

Pathstone Foundation

Supporting Mental Health in Niagara

360 Degrees of Giving

CHOOSE YOUR OWN ADVENTURE



Partnering for Impact - Corporate Giving Toolkit

PATHSTONE HELPS KIDS FEEL BETTER



Welcome

Thank you for your sincere interest in helping Pathstone Foundation. Please know that your corporate support means the world to us.

This "Choose Your Own Adventure" Corporate Giving Toolkit provides you with an overview of the many ways your company can support the foundation that will make a valuable contribution to the vital work we're doing in children's mental health across the Niagara community.

Pathstone Foundation and your corporate family have the potential to form a strong partnership, and together make a significant impact on the lives of thousands of children and youth who struggle with mental health issues in Niagara. Here is how we will do it:

- ✓ Monthly employee giving
- ✓ Employer supported volunteering
- ✓ Corporate giving/matching gifts
- ✓ Sponsorship of a Pathstone Foundation event, program or service
- ✓ Cause-related marketing
- ✓ Third party event held in support of Pathstone Foundation

Thanks to supporters and community-minded businesses like you, we will be able to provide programs and services to close to 7,000 children and youth this year.

THANK YOU for supporting Pathstone Foundation and know we are here for you!

About Us

GROWING UP IN TODAY'S COMPLEX WORLD CAN BE TOUGH. There are many burdens that can weigh on a child's mind. For some, the weight of a mental health issues makes the burden far heavier than it is for others. Mental health issues among young children, pre-teens, and adolescents is widespread and often goes undetected, and ultimately untreated.

WE CAN HELP. The majority of our services are offered FREE of charge to children, youth, and families in Niagara. To access our services call CONTACT NIAGARA at 905-684-3407 for a referral. To talk to someone immediately, call our Crisis Services number at 1-800-263-4944 (24/7).

OUR VISION

Mental wellness for all children, youth and families.

OUR MISSION

We strengthen the quality of life for children, youth and families who are dealing with mental health challenges in Niagara.

OUR CORE VALUES

Respect, Communication, Trust, Commitment to Quality, Integrity, Teamwork, Innovation



Become a Pathstone Partner

Partnering for Impact - Helping to strengthen the quality of life for children, youth and families who are dealing with mental health issues.

Whether it's through cash or in-kind donations, or volunteering, as a corporate sponsor you are a big part of helping us deliver vital programs and services to children, youth and their families in Niagara.

In addition to helping Pathstone Foundation, corporate partnerships can also help your business by:

- ✓ Increasing your brand awareness and loyalty
- ✓ Demonstrating your community involvement
- ✓ Adding value to your company in the eyes of your consumer
- ✓ Boosting employee morale at your workplace

WHY PATHSTONE FOUNDATION?

We know there are many worthwhile charities out there in need of support, so why choose us? Here are just some of the reasons why you should consider supporting our cause:

- Pathstone Mental Health is Niagara's **primary** provider of treatment for children until their 18th birthday
- We provide services to more than **7,000 children and youth** each year
- We offer a broad range of programs and services **at no cost**, which are delivered by highly qualified professionals, to strengthen children and families
- Our treatment methods are evidence based with a **deep respect** for the children, youth and families who seek our support and expertise



Ways You Can Partner

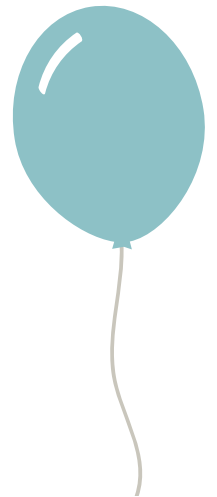
PAYROLL DEDUCTION / EMPLOYEE GIVING

Engage employees with a monthly giving program

- This program gives your company an opportunity to build employee engagement while having a direct impact on children and youth living in your community
- We know that companies offering their workforce a focused charitable opportunity generally experience a significant rise in the level of employee engagement
- Your full- and part-time employees can become monthly donors to Pathstone Foundation
- For gifts as modest as \$10 per month, your employees can make a measurable difference in the lives of children and youth struggling with mental health issues

What we can do for you...

- Campaign Kick-Off / BBQ
- Lunch & Learn seminar
- Guest speaker to speak to staff about healthy mental strategies
- Webinar access for employees on work-related wellness
- Tour of Pathstone Foundation
- Wrap-up Party at end of the year



EMPLOYER SUPPORTED VOLUNTEERING

Supporting your employees through volunteering can benefit your company by:

- Strengthening your community profile
- Creating an emotional connection with your employees
- Promoting team building
- Boosting employee morale
- Renewing your employees' sense of social commitment and increasing their job satisfaction by helping us fulfill our mission



CORPORATE GIVING / MATCHING GIFTS

Support your employee's charitable giving

A matching gift is a donation made by an employer that matches the amount of an employee's gift. Depending on the matching strategy a company has in place, it may match an employee's gift dollar-for-dollar or in multiples, resulting in a much larger more impactful gift. Employers may offer a donation program that will match any donation you make 1:1 or even 2:1...

"Donate today and we'll match your gift - \$1.00 donation becomes \$2.00!"

Corporate matching demonstrates to your employees that you support their charitable giving and want to boost the community you live in.



SPONSORSHIP OF EVENT, PROGRAM OR SERVICE

Support your community through cash and/or gift-in-kind sponsorship

Sponsoring a Pathstone Foundation event, program or service can boost your profile in the community. Whether you choose to support a Pathstone initiative or host your own in support of one, you and your company, employees, friends and family can stand proud that your organization is supporting Niagara's primary provider of treatment for children and youth with mental illness.

We have event sponsorship opportunities available as well as cutting edge programs and services in need of funding and support.

Some examples of things you can sponsor;

- ✓ **Snacks for the crisis clinic**
- ✓ **T-shirts or other "swag" for an event**
- ✓ **Materials for Welcome Kits at Rotary House - a 9 bed co-ed residential treatment program serving youth aged 12-18**
- ✓ **Cash \$\$ donation to offset costs of a special event**

Please contact us to learn more and to discuss ways we might customize your experience.



CAUSE-RELATED MARKETING

Bringing together for-profit businesses and non-profit organizations

Cause-related marketing brings together a for-profit business and a non-profit organization for their mutual benefit. One example of cause-related marketing is a transactional gift program, where shoppers are asked to add a donation onto their purchases at check out. A current example of our cause marketing partnership;

"Merriam Music Oakville, will donate a portion from the sales of select new pianos with proceeds donated to Pathstone Foundation"

Programs like these raise your public profile while raising important funds for Pathstone Foundation. They can increase customer loyalty by demonstrating your commitment to the community you work and live in.



THIRD PARTY FUNDRAISING

Host your own event for a great cause

Third party fundraising is an event organized and promoted by an individual, group or company. Your company acts independently, but with Pathstone Foundation's knowledge and in certain cases; approval and direct support.

Third party events are an essential resource for helping raise funds and awareness that helps us carry out our work in the community.

Some popular examples of third party fundraising events;

**Golf Tournament / Bake Sale / Car Wash / Dress Down Day / Comedy Night
Grand Opening / Auction / Garage Sale / 50-50 Raffle / Walk, Run or Bike**

Check out and/or download our **Third Party Fundraising Toolkit** on our website at www.pathstonementalhealth.ca



Corporate Event Application

For more information and/or to submit your application,
please contact Michelle Begin, Director of Community Engagement at 905-688-6850 ext. 198
or email at mbegin@pathstone.ca

Date:.....
Organizer's Name:.....
Company/Organization Name (if applicable):.....
Address:.....
City:.....Postal Code:.....
Main Phone:.....Cell Phone:.....
Email:.....

Fundraiser Information

Name of fundraiser:.....
Type of fundraiser:.....
Date(s):..... Time:.....
Description of fundraiser (please be specific):.....
.....
.....
.....

Location:.....

Has this fundraiser taken place before? Yes No

If yes, when and who was the beneficiary?.....

Does your fundraiser require permitting and/or a license? Yes No

*Please note: As with any fundraising event or proposed raffle, please adhere to federal, provincial and local laws regarding gaming permits.

Budget/Fundraising

Will Pathstone Foundation be the sole beneficiary of this event? Yes No

(If no, please list other beneficiaries):.....

Approximate number of people expected to participate:.....

Fundraising Goal to be donated to Pathstone Foundation \$.....

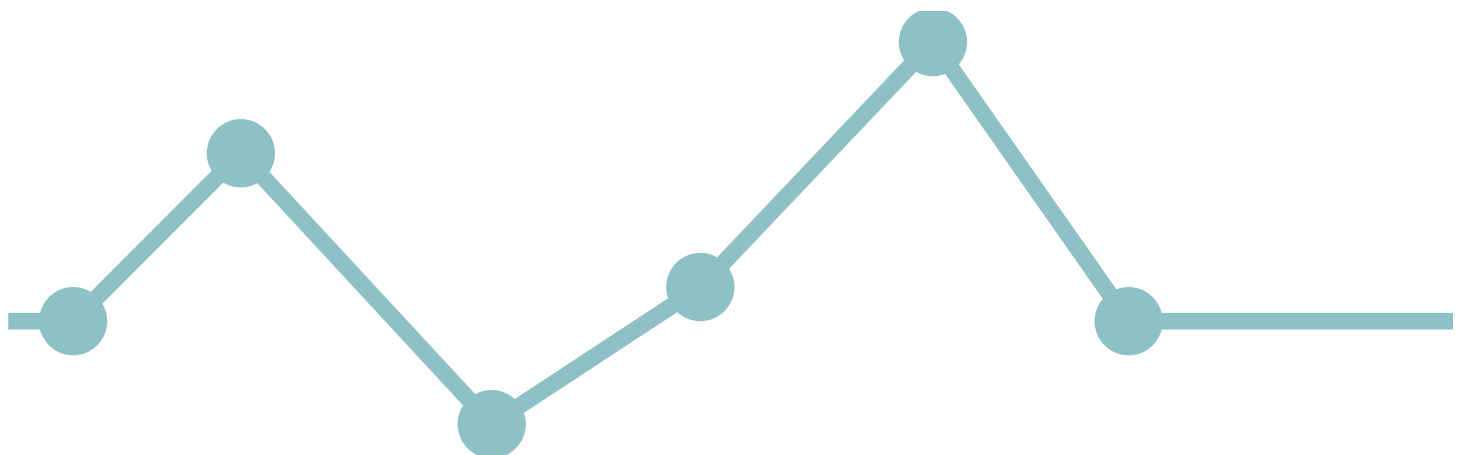
Where will your fundraising revenue come from? (entrance fee, ticket cost, etc.).....
.....
.....

Our Service Statistics

April 2016 to March 2017

- ✓ 6,250 individual children and youth were helped
- ✓ 41,166 total hours direct service for children, youth and families

Number of children helped by each treatment or service	#
Access & Intake	4323
Counselling & Therapy	3042
Brief Services	456
Crisis Line	1694
Crisis Bed (82 Crisis Bed Nights)	17
Day Treatment	121
In-Home Support	276
Rotary House	35
Special Consultation / Assessment	703
Youth Justice	203
SVEN (Supervised Visitation & Exchange Niagara)	960
NRPA (Niagara Preschool Resource Service) & KFM (Kids & Family Matter)	286
BITE (Brief Intervention Treatment and Evaluation)	290
MITT (Mobile Intensive Treatment)	46
Discharge from one program or from multiple programs	1509



What Our Clients are Saying...

Balanced Scorecard Agency Wide

Period end date: March 31, 2017 Quarter: 4

CUSTOMER SERVICE AND QUALITY

	TARGET	SCORE
Met treatment and intervention goals	25	25
Satisfied with service experience	25	25
Outcomes: quantitative	25	24
Group and workshop satisfaction	25	23
TOTAL CUSTOMER SERVICE AND QUALITY	100%	96%

OPERATIONAL EFFECTIVENESS

	TARGET	SCORE
Provided EBP or EIP Treatment	20	20
Met intake standards	20	20
Met transitioning standards	20	19
Risk and client well-being issues	20	20
Program and intervention fidelity	20	19
TOTAL CUSTOMER SERVICE AND QUALITY	100%	98%



Contact Us

For more information or if you would like to speak in more detail about how you and your business can become a Pathstone Partner, please contact;

Michelle Begin

Community Fundraising and Engagement Coordinator

905-688-6850 ext. 198

mbegin@pathstone.ca

On behalf of our clients and their families and the staff at Pathstone Mental Health and Pathstone Foundation, THANK YOU!

We couldn't do what we do without community-minded businesses like YOU.

thank you

