

SUNRISE CHALLENGE

2023 EMPLOYEE ENGAGEMENT TOOLKIT

PRESENTED BY



camh

THANK YOU FOR RISING WITH US

We would like to thank your organization for supporting the CAMH Sunrise Challenge. The mental health movement is where it is today because of leaders like you, who continue to play a vital role in our mission to shape the future of mental health care across Canada and around the world.

“Today, I rise to show people with mental illness they are not alone. I am not alone. Will you rise with me tomorrow?”

**@life.Of,
2022 Sunrise Challenge Participant**

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WE WILL RISE UNTIL NO ONE IS LEFT BEHIND

At CAMH, we believe in a world where no one has to face mental illness alone. That's why we're on a mission to change attitudes, improve treatments and build a future where no one is left behind.

We're facing a global mental health crisis. By the time Canadians reach 40 years of age, 1 in 2 have—or have had—a mental illness. And globally, one person dies by suicide every 40 seconds. As Canada's largest mental health hospital and one of the world's leading research centres in its field, CAMH is prepared to go further than ever to change mental health care forever. But we need your help.

Every dollar raised through the Sunrise Challenge will help us drive impact across a number of areas, including:



Developing new therapeutics and personalized medicine so people living with mental illness can reach their full potential.



Optimizing care for people across their lifespan, from children and youth to geriatric care.



Training the next generation of mental health leaders and professionals across the globe.



Empowering people with lived expertise to thrive in their communities through skills-based recovery.



Translating CAMH discoveries into treatments for people worldwide.



Recruiting the world's top researchers to drive and transform patient care as part of the CAMH Research & Discovery Centre.

NO ONE LEFT BEHIND

RISING TOGETHER FOR MENTAL HEALTH

The Sunrise Challenge fundraiser invites Canadians to wake up with the sun for five days (May 29–June 2) to raise vital funds for CAMH, and hope for those who live with mental illness every day.

Now entering its 3rd year, the Sunrise Challenge has raised over \$3.7 million and counting to drive progress in mental health. By participating as an organization, you can become a part of a growing movement dedicated to building a future where no one is left behind.

HOW TO PARTICIPATE

Before the challenge begins, you need to recruit team members and inspire them to work together toward a shared fundraising goal. The sooner you assemble your team, the better!

Register

Accept the fundraising challenge by starting a corporate team at sunrisechallenge.ca

Recruit

Invite members of your organization to join the team. If you have a large number of employees spread across the country or many departments, start multiple teams (Team Toronto, Team Vancouver, Team Sales, Team Finance, etc.) to spark some friendly competition! Ensure each team registers under the company name to contribute to the company-wide fundraising goal. Every team should delegate a Team Captain.

Rally

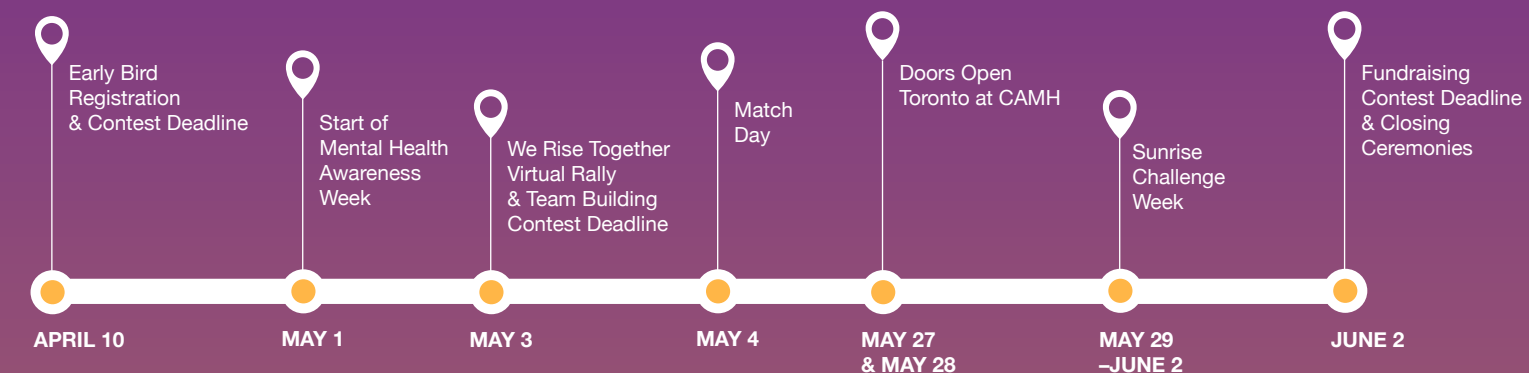
Promote your team's fundraising efforts across company channels while encouraging all team members to collect donations from their network.

Rise

Rise with the sun for five days and keep working toward your team's fundraising goal. Ask your team to post their daily Sunrise Moment with **#CAMHSunriseChallenge** to encourage people to donate.

Visit sunrisechallenge.ca to register as a corporate team.

KEY DATES FOR THE 2023 SUNRISE CHALLENGE



“I rise to support the CAMH Foundation, so that their work will help those in darkness find their light. Mental health IS health.

—@dizsolvedgirl, 2022 Participant



INSPIRE CONVERSATIONS AND DONATIONS

The world is facing a mental health crisis, and everyone has been affected in some way, shape, or form. To inspire participation and grow your team, statistics are an effective way to demonstrate why now is the time for all of us to rise together in support of new solutions.

450 MILLION PEOPLE
LIVE WITH MENTAL ILLNESS
WORLDWIDE

IN ANY GIVEN YEAR, **1 IN 5**
CANADIANS EXPERIENCES
A MENTAL ILLNESS

500,000 CANADIANS
MISS WORK EACH WEEK
DUE TO MENTAL ILLNESS

KNOWLEDGE IS EMPOWERING

As a Sunrise Challenge leader at your organization, you are starting important conversations about mental health in the workplace. These free research-informed educational materials will help you and your employees learn together.



WORDS MATTER: LANGUAGE GUIDELINES

If you have ever felt unsure about what words to use when talking about mental health and addictions, you are not alone. We have developed a guide to help you and your organization understand how to speak about mental illness in a hopeful, respectful way that has the power to save lives.

[LEARN MORE](#)

MENTAL HEALTH 101

Mental health advocacy starts with education. This series of free online tutorials was developed as a starting point for learning about mental health at your own pace.

[LEARN MORE](#)



WORKPLACE MENTAL HEALTH FOR BUSINESS LEADERS

Participating in the Sunrise Challenge is a great way to foster more open, honest conversations around mental health. To keep the conversation going, download CAMH's Workplace Mental Health Playbook for Business Leaders for 5 powerful recommendations you can put into practice across your organization.

[DOWNLOAD](#)

TEAM BUILDING

Taking the Sunrise Challenge is an incredible way to support the mental health movement while also boosting morale, improving corporate culture, and uniting your organization behind a shared goal. We recommend teams of five or more, but there is no limit to how many people can join your team.

TEAM BUILDING CONTEST – COMING SOON!

Start building your team and visit sunrisechallenge.ca for upcoming details around our new Team Building Contest. Every team with five registered members by May 3rd will automatically be entered to win the prize.

THE LEADERBOARD

A little competition goes a long way! Encourage your team to visit sunrisechallenge.ca daily to keep an eye on the current standings and watch themselves climb up the ranks on the leaderboard. This will help instil corporate pride and motivate team members to amp up their fundraising efforts.

Quick tip! Incentivize your team with a promised reward for reaching a specific goal or position on the leaderboard. For example, an afternoon off, free lunch, or team bowling if you make it to the top 3.

TEAM CHALLENGES

Add more excitement to your organization's experience with a secondary challenge. Below are some challenge ideas to amp up the urgency and excitement around fundraising.



DEPARTMENT VS. DEPARTMENT

Create separate teams for different departments to encourage friendly competition amongst colleagues. For example, Finance vs. HR vs. Sales.



LEADERSHIP VS. STAFF

Rally junior, intermediate and senior level staff against the executive branch to see who has the most fundraising power.



LOCATION VS. LOCATION

Based out of multiple regions? Have each location create its own team and see who can raise the most money or recruit the most members.



COMPANY VS. COMPANY

As an alternative to internal competition, you can be bold by challenging an industry competitor, vendor or client to see who can raise the most money.

RECRUITMENT TIPS

Recruiting team members is an important part of the fundraising journey. These tips will set you up for success in your recruitment efforts.

1. The earlier, the better.

While the Sunrise Challenge starts on May 29, you should start assembling your team weeks—or even months—in advance! This will help you build excitement across the organization, and give your team more time to reach its fundraising goal.

2. Give them a reason.

We are in the middle of a mental health crisis, and everyone has been affected in some way, shape, or form. Arm your team with statistics that highlight why now is the time for all of us to rise together in support of new solutions.

- 1 in 2 Canadians will experience mental illness by age 40
- 1.2 million children and youth are living with mental illness in Canada
- 11 Canadians lose their lives to suicide every day
- In Ontario, mental health care is underfunded by \$1.5 billion a year. Mental illness is the leading cause of disability
- The economic burden of mental illness is \$51 billion a year

3. There's strength in numbers.

If you're taking on the role of Team Captain, you should recruit a co-captain or start a Sunrise Challenge committee. This will help you accelerate the recruitment process and come up with exciting new ways to engage your colleagues!

4. Ask nicely. Then ask again. And again.

People won't join your team if you don't ask them to! Send out a company-wide email, put up posters around the office, post about the challenge on your project management platforms, make phone calls—whatever you need to do to make sure everyone knows they're invited.

You can find pre-written email templates, posters and more in our [Team Recruitment Resources](#).

5. If applicable, ask participants to add your team fundraising URL to their email signatures.

This is an easy way to raise awareness of the challenge both internally and among your clients and partners.

FUNDRAISING 101

Once you've assembled your dream team, it's time to start fundraising! These tips will help you along the way.

1. Personalize your team page.

Update your team's fundraising page by adding information about your organization and uploading a photo or video. Fundraisers who customize their page raise almost 10 times more than those who don't!

2. Set an ambitious fundraising goal.

Set an achievable but ambitious goal for your organization to work toward.

3. Donate to yourself!

Corporate teams can inspire more donations from the general public by showing that they are also supporting the cause. Start the challenge strong with a generous donation from the company, to the company's team or pledge to match your employee fundraising up to a certain goal.

4. Reward hard work.

Use prizes or incentives to push your team's fundraising efforts into high gear. This could be something simple like a gift card, pizza party, or afternoon off—but the possibilities are endless. Have a brave executive pledge to dye their hair funky colours, or enlist a celebrity spokesperson to shout out your team.

5. Get the executive team on board.

Getting senior leadership involved will inspire more employees to join the challenge and reaffirm the importance of supporting mental health in the workplace.

6. Share your progress.

Send regular fundraising updates to your organization and encourage them to spread the word.

HELPFUL RESOURCES

We have resources to support you through every stage of your fundraising journey.

PROMOTIONAL RESOURCES

Everything you need to let people know you're taking the Sunrise Challenge to raise vital funds for CAMH.

- Social media posts
- Email templates
- Virtual backgrounds
- Email signatures
- Posters

[VIEW FILES](#)

TEAM RECRUITMENT RESOURCES

Get the word out and recruit members to your team!

- Social media posts
- Email templates
- Email signatures

[VIEW FILES](#)

FUNDRAISING RESOURCES

Our social media posts and email templates make asking for donations quick and easy!

- Social media posts
- Email templates
- Donation form
- Corporate gift matching form
- Fundraising tips
- Team fundraising ideas

[VIEW FILES](#)

FOLLOW-UP RESOURCES

Don't forget to send a note of thanks! We've made it easy for you to recognize those who have supported your Sunrise Challenge.

- Social media posts
- Email templates
- Thank you cards

[VIEW FILES](#)

THANK YOU TO OUR SPONSORS

We would like to thank you for rising with us in the 3rd annual Sunrise Challenge. With your support, we're accelerating progress in mental health research, improving access to care, and creating hope for people who live with mental illness every day.

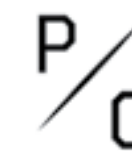
Presenting Sponsor



Match Day Sponsor



Gold Sponsors



Rising Sponsors

Microsoft Canada

RFA

Sun Life



FAQ/CONTACT US

For answers to frequently asked questions about the Sunrise Challenge and CAMH, visit sunrisechallenge.ca/faq

Still can't find what you're looking for? We're here to help. Please reach out via email: sunrisechallenge@camh.ca

SUNRISE CHALLENGE

camh

