

# EMAIL TEMPLATE

## FUNDRAISING - CORPORATE TEAM



**COPY + PASTE THE TEXT BELOW TO USE IN YOUR EMAIL.**  
(DO NOT ATTACH THIS PDF TO THE EMAIL)

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**Subject Line: We accepted the challenge. Will you?**

Dear Friends, Family and Colleagues,

We are proud to share that [COMPANY NAME] has accepted the challenge of participating in the **CAMH Sunrise Challenge™**.

Our team, [TEAM NAME], will be rising with the sun for five days, from May 27 to 31, 2024, and raising funds to support CAMH and its work to solve the most complex issues in mental health.

The world is facing a mental health crisis. Your support has never been more important. As a world leader in groundbreaking mental health research, CAMH will keep rising until no one with mental illness is left behind.

Every dollar raised gets us closer to this goal by accelerating the pace of discovery and helping improve outcomes. When we rise together, we can make a difference. In the past three years, over 10,000 participants and generous corporate sponsors came together for the Sunrise Challenge and raised more than \$4.7 million to drive progress in mental health.

Please support our team's fundraising efforts with a donation. You can make your donation online by simply clicking the link at the end of this message. If you prefer, you can also send your cheque made out to "CAMH Foundation" to the address listed below. Please be sure to write Sunrise Challenge and our team name in the memo line.

CAMH Foundation  
RE: Sunrise Challenge, c/o  
[Insert Participant or Team Name here]  
100 Stokes Street, 5th Floor  
Bell Gateway Building  
Toronto, ON M6J 1H4

We greatly appreciate your support.

Sincerely,

**[INSERT YOUR NAME + LINK TO TEAM PAGE HERE]**