

Close the Mental Health Gap

Better Care for More People
Campaign

Updated March 31, 2025

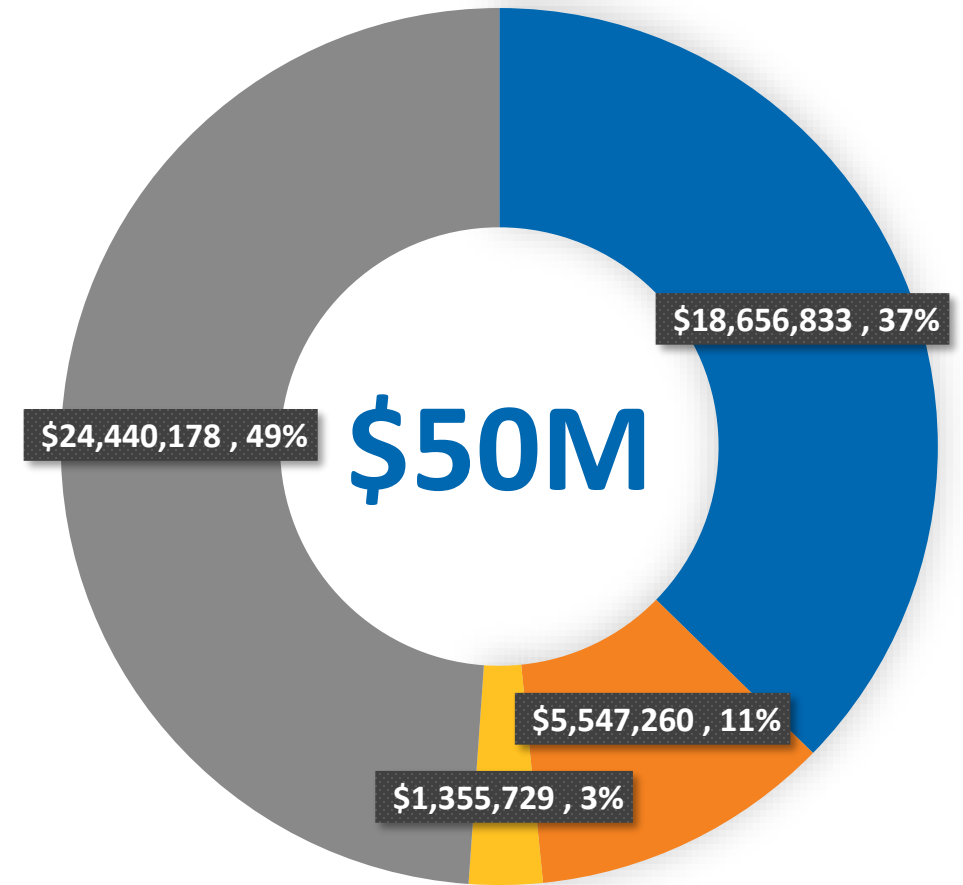


Mental Health - Care & Research
Santé mentale - Soins et recherche

Campaign Progress

\$25.5M+ Raised from April 1, 2022 to March 31, 2025

- **Philanthropic Giving - Goal: \$42M+**
Major Giving (\$25K+) - \$40M+
Leadership Giving (\$1K-\$24.9K) & Planned Giving - \$2M+
- **Community Fundraising & Events - Goal: \$10M+**
Leaders Breakfast, Royal Open, Community Fundraisers
- **Annual Giving - Goal: \$2M+**
Direct Response, Monthly, Tribute, Symbolic (<\$1K)
- **To-Be Raised**



Our Path to \$40M+ in Major Giving

Major Giving Goal

\$40M+

Already Raised*

\$18.6M

To-Be Raised

\$21.4M+

* Total amount raised in major giving (\$25K+).
Planned and leadership gifts are excluded.

Major Giving Chart Summary

| Ask Amount Range | # Gifts Needed | # Gifts Committed | # Gifts to be Secured | # Prospects Needed | # Prospects Identified | Pipeline Gap |
|------------------|----------------|-------------------|-----------------------|--------------------|------------------------|--------------|
| \$10M+ | 1 | 0 | 1 | 10 | 6 | 4 |
| \$5M - \$9.9M | 2 | 0 | 2 | 20 | 18 | 2 |
| \$2.5M - \$4.9M | 3 | 2 | 1 | 4 | 14 | None |
| \$1M - \$2.49M | 5 | 4 | 1 | 4 | 43 | None |
| \$500K - \$999K | 10 | 5 | 5 | 20 | 25 | None |
| \$250K - \$499K | 12 | 6 | 6 | 24 | 43 | None |
| \$25K - \$249K | Any | 25 | Any | Any | Any | None |

Notes:

- # Gifts Needed assumes gift amounts at the lower end of the Ask Amount Range.
- Our gift chart assumes no gifts made in the \$25K-\$249K range. Any gifts made at this level will augment the total amount raised.

Volunteer Lead Summary

| | |
|--------------------------------------|-----|
| Total Prospects* | 139 |
| # Prospects with a Volunteer Lead | 44 |
| # Prospects without a Volunteer Lead | 95 |

* Prospects at the \$250K+ level. Volunteer Leaders and Associates in Psychiatry are excluded.

Prospect Pyramid

| | | |
|--------|--|---------------------------------|
| Legend | | Gift Secured |
| | | Volunteer Lead Assigned |
| | | Volunteer Connection Identified |
| | | Pipeline Gap |

| | | | | | | | | | |
|--|--|---|---|---|--|---|---|--|--|
| \$10M+ | | | | | | | | | |
| Azrieli Foundation VL: David Johnston | Stephen Smith | Waverley House Foundation | Temerty Foundation | Slaight Foundation | Orlando Corporation | | | | |
| \$5M - \$9.9M | | | | | | | | | |
| Minto Foundation VL: Melissa Kruyne | Modern Niagara Group VL: Melissa Kruyne | Taggart Parkes Foundation VL: Mark Taggart | Britton Smith Foundation VL: Gord Cudney | Rob Ashe VL: Melissa Kruyne | Peter Cundill Foundation | Wesley M Nicol Foundation | Ian Nicol | Michael Potter | Russ Jones |
| Bill Sinclair | Suzanne Labarge | Krembil Foundation | Rossy Foundation | Garron Foundation | Peter Gilgan Foundation | Northpine Foundation | McCall MacBain Foundation | | |
| \$2.5M - \$4.9M | | | | | | | | | |
| Kathleen Grimes | Volunteer Leader | Cynthia Baxter VL: Gord Cudney | Molson Foundation VL: Victor Pellegrino | Sobey Foundation VL: Larry Kelly | Danbe Foundation VL: Melissa Kruyne | Robert Merkley VL: Melissa Kruyne | Som Seif | Koerner Foundation | Michael & Sonja Koerner Foundation |
| Jody Burton | Yves Tremblay | Michael Cowpland | The WB Family Foundation | Longo's Family Charitable Foundation | The Asper Foundation | | | | |
| \$1M - \$2.49M | | | | | | | | | |
| BMO Financial Group | TD Bank Group | Jeffrey and Joanne York Fdn | Volunteer Leader | JL & Colette Bellemare Fdn VL: Larry Kelly | Trinity Development Fdn VL: Larry Kelly | Singhal Family Fdn VL: Melissa Kruyne | Shabinsky Family Fdn VL: Melissa Kruyne | Tomlinson Family Fdn VL: Melissa Kruyne | Arnon Corporation VL: James Kinkaid |
| Tony Sottile VL: Gord Cudney | Harley Finkelstein VL: Steve West | Cavanagh Construction VL: Melissa Kruyne | Myers Automotive Group VL: Larry Kelly | Urbandale Corporation VL: Melissa Kruyne | Allan Wilson VL: Zak Green | Capitalize for Kids VL: Jeff Gallant | Lawson Foundation VL: Stephanie Richardson | Graham Boeckh Foundation | Pierre L. Morrisette Foundation |
| CIBC | Russell Grass | Gyles Panther | Ken & Stuart Ages | Weston Family Foundation | Dipak Roy | Volunteer Leader | Volunteer Leader | Volunteer Leader | Andrew Wilkinson |
| Associates in Psychiatry | Bell Canada | Charles Saikaley | David Rose | Elaine Keillor | Happy Roots Foundation | Mach-Gaensslen Foundation | Manulife Financial | Mark Motors of Ottawa | Mierins Family Foundation |
| Nancy Garrett | Pivotal Ventures LLC (Melinda Gates) | RBC Foundation | Solon Angel | Alan & Roula Rossy Foundation | Graham Family Foundation | William S. Burnside (Canada) Ltd | | | |
| \$500K - \$999K | | | | | | | | | |
| Jennifer Francis & Steve Adams | Mach-Gaensslen Foundation | TWZ Group | Volunteer Leader | Volunteer Leader | Jason Flick VL: James Kinkaid | Stephen & Jocelyne Greenberg VL: Larry Kelly | Canada Life Assurance VL: Mark Taggart | Jan Kaminski VL: Richard Getz | Matthew Perry Fdn VL: Brian Murray |
| James A. Burton Foundation | Debbie Green O'Brien | Rick Hunter | Steve Kaminski | George Gaty | Volunteer Leader | Volunteer Leader | Volunteer Leader | Crabtree Foundation | Doggone Foundation |
| EllisDon Corporation | Five B Family Foundation | J. Armand Bombardier Foundation | John Sicard | Scotiabank Group | Dave and Ann Trick Foundation | Lafleche Family Foundation | Monkman Family Foundation | Robert Campeau Family Foundation | Tim Saunders |
| \$250K - \$499K | | | | | | | | | |
| Deborah Naczynski | Anonymous Foundation | Volunteer Leader | Rob Ashe VL: Gord Cudney | Calian Group VL: George Weber | Dan Dreyfus VL: Jeff Gallant | Lalit Aggarwal VL: Jeff Gallant | David Renfroe VL: Larry Kelly | Gary Duck VL: Larry Kelly | Paul Brennan VL: Larry Kelly |
| Robert Tennant VL: Larry Kelly | Clematis Foundation VL: Larry Kelly | Rudi Asseer VL: Melissa Kruyne | David Ross VL: Steve West | Brent Belzberg VL: Yann Robard | Mark Manchin VL: Yann Robard | Paul McCarney | Les Rechan | Malhotra Family Foundation | The Precast Group |
| Volunteer Leader | Volunteer Leader | Volunteer Leader | Volunteer Leader | CAE | Carling Realty Co. Ltd. | Deloitte Canada | Eli Tannis | Goudge Family Foundation | Green Shield Canada |
| J.P. Bickell Foundation | Janssen Inc. | KPMG LLP | Leacross Foundation | Lockheed Martin Canada | Michael Wilson | OSEG Foundation | Otsuka Canada Pharmaceutical | Pamela Heneault | Pixel Foundation |
| PwC Canada | Rob Imbeault | Sun Life Financial | Suzanne Halpenny | Telus Communications | Linton Family Foundation | The Matt Foundation | | | |