Change your Frame of Mind on mental health with this artful fundraiser

"FRAME OF MIND FUNDRAISER"

The Framing Place & Gallery is changing its “Frame of Mind” for our annual winter framing sale. In addition to great savings, we are partnering with the Canadian Mental Health Association - Muskoka Parry Sound to raise funds in order to increase awareness for mental health in our local community. Here’s how the “Frame of Mind Fundraiser” works: Come in and take advantage of 20% off your custom framing order, and 50% off in-stock matting.
- Donate $10 to CMHA MPS and receive an additional 5% off your order
- Donate $20 to CMHA MPS and receive an additional 10% off your order

It’s estimated that one in five people will experience mental illness in their lifetime. If you haven’t, it’s likely that you know someone who has. For such a pervasive health issue, it’s one that isn’t talked about enough.

There is an unfair stigma attached to mental health disorders – one not equalled in other health concerns – but that attitude is slowly changing thanks to the efforts of people and organizations bringing awareness to mental health.
Matt Coles, owner of The Framing Place & Gallery, wanted to help spread that awareness. So for the month of February he is running a fundraiser and raffle in support of the Muskoka-Parry Sound branch of the Canadian Mental Health Association (CMHA).

“Mental health awareness and the stigma around mental health is important because it affects everyone – someone knows someone,” said Coles.

"Martin’s Farm by Gerry Lantaigne, 11”x14” Oil on Panel, value $450"

The gallery’s featured artist for February – Gerry Lantaigne (who is also the artist behind Huntsville’s Group of Seven Outdoor Gallery) – has donated an original oil painting title Martin’s Farm to be raffled off for the Frame of Mind Fundraiser. Tickets are available at the gallery for a $5 donation to the CMHA.

“Everyone knows someone who has dealt with mental illness and it can be a devastating thing,” said Lantaigne who added that he first encountered it as a child when his mother was mentally ill. “It’s an important issue to me and even though it can be devastating, it can also be controlled. The conversation is never in the forefront, but it should be.”

The Framing Place & Gallery is also offering to bump up the savings at its annual winter framing sale for donations to the Muskoka-Parry Sound CMHA. Custom framing orders are 20 per cent off in February and in-stock matting is 50 per cent off – make a $10 donation receive an additional five per cent off, or donate $20 and get an additional 10 per cent off your order.

“We thought this was a fantastic way to promote awareness of mental health issues,” said Marghita Austin from the Muskoka-Parry Sound CMHA branch. “The more that people are open
to discussing mental health in casual conversations, the better. I think everyone’s tendency is to say ‘I’m fine’ when it comes to mental health, but they’ll tell you at great length about other illnesses and aches and pains they’re having. We need to get that awareness and acceptance out there so that it is more of a casual conversation topic.

“If you know more than three or four people, then you’ve probably been touched by mental illness. It’s not a unique experience although every person or caregiver experiences it differently. No one is alone in their mental illness.”

If you are experiencing mental health concerns, seek help from your family physician, the emergency room at the nearest hospital, or call the Muskoka-Parry Sound CMHA Crisis Line at 1-888-893-8333.

And if someone is telling you about their mental health concerns, Austin has some good tips: “Be an active listener. Don’t try to shut down the conversation – they are still the same person you were talking to prior to it being divulged. Try not to treat someone differently if they do choose to share.”

The Muskoka-Parry Sound CMHA branch has offices in Huntsville, Sundridge, Parry Sound and Bracebridge. To learn more about the programs and services they offer, visit cmhamps.ca.