



Join the Ride Don't Hide Movement

Ride Don't Hide is an international tour and movement to battle mental illness stigma

2011

Combat mental illness stigma

Join the Ride Don't Hide movement and raise funds for youth mental health

Mental health affects us all

One in five Canadians will experience a mental illness of some kind in their lifetime. We all know people who have been affected. Yet, all too often, the stigma surrounding mental illness prevents open communication about it, and acts as a barrier to seeking help. Most people living with mental illness say the stigma is worse than the symptoms. Michael Schratte is on a mission to change this.

Background

On August 1, 2010, Michael Schratte, a Vancouver teacher and *24 Hours* newspaper columnist, embarked on a solo global journey. His goal—to cycle 40,000 km across six continents and 30 countries for the Canadian Mental Health Association, BC Division (CMHA BC). By circumnavigating the world by bicycle, Michael aims to promote open communication about mental illness and combat mental illness stigma.

Michael lives with bipolar disorder and was affected by mental illness at a young age. As someone who understands the pain and debilitating silence that accompanies mental illness firsthand, Michael has vowed to act as a global ambassador and do his part to help dispel the misconceptions and myths that stem from the fear that fuels stigma.

Officially endorsed by CMHA BC, the Ride Don't Hide campaign seeks to increase awareness of mental illness and raise funds for CMHA youth mental health initiatives in local communities. Individuals who visit www.ridedonthide.com can share their mental illness story or make a promise to help end mental illness stigma. Visitors can also read about Michael's journey via his blog.

Join the movement!

CMHA BC invites you and your community to join Michael in his outstanding efforts to combat mental illness stigma.

On August 15, 2011, Michael begins his three-month homecoming tour from Halifax to Vancouver. We invite you to host Ride Don't Hide fundraising events in your community. By doing so, you will be part of a national movement to combat mental illness stigma, and raise funds for CMHA youth mental health initiatives in communities across Canada.

Fundraising activities can be large or small-scale, and CMHA BC can provide you with a promotion toolkit, including tips for garnering media attention, poster templates, logos and order forms for promotional materials if you wish.

Here are some fundraising ideas:

- Tell your family, friends, colleagues and neighbours about Ride Don't Hide and Michael's journey and encourage them to contribute
- Ask others to donate to Ride Don't Hide in honour of your birthday
- Host a fundraising brunch, potluck dinner, movie or game night at your home
- Hold a bake sale, car wash or garage sale
- Organize a walk, run or cycling event
- Mow lawns, rake leaves, walk dogs to raise funds for the cause

Before you start, set a fundraising target and let your networks know about you goal.

Facts about mental illness

- One in five Canadians will suffer a mental illness of some kind in their lifetime
- The World Health Organization predicts that by the year 2020, depression will become the number two cause of years lost due to disability
- In Canada, 4,000 people die prematurely each year by suicide. For people aged 15 to 24 in Canada, suicide is the number two cause of death, second only to accidents
- 18% of young people (ages 15–24) in Canada are estimated to suffer from a mental health disorder
- For more mental illness facts, see www.mentalhealthweek.ca/mental_health_is_everyone_concern.php

Other ways to promote mental health and support Ride Don't Hide

- Educate yourself and others about mental illness by visiting the following websites:
 - CMHA's Mental Health Week: www.mentalhealthweek.ca
 - CMHA BC's website: www.cmha.bc.ca
 - Here to Help: www.heretohelp.bc.ca
- Visit the Ride Don't Hide website at www.ridedonthide.com and break the silence of stigma by sharing your or a loved one's story of mental illness
- Check the website regularly for updates on Michael's journey and the campaign's progress
- Become a Ride Don't Hide sponsor
- Print out copies of the Ride Don't Hide poster from the website, and post them in your local cafes, coffee houses, schools, community centres, libraries, etc
- Join Ride Don't Hide on Facebook and Twitter; help spread the word in person, by email and social media

Cycle with Michael!

Join Michael Schratte as he cycles across Canada for mental health. If you are interested in joining Michael for a stretch of his cross-Canada tour, check his itinerary and email ridedonthide@cmha.bc.ca with your details. The Ride Don't Hide team will try to arrange for you to meet up with him.

Book Michael for a speaking engagement and raise funds for youth mental health!

What is required?

- A brief proposal outlining the dates and details of your event
- Funds raised must be used to support CMHA initiatives benefiting youth mental health
- Total funds raised must be reported to CMHA BC within a week after the event so they can be added to the Ride Don't Hide fundraising total

If you would like to book Michael for a speaking engagement at your event, a \$500 booking fee is required.

Impact of your donation

By donating to the Ride Don't Hide campaign, you are:

- Creating more awareness about mental illness
- Helping break the stigma that surrounds mental illness by acknowledging it openly and treating it like any other illness
- Contributing to youth mental health initiatives

Michael's itinerary	Date
Winnipeg	September 21-22
Regina	September 26
Saskatoon	September 28-29
Edmonton	October 3-4
Calgary	October 6
Vernon	October 13-16
Kelowna	October 18
Victoria	October 28; November 8-10
Nanaimo	October 29-30; November 7
Vancouver	November 12

Contact Denise Dickson, Event Coordinator
ridedonthide@cmha.bc.ca
604-688-3234 or 1-800-555-8222
(toll-free in BC), ext. 230

"Ride Don't Hide is the start of something very important—a social movement for mental illness. With his great heart, we will be able to come out of the shadows and talk about mental illness with the same ease we talk about high blood pressure or diabetes. With every pedal, Michael is pushing the stigma down. Bravo and best wishes."

—Shelagh Rogers, Broadcast Journalist
Transforming Lives Award Recipient 2008
Honourary Patron, CMHA BC

Ride Don't Hide Canadian route

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