



February 6, 2014

Dear CAMIMH Member,

The Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is pleased to support and be recognized as an official sponsor of [Defeat Depression](#), a pan-Canadian mental health awareness, anti-stigma and community fundraising campaign that provides hope, supports local organizations and reduces stigma for people affected by depression and other mood disorders.

Across Canada, organizations and volunteers are planning walks, runs and other physical or social activities to get people talking about mental health. The campaign encourages grassroots events that motivate people to *Move for Mental Health!*

The goals of the [Defeat Depression](#) campaign are to:

- ✓ Raise awareness, knowledge and acceptance of mental illness
- ✓ Fundraise in support of local mental health services
- ✓ Reduce stigma and create an environment that encourages people to come forward for early intervention and treatment
- ✓ Improve mental health networks and increase collaboration across communities
- ✓ Provide resources and supports for individuals living with mental illness and their families
- ✓ Grow the campaign to new communities across Canada

As a national sponsor of Defeat Depression, CAMIMH encourages all of our member organizations to become engaged in the campaign; help promote it to your members and staff, follow Defeat Depression on social media, and promote the events through your websites and social media.

**Get Involved!** To show your support, organizations and individuals are encouraged to:

- **Join the Campaign.** Your organization and/or regional offices can form team(s) branded with your name and hold events to raise funds for your organization. It's easy and includes staff, members and volunteer participation. Each participant will be provided their own personal fundraising page, and the events are great ways to have fun and support mental health. [Click Here](#) to sign up!
- **Host an event!** Help the campaign expand into new communities. You can host a fundraising walk, run, volleyball tournament, softball game, bowl-a-thon, or any other fun, family-oriented activity. To start your own fundraising event [Register Now](#).

#### Membres ACMMSM

Société canadienne de  
l'autisme

Association Canadienne pour  
la prévention du suicide

Association Canadienne des  
Ergothérapeutes

Association Canadienne des  
travailleurs sociaux

Coalition canadienne pour la  
santé mentale des personnes  
âgées

L'Association canadienne de  
counseling et de  
psychothérapie

Fédération Canadienne des  
Infirmiers en Santé Mentale

Association canadienne des  
soins de santé

Association Médicale  
Canadienne

Association des infirmières et  
infirmiers du Canada

Association canadienne pour la  
santé mentale

Société Canadienne de  
psychologie

Association des psychiatres du  
Canada

Le Collège des médecins de  
famille du Canada

Société pour les troubles de  
l'humeur du Canada

Rédaptation Psychosociale  
Canada

Société canadienne de la  
schizophrénie

#### Membre Affiliés

Union of Psychiatric Nurses  
of BC

- Organizations can encourage employees to **Form teams** and join an existing event to fundraise in support of mental health services in your local area. To find an event in your community [Click Here](#).
- **Become a Sponsor.** You can help the campaign achieve their fundraising goals! There are multiple sponsorship levels available offering valuable marketing exposure. For more information [Click Here](#).
- **Pledge a Participant.** If you know someone who is participating in a Defeat Depression event, you can support them by donating to their online fundraising page. To search their name [Click Here](#).
- **Promote** an event by putting up posters, handing out flyers, talking to your customers and clients. Any way you can 'spread the word' is helpful. Like Defeat Depression on [Facebook](#) and Follow on [Twitter](#)
- **Donate!** Funds raised through Defeat Depression help support local community organizations that provide direct support and services to individuals and families facing mental illness. To donate to the campaign [Click Here](#).

The Defeat Depression campaign is coordinated by Mood Disorders Society of Canada and maintains their main principles of a collaborative, multi-organizational approach. The campaign includes many different community, regional organizations, schools and Universities. Defeat Depression is very proud to have such a wide variety of organizations participating in the Defeat Depression campaign all across Canada.

**Please share this with your member lists and contact networks.** The more we help to spread the word, the more successful the campaign will be!

To learn more contact [Pamela Blackmore](#), Campaign Coordinator at [info@defeatdepression.ca](mailto:info@defeatdepression.ca).

Sincerely,

A handwritten signature in black ink that reads "John Higenbottam". The signature is written in a cursive style with a small flourish above the 'm'.

John Higenbottam  
Co-Chair, CAMIMH