



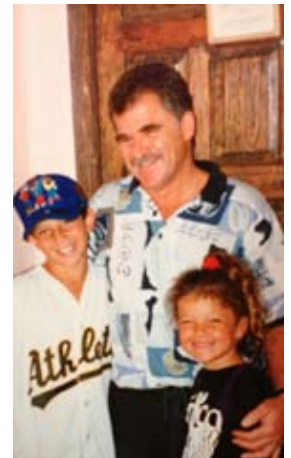
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## Sponsor the Ride Away Stigma Campaign



My name is **Danielle Berman** and I have founded **Ride Away Stigma** to honour my late father, who tragically died by suicide in 1999. My ride is to raise awareness, encourage discussion about mental health, and remove the associated stigma. I wish to assist others to feel comfortable seeking help and finding their voice when all seems lost. I have chosen to cycle from **Vancouver to Hamilton** starting mid **July 2014**. My father was an avid cyclist with a deep love for the outdoors and I too have found that physical activity has helped me during my personal struggles with mental health.



Sponsorships support mental health in Canada through my charitable partners St. Joseph's Healthcare Hamilton Foundation, Canadian Association for Suicide Prevention, and Suicide Prevention Community Council of Hamilton; and will support my ride across the Country.

<i>The Ride Away Stigma Campaign Sponsor Benefits</i>	<i>Company name on event title</i>	<i>Logo on ride support vehicle</i>	<i>Logo on cyclist jersey</i>	<i>Logo on banner for send-off, arrival, and PR events</i>	<i>Social media: Facebook, Twitter, Instagram, site Blog</i>	<i>Logo and link on website</i>
<b>Title (1 space)</b> Level: \$5,000						Home Page
<b>Platinum (7 spaces)</b> Level: \$2,000						Home Page
<b>Gold</b> Level: \$1,000						
<b>Silver</b> Level: \$500						
<b>Bronze</b> Level: \$250.00						

# How We Plan To Ride Away Stigma

The Ride Away Stigma campaign has been developed to raise awareness, encourage discussion about mental health and to remove the associated stigma. We aim to reach this goal through active involvement in the community through:

- Continue to present my personal story and plans for my ride at speaking engagements (including high schools and universities)
- Continue to reach out to community leaders for their participation at send-off and closing events; as well as seek their input for community involvement
- Organize free bicycle rides prior to my departure that will help individuals to come together and show their support for mental health awareness
- Hold a celebration launch event in Vancouver in conjunction with my send-off. This will provide an opportunity for individuals to show their support, share their own stories and to meet me in person
- Hold events throughout my cycling journey that will give individuals an opportunity to show support, share their stories or meet me in person
- Consistently use social media throughout the journey to help facilitate further discussion and awareness on mental health
- Hold a closing celebration in Hamilton to honour those who have been touched by mental health and illness. Create an opportunity for individuals to come together as a community and show support.

Mental health and illness is not an issue that has been fully understood or openly addressed in the public. The hope is that through the engagements above we will create opportunities for individuals to begin speaking about mental health and illness. This will create further understanding and opportunity to support individuals living with mental illness by breaking down the associated stigma.

# Ride Away Stigma's Charitable Partners

## **Canadian Association for Suicide Prevention**

The Canadian Association for Suicide Prevention (CASP) vision is “Sharing Hope and Resiliency”, our mission to “promote collaboration and shared responsibility to prevent suicide and support those whose lives have been impacted by suicide”. We are a volunteer-run organization, and receive no public funding. In collaboration with our many partners we work towards enhancing the capacity of communities, service organizations and service providers to support those who may be at risk of suicide and those bereaved. Funds received from the Ride Away Stigma campaign will be used to develop online suicide prevention and postvention (suicide bereavement) resources and tools for health care providers, including but not limited to, physicians and spiritual care providers. These resources will be available to communities across Canada at no cost.

## **St. Joseph's Healthcare Hamilton Foundation**

St. Joseph's Healthcare Hamilton is the lead agency for mental health care in South Central Ontario, providing a full range of mental health and addiction programs and services to the region. Supporting youth and adults, St. Joseph's is leading a new era in care and discovery for mental health. Funds from the Ride Away Stigma campaign will support Team Unbreakable, a St. Joseph's program that is using the proven fact that aerobic exercise has positive impacts on memory, concentration, emotional and overall health to examine the impact of running on forms of depression, anxiety, and other mental health concerns. The 12-week program consists of two group runs per week where participants have the opportunity to engage in physical exercise that yields positive impacts on their health, form meaningful social connections and gain a sense of accomplishment through Team Unbreakable's group participation in a local 5km race at the end of the program. The running group is also contributing to valuable literature on the impacts of physical activity as a possible treatment for anxiety and depression.

## **Suicide Prevention Community Council of Hamilton**

The Suicide Prevention Community Council of Hamilton believes that suicide prevention is a shared responsibility. Funds received from The Ride Away Stigma campaign will be used to help support families touched by suicide through the creation of a peer support program as well as deliver evidence-based suicide prevention training programs that teach caregivers to identify and compassionately intervene with people experiencing thoughts of suicide.

# Charitable Disbursements

## Sponsorship

When sponsorship is secured, St. Joseph's Healthcare Foundation can issue an invoice to the sponsor. The Foundation will acknowledge the payment with a letter and a business receipt. Under Canada Revenue Agency guidelines, a tax receipt cannot be issued for sponsorships. All cheques should be made payable to:

**St. Joseph's Healthcare Foundation**  
**224 James St. S**  
**Hamilton, ON**  
**L8P 3A9**

## Online Fundraising

All online pledges will receive an automatically generated electronic tax receipt. St. Joseph's Healthcare Foundation will collect and hold all these funds until the event is complete.

## Net Funds Raised and Issuing of Funds to Other Charities

Net revenue for Ride Away Stigma will be equally split three ways between St. Joseph's Healthcare Foundation, the Canadian Association for Suicide Prevention and the Suicide Prevention Community Council of Hamilton.

# Danielle Berman, MSW, RSW

## Education

### Master of Social Work

Major in Advanced Clinical Practice

Certificate in Child Welfare

Yeshiva University, Wurzweiler School of Social Work, New York, NY

August 2013

### Bachelor of Arts

Double Major in Sociology & Social Anthropology and International Development Studies

Dalhousie University, Halifax, NS

October 2009

## Employment

### Clinical Therapist Intern

Child and Adolescent Services, City of Hamilton, Hamilton, ON


November 2013 – Present

September 2012 – May 2013

### Clinical Therapist Intern

Baycrest Centre, Mood and Related Disorders Clinic, Toronto, ON

September 2011 – May 2012



*“I had the pleasure of working with Ms. Berman when she was training in social work at Baycrest. She proved to be a skilled and very professional and enthusiastic clinician.”*

*Danielle, best of luck in this extremely important campaign – mental health and suicide are issues that need as much awareness as possible.”*

Dr. Robert Madan

Chief of Psychiatry; Executive Medical Director for the Centre for Mental Health at Baycrest, Toronto, ON