



# SUNRISE CHALLENGE

## 2024 EMPLOYEE ENGAGEMENT TOOLKIT

camh

# THANK YOU FOR RISING WITH US

Dear Sunrise Challenge Participants,

Thank you to you and your organization for supporting the CAMH Sunrise Challenge™. Your support of CAMH transforms patient care, fuels breakthroughs and shows people with mental illness they are not alone. You are helping to change the way the world sees and treats mental illness, and we are so grateful for your involvement.

Every year, I am proud to participate in the Sunrise Challenge, inspired by the commitment from each and every one of you to motivate myself and rise with the sun for those facing mental illness. As we rise—whether to enjoy a cup of coffee, an early morning workout or a peaceful meditation—know that you are playing an important role in improving mental health care for people in Canada and around the world. We rise together to build a future where no one is left behind.

Thanks again for your support—looking forward to rising with you!

Sincerely,  
**Deborah Gillis**  
President & CEO, CAMH Foundation

“At Peace Collective, we rise with CAMH because we want to help break the stigma surrounding mental health and ensure a world where no one is left behind. Mental health needs to be treated with the same care as physical health. We want people to know that there is always help available and making it out of the darkness is always possible.”

– **Yanal Dhailieh,**  
Founder and “Chief of Peace”, Peace Collective

**Sunrise Challenge Sponsor,**  
**2021 - 2024**

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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. It is estimated that six million Canadians experience addiction in their lifetime and an average of 20 die from opioid toxicity every day. As a world leader in groundbreaking mental health research, CAMH is prepared to go further than ever to change mental health care forever. And 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 Discovery Centre.



# NO ONE LEFT BEHIND



# RISING TOGETHER FOR MENTAL HEALTH

The Centre for Addiction and Mental Health (CAMH) invites Canadians to join the Sunrise Challenge™ and wake up with the sun for five days (May 27 to 31) to raise vital funds for CAMH, and hope for those who live with mental illness every day. Now entering its fourth year, the Sunrise Challenge has raised over \$4.7 million and counting, driving progress in mental health. Become part of a growing movement dedicated to building a future where no one is left behind. Join us.

## HOW TO PARTICIPATE

Before the challenge begins, help 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](https://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 (e.g. Team Toronto vs. Team Vancouver; Team Finance vs. Team Marketing; or Companywide vs. Leadership Team) to spark some friendly competition! Ensure each team registers under the organization name to contribute to the organization-wide fundraising goal. Every team should delegate a Team Captain, and if your company has multiple teams, you can identify a Company Coordinator to manage your Company Page, which will include your overall company fundraising goal, your fundraising progress to date, a listing of all your company teams and your top 10 fundraising participants across your organization.

### Rally

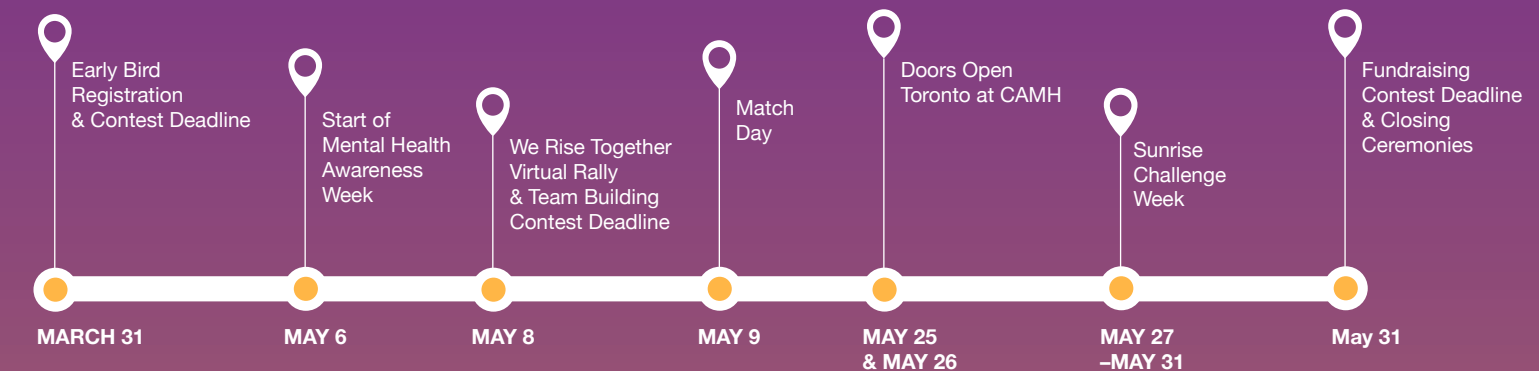
Promote your team's fundraising efforts across company channels (using the resources in this guide) while encouraging all team members to collect donations from their networks. Remember to join us for our virtual "We Rise Together Rally" on Wednesday, May 8. You'll receive email reminders with all the details in the weeks leading up to the Rally.

### Rise

Rise with the sun for five days (May 27 to 31) and keep working toward your team's fundraising goal. Ask your team to post their daily Sunrise Moment with the hashtag #CAMHSunriseChallenge to encourage people to donate. On May 31, we'll come together as a community for our virtual Closing Ceremony to celebrate our collective success.

Visit [sunrisechallenge.ca](https://sunrisechallenge.ca) to register as a corporate team.

## KEY DATES FOR THE 2024 SUNRISE CHALLENGE



“I rise to take up space on a platform that can make it seem like we’ve all “got it together,” when the reality is often so very different. I rise to support the CAMH Foundation, so that their work will help those in darkness find their light.

—@dizsolvedgirl,  
2023 Sunrise Challenge 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 and start conversations. CAMH also recently led the implementation of 9-8-8, an important tool providing support to Canadians when the when they need it most. The service offers trauma-informed support to anyone who is thinking of suicide, or who is worried about someone they know. For more information, visit [camh.ca/en/driving-change/988](https://camh.ca/en/driving-change/988).

## 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 five powerful recommendations you can put into practice across your organization.

[DOWNLOAD](#)

## CONVERSATIONS ABOUT MENTAL ILLNESS

Mental illness can affect anyone regardless of their culture, age, gender, educational background or financial situation. Even those who you’ve always known to be cheerful and untroubled may be fighting a battle that you cannot see. Our CAMH Conversation Guide can help you navigate difficult situations.

[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. As a matter of fact, 80% of survey respondents who participated in the 2023 Sunrise Challenge through a workplace team indicated that having their employer support the Challenge positively impacted their perception of the company.

We recommend teams of five or more, but there is no limit to how many people can join your team.

## TEAM BUILDING CONTEST

Teams with 5 or more members registered by May 8, 2024, will be entered into the 2024 Sunrise Challenge Teambuilding Contest for a chance to win a CAMH “Lunch and Learn” presentation and a \$500 Gift Card from Uber Eats.

## THE LEADERBOARD

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

**Quick tip!** Incentivize your team with a 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 three.

# 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 funds for CAMH.



# 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 27, 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. Provide your “why”, e.g., “We’re participating in the Sunrise Challenge to raise awareness around mental health, help fuel progress in mental health care and addictions,” etc. Arm your team with statistics that highlight why now is the time for all of us to rise together in support of new solutions.

- It is estimated that six million Canadians experience addiction in their lifetime and an average of 20 die from opioid toxicity every day.
- 1.2 million children and youth are living with mental illness in Canada
- Suicide affects people of all ages and backgrounds. An average of 4,500 people across Canada die by suicide each year—approximately 12 people per day.
- In Ontario, mental health care is underfunded by \$1.5 billion a year.
- The economic burden of mental illness in Canada 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. Get your team excited.

Use prizes or incentives to get more members excited and on board, e.g., “Everyone who registers by [date] will be entered into a contest to win [prize].”

## 5. 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 and make phone calls. Leadership is also invited to match collected donations from staff.

You can find pre-written email templates, posters and more in our Team Recruitment Resources to ensure all team members feel invited and included.

## 6. 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, afternoon off, or even a offering to match staff donations up to \$XX amount—the possibilities are endless.

## 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.



# PLANNING SUNRISE CHALLENGE WEEK

To prepare for Sunrise Challenge week (May 27 to 31) we suggest planning activities in advance that can be organized to engage staff and celebrate fundraising accomplishments. Share your Sunrise Challenge week plans with your team ahead of time to get everyone motivated and maximize participation!

## Bond over food

With small culinary events, you can engage staff and get them excited.

- Host an executive pancake breakfast with the fundraising goal in mind, and if met, leadership will serve breakfast.
- Host a virtual cooking contest/ demonstration by voting on who makes the best omelets.
- Get your team morning started with ‘morning brew’ – a 15-minute standing meeting to prepare for the upcoming day.

## Start some healthy competition

Encourage team building through a variety of games.

- Organize an in-person or virtual self-care scavenger hunt where staff can share items (or images of items) that support well-being. For example, finding something that is relaxing or finding an image of a beautiful scene.
- Start a photo contest for Sunrise Challenge week where colleagues can vote for their favourites.
- Get to know more about CAMH and the Sunrise Challenge through mental health team trivia, bringing your team closer to the cause.

## Bring the team together

Garner excitement for the Sunrise Challenge that will bring your team together with activities like:

- Sunrise viewing parties each morning
- Create team t-shirts so that colleagues feel connected by shared goals and values.
- Silent auction – leverage your team members’ skills and talents to create auction items which can be bid on (e.g. language lessons, photographs, baking, pottery, etc.). Add proceeds from the auction to your team’s fundraising.

## Focus on mental health

Lead by example and enjoy activities that help each and every team member take care of their mental health.

- If feasible, organize a ‘bring your pet to work day’ or schedule a virtual ‘pet therapy’ team meeting, where team members can bring their pets to the screen.
- Plan activities like morning yoga and meditation, in person, or share a link to the team to get the day rolling with a fresh start.

# HELPFUL RESOURCES

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

## PROMOTIONAL RESOURCES

Here’s everything you need to let people know you’re taking part in the Sunrise Challenge to raise vital funds for CAMH.

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

[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](#)

## TEAM RECRUITMENT RESOURCES

Get the word out and recruit members to join your team!

- Social media posts
- Email templates
- Email signatures

[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 fourth 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.

## Gold Sponsors



## Rising Sponsors

Microsoft Canada  
RFA  
Starbucks Canada

