

May 10, 2024

Ms. Sandy Pollock
Executive Assistant to Chief Frank Bergen
Hamilton Police Service
155 King William St.
Hamilton, ON, L8R 1A7

Dear Ms. Pollock,

I hope this letter finds you well. Here at St. Joe's, plans are already well underway for A Mental Health Morning. This much-beloved breakfast raises funds for the Mental Health & Addictions program at St. Joseph's Healthcare Hamilton and is returning this fall during its traditional timing of Mental Illness Awareness Week. Please save the date of Thursday, October 10, 2024, from 7:30 – 9:30 a.m. in your calendars and we'll be returning to our host venue of Michelangelo Banquet Centre.

This year, guests will be treated to a keynote address by Samra Zafar. After escaping a decade of abuse living as a child bride in Canada, Zafar has become a beacon of hope for those facing exclusion and interpersonal violence. Renowned for her insightful dialogue on cultural change, Zafar, a best-selling author, physician-in-training and leading corporate consultant, combines scientific research with her corporate experience and hard-earned life lessons to shift our understanding of wellness and illustrate the transformative benefits of belonging.

Here in Hamilton, and across the Ontario West Region, St. Joseph's Healthcare Hamilton is the leading provider of mental health and addictions care. With 350 in-patient beds and tens of thousands of outpatient consultations each year, Mental Health and Addictions is the largest clinical program at our Hospital – and we're the second-largest provider of these specialized services in all of Ontario.

But the fact is, there is an increasing demand for care in our region that we're striving to address. And we need your help. We hope the Hamilton Police Services may consider joining us once again as a Corporate Table Sponsor at A Mental Health Morning. A full sponsorship package is attached here for your review and please do reach out if you have any questions. Thank you for your consideration of our request and we hope to see you once again at A Mental Health Morning.

Take care,

Peter West
Special Events & Community Partnerships

P.S. The nomination window for the 2024 Spirit of Hope Awards presented at A Mental Health Morning is open now. To learn more or nominate an individual, group/organization or youth, visit [Spirit of Hope Awards | St. Joseph's Healthcare Foundation \(stjoesfoundation.ca\)](https://stjoesfoundation.ca).

SPONSORSHIP OPPORTUNITIES



ANNOUNCING OUR 2024 KEYNOTE SPEAKER

SAMRA ZAFAR

Leading Expert on Authentic Leadership, DEI, and Mental Health

After escaping a decade of abuse living as a child bride in Canada, Samra Zafar has become a beacon of hope for those facing exclusion and interpersonal violence. Renowned for her insightful dialogue on cultural change, Zafar combines scientific research with her corporate experience and hard-earned life lessons to shift our understanding of wellness and illustrate the transformative benefits of belonging. A bestselling author, physician-in-training, and leading corporate consultant, she specializes in DEI strategy, mental health, and authentic leadership, and shares valuable tools for building human connection and fostering inclusive spaces.



a mental *health* morning
In Support of St. Joseph's Healthcare Hamilton



ArcelorMittal

Presented by
ArcelorMittal Dofasco

THURSDAY, OCTOBER 10TH, 2024
7:30 – 9:30 A.M.
Michelangelo Banquet Centre
1555 Upper Ottawa Street

St. Joseph's
Healthcare  Hamilton
FOUNDATION

HOPE HEALING **DISCOVERY**

www.stjoesfoundation.ca/mentalhealthmorning

ST. JOE'S: A NATIONAL LEADER IN MENTAL HEALTH & ADDICTION CARE



Addiction Clinical and Research Programs:

- Men's Addiction Service Hamilton
- Peter Boris Centre for Addictions Research
- Rapid Access Addiction Medicine Clinic
- Womankind Addiction Service

Crisis Services:

- The Crisis Outreach and Support Team
- Mental Health Crisis Intervention Service

Youth Services:

- Youth Wellness Centre
- Cleghorn Early Intervention and Psychosis Clinic
- Young Adult Substance Use Program

Additional Outpatient Clinics, Programs and Services:

- Anxiety Treatment & Research Clinic
- Borderline Personality Disorder Services
- Bridge To Recovery Program
- Community Psychiatry Clinic
- Concurrent Disorders Outpatient Services
- Developmental Dual Diagnosis Program
- Eating Disorders Program
- Forensic Program Outpatient Clinic
- General Psychiatry
- Mental Health Rehabilitation Services
- Mood Disorders Treatment and Research Clinic
- Pre-Admission Assessment Clinic
- Seniors' Mental Health Outpatient Clinic
- Women's Health Concerns Clinic

Mental illness and addiction can impact anyone - from the one-in-four Canadians suffering, to their friends, families, employers and surrounding communities. Mental illness is the leading cause of disability in Canada, with a disease burden 1.5 times higher than all cancers combined. It impacts quality of life, life expectancy, social connections, workforce participation, and healthcare utilization. Simply put, there can be no health without mental health.

That's why St. Joseph's Healthcare Hamilton, the province's second largest provider of mental health and addiction services, is so focused on providing stigma-free, state-of-the-art-care for individuals living with mental illness and substance use concerns. With over 350 inpatient beds, Mental Health and Addictions Services has become the largest single program at St. Joe's. In fact, in any given year we'll have more than 200,000 visits in our clinics, and we'll care for over 30,000 new patients.

Below and to the left are just a few of the programs offered by St. Joseph's Healthcare Hamilton.

Emergency Mental Health Services:

Adjacent to our emergency room at the Charlton Campus (the busiest ER in the city), our Emergency Mental Health Services team of social workers, physicians and mental health care providers deliver urgent, expert care to those in crisis.

Youth Wellness Centre in the Downtown Core:

Located on the ground level of the historic Pigott Building, the Youth Wellness Centre (YWC) is a barrier-free, 2SLGBTQIA+ safe space located in Hamilton's downtown core where youth aged 17 – 25 can access the culturally-sensitive mental health or addiction care and support they need.

Seniors' Mental Health:

As our aging population continues to grow, it's expected that there will be a growing number of people living with Alzheimer's Disease and other forms of dementia. From home visits in the community to inpatient programs, St. Joe's is ready to care for the lifelong mental health needs of the people in our region.

Addiction Services:

Statistics show a correlation between substance use and mental illness. That's why St. Joe's was among the first Hospitals in the province to offer a concurrent disorders program designed to help individuals living with an addiction, a mental health concern, or both.

All proceeds from A Mental Health Morning support mental health and addictions care, space & services at our Hospital.

A MENTAL HEALTH MORNING: SPONSORSHIP PACKAGE



PRESENTED BY



We invite you to become a sponsor of the 11th edition of A Mental Health Morning, an in-person breakfast event supporting Mental Health and Addiction Services at St. Joseph's Healthcare Hamilton.

Since 2013, this event has raised \$515,000 in support of mental health programs at St. Joe's. As a sponsor, you will help us to raise awareness, reduce stigma and continue providing leading mental health and addictions care to all those in need.

\$30,000 PRESENTING SPONSOR

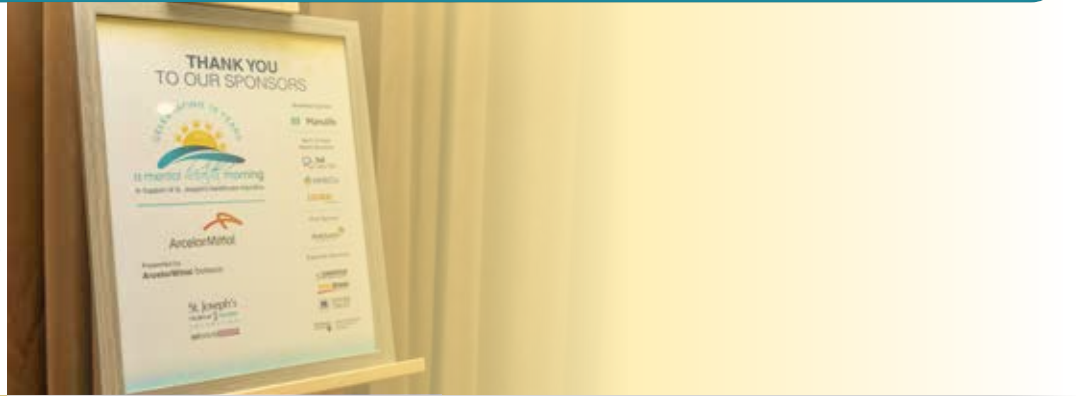
PRESENTING SPONSOR - **SOLD**

- Three 8-person tables (24 tickets) with premium placement at the event
- Opportunity to deliver remarks as part of the event agenda
- Recognition on all print, digital and social promotions using 'presented by' terminology and logo
- Full-Page Advertisement in printed program distributed to 500+ guests
- Logo recognition on custom-printed signage at the entrance to Michelangelo Banquet Centre
- Logo recognition on all custom-printed signage throughout the event
- Widespread promotion of your sponsorship leading up to, during, and following the event
- Recognition on www.stjoesfoundation.ca and via our social media channels as appropriate

A MENTAL HEALTH MORNING: SPONSORSHIP PACKAGE



PRESENTED BY



\$10,000 OPPORTUNITIES

Each opportunity will include the following recognition:

- Widespread promotion of your sponsorship leading up to, during, and following the event
- Recognition on stjoesfoundation.ca and via our social media channels as appropriate

KEYNOTE SPEAKER SPONSOR - \$10,000

- Two 8-person tables (16 tickets) with premium placement at the event
- Opportunity to thank keynote speaker as part of the event agenda
- Logo recognition as Keynote Speaker Sponsor on Foundation website, event program, signage, pre-event e-communications as well as tagged recognition on social media
- ¼ page advertisement in event program distributed to 500+ guests

RECEPTION SPONSOR - \$10,000

- Two 8-person tables (16 tickets) with priority placement
- Opportunity to deliver remarks as part of event agenda
- Logo recognition as Reception Sponsor on Foundation website, event program, signage, pre-event e-communications as well as tagged recognition on social media
- ¼ page advertisement in event program distributed to 500+ guests

BREAKFAST SPONSOR - \$10,000

- Two 8-person tables (16 tickets) with priority placement
- Opportunity to deliver remarks as part of event agenda
- Logo recognition as Breakfast Sponsor on Foundation website, event program, signage, pre-event e-communications as well as tagged recognition on social media
- ¼ page advertisement in event program distributed to 500+ guests

A MENTAL HEALTH MORNING: SPONSORSHIP PACKAGE



PRESENTED BY



\$5,000 OPPORTUNITIES

Each opportunity will include the following recognition:

- Widespread promotion of your sponsorship leading up to, during, and following the event
- Recognition on stjoesfoundation.ca and via our social media channels as appropriate

SPIRIT OF HOPE AWARD SPONSOR (3 OPPORTUNITIES) - \$5,000

- Two 8-person tables (16 tickets)
- Opportunity to present the Spirit of Hope award to one of the three award categories (Individual, Group/Organization, Youth)
- Logo recognition as Spirit of Hope Award Sponsor on Foundation website, event program, shared signage and pre-event e-communications as well as tagged recognition on social media

TECHNOLOGY SPONSOR - \$5,000

- Two 8-person tables (16 tickets)
- Logo recognition as Technology Sponsor on Foundation website, event program, individual signage and pre-event e-communications as well as tagged recognition on social media

PRINT SPONSOR - \$5,000

- Two 8-person tables (16 tickets)
- Logo recognition as Print Sponsor on Foundation website, event program, all signage and pre-event e-communications as well as tagged recognition on social media

COAT CHECK SPONSOR - \$5,000

- Two 8-person tables (16 tickets)
- Logo recognition as Coat Check Sponsor on Foundation website, event program, signage and pre-event e-communications as well as tagged recognition on social media
- Logo to be included on individual coat check tags distributed to guests

St. Joseph's
Healthcare  Hamilton
FOUNDATION

HOPE HEALING **DISCOVERY**

A MENTAL HEALTH MORNING: SPONSORSHIP PACKAGE



PRESENTED BY



OTHER OPPORTUNITIES

Supporter Sponsor level will include the following recognition:

- Widespread promotion of your sponsorship leading up to, during, and following the event
- Recognition on stjoesfoundation.ca and via our social media channels as appropriate

SUPPORTER SPONSOR - \$2,500

- One 8-person table (8 tickets)
- Logo recognition as Supporter Sponsor on Foundation website, event program, shared signage and pre-event e-news e-communication as well as recognition on social media

TABLE SPONSOR - \$750

- One 8-person table (8 tickets)
- Name recognition as Table Sponsor on Foundation website and event program as well as recognition on social media
- Not sure you can attend? Please consider donating your table so that our care teams and those in our community who would not otherwise be able to, have a chance to attend A Mental Health Morning.

St. Joseph's
Healthcare & Hamilton
FOUNDATION
HOPE HEALING DISCOVERY



THANK YOU

Raising funds for Mental Health and Addictions Programs, Services, Research and Facilities at St. Joseph's Healthcare Hamilton is one of our Foundation's top fundraising priorities as the demand for this specialized care continues to grow.

By being a part of A Mental Health Morning, you'll help to ensure that St. Joe's will be here to care for the mental health and substance use concerns of our community. Thank you for your support in reducing stigma and supporting recovery.

Peter West

Officer, Special Events and Community Partnerships
St. Joseph's Healthcare Foundation
224 James Street South
Hamilton, ON L8P 3A9
Cell: 905.517.4894
peter@stjoesfoundation.ca

St. Joseph's
Healthcare  Hamilton
FOUNDATION

HOPE HEALING **DISCOVERY**

St. Joseph's *Spirit of Hope* Awards

St. Joseph's Spirit of Hope Awards are presented annually at A Mental Health Morning. The Spirit of Hope Awards honour one individual, one organization, and one youth each year for their efforts to reduce the stigma associated with mental illness and addiction, or for their impactful contributions to the fields of mental health and substance use care and research in our community.

Do you know someone who has helped to do one or more of the following?

- Build awareness of mental health and addiction issues in our region
- Reduce the stigma associated with mental health and addiction
- Advance knowledge in the area of mental health or addiction research
- Advocate for positive change relating to mental health and addiction
- Provide support or treatment to people with mental illnesses and/or addictions, their families, and/or caregiver

If so, we encourage you to nominate them for a 2024 Spirit of Hope Award.

Visit: stjoesfoundation.ca/congratulations-to-our-2023-spirit-of-hope-award-nominees/.



The 2024 Spirit of Hope Awards will be announced during our A Mental Health Morning on Thursday, October 10th, 2024.

SPONSORSHIP CONFIRMATION FORM

Please select one of the following categories below:



ArcelorMittal

Presented by
ArcelorMittal Dofasco

- Presenting Sponsor **SOLD**
- Keynote Speaker Sponsor - \$10,000
- VIP Reception Sponsor - \$10,000
- Breakfast Sponsor - \$10,000
- Spirit of Hope Award Sponsor - \$5,000
- Technology Sponsor - \$5,000
- Print Sponsor - \$5,000
- Coat Check Sponsor - \$5,000
- Supporter Sponsor - \$2,500
- Corporate Table Sponsor - \$750

Contact/Billing Information:

Contact Person's Name: _____

Company Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ Province: _____ Postal: _____

Payment Options: **Total amount to be paid/invoiced = \$** _____

- Enclosed is a cheque payable to: **St. Joseph's Healthcare Foundation**
- Please send an invoice to the contact person above
- Please charge to a **personal** AMEX / VISA / MC or **business** AMEX / VISA / MC

_____ / _____ / _____ / _____ Expiry _____ / _____ Signature _____

Return to: St. Joseph's Healthcare Foundation,
Attn: Peter West
224 James Street South, Hamilton, ON L8P 3A9
Phone: 905.517.4894 | Fax: 905.308.9081
Email: peter@stjoesfoundation.ca

Please note:
Sponsorships are not eligible for
charitable income tax receipts.
Charitable Number BN 11918 3549 RR0001