

# DIY MENTAL HEALTH HERO

**FUNDRAISING KIT**



**Canadian Mental  
Health Association**  
British Columbia  
*Mental health for all*

# YOU'RE AMAZING!

## WE WANT TO BEGIN BY SAYING *Thank you*

You are a **Mental Health Hero**

You are **Getting Loud for the right to mental health** by hosting a DIY fundraiser

You are **normalizing the conversation around mental health, substance use and addictions** so more people get the help they need



### WHY MENTAL HEALTH?

You are a friend or family member supporting a loved one with mental health or substance use issues.

You want to honour a loved one lost to mental illness or problem substance use.

You live with mental health challenges.

You want to see changes in the mental health system.

### WHY US?

For over a hundred years the Canadian Mental Health Association (CMHA) has worked to help maintain and improve mental health for all Canadians.

In BC, our work promotes mental health for all and the resilience and recovery of people experiencing mental illness and problem substance use, and the people who love and support them.

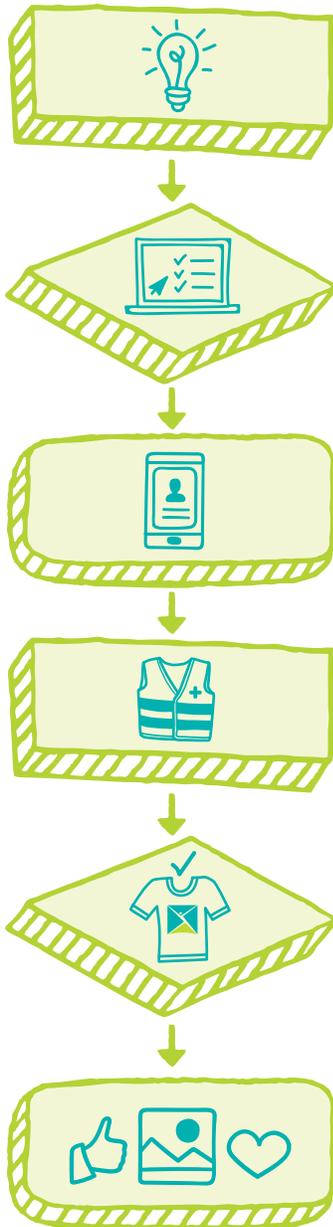
### WHY NOW?

Around 800,000 British Columbians are experiencing a mental health issue today.

An estimated 84,000 children and youth in BC have a mental disorder, but less than one-third of them are receiving help.

Too many people are left waiting until the point of crisis. In 2010, the BC governments estimated that this costs our economy \$6.6 billion every year.

## IT'S *easier* THAN YOU THINK!



- 1. Come up with your fundraising idea.** If you need some inspiration, check out section 3 in this booklet, or go to [cmha.bc.ca/DIY](https://cmha.bc.ca/DIY)
- 2. Fill out this simple online form:** <https://cmha.bc.ca/DIY-mentalhealthhero>  
We will look it over and help you set up your online fundraising page.
- 3. Set up your online fundraising page.** Why do you want to raise funds for mental health? Your friends and family will connect with your personal story more than the cause. We'll help with the technical bits.
- 4. Check in with us about your “Dare Devil Level.”** If your event is considered “high-risk,” you are responsible for any insurance and permits required by law (e.g. dirt-bike rallies, white-water rafting, bungee jumping etc.).
- 5. Send in your printed materials for approval** (flyers, t-shirts, banners, etc.) Once your application has been approved we can share our logos and templates to help you with your event. Drafts you create using these materials should be submitted to your CMHA contact for approval before printing.
- 6. Share news of your event** with family and friends and read our full guide for planning tips!



**READY TO GET  
STARTED?**

# FUNDRAISING BRAINSTORM A-Z

## AUCTION

Has anyone ever told you that you talk too fast? Put those mad skills to good use: host an auction and donate the proceeds to CMHA BC.

## BIRTHDAY

Ask for donations to CMHA BC instead of birthday gifts. Haven't we all got enough lotions and candles anyway?



## CORPORATE MATCHING GIFT

Many employers have matching gift programs and will match donations or volunteer hours made by their employees. Find out about your workplace policies and get your office mates to help.

## DOG WASH

Adorable dogs get clean and you raise money for a worthy cause.



## EBAY

An opportunity to declutter can turn your stuff into support (for mental health!).



## GAME SHOW

Have a favourite game show? Host its local version. Source prizes, ask everyone you know to join for a small fee.

## HULA HOOP COMPETITION

Because dignity is just so boring. Also, this has the benefit of being very child-friendly (Hello parents!)



## FANCY DRESS

Aren't we all just looking for an excuse to dress up? Organize a gala and sell tickets.

## ICE CREAM SOCIAL

Ask for donations in exchange for summertime ice cream scoops. Your office mates might welcome the opportunity to cool down on a hot day.



## JUMP

Raise money and your adrenaline! Whether you choose bungees or sky diving, it's a great way to make your courage count.

## KARAOKE NIGHT

Everyone wants to shine! Sell tickets, make guests donate money to get their favourite amateur to sing, or to get someone to stop singing. Life is about balance.

## LEMONADE STAND

It's a classic for a reason.



## MOVIE NIGHT

Run your own cinema for a night. Choose movies with a theme, charge admission, sell some popcorn.



## NEW YEAR RESOLUTION

Helping us can help you stick to that resolution. Asking for donations can make all the difference between success and failure.

## ODD JOB DAY

The odder the better. You can help someone organize their porcelain rabbit collection, clip that cat's claws, or write a firm but fair note to your friend's upstairs neighbour who wears clogs in lieu of slippers.

## PET PARTY

Getting together with friends is great, but getting together with your friends' dogs is even better. Provide pet-friendly activities and snacks, or an agility track with prizes.

## QUIZ NIGHT

Each member donates \$5-20, half the money goes to the winners, the other half to CMHA BC.

## RAFFLE

Ask shops, your workplace, or friends to donate prizes – the more unusual the better – and sell raffle tickets for a chance to win.



## SPORTS TOURNAMENT

Host a lawn game of cornhole, bocce ball, golf, disc golf, volleyball, cricket or badminton.



## TALENT SHOW

Nothing brings an office together like watching each other share those little-known talents. Bring together the weird and the wonderful and charge people to come along.

## UNWANTED GIFTS

One person's trash is another's treasure. Why not host a jumble sale?



## VOLUNTEER TO VEG OUT

Need a healthy eating incentive? Get your friends to donate for a chance to see you turn that Meatless Monday into a Meatless Month (or two).

## WALK

Whether it's a mountainous trek or a historical pilgrimage, we are grateful to you for taking the journey! Make sure you get plenty of sponsors.

## X-PLETIVES

Put a swear box in the office, at home or in your local hang-out to raise some #@\*\*!% cash!

## YOGATHON

Find sponsors to help you do yoga all day long. Get your local yoga class or centre involved too!

## ZERO WASTE

Good for the planet and for mental health! See if you can go a month without adding to the landfill and have friends and co-workers back your efforts.



# PLANNING YOUR FUNDRAISER

## PICK YOUR *cause*

Many DIY projects raise funds for CMHA BC's **#GetLoud campaign** for the right to mental health. We believe that everyone has the right to mental health, and to the resources and tools that allow them to be mentally healthy. Our campaign has three themes:

- ★ **Care Before Crisis** -- a better system of care so that people get the help they need at every stage of mental wellness or illness
- ★ **Foundations of Wellness** such as income, housing and social connections
- ★ **Dignity Always**, so people are treated with dignity, compassion and respect while they get care, and while they live in community

Or, you may want to raise funds for the CMHA in your local community! Find your local CMHA at [cmha.bc.ca/about-cmha/cmha-locations](http://cmha.bc.ca/about-cmha/cmha-locations).

## DECIDE IF YOU'RE READY TO *talk*

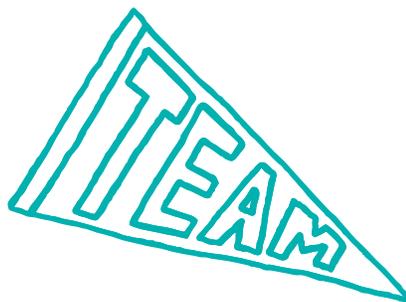
Many people find that it feels amazing to **#GetLoud** and tell their stories, but make sure you have support. Your health is most important!

## *Choose* YOUR TIME

Make sure to give yourself enough time to plan, prepare, and ask for donations. **We recommend no more than 3 months before your actual fundraiser, and no less than two weeks.** This creates more urgency for people to give to your cause.

## SET A *goal*

Goals help keep you motivated and provide a built-in reason to update your audience and follow-up with them after they have donated. Be ambitious, but make your target achievable.



★ **\$250** can support one youth to attend a Living Life to the Full for youth course that helps build self-esteem and confidence while learning coping skills to manage the stress of daily life.

★ **\$700** can support one young adult with a bursary to attend post-secondary school

★ **\$1,000** can support our **#GetLoud** campaign to reach 5,000 online



Complete and submit a **Request to Fundraise** form which you can find here: <https://cmha.bc.ca/DIY-mentalhealthhero>. Once your plan is approved we will help you set up your online fundraising page.

## Set up **YOUR ONLINE FUNDRAISING PAGE**

**Tell your story:** why do you want to raise funds for mental health? Your friends and family will connect with your personal experience more than the cause. And don't forget to share photos and video!

## **CHECK** *materials*

All printed materials (flyers, t-shirts, banners, etc.) that you use for your fundraiser with the CMHA name or logo need to be approved by CMHA BC's Communication team before being printed.

## *Safety* **AND PAPERWORK**

If you are participating in, or organizing, an event that is considered "high-risk" (e.g. dirt-bike rallies, bungee jumping etc.), you are responsible for your own insurance and permits as required by law. Please ensure you are taking all precautionary measures.

# DURING YOUR FUNDRAISER

## BE THE *first* TO DONATE

Inspire others by making the first donation yourself. Lead by example and make your donation the same amount you hope your supporters will contribute. **TIP: People often decide how much to sponsor you based on the last donation made, so get your most generous supporters to pitch in first!**

## Ask!

Don't feel guilty about asking. Most of us feel honoured to be included in a project that means a lot to those we care about. Lots of people plan on donating, but simply forget due to your email getting buried in their inbox – follow up and encourage them to donate early.

-  Reach out to friends and family
-  Share the news at work and ask your employer to match any employee donations
-  Approach local businesses that you visit regularly

## Share @

Get the word out on social media! Click the social media icons on your online fundraising page to share. Don't forget to ask your friends to promote your even. Tag us on social media so that we can see what you are doing, and celebrate with you.

### OUR HASHTAGS:

**#DIYmentalhealthhero**

**#mentalhealth**

**#GeLoud**

USING FACEBOOK: @cmhabcdivision

USING TWITTER: @CMHABC

USING INSTAGRAM: @cmha\_bc





- ☆ Create a Facebook event and invite people to attend.
- ☆ Share your personal fundraising page. Include a link of where your supporters can go to make a donation. Add it to your bio on Instagram.
- ☆ Tell everyone why you are fundraising for CMHA and make sure to tag us so that **we can help to amplify your event!**
- ☆ Thank your supporters by giving them a shout out.
- ☆ Introduce your fundraiser to your followers; briefly explain why you are a #DIYmentalhealthhero. Share Your Story!
- ☆ Tweet before, during, and after your fundraiser. Create an Instagram story. Let your supporters know how your planning is going, how far away you are from your goal, and follow it up with a summary of how it all turned out.
- ☆ Take photos of your fundraiser! Capture the memories and share the unique ways you are raising awareness and changing the world.



## Document **YOUR EVENT**

Take pictures, videos, and get quotes. This makes everyone feel more involved in your fundraiser. Don't forget to send these to [fundraising@cmha.bc.ca](mailto:fundraising@cmha.bc.ca). Your fundraiser may be featured on our website or social media!



“It is my wish that my story can help others with their own mental health issues and that they might also see that the light at the end of the tunnel is not a freight train but is in fact a new beginning.”

*Trevor Neuman - Driftwood Pens*

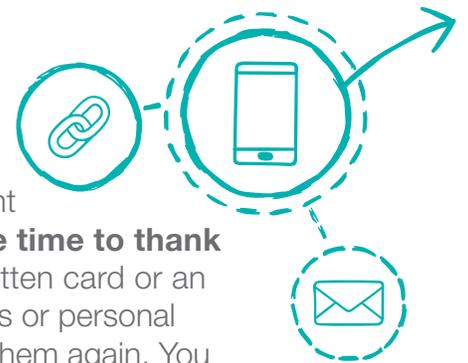
# AFTER YOUR FUNDRAISER

## Submit YOUR DONATIONS



As a standard rule, cash and cheque donations are due no more than 30 days after your fundraiser. **DON'T FORGET: donors who give \$20 or more can receive a tax receipt if we have their full name, email, mailing address and phone number.** Let us know when you mail in your donations so that we can keep an eye out for them. Whether you submit donations online, through the mail, or in person always include a note about your fundraiser. **No matter what amount was raised never forget that you are making a difference!**

## FOLLOW UP AND *thank your donors*



No matter how big or small your fundraiser is, it's always important to let the people who helped know about your success. **Take the time to thank each and every one of your donors.** A phone call, a hand written card or an email will go a long way. Consider including some inspiring stories or personal reflections about the importance of mental health while thanking them again. You can also encourage others to create their own fundraisers.

## *Important* TO NOTE:

- ★ **Be Transparent.** If you are donating a percentage of sales to CMHA, please make sure your audience knows your intentions and make sure that no more than 25% of your sales are used for event costs.
- ★ **Be Responsible.** You are an ambassador for CMHA. Please be sure to follow guidelines when using our name and logo. Report all cash and donations collected.
- ★ **Tax Receipts.** Tax receipts are issued online for donations of \$20 or more. For all pledges collected offline CMHA will be able to issue tax receipt upon receiving the donations along with personal information: Full name, email, mailing address and phone number. **Ask us for pledge forms for collecting offline donations!**



Remember:  
You are our DIY  
Mental Health  
Hero

## THIS IS HOW CMHA *helps*

We respond to requests for help, support or information. We understand that reaching out – especially when you’re not feeling like yourself – can be difficult and we do our best to make it easier.

★ **We’re changing the way people think** about mental health and substance use and how people are treated – with awareness, education and community partnerships.

★ **We’re sharing skills and tools that are shown to be effective** for improving mental health and overcoming challenges. Our coaching programs support individuals, youth, and parents & families.

★ **We’re building healthier, more inclusive and supportive spaces** at school and in workplaces through workplace training, campus programs, and post-secondary scholarships and bursaries for individuals. In local communities, we provide housing, employment programs, homeless outreach and more.

★ **We’re getting loud for the right to mental health** for **care before crisis, foundations of wellness and dignity always.**



**FUNDRAISING SUPPORT:** 1-800-555-8222 or contact your local CMHA branch



“ We want to get the message out that basketball, or any sport you play, does not define who you are, and that it is okay to not be okay. ”

*Bradley Braich – Bigger Than Basketball*



# Build MENTAL HEALTH



## ABOUT THE CANADIAN MENTAL HEALTH ASSOCIATION

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada.

CMHA BC is BC's leading provincial mental health non-profit. We promote mental health for all and the resilience and recovery of people living with mental illness, problem substance use and addictions. We are part of a national family of 87 local, provincial and national CMHA locations across Canada. For more information, visit [www.cmha.bc.ca](http://www.cmha.bc.ca)



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