



SUNRISE CHALLENGE

2024 PARTICIPANT TOOLKIT

camh

# 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 a world leader in groundbreaking mental health research, 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 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 and hope for those who live with mental illness every day.

In this Participant Toolkit, you will find everything you need to let your friends, family, and colleagues know how they can support you in the challenge.

## WHY WE RISE

The funds, awareness, and hope raised through the Sunrise Challenge will help us build a world where no one is left behind. We rise for those who've been affected by mental illness, for those who've lost their lives or a loved one to suicide, and to show those currently struggling that they don't have to go through this alone—that they matter, that help is out there, and that people care about them.

Visit [camh.ca](https://camh.ca) to see how we're changing mental health care forever.

## HOW TO PARTICIPATE

Taking the Sunrise Challenge is a fun and simple way to support CAMH.

### Register

Start a new team, join a team, or sign up solo.

### Rally

Gather support from friends, family, and coworkers to help reach your fundraising goal.

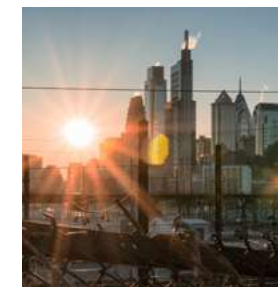
### Rise

Rise with the sun for five days and keep fundraising! Post your daily Sunrise Moment with the hashtag **#CAMHSunriseChallenge** to encourage people to donate.

Visit [sunrisechallenge.ca](https://sunrisechallenge.ca) to register.

## YOUR SUNRISE MOMENT

Participants are encouraged to post a photo of their Sunrise Moment and do something positive for their mental health every day of the challenge. Your Sunrise Moment can be a picture of anything that shows your followers you completed the challenge that day.



## KEY DATES FOR THE 2024 SUNRISE CHALLENGE

Add these dates to your calendar so you're ready to go when the challenge kicks off at the end of May. Register and start your fundraising before March 31, 2024, to be entered into the Early Bird Contest. Visit [sunrisechallenge.ca](https://sunrisechallenge.ca) for contest details.

**March 31** – Early Bird Registration & Contest Deadline

**May 6** – Start of Mental Health Awareness Week

**May 8** – We Rise Together Rally (Virtual) + Team Building Contest Deadline

**May 9** – Match Day

**May 25 to 26** – Doors Open Toronto at CAMH

**May 27 to 31** – Sunrise Challenge Week

**May 31** – Closing Ceremonies (Virtual) + Fundraising Contest Deadline



# TOP 10 FUNDRAISING TIPS

We know that asking for money seems difficult, but it doesn't have to be! These tips will set you up for success.

## 1. Tell people why you raise.

We've all been affected by mental illness in some way. Let people know what supporting CAMH means to you.

## 2. Kickstart your campaign with a self-donation.

This will count toward your fundraising total and be reflected on your personal fundraising page. It will also inspire others to give!

## 3. Customize your personal fundraising page.

Share your story and upload a photo or video. Fundraisers who customize their page raise almost 10 times more than those who don't!

## 4. Create an action plan.

Start by setting your fundraising goal—and be ambitious!

Next, create a list of people that you could ask for donations to help you reach this goal. As an example, your action plan could look something like this:

**Day 1 - Email #1:** Send to 5–10 very close contacts (family and your closest friends)

**Day 2 - Email #2:** Send to 10–25 close contacts (your entire circle of good friends)

**Day 3 - Email #3:** Send to as many other contacts that you feel comfortable reaching out to

**Day 4 - Social Media:** Use social media to promote the challenge and ask all of your friends/followers to support you with a donation

## 5. Upload your contacts and send emails.

Did you know that fundraisers who share their page through email raise THREE times more than those who don't? You can create your own message or start with one of our pre-written templates.

## 6. Get social.

Posting on social media (Facebook, Instagram, LinkedIn, Twitter, etc.) is a great way to reach out to your network and ask for donations. Check out our social media-specific tips on the next page.

## 7. Check if your company has a gift matching program.

Corporate gift matching is when a company pledges to financially match donations that their employees make to charitable organizations. Sometimes, companies will even match the amount an employee raises! Each company will have its own guidelines, so be sure to ask your HR department for more details.

## 8. Follow up.

We all know that life gets busy, so a friendly follow-up after your initial donation ask is often very much appreciated.

## 9. Earn fundraising badges and rewards.

As a fundraising incentive, CAMH is providing rewards and badges to celebrate your individual fundraising achievements. How many badge rewards can you collect?

## 10. Say thank you.

Don't forget to say thank you! All of your online donors will receive a thank-you email from CAMH Foundation, but a personal message from you will go a long way!



# SOCIAL MEDIA TIPS

In addition to sending out emails to people you know, posting about the challenge on social media is an easy and effective way to ask for donations. These social media-specific tips will help you along the way.

## 1. Put your fundraising link in your bio on Instagram and include it in your Facebook posts.

This will make it easy for your followers to find and donate to support you in the Sunrise Challenge! You can find your fundraising link in your Participant Centre after you register.

## 2. Post your progress.

As you get closer to your fundraising goal, let your followers know exactly how much you still need to raise so they can help you cross the finish line!

## 3. Post daily.

Post your Sunrise Moment photo or video to social media every morning so your followers know you've been keeping up with the challenge.

## 4. Don't forget the tags.

Tag all of your challenge-related posts with the hashtag #CAMHSunriseChallenge and @camhfoundation for a chance to be featured on our channels.

## 5. Post on multiple platforms.

Are you active on multiple platforms like Instagram and TikTok? Posting your Sunrise Moment on multiple social media platforms is a great way to reach more potential supporters.

# EARN REWARDS AND BADGES

From leading as a Team Captain to landing a spot on the Top 10 Fundraisers leaderboard, badge rewards acknowledge and celebrate every fundraising milestone you achieve while taking the Sunrise Challenge. How many badge rewards can you collect?



# 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](#)

## 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 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**

A landscape photograph of rolling hills at sunrise. The sun is low on the horizon, creating a warm orange and yellow glow. The sky is filled with soft, purple and pink clouds. The text "SUNRISE CHALLENGE" is written in a white, sans-serif font, arched over the sun.

SUNRISE CHALLENGE

## FAQ/CONTACT US

For answers to frequently asked questions about the Sunrise Challenge and CAMH, visit [sunrisechallenge.ca/faq](https://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](mailto:sunrisechallenge@camh.ca)