

Ride Don't Hide Homecoming fundraising support pack

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Frequently asked questions

1. Where do the funds raised for Ride Don't Hide go?

You have a choice of where to direct your Ride Don't Hide funds. You can:

- a. Direct your funds to your local CMHA branch or regional office for youth mental health initiatives, and/or
- b. Direct your funds to CMHA BC Division for youth mental health initiatives

Donations made online at www.ridedonthide.com will be designated for CMHA BC Division youth initiatives. To find your local CMHA branch, visit www.cmha.ca.

2. Will tax receipts be issued for donations to Ride Don't Hide?

- Donations made via local CMHA branches across Canada will be receiptable by them, according to their guidelines.
- Donations made to CMHA BC Division are receiptable for gifts of \$20 or more
- Donations made on the Ride Don't Hide website www.ridedonthide.com will be issued an electronic tax receipt from the Canada Helps online donation system.

For large-scale events

If you are planning a large-scale fundraising event, and intend to sell goods or services with the proceeds going to the Ride Don't Hide campaign, please email the Ride Don't Hide team at riedonthide@cmha.bc.ca to have your event reviewed by CMHA BC Division for suitability and compliance with our policies.

3. How do we find out if Michael is available to speak at an event in our area?

If you have a date and location in mind, please email riedonthide@cmha.bc.ca. A Ride Don't Hide team member will connect with Michael to see if he is available, and reply to you with details ASAP.

4. Why are individuals or corporations required to pay a \$500 booking fee for Michael to speak at an event?

The booking fee ensures an organizer's commitment to hosting the event and securing Michael's attendance. The booking fee goes directly to CMHA BC Division's Ride Don't Hide fund for youth mental health programs.

5. What marketing materials are available to promote Ride Don't Hide?

If you are interested in hosting a Ride Don't Hide event, CMHA BC Division can provide you with a promotion toolkit, including tips for garnering media attention, poster templates, a sample media release and more.

Any marketing materials requesting donations must also have the option to donate online at www.ridedonthide.com.

To ensure consistency in all branding materials, please send all documents containing Ride Don't Hide logos to Jennifer Quan, Marketing and Communications Manager, CMHA BC Division, jennifer.quan@cmha.bc.ca.

6. Will our Ride Don't Hide event be posted on the Ride Don't Hide website?

If you decide to host a larger-scale event that is open to the general public, the event can be posted on the Ride Don't Hide website.

Once all the details of your event have been confirmed and approved by CMHA BC Division, send a brief 50-word description of the event to the Ride Don't Hide team at CMHA BC Division via email: riedonthide@cmha.bc.ca. Your event will be added to the Ride Don't Hide website.

a 40,000 km journey across 30 countries and six continents

Join the movement

Join Michael Schratte, Vancouver teacher and newspaper columnist, on the Canadian home stretch of his worldwide journey to raise awareness about mental illness and combat the stigma surrounding it.

Event title

Enter event description. Include name, date, time, place, contact information and a brief description. You can do basic formatting to make your *details* **stand out**.

Date:

Time:

Location:

Contact us:

CMHA [insert branch and address]
Contact number: 999-999-9999

check out Michael's travel blog,
donate to the cause and share your
story at www.ridedonthide.com



All funds raised locally through Ride Don't Hide events will stay in the community to support the local branch of the Canadian Mental Health Association (CMHA). Donations made online at www.ridedonthide.com will be designated for CMHA BC Division child and youth initiatives.



Ride Don't Hide Pledge Form

Officially endorsed by the Canadian Mental Health Association BC Division, the Ride Don't Hide campaign seeks to increase awareness of mental illness, combat stigma, and raise funds for CMHA youth mental health initiatives in communities across Canada.

Name: _____

Address: _____

City: _____ Prov: _____

Postal Code: _____

Phone: _____

Email: _____

Name of CMHA branch/ division collecting funds for: _____

Ways to donate

Collect all cash and cheque donations and pledge forms and forward them to **either**:

- Your local CMHA branch (funds directed to your local branch or region will be used for programs in your area), **or**
 - CMHA BC Division: 1200-1111 Melville Street, Vancouver, BC V6E 3V6 (funds directed to CMHA BC Division will be used for programs in BC)
- Cheques payable to CMHA BC Division **or** your local CMHA branch.

Note: If you would prefer to donate by credit card, you can do so online at www.rideonthide.com, with all funds donated on this site going to programs in BC. If you wish you use your credit card and direct your donation to your local CMHA branch or region, contact the CMHA in your area for details.

To find the CMHA in your area, visit www.cmha.ca.

Donor Information		Pledge Amount
Donor Name		\$ _____ <input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
Address	City: _____ Prov: _____ Postal Code: _____	
	Phone	
Email		
Donor Name		\$ _____ <input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
Address	City: _____ Prov: _____ Postal Code: _____	
	Phone	
Email		
Donor Name		\$ _____ <input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
Address	City: _____ Prov: _____ Postal Code: _____	
	Phone	
Email		
TOTAL		

Participant Name _____

Donor Information		Pledge Amount
Donor Name		\$ _____
Address		<input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
	City: _____ Prov: _____ Postal Code: _____	
Phone		
Email		
Donor Name		\$ _____
Address		<input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
	City: _____ Prov: _____ Postal Code: _____	
Phone		
Email		
Donor Name		\$ _____
Address		<input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
	City: _____ Prov: _____ Postal Code: _____	
Phone		
Email		
Donor Name		\$ _____
Address		<input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
	City: _____ Prov: _____ Postal Code: _____	
Phone		
Email		
Donor Name		\$ _____
Address		<input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
	City: _____ Prov: _____ Postal Code: _____	
Phone		
Email		
Donor Name		\$ _____
Address		<input type="checkbox"/> cash <input type="checkbox"/> cheque <input type="checkbox"/> send a tax receipt
	City: _____ Prov: _____ Postal Code: _____	
Phone		
Email		
TOTAL		

Thank you for supporting Ride Don't Hide

It is important to thank your key supporters (volunteers, donors, sponsors) for their contributions to the Ride Don't Hide campaign. If there is someone you would like CMHA BC to personally acknowledge, please let us know by emailing ridedonthide@cmha.bc.ca, and we would be happy to send them a letter of thanks.

Sample thank you letter:

[Insert date]

[Insert name]
[Insert mailing address]

Dear [insert first and last name]:

Thank you very much for supporting [insert event name], held on [insert date] at [insert location].

One in five Canadians will experience a mental illness of some kind in their lifetime. By supporting the Ride Don't Hide campaign, you are contributing to a national movement to increase awareness about mental illness, combat stigma, and raise money to support youth mental health programs at the Canadian Mental Health Association.

For more information about Ride Don't Hide, visit www.ridedonthide.com.

Thank you. Together we can promote mental health and shatter stigma.

Sincerely,
[insert your name]