

CRUSH COVID

24 HOURS

RIDE FOR MIND

Supporting our
community through
the COVID-19
pandemic mental
health crisis

March 12, 2021 6:00 PM
to March 13, 2021 6:00 PM

SPONSORSHIP OPPORTUNITIES



East Toronto is one of Canada’s most diverse communities. Established neighbourhoods like the Beach sit alongside those with high proportions of newcomers like Crescent Town and Thorncliffe Park. More seniors live alone in East Toronto than anywhere else in the city. Poverty and isolation—two of the most critical social determinants of health—affect people in our neighbourhoods disproportionately. 40 percent of those accessing our services are newcomers to Canada, including the highest percentage of refugees in the city. 25 percent of our population are considered low-income households. Over 50 languages can be heard on any given day in our community.

At Michael Garron Hospital we are grounded in the belief that when members of our community are healthy, they are able to reach their full potential and contribute more to their family, neighbourhood, and ultimately, Canadian society. Your generosity ensures we can provide excellent care to our vibrant, diverse community no matter which neighbourhood you live in.



MENTAL HEALTH IMPLICATIONS OF THE COVID-19 PANDEMIC

The pandemic has had a significant impact on the mental health and wellness of all Canadians, but this is more pronounced in vulnerable populations, broadening an existing divide. Women, racialized people, those in low-wage or precarious employment, youth, and those living in poverty are experiencing the mental health impact of the pandemic more acutely. We know many members of our community are deemed essential workers, and thus have the added stress of working in public-facing jobs and taking public transportation, placing them at increased risk to contract COVID-19.

Not only has COVID-19 put these individuals at increased risk of negative health, economic and social outcomes now and in the future, but the pandemic has also underscored pre-existing inequities in access to health care and social supports.

Serving the most vulnerable presents additional challenges. Traditionally, we would see patients who are able to come to us. With current programs being largely digital, many don't have the technology or the privacy required to access help from afar. Your support will help us bridge the gap between need and accessibility, especially in people transitioning through programs. Youth are experiencing this most acutely, struggling with the lack of social network, and in some cases, insufficient family support.

The impact of the loss of social structure and school as a central support system is being felt. Emergency Department referrals for youth in mental health crisis grew by 171 percent from the third quarter to the fourth quarter of 2020, mirroring the effect of people avoiding care during the earlier points in the pandemic but now needing more urgent supports.





HOW WE CAN HELP

Michael Garron Hospital provides exceptional inpatient and outpatient mental health care for adults, teens and children of our community experiencing mental health issues. Crush COVID: Ride for Mind will raise vital support for two priority areas, enabling immediate and long-term mental health programs and facilities at Michael Garron Hospital.

This event will help **build state-of-the-art mental health facilities** at Michael Garron Hospital. Opening in 2022, the eight-storey Ken and Marilyn Thomson Patient Care Centre will have one and a half floors dedicated to child, adolescent and adult mental health facilities. Since Michael Garron Hospital was first built in 1929, we've come a long way in our understanding and treatment of mental health disorders. Our new facility will reflect advances in mental health care, providing private rooms, home-like finishes, and an abundance of natural light—spaces where patients can heal in dignity and comfort.

We know that navigating the mental health system can be challenging for patients and their families. Older teens and young adults have been identified as particularly vulnerable populations with respect to mental health, and young people transitioning from adolescent to adult mental health care often encounter a huge gap in the provision of services.

The **Transitional Youth Program** supports and empowers young people ages 16-29 experiencing barriers to accessing services in the mental health sector. We bridge the divide so youth don't get lost – at a critical time. For up to three months, clients will receive continued therapeutic support and system navigation to ensure sustainable connections with appropriate mental health and substance use agencies in the community.



The COVID-19 pandemic has created a shadow pandemic of mental health difficulties that is felt so profoundly by our young people, who are supposed to be entering a time in their lives full of hope and promise. Already, youth in our community with significant mental health and substance use challenges face so many barriers to accessing care, and the pandemic has only worsened this for them. Services like the Transitional Youth Program are designed to help our most vulnerable youth bridge the divides they face both in wellness and illness, so they don't get lost at such a critical time in their lives. It is our goal, now more urgently than ever, to ensure that our clients are able to reach the right supports, in the right place, at the right time.

ADINA HAUSER, MSW, RSW

Clinical Lead,
Transitional Youth Program and Outpatient
Adult Mental Health Services

Interim Supervisor,
Child & Youth Mental Health Services
Michael Garron Hospital



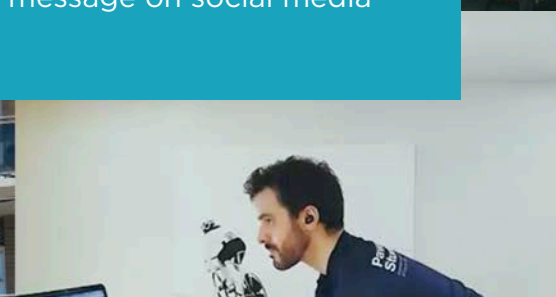
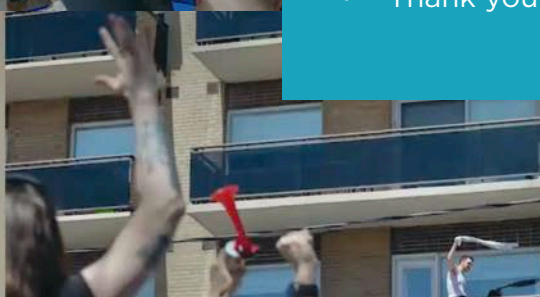
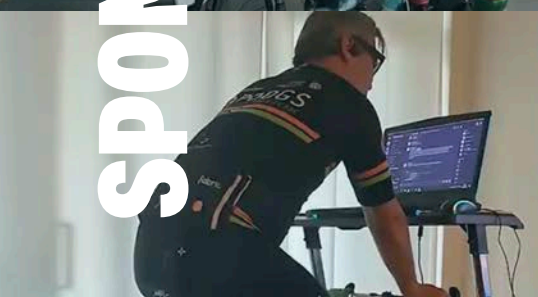
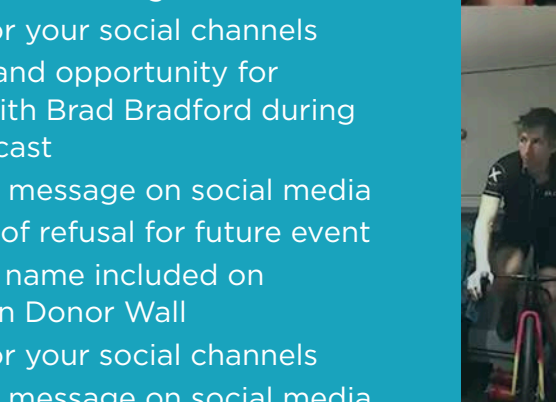
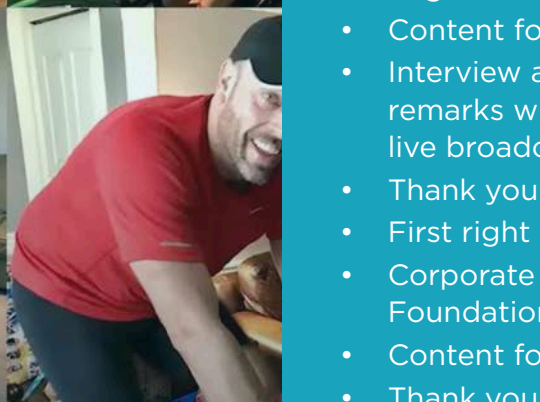
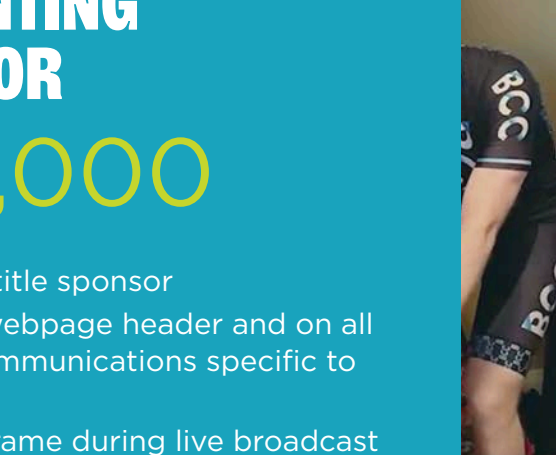
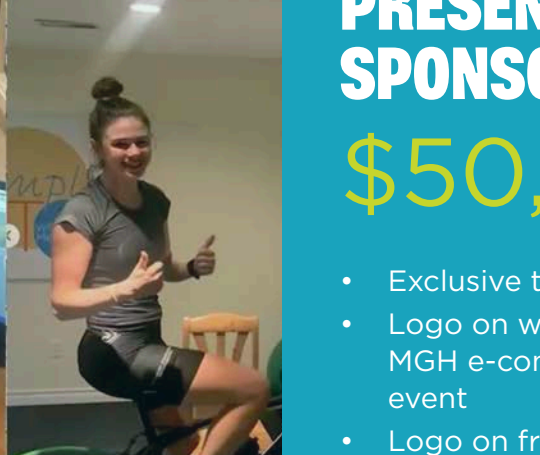
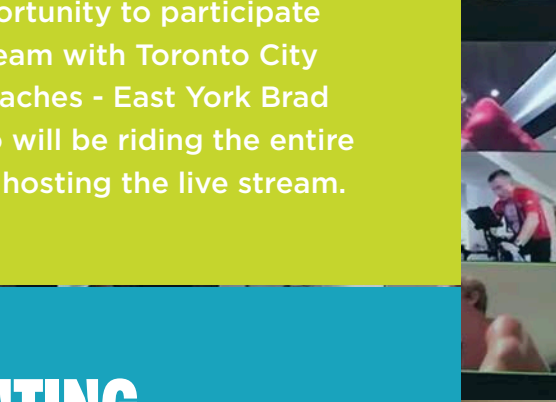
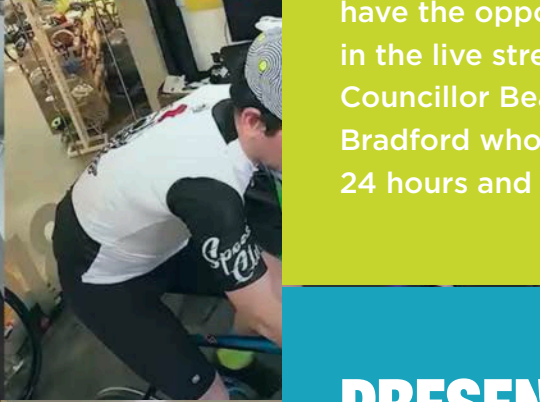
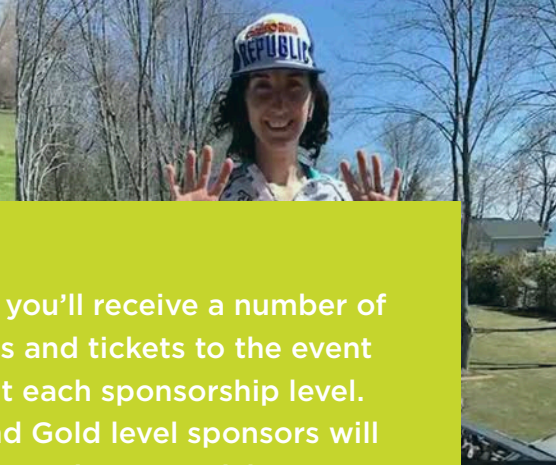
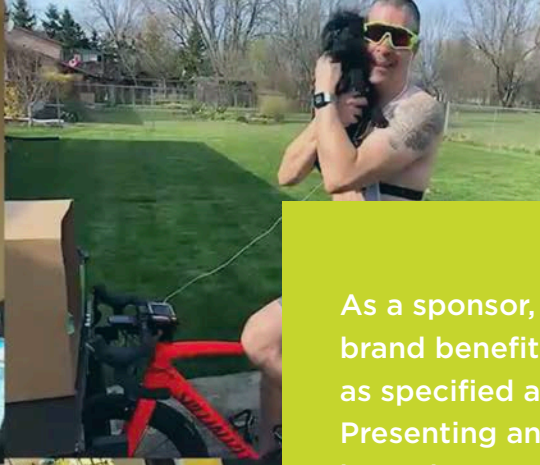
CRUSH IT

THE EVENT

In April 2020, we launched CRUSH COVID in partnership with the Toronto Hustle Cycling team, a virtual 24-hour cycling event, the first of its kind. The event rapidly attracted attention and within three weeks we saw 39 teams, 418 cyclists, and over 2,500 donors participate, raising close to \$250,000. This year, we've set our sights even higher, with more partnerships, more participants and a meaningful mission: supporting our community, including the most vulnerable, through the mental health crisis arising from the pandemic. The event is about bringing people

together – safely and virtually – to have fun, participate in healthy physical activity, and support an important cause. Sponsoring the Crush COVID: Ride for Mind shows your customers and clients that you care about a cause that is important to them: mental health and the well-being of their community. A sponsorship will also elevate your brand to the East Toronto community while providing you and your team the satisfaction of supporting a meaningful cause. Sponsors will receive a wide range of exclusive benefits, including recognition in Michael Garron Hospital Foundation channels, as well as an abundance of day-of event opportunities.

SPONSORSHIP OPPORTUNITIES



As a sponsor, you'll receive a number of brand benefits and tickets to the event as specified at each sponsorship level. Presenting and Gold level sponsors will have the opportunity to participate in the live stream with Toronto City Councillor Beaches - East York Brad Bradford who will be riding the entire 24 hours and hosting the live stream.

PRESENTING SPONSOR

\$50,000

- Exclusive title sponsor
- Logo on webpage header and on all MGH e-communications specific to event
- Logo on frame during live broadcast
- Content for your social channels
- Interview and opportunity for remarks with Brad Bradford during live broadcast
- Thank you message on social media
- First right of refusal for future event
- Corporate name included on Foundation Donor Wall
- Content for your social channels
- Thank you message on social media



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

\$10,000

- Logo on webpage footer and on all MGH e-communications specific to event
- Logo on frame during broadcast
- Interview with Brad Bradford during live broadcast
- Content for your social channels
- Thank you message on social media

SILVER SPONSOR

\$5,000

- Name on webpage footer and on all e-communications
- Name on frame during broadcast
- Thank you message on social media

CRUSH IT

Thank you for considering
a sponsorship in support
of a healthier East Toronto
community.

For more information, please contact:

SHANNON MOON

Vice-President, Events, Annual & Operations

E: shannon.moon@tehn.ca

T: 416.557.5708

mghf.ca

Special thanks to our partner

