



Canadian Mental
Health Association
Alberta
Mental health for all

giving 
season

GIVING SEASON

2022 Toolkit





ABOUT THE GIVING SEASON CAMPAIGN

This giving season, the Canadian Mental Health Association, Alberta Division is asking for your help.

We are hoping to raise \$50,000 by the end of the year to support our mental health initiatives across Alberta. It's a big goal to have, but that's why we need your help. Within this toolkit, you'll find ways you can help us reach our goal and make mental health matter in our province.

For more than 65 years, the Canadian Mental Health Association (CMHA), Alberta Division has focused on recovery and support for Albertans impacted by mental illness and those who care for them. CMHA stands with Albertans in their communities to achieve better mental health. CMHA works to increase and enhance individuals', groups' and communities' pursuit of better mental health.

WHAT YOU CAN DO TO HELP

Donate

Your donation supports CMHA, Alberta Division with its mission to promote mental health awareness and advocacy in our province. You can donate online at alberta.cmha.ca/give. No matter how big or small, each donation promotes mental health and makes a positive difference for Albertans affected by mental illness. Our organization and its provincial projects thank you for making mental health matter. All donations over \$20 are eligible for a tax receipt.

Donate today

Host a Fundraiser

Through our [online donation platform](#), you can set up an online fundraiser to help us reach our \$50,000 goal. Fundraising for CMHA, Alberta Division helps us promote mental health advocacy and awareness across the province.

To set up a fundraiser, please visit our [donation page](#) or contact events@cmha.ab.ca. Once you have created your fundraiser, you can share it with your networks by sharing the link online or by printing out the QR code and displaying it at events or other locations across the province.

Our online donation platform is [Zeffy](#). If you're requiring further assistance with the platform, please contact events@cmha.ab.ca.

Some examples of fundraisers include:

- Holiday Party Fundraisers
- Displaying the QR code at your business
- Walks/runs
- Workplace Challenges
- Donation in lieu of presents
- Holiday bake sale

WHAT YOU CAN DO TO HELP

Cause-related Marketing

Donating a portion of proceeds from a product you make or sell can be a fantastic way to raise awareness for mental health and support CMHA's work in our province. You demonstrate your commitment to making mental health matter through a cause-related marketing partnership. To inquire about a cause-related marketing agreement, please contact events@cmha.ab.ca.

Share our Content & Campaign

For the remainder of the year, we will be promoting our Giving Season campaign on our platforms, such as our social media accounts, newsletters and our website. Help us spread the word by sharing and interacting with our content.

You can find us on the following platforms:

Website | alberta.cmha.ca

Twitter | [@cmhaab](https://twitter.com/cmhaab)

Facebook | [@CMHAAAlberta](https://www.facebook.com/CMHAAAlberta)

Instagram | [@cmhaab](https://www.instagram.com/cmhaab)

LinkedIn | [/canadian-mental-health-association-alberta-division](https://www.linkedin.com/company/canadian-mental-health-association-alberta-division)

Download CMHA, Alberta Division's Giving Season campaign toolkit here

This campaign's toolkit includes a social bank of Giving Season assets to promote across your social media, including Facebook, Instagram, LinkedIn and Twitter.



THANK YOU FROM THE BOTTOM OF OUR HEARTS

Your Donation Supports Mental Health in Alberta

- Rural and remote community mental health
- Service navigation and support for youth
- Peer support for Military, First Responders and public safety personnel
- Mental health promotion in workplaces
- Recovery Colleges across Alberta
- Caregiver peer support
- Research and knowledge sharing
- Post-secondary mental health

We'd like to take this opportunity to thank YOU. Your donation supports the Alberta Division of the Canadian Mental Health Association in its mission to promote mental health awareness and advocacy in Alberta.

Each donation, no matter how big or small, makes a positive difference to the life of someone impacted by mental illness and for that we are extremely grateful. You can donate online at alberta.cmha.ca/give. If you require any help creating a fundraiser or have any questions regarding the campaign or donation, please contact events@cmha.ab.ca.