

# Close the Mental Health Gap

**Better Care for More People**  
*Campaign*

**Campaign Cabinet Orientation Guide**  
*Updated March 31, 2025*



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

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# The Royal's Leadership

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The Royal is one of Canada's foremost mental health care, teaching and research hospitals.



## Clinical Care

One of Canada's largest mental health hospitals, providing care for over 15,000 patients annually.



## Research

World-class mental health professionals, scientists, and technology dedicated to gaining a deeper understanding of the brain and discovering innovative approaches to preventing and treating mental illness.



## Education

Training the mental health care workforce of the future through residencies and fellowships, knowledge translation, and health promotion.



## Advocacy

Located in Canada's capital city, advocate for mental and substance use health policy change at municipal, provincial, and national levels of government.

# ROYAL OTTAWA FOUNDATION

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## PURPOSE

We drive awareness and inspire philanthropic giving that enables The Royal to conduct ground-breaking research and provide transformative care in mental health and substance use health.

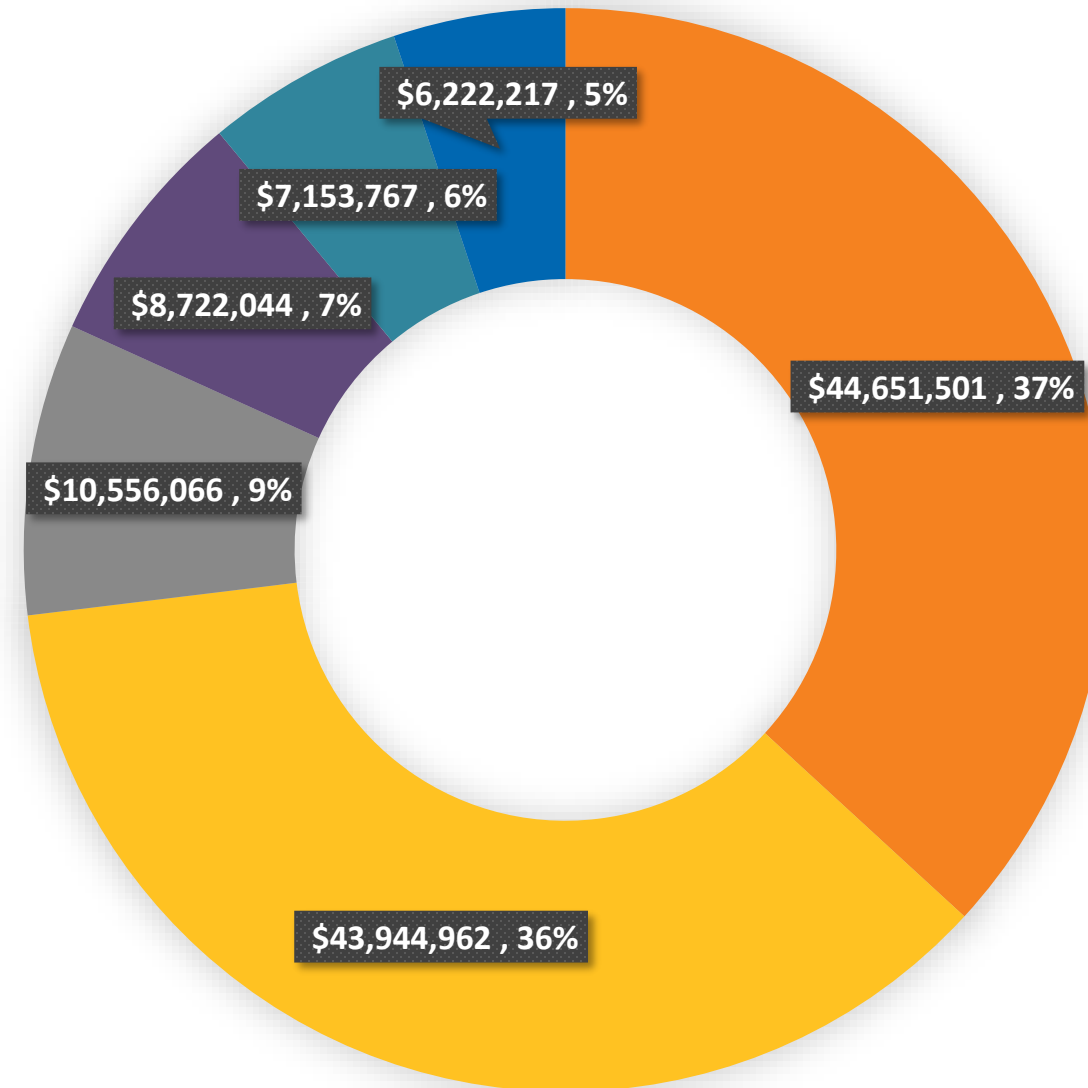
# Philanthropy's Role in Healthcare

1. Capital needs
2. Equipment
3. Research and education
4. Standard care vs. excellence

# Healthcare Philanthropy in Ottawa

## 2020 Gross Revenue

- CHEO Foundation
- TOH Foundation
- Queensway-Carleton Foundation
- Bruyère Foundation
- Foundation de L'Hôpital Monfort
- Royal Ottawa Foundation





# Campaign Conditions

1

## ENVIRONMENT

Mental health is an urgent health concern

2

## LEADERSHIP

ROHCG, IMHR, Foundation in place



## STRATEGY

ROHCG, IMHR, Foundation in place

3

## PRIORITIES

Philanthropic funding priorities established

4

# Philanthropic Funding Priorities

## PRIORITIES

- Urgent Care Clinic
- Clinical Brain Research Centre
- Ozerdinc Grimes Family Regional Psychosis Clinic
- Neuromodulation Research Clinic
- BMO Innovative Clinic for Depression (Esketamine Research Clinic)
- Discoveries in Suicide Prevention
- Accelerator Program for Emerging Researchers
- Fellowship Training Program
- Research Chair in Transitional Age Youth
- Research Chair in Mental Health in Aging
- Research Chair in Concurrent Disorders
- Research Chair in Computational Psychiatry
- DIFD-Mach Gaensslen Chair in Suicide Prevention Research (renewal)



# Campaign Impact Areas



## **BETTER ACCESS**

We will develop a model system that ensures a full continuum of care, including immediate access to urgent services, and ensures the latest research-driven innovations are at the point of care.



## **ENHANCED CARE**

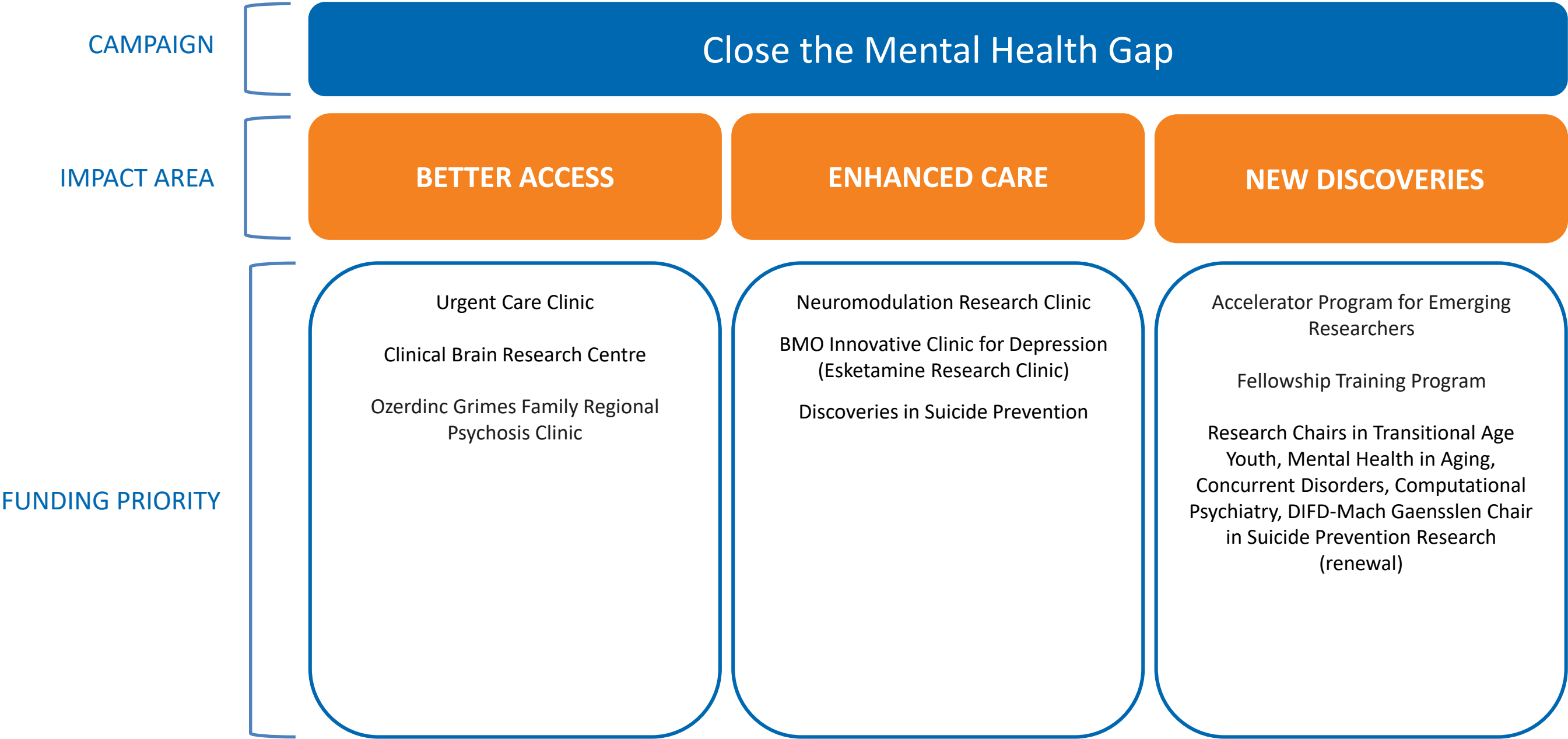
We will advance high-impact research to make promising diagnostic, treatment and prevention options more personalized and effective.



## **NEW DISCOVERIES**

We will recruit and accelerate the work of top mental health leaders who will drive high-impact discoveries for better care.

# Philanthropic Priorities by Impact Area

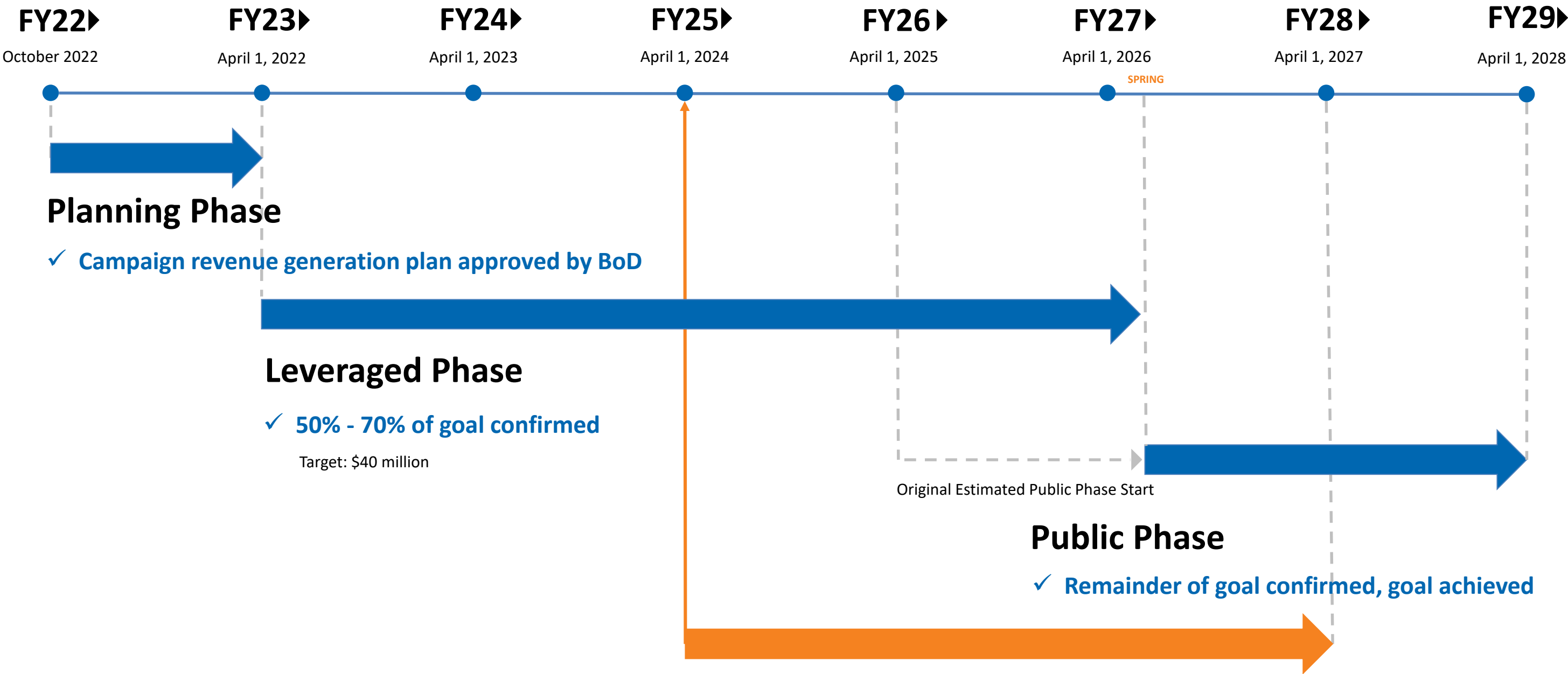


# Better Care for More People

# \$50+ Million

Campaign Goal

# Timeline



# Campaign Phases

## Leveraged (Quiet) Phase

### Goal

Confirm \$40 million (70% of revenue generation plan)

### Audience

Individuals, families, foundations, and corporations with a >\$25K capacity to give

### Priority Fundraising Products for Growth

- ✓ Philanthropic Ask
- ✓ Planned Giving
- ✓ Leadership Communities
- ✓ High-Capacity Flagship Fundraising Events

## Public Phase

### Goal

Confirm \$20 million (30% of revenue generation plan)

### Audience

Individuals, families, foundations, corporations, and organizations with <\$25K capacity to give

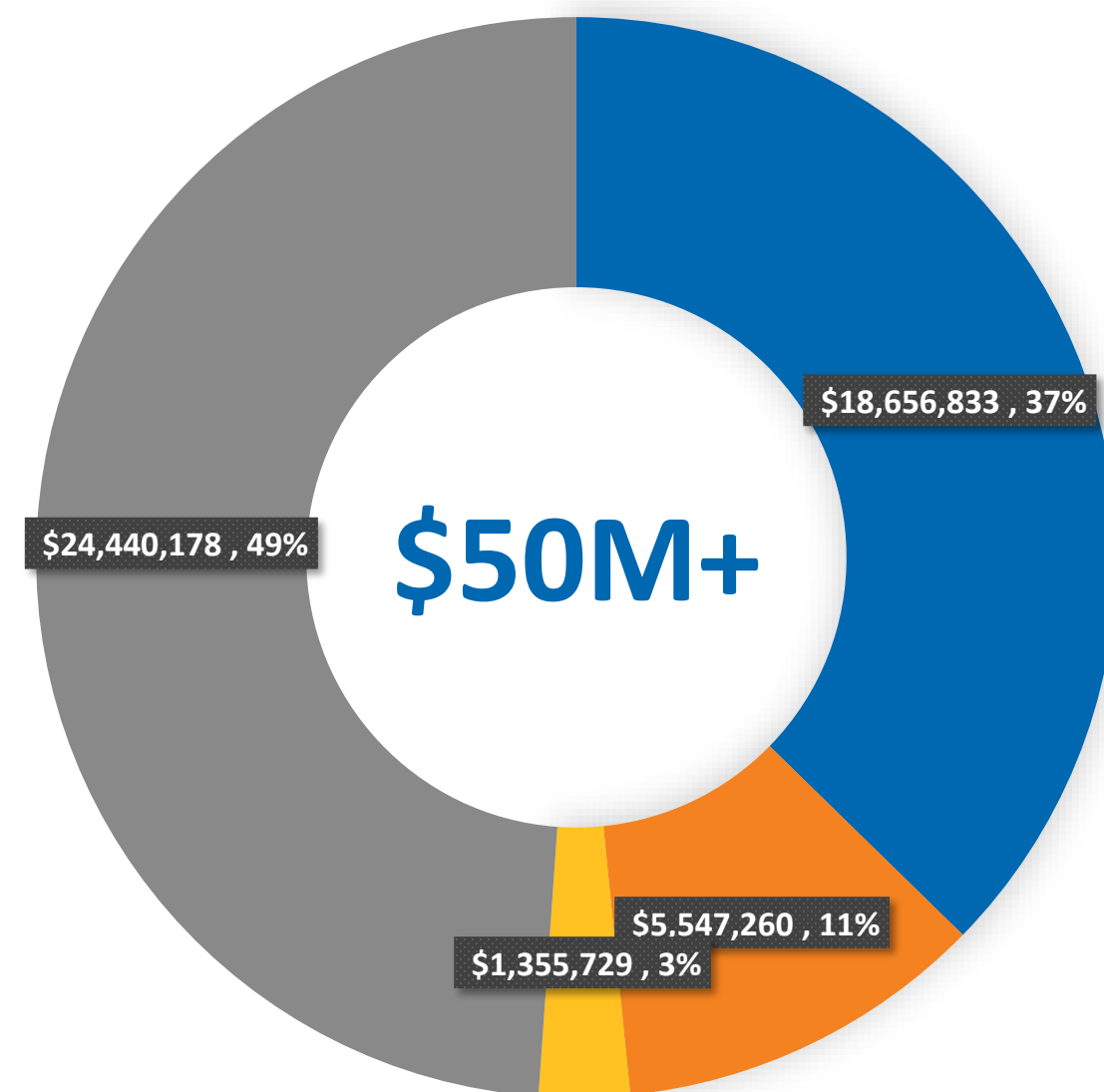
### Priority Fundraising Products for Growth

- ✓ Flagship Events
- ✓ Community Fundraising
- ✓ Integrated Marketing Products
- ✓ Community Flagship Fundraising Events

# Campaign Progress

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

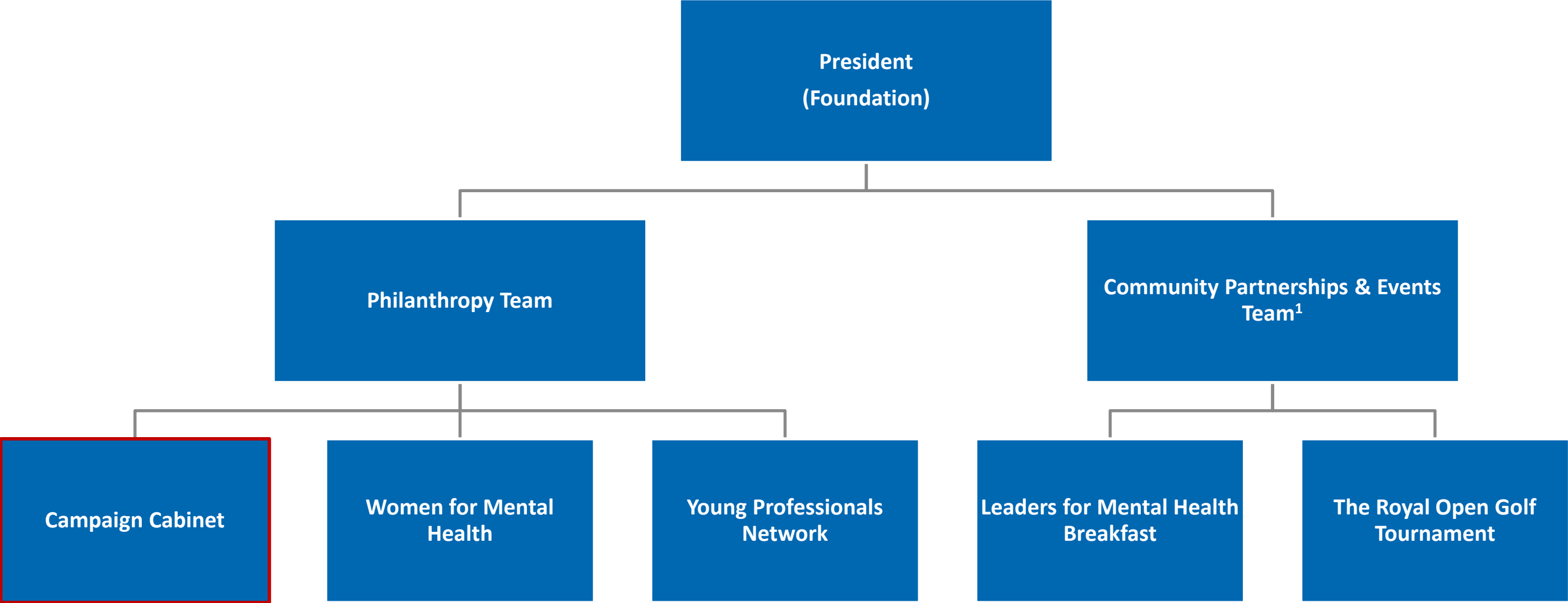
- **Philanthropy & Partnerships**  
*Philanthropic Ask, Planned Giving*
- **Community Partnerships & Events**  
*Leaders Breakfast, Royal Open, Community Fundraisers*
- **Annual Giving**  
*Direct Response, Monthly, Tribute, Symbolic*
- **To-Be Raised**





# Fundraising Committees

## Royal Ottawa Foundation for Mental Health



<sup>1</sup>The Community Partnerships & Events team also leads a committee in support of the Shoppers Drug Mart LOVE.YOU Run for Women community fundraiser

# Campaign Cabinet

## Confirmed Members

**SHARON & DAVID  
JOHNSTON**  
Honourary Chair

**DANIEL ALFREDSSON**  
Honourary Chair

**MELISSA KRUYNE**  
Co-Chair

**YANN ROBARD**  
Co-Chair

■ Executive Leadership

**DR. RAJ BHATLA**  
Executive Member

**LARRY KELLY**  
Executive Member

**VICTOR  
PELLEGRINO**  
Executive Member

**MARK TAGGART**  
Executive Member

**JOHANNES  
ZIEBARTH**  
Executive Member

**VACANT**  
Executive Member

**VACANT**  
Executive Member

**VACANT**  
Executive Member

**FOUNDATION, ROHCG,  
& IMHR BOARD CHAIRS**  
Advisory Members

**FLAGSHIP EVENT  
COMMITTEE CHAIRS**  
Advisory Members

**LEADERSHIP  
COMMUNITY CHAIRS**  
Advisory Members

**AT-LARGE COMMUNITY  
LEADERS**  
Advisory Members

# The Role of Campaign Cabinet Members

The Campaign Cabinet will ensure the success of The Royal's Close the Mental Health Gap campaign.

**All members** will help identify, qualify, cultivate, solicit, and steward major donors (individual, foundation, corporate) by:

- ✓ **Increasing the size and quality of the prospect pool**, conducting introductions, and helping to cultivate and close gifts
- ✓ **Providing strategic advice** on prospects and donors
- ✓ **Supporting stewardship**, recognition, and other meaningful donor experiences
- ✓ **Making their own personally meaningful gift** to the campaign

# Campaign Cabinet Roles (cont'd)

## EXECUTIVE MEMBERS

In addition to their responsibilities as a member of the Campaign Cabinet, **executive members will also:**

- ✓ Provide overall leadership and guidance to the campaign and provide support throughout the fundraising cycle of prospect identification, qualification, cultivation, solicitation and stewardship
- ✓ Attend up to three (3) Campaign Cabinet meetings per year, two (2) executive meetings and one (1) one full cabinet meeting
- ✓ Maintain regular communication and attend regular check-ins with your staff support team member
- ✓ Consider taking on a leadership role with respect to a specific impact area of the campaign
- ✓ Conduct four (4) to six (6) strategic introductions per year

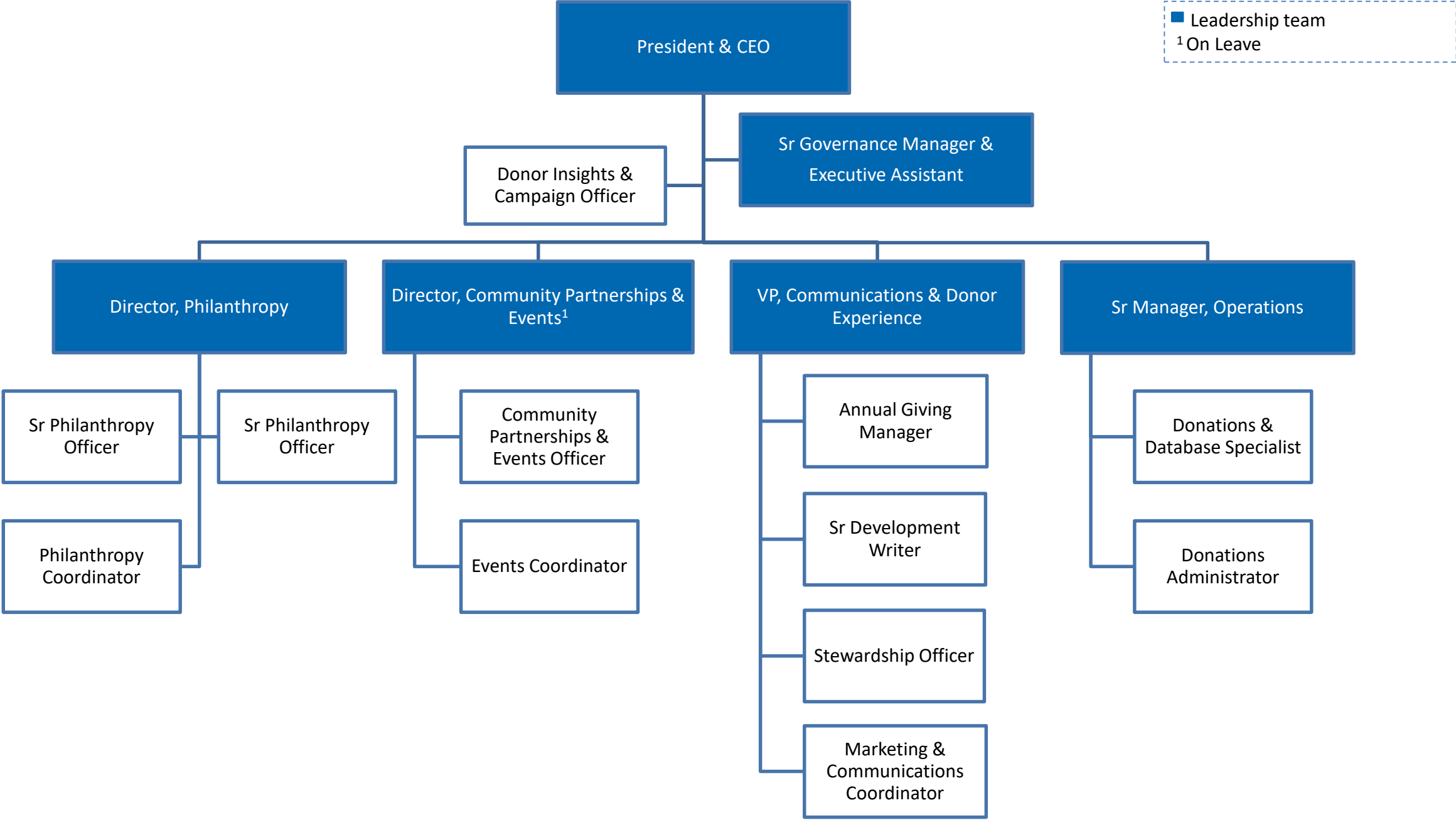
# The Role of Foundation Staff

Foundation team members support Campaign Cabinet members to ensure the *Close the Mental Health Gap* campaign is successful.

The Foundation staff are ultimately responsible for the campaign plan and its execution in consultation with the Campaign Cabinet and the Foundation Board of Directors.

Under the leadership of the President, the Campaign Cabinet's functional management will be led by the VP Philanthropy, with support from all teams including the Philanthropy team, Operations team, Communications & Donor Experience team, and the Community Partnerships & Events team.

# Team Structure



# Foundation Staff Roles (cont'd)

## STAFF PARTNER

Executive members will be paired with a **Foundation staff partner** who will support and empower executive members by:

- ✓ Completing **training and onboarding**, including a tour of The Royal
- ✓ Sharing **regular updates** about The Royal and mental health
- ✓ Assisting with the **identification of top prospects** and the **development and implementation of fundraising strategies**
- ✓ Providing **fundraising enablement materials** (e.g., information sheets, proposals, impact reports)
- ✓ Preparing for or participating in **donor meetings**



# Getting Started

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*Close the Mental Health Gap* is a **\$50+ million** comprehensive fundraising campaign to help more people get better.

We are so grateful for your support. To activate your leadership, your staff partner will engage you in the following next steps

- 1 Sign confidentiality documents
- 2 Complete relationship inventory meeting
- 3 Schedule tour of The Royal
- 4 Support you with the engagement of your top prospects

# Thank You

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