

PRESENTED BY



[www.torontohonda.com](http://www.torontohonda.com)



[www.torontokia.com](http://www.torontokia.com)

## 2020 TEAM CAPTAINS' MANUAL



**Supporting new mental health facilities  
at Michael Garron Hospital**  
**September 26, 2020 • Monarch Park Stadium**





**East Toronto: 500,000 people.  
40+ languages spoken.  
22 neighbourhoods.  
One love: soccer.**

**East Toronto is one of Canada's most diverse communities.**

A quarter of our neighbours are new Canadians. Established neighbourhoods like the Beach sit alongside those with high proportions of newcomers like Crescent Town. In many ways, people in our community are different. But we share a lot of things, too. Like fierce community pride. A dependence on Michael Garron Hospital to keep our families healthy.

**And we're die-hard soccer fans.**

For the third year, we're rallying our community in support of a cause we're passionate about: the well-being of our neighbours affected by mental health and addictions.

**Michael Garron Hospital Cup: Kick the Stigma** is a day-long soccer tournament held at Monarch Park Stadium in the heart of East Toronto on **September 26, 2020**. Games are geared towards players of all levels with a focus on fun and team building. We'll keep the fun going with the Heart of the East Community Festival, featuring live music, games, a beer garden, and an eclectic mix of street food reflecting the diversity of our neighbourhoods.

Join us and help East Toronto kick the stigma associated with mental health, and build state-of-the art mental health facilities at Michael Garron Hospital by rallying a team of your friends, family, and colleagues together.



# THE CAUSE

**At any given time, 1 in 5 of us are experiencing a mental health issue or addiction.**

By the age of 40, half of the Canadian population will have struggled at some point. And when you count the family, friends, and colleagues of a person struggling with a mental health problem, it's an issue that affects all of us.

Michael Garron Hospital provides exceptional inpatient and outpatient mental health care for members of our community experiencing mental health issues or addictions. We also care for children and teens experiencing mental health challenges, including programs like Building Bridges—a full-time academic program addressing both mental health and academics for young people aged 12-17 who are unable to attend school due to mental illness.

Funds raised through the Michael Garron Hospital Cup: Kick the Stigma will help eliminate the stigma associated with mental health disorders and build state-of-the-art mental health facilities at Michael Garron Hospital. Construction is underway for the eight-storey Ken and Marilyn Thomson Patient Care Centre and the renewal of our existing facility. Two of the floors of the new Patient Care Centre will be dedicated to child and adolescent and adult mental health inpatient facilities.

Your sponsorship of Kick the Stigma is an investment in the future of every member of our community. **Join us.**







# THE ISSUE



1 in 5 Canadians are struggling with a mental health issue right now

## 2ND

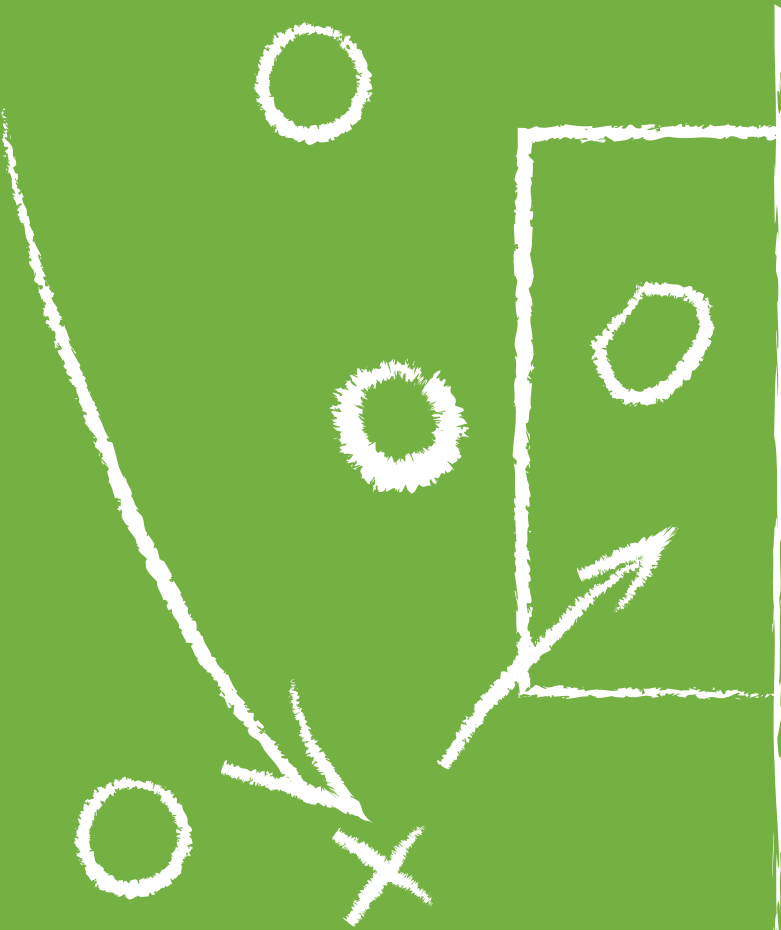
Suicide is the 2nd leading cause of death amongst Canadian teens



50% of those struggling with mental health have never sought help from a doctor for their condition



Only 1 in 5 children who needs help for a mental health condition receives it





# SIGN UP TODAY!

Visit **[kickthestigma.ca](http://kickthestigma.ca)** to register now

You and your team will get a ton of great swag, including a team jersey, a beer ticket for players over 19, discount food vouchers as well as other great samples and giveaways. In addition to the tournament, there will be the Heart of the East Community Festival with live music, family-friendly games, bubble soccer, vendors, a beer tent, and face painting—so bring your whole family!

To compete in the tournament, teams of 7-10 must reach a minimum fundraising target of \$3,000. In addition, there is a \$40 registration fee per participant.

Team captains will set the team's fundraising targets—the more you raise, the better your chances of winning prizes like sporting events, concert tickets, exclusive experiences and cool gear. Last year's prizes included City & Colour concert tickets, Toronto Raptors and Blue Jays games, an iPad, signed sporting gear by your favourite sports celebs, and a Samsung Note 8.

## Tournament Overview

Teams will be guaranteed three 20-minute games to work their way to the finals and the chance to win the Michael Garron Hospital Cup.

The tournament is a recreational adult co-ed competition. All games will be played 7-on-7. If your team has ten players you will be able to substitute as required. Each team is required to have at least two female and two male team members on the field at all times.

The format of play is round robin with semi and final playoffs. Tournament design, rules and regulations are subject to change.

## For more information

Please contact Shannon Moon, Vice President Annual, Events at **[shannon.moon@tehn.ca](mailto:shannon.moon@tehn.ca)** or **416-469-6580 x3425**.

# GETTING STARTED

Register your team online as soon as you can—don't wait! Then your teammates can register as soon as you confirm them. It also gives you more time to fundraise!

Don't let your team name slow you down from signing up. We know how hard it is to pick the ultimate team name. You have to be funny—and scare the competition too!

But we don't want the dilemma of what your name should be to stop you from getting your team registered so we have created some helpful suggestions below. Feel free to steal our great ideas like you would tackle an incoming striker! And of course, you can change the name if you come up with something better later!

## #SquadGoals

A Team Has No Name

About to Get Messi

Class on Grass

Formerly In Shape Allstars

Goal Trolls

Just Try'na Kick It

Moves Like Agger

Not Fast Just Furious

Nothing but Net

Pathetico Madrid

Rooney Tunes

Soccer Soldiers

That Red Card Life

The Fast and the Fabulous

The Stinky Shinguards

Twisted Ankles







# FUNDRAISING TIPS

Once you've registered online, it's time to get fundraising. While it may seem daunting at first, these tips and tricks will help you strengthen your fundraising efforts and bring us closer to helping those affected by mental health issues.

## 1 MAKE A PERSONAL DONATION FIRST

Be the first to donate to your team. Make your donation an example for your friends, family and coworkers to follow. They'll be inspired by your personal commitment!



## 3 SET YOUR GOALS HIGH

Think big! Raising money for this cause is a personal commitment but it's also empowering. Consider the impact of your fundraising for those affected by mental health issues, and challenge your initial goals. You can update your fundraising goal at any time.

## 2 PERSONALIZE YOUR DONATION PAGE

Use your personal donation page to tell others why you are raising money for mental health care at Michael Garron Hospital. Were you born at the hospital? Do you or a loved one deal with a mental-health issue? Stories are inspiring—share how you're connected to the cause.

## 4

### THINK OUTSIDE THE BOX!

Get creative with your fundraising! Host a potluck party and ask everyone to bring a small donation. Have coworkers donate to participate in casual Fridays at the office. Host a pub crawl and challenge people to dress up. Declutter the house and garage and have a yard sale. Have a bake sale at work. The possibilities are endless, and everyone is reminded they are donating to a worthy cause..



## 5

### ASK AND YOU WILL RECEIVE

Make sure you ask all your coworkers, classmates, family and friends to donate using the online email tools. Send a personal note asking them to donate to your fundraising efforts, and tell them why access to mental health care in your community is important to you. That will help rally their enthusiasm.







the  
heart  
of the  
east



MICHAEL  
GARRON  
HOSPITAL  
FOUNDATION

[mghf.ca](http://mghf.ca)

