

A woman with dark hair tied back is riding a blue road bike on a stationary trainer. She is wearing a white cycling jersey with various logos including 'PIRELLI', 'AKRO', and 'TORONTO'. She is also wearing blue shorts, blue socks, and black cycling shoes. The background shows a home interior with a white wall, a wooden cabinet, and a potted plant. The text 'RIDE FOR MIND' is overlaid on the left side of the image in a large, bold, cyan font. The word 'RIDE' is on the top line, 'FOR' is on the middle line, and 'MIND' is on the bottom line. A yellow and black horizontal bar is positioned between 'RIDE' and 'FOR'.

RIDE FOR MIND

A 24-hour virtual cycling event to support mental health in East Toronto

March 4, 2022 6 p.m.
to March 5, 2022 6 p.m.

**SPONSORSHIP
OPPORTUNITIES**

SUPPORTING OUR COMMUNITY

EAST TORONTO FACTS

- 40% are new Canadians
- 25% of households are low income
- More than 50 languages spoken
- Highest proportion of refugees in the city of Toronto
- More seniors living alone and on low incomes than elsewhere in the city

East Toronto is one of Canada's most diverse communities. Established neighbourhoods like the Beaches and Riverdale sit alongside those with high proportions of newcomers, like Crescent Town and Thorncliffe Park. Poverty and isolation - two of the most critical social determinants of health - affect people in East Toronto disproportionately.

At Michael Garron Hospital we believe that when members of our community are healthy, they can 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 call home.



COVID-19'S IMPACT ON MENTAL HEALTH



The pandemic has significantly affected all Canadians' mental health and wellness, but its impact is even more pronounced in vulnerable populations: women, racialized people, those in low-wage or precarious employment, young people and people living in poverty.

The pandemic also amplified pre-existing inequities in people's access to healthcare and social supports. Due to COVID-19 precautions, many mental health programs are still only available online. People in vulnerable populations may not have the technology, English language fluency or privacy to access them.

Young people are struggling with the disruption of their social networks due to isolation, particularly when they have insufficient family support. Referrals for youth in mental health crisis are up 20% in 2021, with more youth in need of developmentally appropriate, comprehensive care. With 25% of youth mental health referrals from the Stavro Emergency Department, our programs continue to fill an enormous gap in youth mental health care in our community.



HOW YOU CAN HELP

Your involvement in Ride for Mind will support the exceptional care that Michael Garron Hospital provides for adults, teens and children in East Toronto who are experiencing mental health issues. Ride for Mind will raise vital funds for two priority areas:

State-of-the-art mental health facilities at Michael Garron Hospital

Opening in late 2022, our new Ken and Marilyn Thomson Patient Care Centre will have one and a half floors dedicated to caring for children, teens and adults who are struggling with depression, anxiety and other mental illnesses. Unlike our current facilities, all 44 rooms in our adult inpatient mental health unit will be single-occupancy, with brighter and more comfortable shared spaces. The six-bed Slight Family Child & Youth Mental Health Inpatient Unit will offer younger patients more space to play, hang out and be kids. Both adult and youth patients will enjoy outdoor gardens and spaces for therapeutic programming on the Huband Moffat Family Terrace.

Reducing barriers to mental health supports with the Transitional Youth Program

Young people often feel disconnected and lost in the system when they transition from youth to adult mental health services, or from the emergency department to follow-up care. The Transitional Youth Program (TYP) at Michael Garron Hospital is a donor-funded initiative that supports and empowers young people ages 16-29 who experience barriers to mental health services. For up to three months, TYP helps clients access appropriate mental health and substance-use agencies in the community, so they can manage their challenges and navigate the system's complexity. By using texting as one tool to maintain engagement and reduce barriers to care, TYP connects with clients with very low wait times (1-4 days) and provides a service that reduces the need for youth to return to the emergency department in crisis.



The burden of emerging mental health difficulties is felt so profoundly by young people, who are supposed to be entering a time in their lives full of hope and promise. The youth of our community with significant mental health and substance use challenges face so many barriers to accessing care, a reality made worse by the impact of the pandemic. 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

Supervisor, Child/Youth Mental Health Services,
the Transitional Youth Program, and Paediatrics
Michael Garron Hospital



THE EVENT

In March 2020, 418 people joined CRUSH COVID, a 24-hour virtual cycling event supporting Michael Garron Hospital's frontline workers and pandemic response. In 2021, nearly 500 cyclists participated in CRUSH COVID: Ride for Mind to support our community through the COVID-19 pandemic's mental health crisis. Together these events raised more than \$675,000.

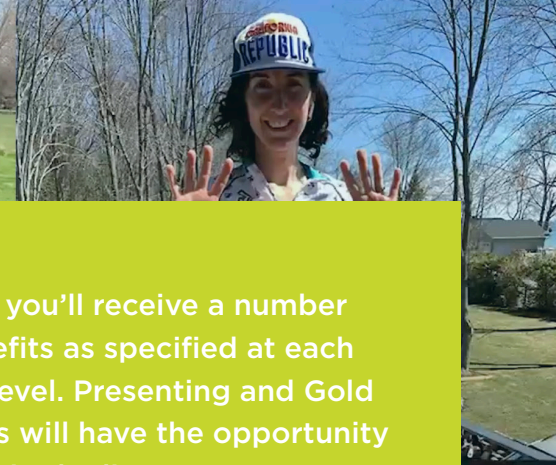
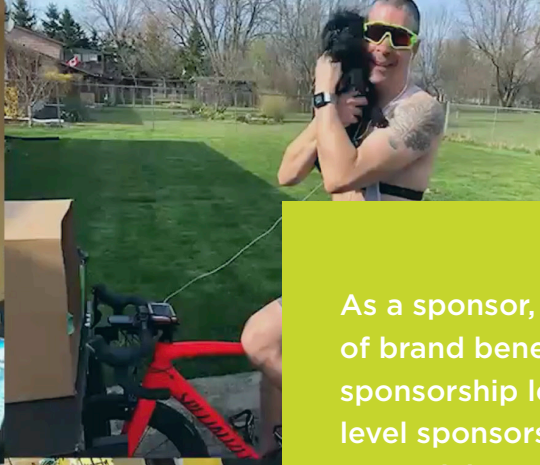
Michael Garron Hospital Foundation and Toronto Hustle are partnering again. Our next 24-hour virtual cycling event, Ride for Mind, starts at 6 p.m. on Friday, March 4, 2022. It will raise funds to help Michael Garron Hospital support people in East Toronto with the mental health programs, resources and facilities they need to thrive.

Sponsoring the Ride for Mind shows your staff and clients that you care about a cause that's important to them: mental health and the well-being of their community. Sponsors receive a wide range of benefits, including recognition in Michael Garron Hospital Foundation channels and event-day opportunities.

EVENT FACTS

- Ride solo or sign up as team with a group of friends.
- The event takes place on the Zwift cycling app and is livestreamed on Facebook/Zoom.
- Everyone rides at their own pace. A wide range of abilities and ages take part.
- You can cycle the full 24 hours, ride as a team relay or just cycle for a short period of time.
- No matter how you move - Zwift, Peloton, treadmill or other - all activities are welcome!
- Fundraising rewards and event prizes available.

SPONSORSHIP OPPORTUNITIES

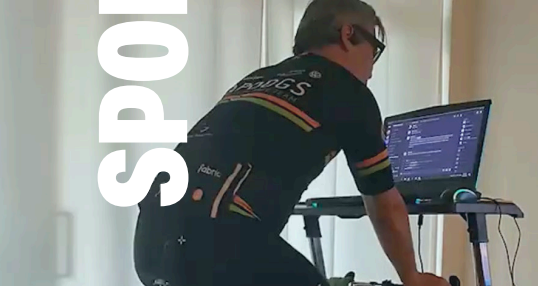
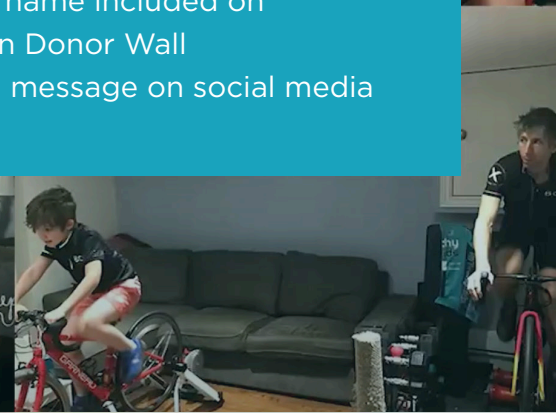
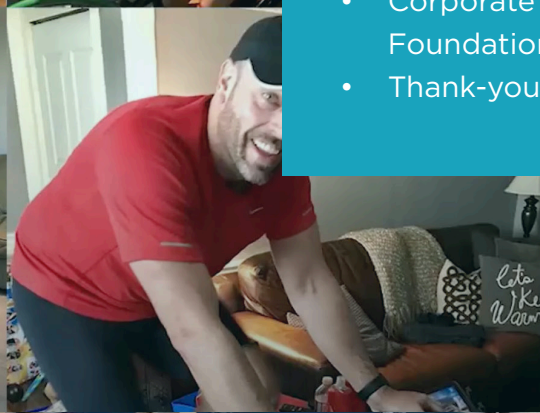


As a sponsor, you'll receive a number of brand benefits as specified at each sponsorship level. Presenting and Gold level sponsors will have the opportunity to participate in the live stream.

PRESENTING SPONSOR

\$50,000

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





SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

\$10,000

- Logo on webpage footer and on all MGHF e-communications specific to event
- Logo on frame during livestream
- Opportunity for remarks during livestream
- Content for your social channels
- Thank-you message on social media

SILVER SPONSOR

\$5,000

- Name on webpage footer and on all MGHF e-communications specific to event
- Name on frame during livestream
- Thank-you message on social media

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

