



**Canadian Mental
Health Association**
Windsor-Essex County

Community well-being is our sole focus.



MESSAGE FROM THE CEO

I hope this message finds you and your family doing well despite the circumstances that the pandemic has brought into our lives. Our mental health and resiliency have never been tested more than over the past year. It has been challenging for ALL of us.



As the lead provider and advocate of specialized community mental health and addiction services, CMHA-WECB has worked hard to support individuals over the last year with ongoing webinars, online supports and information. This important work continues and with Mental Health month just around the corner in May there are lots of exciting things happening to continue these initiatives!

Wake Up Speak Up (our Breakfast Series) kicks things off with Mark Henick on May 4. Mark has a powerful story around resiliency and suicide prevention. A complete list of all the exciting events planned throughout the month can be found on our website, windsor-essex.cmha.ca. We are also looking forward to getting outside for some virtual events now that the nice weather has arrived. Additional information on the [Garage Gym](#)

[Virtual 5K for the Front Lines](#) in support of the mental health of our first responders is happening on May 1 and [Ride Don't Hide](#) is happening throughout the month of June. In addition to raising funds for CMHA-WECB programs, these events are an opportunity to support our mental wellness by being active.

2021 marks the 50th anniversary of the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB). We are excited to mark this milestone! Since our humble beginnings in 1971 we have sought to support the needs of the Windsor-Essex community with our programs and services. We now offer over 20 specialized mental health programs including case management, justice programs, early intervention, bereavement, housing and more. Our branch is also unique in that we have the CMHA Health Centre located on-site which allows us to provide comprehensive primary care services integrated with mental health and addiction services.

As spring unfolds around us, it is my hope that everyday brings us one step closer to being able to meet again in person. In the meantime, I encourage you to #keepconnected.

Thank you for your ongoing support of CMHA-WECB. Until we meet again, please be safe.

All the best,

Claudia den Boer
Chief Executive Officer



Wake Up, Speak Up presents "So-Called Normal" with Mark Henick

With over six million views, Mark Henick's TEDx talk, "[Why We Choose Suicide](#)", is among the most watched in the world. His story of searching for "the man in the light brown jacket" who saved his life from a teenage suicide attempt captured global attention. Henick has dedicated his life from an early age to opening minds and creating change. His talks are informed by his direct experience with stigma and the mental health care system. He is a patient, a professional, a policy influencer, and a public figure. He is CMHA-WECB's keynote speaker for the 2021 Wake Up, Speak Up series.

The Wake Up, Speak Up speaker series seeks to bring thought-provoking individuals to the community to share their personal struggles with mental health and spark and encourage sometimes difficult conversations.

The event will be held virtually this year via Zoom. In addition to the speaker, Q&A and networking, participants will also receive a special attendee gift, including a copy of Mark's new book "So-Called Normal", a Wake Up, Speak Up coffee mug, a Tim Hortons gift card and a \$20 tax receipt. Tickets are \$50 each, and are available online at <https://windsoressessex.cmha.ca/events/wusu21/>

The event is the first of three speakers scheduled for May and June, with participants receiving free access to the next two events.

CMHA-WECB thanks premier sponsor LiUNA! 625, patron sponsors St. Clair College and the St. Clair College Alumni Association, major sponsor Hotel Dieu Grace

Healthcare, partner sponsor Hub International, and associate sponsors Ottawa Street Dental and Tim Hortons.

Proceeds from the event support CMHA-WECB's Sole Focus Project, which raises awareness and funds in support of mental health education, training and suicide prevention. For more information, visit www.solefocusproject.ca.

The Toldo Foundation - A Legacy of Giving

With the passing of the one-year mark of the pandemic, we are beginning to experience the harshest impacts to our mental health. According to a study done by the Canadian Mental Health Association (National office) in December, 40% of Canadians said that their mental health had worsened since March. In addition, prior to the pandemic 2.5% of Canadians thought about taking their lives. Now 1 in 10 Canadians have thoughts of suicide. Many experts predict that as we move toward recovery the need for mental health services will increase even more.



In the wake of the COVID-19 pandemic, the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB) responded quickly and in various ways to support the mental health and wellness of the Windsor-Essex County community. This included the establishment of the Pandemic Response Therapist role in April 2020.

We were able to make this position come to fruition thanks to the generous support of the Toldo Foundation who have now committed \$150,000 in support of the role. The Toldo Foundation has a long history of community giving and supporting causes that improve the well-being of our regional community.

“The COVID-19 pandemic has created a significant and unique burden for our health care system, including increased demand for mental health services. From feelings of isolation and grief, to the extreme stresses experienced by our first responders and essential service providers, this pandemic has impacted so many in different ways. The Toldo Foundation is grateful for the CMHA's proactive establishment of the Pandemic Response

Therapist position to help those in need as we deal with the ongoing effects of this pandemic,” said Anthony G. Toldo, Trustee, The Toldo Foundation.

“This position is not government funded and as such we are extremely grateful to the Toldo Foundation for this extraordinary funding during this crisis. As the lead provider of community mental health and addictions services, we believe that it is our obligation to provide adequate supports especially during a crisis. We know that many people are experiencing heightened anxiety and depression and we anticipate that demand for our services will continue to increase,” said Claudia den Boer, CEO, CMHA-WECB.

CMHA-WECB sincerely thanks The Toldo Foundation for their generous support.



 **CMHA Mental Health Week May 3-9, 2021** Visit mentalhealthweek.ca for info and tools!

CMHA Mental Health Week Month

Name it, don't numb it. #GetReal about how you feel. That's the theme for CMHA Mental Health Week; a week that we stretch out into a whole month of events, webinars and information. The COVID-19 pandemic has affected all of us in one way or another, and it has brought mental health into the forefront. More people than ever are talking about it, talking about how they feel, and reaching out for help when needed.

This year, for Mental Health Month, CMHA-WECB is pleased to be hosting the following activities and hope you'll join us.

April 19 – May 9 Order your Mental Health Week themed photo frame from [Squeenos](#)

May 1 [Bridge 2 Bridge Event](#)

May 2-8 City Hall will be lit up green

May 4 [Wake Up, Speak Up](#) with Mark Henick and the Carol Mueller Mental Health Champion Award

May 6 Ride Don't Hide Launch via [Facebook Live](#)

May 13 Keller Williams RED Day

We will also have daily posts on mindfulness on our social media channels, and Wellness Wednesday Webinars - look for details coming soon!

UPCOMING EVENTS



Garage Gym 5k for the Front Lines
Now thru May 1, 2021
[Register or Donate here](#)
Virtual 5km run



Wake Up, Speak Up
May 4, 2021
[Purchase tickets](#)
Held Virtually via Zoom



**Go Green Golf Tournament
Monday, September 20, 2021**

SAVE THE DATE

Essex Golf & Country Club
7555 Matchette Rd.



**Ride Don't Hide
June 2021**

[Registration now open!](#)



Registration is open!

Join Ride Don't Hide for your **MENTAL HEALTH**
and raise funds for your **COMMUNITY.**

ridedon'thide.com

Ride Don't Hide

Ride Don't Hide is the largest mental health bike ride in Canada. But it's more than a fundraiser - it's a movement for mental health!

So many of us don't feel like ourselves these days, and the pandemic is making it hard to get the help we need.

Ride Don't Hide is a way to take care of yourself and take care of your community. Ride Don't Hide 2021 will take place in neighbourhoods all across Canada. No matter where you call home, you can ride and raise funds. It's your ride, your way.

In June 2021, thousands of riders—and walkers, runners, yogis, spinners, dancers, families, rope jumpers, HIIT trainers and more—will come together to ride outside, ride inside or ride in spirit to raise funds for mental health in their own communities.

Ride to feel like yourself again. Raise funds for mental health to get one more person the help they need.

SO HOW DOES IT WORK?

And what does “my ride, my way” mean, anyway?

So here's the Ride Don't Hide challenge: move more and reap the mental health benefits. Here's how it works:



Commit to move your body for at least 330 minutes in June to boost your endorphins and endocannabinoids helping us relax, feel better and decrease cortisol, the stress hormone. OR set your own goal by logging into your Fundraising Dashboard and click on Activity Tracking.



Download the Ride Don't Hide mobile app to track your minutes from your smart phone! Link your Ride Don't Hide app to Apple Health or Google Fit, and log the minutes you spend at it, so your supporters can cheer you on every step or pedal of the way.

Ride Don't Hide 2021 is a “choose-your-own-adventure.” You decide how—and how much—to get involved.



Whether you choose to Ride Outside for a 100 km throughout June or simply go out for a 'leisurely' Sunday ride. Short bursts of activity can disrupt negative thoughts.



Whether you commit to a rigorous 30 day spin challenge or casually pedal on a stationary bike through your next Netflix binge. Regular exercise can give us a sense of self-efficacy.



Whether you replicate your favourite cross fit regimen in your basement, do yoga once a week in the living room, take a brisk walk every morning before working from home.

READY? LET'S GO!

- 1 Find your community at ridedonthide.com
- 2 Register and choose your own adventure – pick the route, the activity or the goal that excites you.
- 3 Set your own goal for total minutes of activity in June 2021 (Pro tip – you can start on the road to that goal right away!). You can update this in your Dashboard after you complete your registration.
- 4 Set up your personal Ride Don't Hide page to track your activity and achievements.
- 5 Connect with others – create or join a team of family and friends, or maybe in your workplace. Use your fundraising dashboard to send emails, post to social media, and get others on board. At Ride Don't Hide, #NoOneRidesAlone.
- 6 COMING SOON! Download the Ride Don't Hide mobile app to automatically track your activity, and to fundraise effortlessly from your phone!
- 7 Raise funds for mental health. \$330 helps CMHA provide one more person the community mental health programs, services and support they need to thrive.
- 8 Ride! Or run, walk, jump rope, do yoga, dance, climb stairs, lift weights, play tag with your kids... Move more, give back, feel better.

ridedonthide.com



Charitable Gaming. Community Good.

Did you know that CMHA-WECB is one of many local charities that participates in charity bingos? We have trained volunteers that help out at the Gaming Centre. Due to COVID, these events have been on hold, but they have continued to offer parking lot bingo and other opportunities as they are able.

CMHA-WECB is grateful to Breakaway Gaming Centre for their support of not only us, but our entire community.

[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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