100.

In Canada, only **1** out of **5** children who need mental health services receives them.

It is estimated that **10–20%** of Canadian youth are affected by a mental illness or disorder — the single most disabling group of disorders worldwide.

Suicide is the **leading** cause of death for men aged 25 to 29 and 40 to 44, and for women aged 30-34. It is the second leading cause of death among youth aged 15 to 24.

but they're probably too ashamed to talk about it...

1 in 5 people will be affected by mental illness at some point in their lives.

A mother, a son, a sister, a friend — ordinary everyday people whose lives are fractured by mental illness.

The Royal Ottawa Foundation for Mental Health asks you to think differently about mental illness. Don't be afraid and don't be ashamed. Please support our campaign by visiting our website and getting involved...

Visit www.youknowwhoiam.com for inspirational stories and messages of support from community leaders such as:

Bob Chiarelli - MPP & former Mayor

Barbara Crook - Journalist

William Elliott - RCMP Commissioner

Jackie Holzman - former Mayor and Royal Ottawa Board Chair

Jim Orban - Ottawa Citizen Editor

Father Joe Leclair

Cyril Leeder - Ottawa Senators

Heather Perkins-McVey - Judge

Shirley Westeinde - Businessperson

Vern White - Chief of Police



Fondation de santé mentale

Royal Ottawa

Foundation for Mental Health

ARE YOU WITH US?

***Talk to us 3-6 months
prior to your event***

Call us:

We'll brainstorm, we'll support
and we'll coach.
613-722-6521 X 6707

***Complete & submit The Leaders
for Mental Health Worksheet***

Mail it:

Royal Ottawa Foundation
for Mental Health
1145 Carling Ave
Ottawa, ON
K1Z 7K4

Fax it:

613-761-3605 (fax)

For more information

Email it:

foundation@rohcg.on.ca



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JOIN US

Leader for Mental Health Worksheet

Name of Organization: _____

Contact Person: _____

Address: _____

Email: _____

Work: () _____ Home: () _____

Cell: () _____

Organization

Community

School

Service Club

Other: _____

Event: _____

Date: _____

Location: _____

Agreement

I, the undersigned agree to submit any promotional materials for authorization, obtain permission for use of Foundation logos, and agree to handle all monetary transactions for the special event and will return such monies to the Foundation within 30 days of the event.

Signature: _____

Date: _____



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