

media for Young minds

Supporting Child and Youth Mental Health



Young minds are at risk...

- Suicide is the leading cause of non-accidental death for youth aged 10 – 19
- 1,700 youth came to area emergency departments in mental health crisis in 2014
- 10% of youth have contemplated suicide
- 1 in 5 youth will experience a mental health challenge
- But only 1 in 5 of these youth are receiving the help they need

The need is now:

The objective of **media for Young minds** is to raise awareness and funds toward a new inpatient unit for children and youth in Simcoe Muskoka who currently can't get the comprehensive care they need in this region.

We want to be a part of the solution:

As a media company, we report on the impact of the gap in mental health services for young people in our communities. We want to dig deeper and go beyond reporting and become a part of the solution. Informative articles will explain this growing problem, increase awareness, address solutions and work to remove the stigma of mental illness. These families are our readers and your customers.

We need your help:

Metroland Media (Barrie Advance) is partnering with RVH to launch **media for Young minds** in the month of June. We are asking community-minded businesses to promote your own product or service with a portion of sales supporting this vital cause.



media for Young minds

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Our Goal:

Together with our community partners our goal is to raise \$50,000 through your June promotions and our online auction.

We need your support to make this happen!

How You Can Help

- Pick a product or item you would like to promote
- Pick a \$ or % to donate per sale or service
- Set your own total \$ goal

Feel free to talk over ideas with your Metroland Media sales team or RVH Foundation staff.

How We Will Help:

In addition to this promotion, throughout the year, the Barrie Advance will raise awareness with local mental health stories, celebrate fundraising milestones, and keep **media for Young minds** front and centre. We will run pre-promotional ads announcing all businesses supporting the cause. We will host a post campaign celebration at RVH in July with individual cheque presentation photos of all our supporters. We will run a post promotional ad in the Barrie Advance showing all the results.

Let's Get Started:

It's easy to help. Whether it's a cupcake sale, an oil change or a portion of the profits, every dollar counts.

Simply fill in the attached PDF with your promotional details and we will send you a printed and electronic version of your poster to let your customers know about your efforts.

Another way to help:

Gift certificates and products will be auctioned to help us reach our goal. Simply complete the auction form with the item(s) you can donate, and the highest bidder will redeem directly with you. Your participation will be recognized in the print and online promotion, as well as your website linked directly through the item page hosted on www.bidsavelocal.com