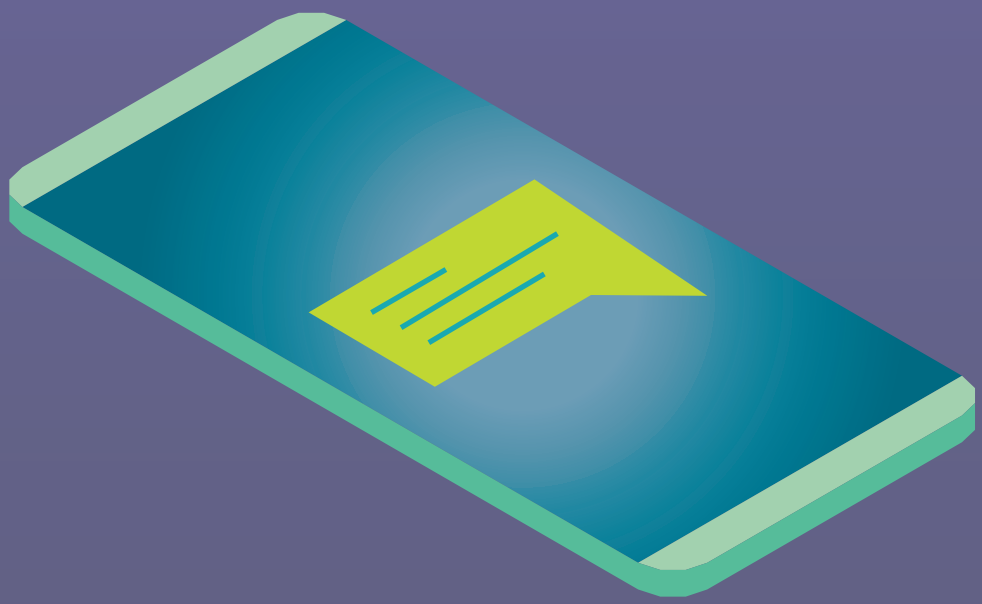
SPONSORSHIP PACKAGE

VIRTUAL EVENT

January 25, 2022

8:30AM - 10:00AM

ANNUAL DISTRESS LINE FUNDRAISER



Canadian Mental Health Association
Edmonton
Mental health for all

Presented by

Bell Let's Talk

Purchase Tickets at https://givergy.ca/DistressLine

15,327 calls received in **2020**

over **160** volunteers answer our

Distress Line

the volunteer answered and staff supported Distress Line is available **24/7**

The Canadian Mental Health Association – Edmonton Region has a mission to ensure that all people experience good mental health and well-being. CMHA Edmonton supports mental health in the community through training and education, crisis support, system navigation, peer support, and family support.

Accredited by the American Association of Suicidology, the Distress Line is a free, confidential, and nonjudgmental phone line that provides emotional support and resources to people who are experiencing a crisis or are in distress. The Distress Line provides crisis intervention, suicide prevention, family violence prevention, emergency intervention and response, emotional support and community resource referrals.

Compassion combined with community support helps to ensure that the Distress Line is available when our community needs it most.

To ensure the Distress Line is always there for those in need, join us on January 25th for our virtual Annual Distress Line Fundraiser. This morning will be an opportunity to learn more about this essential service, and how you can use it to help support people in your life.

Asking for help can be the hardest step to accessing mental health care but thanks to the 24-hour Distress Line, a compassionate and empathetic voice is here for anyone in need.

780-482-4357 (HELP)

JOIN US -

Where: ZOOM
When: JANUARY 25, 2022
Time: 8:30AM - 10:00AM
Ticket Price: $75 per ticket

Funds raised from this year's Annual Distress Line Fundraiser will go towards expanding the Distress Line's reach and increasing accessibility. One of the primary ways CMHA Edmonton will accomplish this is by adding a texting feature to the Distress Line.

Texting can increase the sense of Privacy for individuals seeking Help

Why would texting help the Edmonton Region?

- Not everyone is comfortable picking up the phone to call and ask for help. Texting would reduce barriers to accessing help, and studies have indicated that more youth would reach out for help if the platform was texting.
- By offering different means of reaching help, we can meet people where they are and help support them when they need it most.
- Sometimes callers reach out during volatile times (such as during an argument, as a crisis is taking place, or calling in secret) which often leads the caller to hang up before a situation has de-escalated. Texting would allow Distress Line Volunteers the opportunity to stay with the service user for longer and ensure proper emotional support is provided.
- Other crisis texting services in the USA have reported that 75% of users have been younger than 25 years old. It is important to reach youth as, after accidents, suicide is the second leading cause of death for people ages 15 to 24.
- American texting services have reported that 20% of texters have come from the lowest 10% of income zip codes.
- Kids Help Phone assists 649 individuals a day via text and live chat compared to 557 callers a day.

The ways in which our community communicates with one another is ever changing. The Distress Line needs to be available when our community needs us in mediums that they're comfortable using.

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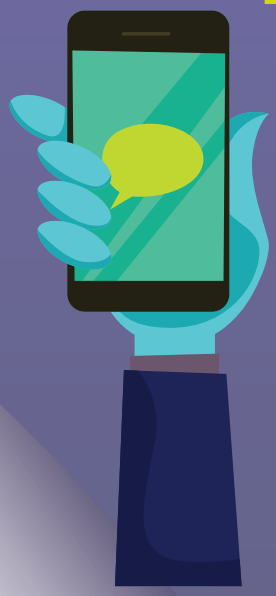
ANNUAL DISTRESS LINE FUNDRAISER

TRANSFORMING $5,000

- Recognition during speaking program
- Company logo on screen during the event
- Complimentary tickets - 4
- Company name inclusion in annual report
- Recognition on CMHA Edmonton website and social media



ENHANCING $3,500

- Recognition during speaking program
- Company logo on screen during the event
- Complimentary tickets - 3
- Company name inclusion in annual report
- Recognition on CMHA Edmonton website and social media

REBUILDING $2,000

- Company logo on screen during the event
- Complimentary tickets - 2
- Company name inclusion in annual report
- Recognition on CMHA Edmonton website and social media

HEALING $1,000

- Company logo on screen during the event
- Complimentary ticket
- Company name inclusion in annual report
- Recognition on CMHA Edmonton website and social media

Your sponsorship and support for this year's Annual Distress Line Fundraiser will help reduce barriers and bring a new way of reaching help to Edmonton: **a texting feature for the Distress Line.** To speak further about the opportunities presented, please contact Megan Germsheid by calling 780.236.1295 or by emailing mgermsheid@cmha-edmonton.ab.ca.

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Bell Let's Talk

I would like to sponsor the 2022 Annual Distress Line Fundraiser

ANNUAL DISTRESS LINE FUNDRAISER

- ☐ TRANSFORMING SPONSOR $5,000
- ☐ REBUILDING SPONSOR $2,000
- ☐ ENHANCING SPONSOR $3,500
- ☐ HEALING SPONSOR $1,000

Additionally, I would like to purchase_____tickets. # of tickets x $75 = $ 0.00

Contact Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ Province: _____

Postal Code: _____ Phone Number: _____

Email: _____

Payment Options

I would like to pay by ☐ Cheque ☐ Please send an invoice to the company address listed above

☐ Credit Card (to ensure the security of your payment information, please do not email credit card numbers, rather, please call Megan at 780.236.1295)

Total Amount: $ 1,000.00

Cheques Payable to:
Canadian Mental Health Association Edmonton Region
#300, 10010 – 105 Street T5J 1C4

Canadian Mental Health Association
Edmonton
Mental health for all

THANK YOU FOR YOUR SUPPORT!

For more information, please contact:
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Cell: **780.236.1296**
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Charitable # 118834316RR0001