

2021 VIRTUAL INSPIRATION AWARDS

THURSDAY, MARCH 4, 2021



Mental Health - Care & Research
Santé mentale - Soins et recherche



PRESENTED BY





2021 VIRTUAL INSPIRATION AWARDS

Thursday, March 4, 2021

Now in its 18th year, the Royal Ottawa Foundation for Mental Health's Inspiration Awards is one of Ottawa's premier social events, attracting leaders from the business, political, public and not-for-profit communities.

The COVID-19 pandemic has provided the Royal Ottawa Foundation with a unique opportunity to turn this event into a virtual experience for 2021. We are excited to offer your organization new and unique sponsorship packages that will bring maximum exposure to our loyal and influential supporters.

**THE INSPIRATION AWARDS ARE GOING VIRTUAL IN 2021. THIS ALLOWS
OUR SPONSORS TO RECEIVE MORE RECOGNITION AND EXPOSURE
AND REACH A LARGER AUDIENCE THAN EVER BEFORE!**

The rates of anxiety, depression and substance use have soared since the beginning of the COVID-19 pandemic. This is particularly true for those already struggling with mental illness, but even people who have never had to worry about their mental health before now, are feeling challenged.

DID YOU KNOW?

THE ROYAL SERVES 1.8 MILLION PEOPLE AGED 16+ IN EASTERN ONTARIO AND TREATS 15,000 INDIVIDUALS WITH OVER 300,000 VISITS EACH YEAR THROUGH 14 SPECIALIZED AREAS OF CARE.



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At The Royal, we are dedicated to transforming our understanding of mental illness, and using evidence-based discoveries to inform care, improve outcomes, reduce stigma, and drive system and social change.

Our researchers at the Institute of Mental Health Research (IMHR) specialize in complex and treatment-resistant mental illness, and conduct innovative work that is leading to the development of more personalized and alternative treatment options, to help improve patient care locally and globally.

These world-renowned experts are tackling important mental health questions in a number of different areas, including mood disorders, stress and trauma, youth mental health, suicide prevention, sleep disorders, military mental health, and workplace mental health.

We are home to a number of dedicated research facilities including the Brain Imaging Centre and the Sleep Research Laboratory, which are equipped with state-of-the-art technologies that enable our researchers to study the brain and mind in new and innovative ways.

WHILE THE PREVALENCE OF MENTAL ILLNESS CONTINUES TO GROW
IN OUR PROVINCE, IT RECEIVES JUST SEVEN PERCENT OF HEALTH
CARE DOLLARS. THE ECONOMIC COST FROM MENTAL ILLNESS IN
CANADA IS AT LEAST \$50 BILLION PER YEAR.

WITH YOUR HELP, WE WILL:

- Conduct innovative research that will help to unlock the mysteries of the brain and translate discoveries into more personalized care.
- Explore and advance early detection and prevention strategies, to stop suffering before it starts.
- Expand our reach and care through telemedicine.
- Fund urgent and emerging needs in our treatment programs.
- Help bring hope to people living with mental illness.



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SPONSORSHIP PACKAGES

Choose the sponsorship package that suits your philanthropic needs, or call the Foundation today to customize a package that meets your objectives. Your support will help transform people's lives.

613.722.6521 x 6587

YOUTH VIDEO AWARD SPONSOR

\$20,000

— One of Two Sponsors of Youth Video Contest (English or French) —

- Opportunity to present the English or French *Flip the Lens on Stigma* Video Contest award
- Company logo in the digital Inspiration Awards program
- 1/2 page ad within the digital Inspiration Awards program
- Prominent logo visibility on video broadcast platform
- Logo visibility on Video Contest promotional content and contest website (earliest confirmation allows for increased exposure)
- Dedicated social media post(s) by the Royal Ottawa Foundation, thanking the *Flip the Lens on Stigma* Video Award sponsor(s), including logo and hyperlink to company website
- Virtual tickets for company guests to attend the live Inspiration Awards broadcast
- First right of refusal to sponsor the 2022 Inspiration Awards
- Additional benefits to be confirmed

ONLINE 50/50 SPONSOR

\$20,000

— Maximize your Company's Profile as the Raffle Sponsor —

- Company logo in the digital Inspiration Awards program
- 1/2 page ad in the digital Inspiration Awards program
- Dedicated social media post(s) by the Royal Ottawa Foundation, thanking the raffle sponsor, including logo and hyperlink to company website
- Recognition on the Inspiration Awards webpage
- Prominent logo visibility on video broadcast platform
- Company spokesperson to announce winning ticket during live broadcast
- Virtual tickets for company guests to attend the live Inspiration Awards broadcast
- Dedicated commercial spot during live broadcast
- First right of refusal to sponsor the 2022 Inspiration Awards
- Additional benefits to be confirmed



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PLATINUM SPONSOR

\$15,000

— Become an Award Sponsor Celebrating Inspirational Mental Health Achievements —

- Opportunity to virtually present an Inspiration Award to a deserving recipient
- Company logo in the digital Inspiration Awards program
- 1/3 page ad in the digital Inspiration Awards program
- Recognition on the Inspiration Awards webpage
- Prominent logo visibility on video broadcast platform
- Virtual tickets for company guests to attend the live Inspiration Awards broadcast
- First right of refusal to sponsor the 2022 Inspiration Awards
- Additional benefits to be confirmed

GOLD SPONSOR

\$10,000

— Increase your Company's Profile as a Named Event Program Sponsor —

- Opportunity to become a named sponsor of an exclusive event property for the evening. See properties listed on page nine
- Company logo in the digital Inspiration Awards program
- Recognition on the Inspiration Awards webpage
- Company name and logo visible on video broadcast platform
- Virtual tickets for company guests to attend the live Inspiration Awards broadcast
- First right of refusal to sponsor the 2022 Inspiration Awards
- Additional benefits to be confirmed

CORPORATE SPONSOR

\$5,000

— Build your Profile as a Community Supporter —

- Company listing in the digital Inspiration Awards program
- Recognition on the Inspiration Awards webpage
- Company name visible on video broadcast platform
- Virtual tickets for company guests to attend the live Inspiration Awards broadcast
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LAST YEAR'S INSPIRATION AWARD RECIPIENTS

YOUTH LEADER FOR MENTAL HEALTH AWARD



Azel Gallinger

Despite living with depression and anxiety, Azel Gallinger is an agent of change; sharing his knowledge and personal experiences to not only raise awareness, but to give a voice to students and their needs. Last year, Azel's school project was monumental in developing his school's 2019-2020 LGBTQ2+ action plan. His research findings and recommendations went on to win an award of excellence at the Middle Years Program certificate ceremony. In addition to focusing on the well-being of youth in schools, Azel is now creating a website that aims to provide the necessary tools to support trans people and their families.

PERSONAL LEADER FOR MENTAL HEALTH AWARDS



Glenda O'Hara

After spending over 25 years in the fields of finance and accounting, Glenda was diagnosed with mental illness. Several years ago she became a patient of the forensic program at The Royal. As part of her commitment to recovery, Glenda shares her story of hope with a variety of mental health wellness groups in the community with the goal of reducing the double stigma of living with a mental illness and incarceration. Glenda O'Hara is also a well-known face around The Royal; as an active participant on several boards and committees, as well as an enthusiastic volunteer who is committed to mental health and wellness.



Chelsea Rose Meldrum

Although diagnosed with paranoid schizophrenia, borderline personality disorder, and anxiety/depression, Chelsea Rose Meldrum often manages to carry this heavy load with a smile and willingness to help anyone in need. With the support of her psychiatrist and high school teachers, Chelsea not only graduated on time, she also received two scholarships from the Schizophrenia Society of Ontario (SSO) and the Ottawa Catholic School Board. For the past seven years, Chelsea has been speaking at various functions in the Toronto and Ottawa area as part of the SSO's Youth Advisory Council and Speakers Bureau. Chelsea is enrolled in the psychology program at Carleton University where she continues her work as a mental health advocate.



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LAST YEAR'S INSPIRATION AWARD RECIPIENTS

YOUNG RESEARCHER AWARD



Dr. Robyn McQuaid

Dr. Robyn McQuaid is a scientist in the Culture and Gender Research Unit at The Royal's Institute of Mental Health Research (IMHR), affiliated with the University of Ottawa. Dr. McQuaid's research examines the impacts of stress and trauma on mental health. More specifically, she explores how adverse experiences interact with biological factors, such as genetics and inflammation, to promote or buffer against depression and suicide. A key feature of her research is to take a personalized approach to understanding mental health disorders by considering gender, culture and environmental experiences. One aspect of her research program examines the intergenerational impacts of trauma, such as the residential schools, and current disparities on the mental health and wellness of First Nations peoples in Canada. Dr. McQuaid is also a proud recipient of the IMHR's Emerging Research Innovator in Mental Health (eRIMh) incubator program.

COMMUNITY LEADER FOR MENTAL HEALTH AWARD



Ben Leiken

Ben Leiken has been a champion and often a pioneer of mental health programs in Ottawa his entire life. Starting as a youth volunteer at CHEO and continuing through to adulthood with Ottawa Public Health, Ben has worked tirelessly to bring the issue of mental health and mental illness, substance use and suicide prevention to the attention of local politicians, business leaders and decision makers. Ben has helped build sustainable programs in schools, workplaces and in the community, and has helped change policies and legislation to better support individuals and families living with mental illness.

TRANSFORMATIONAL LEADER FOR MENTAL HEALTH AWARD



Elizabeth (Liz) Manley

Despite being the pride and joy in Canadian women's figure skating as the 1988 Olympic silver medalist, the 1988 World silver medalist, and a three-time Canadian national champion, Liz Manley's life has been filled with plenty of mental health challenges. Liz was diagnosed with depression at the age of 16. Since then, Liz has worked every day to maintain her positive mental health and to inspire others.



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At The Royal, our goals are simple and clear — to get those suffering from mental illness into recovery faster and to transform the way mental illness is treated. Mental illness — specifically major depression — is the single greatest cause of workplace disability in our society today. Apart from the financial burden, the human cost is enormous. Normal healthy lives are devastated. Families are torn apart. Lives are lost. We are dealing with a health care problem of epidemic proportions; it is only going to get worse.

The mental health and wellbeing of our community is being impacted by the pandemic and we must address these urgent needs now, more than ever.

This is the reason we need your support.

As one of the largest providers of mental health care in Canada — The Royal is here to transform the lives of those suffering from mental illness with innovative and effective treatments, and to identify new methodologies for prevention and early detection.

Inpatient, outpatient and community outreach programs at The Royal:

- Anxiety Disorders
- Community Mental Health
- Integrated Forensic Program
- Women's Mental Health
- Geriatric Psychiatry
- Mental Health and the Law
- Long-term Care
- Recovery Programs
- Mood Disorders
- Operational Stress Injuries and PTSD
- Schizophrenia
- Sleep Clinic
- Suicide Prevention
- Substance Use & Concurrent Disorders
- Youth Psychiatry



Left to right: Dr. Rébecca Robillard, Clinical Research Director, Sleep Research Platform, The Royal's IMHR; and Dr. Elliott Lee, a sleep specialist in The Royal's Sleep Disorders Clinic

Our goals are simple and clear —

to get more people living with mental illness and addiction into recovery faster, and to transform the way major depression is treated.



Dr. Sara Tremblay and Dr. Lisa McMurray offering rTMS for treatment-resistant depression



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Email completed form to foundation@theroyal.ca

SPONSORSHIP PACKAGES

- ☐ Yes, our company wants to be the 50/50 Sponsor (\$20,000)
- ☐ Yes, our company wants to be a YOUTH VIDEO CONTEST Sponsor (\$20,000)
- ☐ Yes, our company wants to be a PLATINUM Sponsor (\$15,000)
- ☐ Yes, our company wants to be a GOLD Sponsor (\$10,000)

* Requests will be assigned on a first come first serve basis

- | | | |
|---------------------------------|--|--|
| <input type="checkbox"/> Emcee | <input type="checkbox"/> Pre-event networking | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Dinner | <input type="checkbox"/> Post-event networking | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Set | <input type="checkbox"/> Digital Program | <input type="checkbox"/> Production |

- ☐ Yes, our company wants to be a CORPORATE Sponsor (\$5,000)

DONATIONS

- ☐ Our company is unable to attend, but would like to donate \$ _____

Company Name: _____

Contact Name & Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

PAYMENT METHOD (Full payment is requested by March 1, 2021)

Amount \$ _____ Cheque to follow ☐ Visa ☐ MasterCard ☐ AMEX ☐

Number: _____ Exp. Date: _____

Amount: _____

Name (as it appears on card): _____

Signature: _____

Charitable registration number: 119129179RR0001

Make cheques payable to:

Royal Ottawa Foundation for Mental Health, 1145 Carling Ave., Ottawa, ON K1Z 7K4

For more information, please contact the Foundation at 613.722.6521 x 6707

Email completed form to foundation@theroyal.ca



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1 in 3 CANADIANS WILL EXPERIENCE MENTAL ILLNESS DURING THEIR LIFETIME: YOU KNOW SOMEONE WHO HAS BEEN AFFECTED - GET INVOLVED, HELP TRANSFORM A LIFE.

"The value I get out of it is being with people who are like-minded and want to support a cause and contribute to that cause in more ways than one. The financial aspects of the funds being raised that night as a result of my being there and being involved, the educational awareness that arises, that sense of community where you can all work and come together for a cause — the rallying of support. That is the value I see. The dollars we spend makes very good value for money."

— Returning Gala Attendee

PRESENTED BY



In Support of Mental Health

The support of your organization will help transform people's lives.

Royal Ottawa Foundation for Mental Health, 1145 Carling, Ottawa ON K1Z 7K4
Tel. 613.722.6521 x 6707 Email: foundation@theroyal.ca