

PARTNERING FOR **IMPACT**

CHOOSE YOUR ADVENTURE

CORPORATE GIVING TOOLKIT

Pathstone 
Mental Health



Welcome

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

This 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 Mental Health 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 are some ways we can partner together:

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

Thanks to supporters and community-minded businesses like you, we will be able to provide programs and services to close to 12,000 children and youth this year.

THANK YOU for supporting Pathstone Mental Health!



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. Pathstone is here for Niagara, supporting children and youth struggling with their mental health. Most of our services are provided at no cost for youth and families of Niagara. For seamless access to mental health care and support, Niagara can connect with Pathstone directly at 905-688-6850 ext.8. Remember, Niagara is not alone – reach out, and let's face these challenges together.

OUR VISION

Mental wellness for all children, youth and families.

OUR MISSION

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

OUR CORE VALUES

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



Become a Hero

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, in-kind donations, volunteering or becoming a corporate partner, 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 Mental Health, 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 MENTAL HEALTH?

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 mental health treatment for children until their 18th birthday
- We provide services to more than **12,000 children and youth** each year
- We offer a broad range of programs and services **at no cost**, which are delivered by highly qualified professionals
- Our treatment methods are evidence based with a **deep respect** for the children, youth and families who seek our support and expertise

Ways to Partner

PAYROLL DEDUCTION / EMPLOYEE GIVING

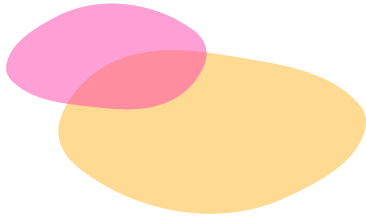
Engage employees with a monthly giving program

- 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 Mental Health
- For gifts as little 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 present to staff about healthy mental strategies
- Webinar access for employees on work-related wellness
- Tour of Pathstone Mental Health site(s)





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 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.

CAUSE-RELATED MARKETING

Bringing together for-profit businesses and Pathstone Mental Health

Cause-related marketing brings together a for-profit business and Pathstone Mental Health 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;

"McDonald's will donate a \$1.00 from every Chicken McNugget Snack Pack in November to Pathstone Mental Health"

Programs like these raise your public profile while raising important funds for Pathstone Mental Health. 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 Pathstone Mental Health

Third party fundraising is an event organized and promoted by an individual, group or company. Your company acts independently, but with Pathstone 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.

Check out our **Third Party Fundraising Toolkit** on our website at <https://www.pathstonefoundation.ca>



Opportunities

SPONSORSHIP OF EVENT, PROGRAM OR SERVICE

Support Pathstone Mental Health through cash and/or gift-in-kind sponsorship

Sponsoring a Pathstone Mental Health 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 Pathstone, 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 health challenges.

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 support are outlined in the following pages;



Programming

1

COUNSELLING SERVICES

At Pathstone, we offer a range of dedicated services tailored to children, youth, and families in the Niagara Region. Our services are designed to address the unique needs of the youth and families, ensuring a compassionate and accessible approach to mental health support.

2

FAMILY SUPPORT FUND

Our Family Support Fund was been created due to the ever-changing needs of the families that we partner with at Pathstone Mental Health. This fund, provides small grants to families in need of immediate financial support to get them through a tough time so that they can focus on what matters most, their child's mental health.

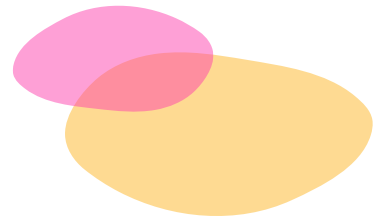
3

STEPPING STONES

This program was designed to ensure our therapists can give the best quality care to the children and youth at Pathstone. Every child is different, which means every approach to caring for them is different. By supporting this program, you help provide our therapists access to a multitude of therapy tools such as art supplies, books, puzzles, board and card games, journals, worry worms, comfort bears and so much more.



Programming *continued...*



4

PEER MENTOR PROGRAM

Our peer mentors develop a genuine relationship to act as a positive role model and help a child with life skills, building their self-esteem and confidence. By supporting this program, you help to provide our mentors and their mentees with access to activities that they can do together, such as going to the movies, grabbing some ice cream or even something as simple as taking the bus together to go to the mall.

5

PET PALS OF PATHSTONE

Pathstone is honoured to be the home to a facility support dog, a gecko and two hamsters. Although different in size, all these creatures bring comfort, help reduce stress and anxiety in our children and youth and they do it in their own special way. By supporting this program, you help ensure that these pets are kept healthy, fed and ready to help Pathstone kids each and every day.

6

CREATIVE COURAGE


This program was developed to ensure that the children and youth of Pathstone have access to a plethora of art supplies that allow them the opportunity to express their thoughts, fears, dreams, and hopes for a brighter future.

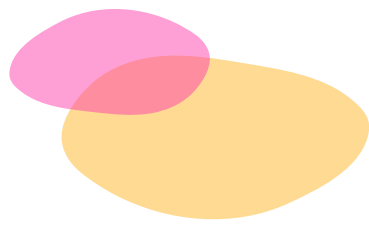
Please contact us to learn more about these programs and to discuss ways we might customize your experience.



Guidelines

SOME FUNDRAISING GUIDELINES

1. Pathstone Mental Health encourages fundraising events that are aligned with our mission of helping children, youth and their families struggling with mental health in Niagara. Pathstone reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation that it deems inappropriate.
 2. Any organization/group wishing to use Pathstone Mental Health name or logo on any materials, including advertising, must receive prior approval from Pathstone.
 3. To generate awareness and support for our cause, we ask that promotional materials indicate that the event is "in support" of Pathstone Mental Health.
 4. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
 5. The community partner is responsible for meeting all municipal, provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Pathstone Mental Health must not be party to any liability coverage without prior knowledge and/or approval.
- 



6. The community partner will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to Pathstone. Campaign expenses should be deducted before sending proceeds to Pathstone. Pathstone Mental Health shall incur no costs unless otherwise agreed to prior to the event or promotion.
7. The community partner agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to Pathstone Mental Health **within 30 days of the event** or as agreed to with the Foundation Office, unless otherwise agreed.
8. When tax receipts are requested, the community partner is responsible for collecting names, addresses and contact information of donors, and required to send the appropriate materials to Pathstone Mental Health within 30 days. Pathstone Mental Health issues official charitable income tax receipts in accordance with Canada Revenue Agency guidelines.
9. Involvement of Pathstone Mental Health staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
10. The community partner agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The community partner agrees to accept responsibility for damage or loss of materials borrowed from Pathstone Mental Health.

11. Cheque's should be made payable to:

PATHSTONE FOUNDATION
1338 Fourth Avenue,
St. Catharines, ON
L2S 0G1






Promotions

You are more than welcome to get creative and craft your own marketing materials!

Upon approval of your application, Pathstone will provide you with a special **Community Partner logo** to use in your promotions.

WAYS PATHSTONE WILL SUPPORT YOUR EVENT

Depending on the type of event, duration, anticipated reach and fundraising goal, Pathstone Mental Health may help promote your event in one or all of the following ways:

- Share your promotional graphic across Pathstone's social media channels (Facebook and Instagram)
 - Include your event on our Community Events tab located on the Pathstone Foundation website
<https://www.pathstonefoundation.ca/communityevents/>
 - Share your campaign internally with staff, volunteers and Board of Directors
 - Add your campaign graphic to our in-house digital monitors located in the lobby / waiting area located at our sites across Niagara.
 - Be sure to tag us and we will be happy to repost your event's social content on our platforms
- 

COMMUNITY PARTNER APPLICATION FORM

Event Name: _____

Date: _____ Time: _____

Location: _____

Contact Name: _____ Contact Phone: _____

Address: _____ Postal Code: _____

Email: _____

Type of fundraiser: _____

Fundraising Goal \$: _____ Expected # Guests: _____

Description of fundraiser:

Will Pathstone Mental Health be the sole beneficiary of this event? ☐ Yes ☐ No

If NO, please list other beneficiarie(s): _____

How will the proceeds be split? _____

Where will revenue come from? (entrance fee, ticket cost, donations, etc.):

ACKNOWLEDGMENTS

I acknowledge that Pathstone Mental Health reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the Pathstone's Third Party Event Toolkit and will adhere to all of Guidelines (pages 6-7).

Applicant Signature _____ Date: _____

*Return form to mbegin@pathstone.ca



Financial Form

CONGRATULATIONS ON YOUR COMPLETING YOUR FUNDRAISER!

On behalf of Pathstone Mental Health, we thank you so much for your time, efforts and support. With your dedication and hard work, we are able to provide essential programs and services to kids struggling with mental health in Niagara.

Type of Donation	Amount	Number of Donors
Total Donations (cash or cheque)	\$	
Total value of sponsorships, small donations, ticket sales, etc.	\$	
Grand Total	\$	

*This form, pledge sheets and all monies must be **submitted within 30 days after your event.**

*If you have any questions, please email:

Michelle Begin at mbegin@pathstone.ca

Signature of Fundraiser: _____ Date: _____



Contact Us

If you would like to chat about how you can be a Community Partner and support Pathstone Mental Health, please contact;

Lorraine Snihur
Director, Foundation & Communication
905-688-6850 ext. 102
lsnihur@pathstone.ca

Michelle Begin
Manager, Marketing & Community Development
905-688-6850 ext. 198
mbegin@pathstone.ca

Charitable Registration: #8701080644 RR0001

For more ways to support Pathstone Mental Health and our signature events, please visit our website at <https://www.pathstonefoundation.ca> or follow us on social media

@pathstonemh



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

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

