

# Own it



## Fundraise for **camh**

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## DIY: Own it Fundraising Guide

### **Welcome. This is your moment to own it.**

You have a reason to care about mental health. Your story. Your lived experience. Someone you love. Your desire to make a difference.

This guide helps you own that reason and make it your own. Start a fundraiser for CAMH that reflects who you are and what matters to you.

- Your event. Your style. Your timeline.
- Own your reason why. Make it your own.
- Each dollar raised supports mental health care at CAMH

People are owning their moment for mental health.  
You're one of them.

# Event Planning Checklist

Getting started is the first step toward better mental health care for everyone.

## 1. Start With Your Idea

- Choose an activity that fits your life
- Keep your reason why front and centre
- Decide who you want with you

## 2. Set The Basics

- Pick a date or time frame
- Decide how and where it will happen
- Choose whether you'll do this solo or with a team

## 3. Get It Ready

- Create your fundraising page
- Add a photo and your reason why
- Set a goal that feels right to you

# Share Your Reason

Sharing is how your reason reaches others. Keep it clear and focused so people know how to support you. CAMH is here to help at every step.

## Own Your Reason

Say why mental health matters to you and who you're showing up for. When your reason is clear, people understand why your fundraiser matters.

## Share It Where People Already Hear You

Post on social. Send a text. Share by email. Talk about it at work, at school or in your community. Always include your fundraising page link.

## Keep Sharing As You Go

Share when you launch. Share progress and milestones. Say thank you when someone donates and it feels right. Each share invites one more person in.

# Fundraising Tips

Fundraising works because individual actions add up. Every donation, every dollar and every share helps build momentum.

## Start With One Ask

Begin with people closest to you. Friends, family, teammates and coworkers often give first. Consider making the first donation yourself to set the tone.

## Let Donations Build

One gift becomes another. Small amounts add up quickly when people give what they can.

## Build Momentum Together

Each donation makes the next one easier. Each share reaches someone new. Fundraising works when people act together.

Every dollar raised supports better mental health care at CAMH.

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**Thank You. You're Owning It!**

You're taking your reason to care about mental health and putting it into action. Your fundraiser helps improve mental health care for people at CAMH and beyond—and it shows others what it looks like to step up.

Thank you for believing in your reason. Thank you for making it your own. Thank you for taking action and turning it into impact.

**Own it**