

# Defeat Depression

... move for mental health © MDSC 2017

A National Mental Health Fundraising Campaign

## Community Sponsorship Opportunities



Sudbury Walk to Defeat Depression

### For Campaign Inquiries:

Defeat Depression Campaign

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# Defeat Depression



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 initiatives.



Depression 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 opening a dialogue about mental illness can help break down the barrier of stigma.

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

Funds raised go to participating organizations that provide much needed local community mental health support and services.

Many organizations are struggling to try to keep up with the increased demand for mental health services. Defeat Depression events raise funds to assist organizations deliver critical mental health services and supports within their local communities – helping to improve the lives of Canadians that are affected by depression and other mood disorders.

# Growing Our Campaign Across Canada



Martin Bauman arrives on Parliament Hill on his 2016 Cross-Canada Defeat Depression ride

**2012** Hundreds of 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 1,500 people who attended or volunteered in 26 community events.

**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 - with more events scheduled for the fall.

**2015** The campaign exploded to over 85 locations. Well over \$200,000 was raised locally across the country, by more than 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 fall 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 3 million people.

## Did You Know?

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

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

**Defeat Depression**  Mood Disorders Society of Canada  
La Société Pour Les Troubles de L'Humeur du Canada

... move for mental health

JOIN US, TOGETHER WE CAN #DefeatDepression!

**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**

# 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 is growing every day.

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

# 2017 Campaign Social Reach

165,633+

Defeat Depression website visits

Twitter Followers 4,327 +

Twitter visits 7,076 +

Likes on Facebook 7,182 +

Facebook Reach 150,088 +

Brand exposure to

3+ Million People



DefeatDepression.ca



@DefDepression



www.youtube.com/DefeatDepression1



www.flickr.com/DefeatDepression1



www.defeatdepression.ca



mooddisorderssocietycanada

#mentalhealth

#defeatdepression

#endstigma

#mentalillness

#DefeatDepression

#StopStigma\_Now



Oxford Defeat Depression Walk  
Fall 2016



Antigonish Defeat Depression Walk 2016

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

*– A.D. Collingwood Event Organizer*

## Why Get Involved?

Mental illness impacts virtually every Canadian family, millions of individuals and strikes all socioeconomic, educational, and cultural backgrounds. Of those who develop depression or anxiety, only about 20% will receive adequate treatment. Astonishingly, 97% of people reporting their conditions also report that their work, home life and relationships have suffered as a result of their illness or those of a family member. Around 91% of Canadians with children say that their depression often or sometimes interferes with family life and 47% say that their depression interferes with their relationship with their spouse or partner.

Depression is a common mental disorder, characterized by sadness, loss of interest or pleasure, feelings of guilt or low self-worth, disturbed sleep or appetite, low energy and poor concentration. These problems can become chronic or recurrent, substantially impair and individuals’ ability to cope with daily life. At its most severe, depression can lead to suicide.

There are approximately 4,000 suicides in Canada every year – 11 people each day. Suicide accounts for 24% of all deaths among Canadians aged 15 to 24 and 16% of all deaths for the age group 25 to 44. These startling facts are why this campaign is so important and why so many Canadians join Defeat Depression events or volunteer to organize an event in their communities.

# Removing Stigma around Mental Illness

The World Health Organization has predicted that depression will become the **second leading cause of disability** in the world (next to heart disease) by the year 2020. Currently, it is the fourth leading cause of disability and premature death in the world and the leading cause of total years lived with a disability.

**Stigma** is a major barrier preventing people from seeking help. Many people living with a mental illness say the stigma they face is often worse than the illness itself. Defeat Depression strives to target stigma. Our staff and volunteers are diligently working to educate Canadians about mental illness and encourage **open dialogue** about depression and other mood disorders. Mental illness is no different than having a physical disease. Both can have serious effects on daily living and overall health.

Physical activities like walking and running, along with social interaction, have a demonstrated **positive** effect on mental health. Defeat Depression events are the perfect way for family, friends, co-workers and neighbours to join together and support positive mental health!



*"I think Defeat Depression is such an important campaign.*

*Depression is one of the most common of all mental health concerns and I don't know anyone who hasn't in some way been touched by it. The campaign also brings attention to mental health in general. When I was viewing all the pictures from across Canada of Defeat Depression events, I felt a sense of pride knowing my area was a small part of this national movement".*

- S.M.O. Belleville Event Organizer

# 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. Events are scheduled throughout the year. The local host determines the best time and activity for their community. It provides a fun, effective way for people to come together to support each other, foster understanding, provide encouragement, and create HOPE.



Canal Pursuit for Mental Health 2016,  
Clay Williams

“The Defeat Depression Campaign has been a life saver for our Mental Health/Depression Support Group. Depression is being talked about, stigma is being reduced, participants and donors are showing those who live with depression that others care about them, and this group is able to keep meeting – literally saving lives.”

- O.O. Annapolis County

“On behalf of our board, our staff, our volunteers, and most importantly our families, thank you all, because it is this type of support that is huge for us as an organization.”

- J.T. Collingwood

“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.”

- DD Event Committee Member

# Community Sponsorship Opportunities 2017

If you would like to support mental health in Canada, please consider sponsoring your local community event. Our events are organized by dedicated local volunteers and organizations who work to improve the lives of those impacted by depression and other mental health issues.

There are many options for support. For more information, please email us at [sponsorships@defeatdepression.ca](mailto:sponsorships@defeatdepression.ca)

Community Sponsorship Opportunities		
<b>Diamond Level Featured Local Sponsor</b>	\$5,001+	<ul style="list-style-type: none"> <li>▪ Prime company logo placement on local event website with active link to company website</li> <li>▪ Mention in local media coverage</li> <li>▪ Prime logo placement on signage at the event, thank you at the event</li> <li>▪ Opportunity to provide a guest speaker for the event</li> <li>▪ Opportunity to conduct a special on-site promotion</li> <li>▪ Right to distribute product samples/promotions to event participants</li> <li>▪ Complimentary information table at the event</li> <li>▪ Right of first refusal to remain the Diamond sponsor next year</li> </ul>
<b>Gold level</b>	\$2,501- \$5,000	<ul style="list-style-type: none"> <li>▪ Logo placement on local event website</li> <li>▪ Logo placement on signage at the event</li> <li>▪ thank you at the event</li> <li>▪ Right to distribute product samples/promotions to event participants</li> </ul>
<b>Silver level</b>	\$1,001- \$2,500	<ul style="list-style-type: none"> <li>▪ Logo recognition on local event website</li> <li>▪ Name recognition on signage at the event</li> <li>▪ Thank you at the event</li> <li>▪ Opportunity to provide a prize for the event</li> </ul>
<b>Bronze level</b>	\$501- \$1,000	<ul style="list-style-type: none"> <li>▪ Name recognition on local event website</li> <li>▪ Thank you at the event</li> <li>▪ Opportunity to provide a prize for the event</li> </ul>
<b>Copper level</b>	\$500	<ul style="list-style-type: none"> <li>▪ Name recognition on local event website</li> <li>▪ Thank you at event</li> </ul>



# Community Partners 2016

DD events are scheduled throughout the year – the local host determines the best time and activity for their community

- 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

"I think the Defeat Depression campaign is a wonderful way to get your community together to end the stigma of mental illness."

- Community Event Participant



UBC Vancouver Defeat Depression

# Community Supporters 2016

Organizations/Individuals who supported a DD event in their community.

- Bell Canada
- Dufferin Mental Health Coalition
- Harrison Highlanders and Fraser Steam Pipe Band Society
- City of Charlottetown
- Prospera Credit Union
- St. John Ambulance Quinte Therapy Dogs
- Samantha Taylor's School of Voice
- Schizophrenia Society of British Columbia
- The John Simms Band
- Nova Vita Hair Studio and Esthetics
- Village of Harrison Hot Springs
- City of Airdrie



## Defeat Depression Campaign Song

International Singer, Songwriter and Author, Emily Maguire is supporting the campaign and has kindly dedicated her hit song **“Keep Walking”** as the Defeat Depression anthem. Watch an interview with Emily and hear this inspiring song on the Media page of our website at [www.defeatdepression.ca](http://www.defeatdepression.ca)

# Thank You to Our National Sponsors



*Collaboration is the key to building strong networks.  
Working together to improve lives and to  
Defeat Depression.*

# 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:** [www.defeatdepression.ca](http://www.defeatdepression.ca)

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

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

### Mood Disorders Society of Canada

#### National Head Office

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Guelph, Ontario N1G 4W4

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



I am proud to  
**SUPPORT MENTAL HEALTH**  
Join us, together we can  
**#DefeatDepression**

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

**Defeat Depression**  
move for mental health