



**Canadian Mental
Health Association**
Windsor-Essex County
Empowering transitions to wellness.

HELP US MAKE A DIFFERENCE IN OUR COMMUNITY

MESSAGE FROM THE CEO

Finally, spring has arrived!

We are excited about a number of initiatives that are underway at the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB). In February we had an exciting launch of our **Sole Focus Project** campaign. The objective of the campaign is to educate, enlist and engage the Windsor-Essex community about the importance of reducing the stigma associated with mental illness and of mental health education, training and awareness. Given the reality of limited health care dollars, the Sole Focus Project has a fundraising goal of \$500,000 to create a legacy fund to further enhance and distribute these resources.



I am excited to share that we have already raised \$120,000 towards our goal! In addition, we have engaged some dynamic Ambassadors to support the campaign and also have several strategic partners who are helping us spread the message. I encourage you to visit www.solefocusproject.ca to find out more about this exciting campaign and to find out how you can #showyoursole!

We have also established a new **Client and Family Caregiver Advisory Council**. This group will provide invaluable feedback and information on the work that CMHA-WECB does and how we can continue to consider the client and family/caregiver voice as we strive to make improvements to better serve clients and their families.

Mental Health Week is May 1-7, 2017. CMHA-WECB has a number of exciting initiatives planned over the course of the week including the launch of Ride Don't Hide and a special performance by Victoria Maxwell at the Caboto Club on May 3. Victoria Maxwell is one of North America's most popular speakers on the lived experience of mental illness and recovery, dismantling stigma, creativity and wellness. She lives with bipolar disorder, anxiety and psychosis. She is also a self-proclaimed "Bipolar Princess". Information about all of these events is available [by clicking here](#).

The next few months promise to be very busy! Our signature events, the Go Green Golf Tournament and Ride Don't Hide are happening in June. In addition, CMHA-WECB has been selected as the Canadian charity for the Detroit Tigers Canadian Fan Game on June 14. We hope to see you at one of these events!

Thank you all for your loyal support! We are most grateful to our community partners, donors, volunteers and staff who ensure that we fulfil our mission of being a lead provider of mental health services in this community.

All the best,

Claudia den Boer
Chief Executive Officer

UNIFOR Local 444 Takes a Stand For Mental Health

Thank you Unifor Local 444! In January they made a \$50,000 donation to the Sole Focus Project in memory of Charlie Brooks who became a victim as a result of an individual who was suffering from mental illness 40 years ago. Charlie was a visionary leader and former Local 444 President.

These funds will support mental health education, training and awareness for individuals in the Windsor-Essex community.



UPCOMING EVENTS

SOLE FOCUS PROJECT
Take A Stand For Mental Health

#ShowYourSole
SUPPORT OUR CAMPAIGN AND VISIT:
WWW.SOLEFOCUSPROJECT.CA

WINDSOR EXPRESS vs HALIFAX HURRICANES
FRI APRIL 28 2017
WFCU CENTRE | 7:00PM TIP-OFF
TICKETS - \$15.00
PROCEEDS TO BENEFIT THE SOLE FOCUS PROJECT

FOR TICKETS, CONTACT:
ASHLEY
519-255-9940 x330
AWODAREK@CMHA-WES.ON.CA

#ShowYourSole
Canadian Mental Health Association
Windsor-Essex County



MAY 18-28, 2017
Dare **TO LEAD**
PURCHASE YOUR RAFFLE TICKETS TO WIN TWO TICKETS TO THE MEMORIAL CUP!

Windsor Express Game

Sole Focus Game Night

Friday, April 28 at 7pm
Tickets start at \$15 ea.

[Click to purchase](#)

Memorial Cup Raffle

Draw Date: May 3

WIN two tickets!
\$10 ea. or 3 for \$25

[Click to purchase](#)

I #GETLOUD BY

FOR CMHA MENTAL HEALTH WEEK

Canadian Mental Health Association
Ontario Mental Health Week

Mental Health Week

May 1 - 7

#GETLOUD

#Sickofwaiting

www.mentalhealthweek.ca



Go Green Golf Tournament

Monday, June 12

Essex Golf & Country Club

Sponsorships Available

[Registration now open](#)



Detroit Tigers Canadian Fan Game

June 14

Comerica Park

[Purchase your tickets today!](#)



Ride Don't Hide

Sunday, June 25

Children's Aid Society Parking Lot

[Registration now open!](#)

CMHA-WECB launches largest campaign in branch history

The Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB) officially launched the *Sole Focus Project*[™] on Wednesday, February 15. The campaign seeks to raise \$500,000 over the next three years in support of mental health awareness, education and training, identified as a strategic priority in their Vision 2020 strategic plan.

With 1 in 5 Canadians personally affected by a mental illness or addictions issue during their lifetime, it has never been more important to take a stand for mental health. Increased demand for services coupled with limited health care dollars spurred the need for sustainable funding in an area that the community sees CMHA-WECB as a lead provider and advocate.

As with any disease, affliction or ailment, recognizing the signs and symptoms and actively seeking treatment are key to managing or curing the illness. Mental illnesses are no different. However mental health is plagued by stigma, which presents a serious barrier, not only to diagnosis and treatment, but also acceptance. The more we talk about mental illness, the more we can and will reduce stigma.

“CMHA-WECB’s sole focus is a mentally healthy community. This means a reduced burden on the healthcare system as fewer people visit the emergency room and with less frequency, more people knowing how to identify the signs and symptoms of a mental health issue and where to seek help, reduced



stigma, and a greater acceptance of mental illness as conversations about mental health become commonplace. Ultimately it means people living more fulsome lives,” says Claudia den Boer, CEO, CMHA-WECB.

The *Sole Focus Project*™ seeks to create a legacy fund to further enhance and distribute mental wellness education, awareness and training in our community. Education and training are a significant area not fully funded by the Ministry of Health and Long-Term Care, yet they are key to early identification and treatment and shifting the tide of mental health stigma.

The campaign was in a teaser phase for several weeks, with campaign ambassadors hidden behind one of the campaigns symbols, painted shoe soles. They were unveiled at the launch and included notable community leaders such as Arms Bumanlag, Noelle Montcalm, Ken Lewenza and the Windsor Spitfires team. Additional strategic partners include Douglas Marketing Group, Families First, From the Heart, Hotel-Dieu Grace Healthcare, the City of Windsor, St. Clair College, the Windsor Express and Windsor Police Services. Major donors were also recognized, including Caesars Windsor, The O’Neil Foundation and UNIFOR Local 444.

The community is encouraged to visit <http://www.solefocusproject.ca/> to learn ways to get involved in the campaign.

[Donate Now](#)

[Become a Member](#)

Canadian Mental Health Association Windsor-Essex County Branch

Main Office:
Monday - Friday: 8:30am - 4:30pm



Be sure to add our email address to your address book or safe senders list so our emails get to your inbox.

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[Canadian Mental Health Association](#)
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