

The background of the entire page is a vibrant, abstract painting with thick brushstrokes in various colors including red, green, blue, yellow, and white. The colors are blended and layered, creating a sense of movement and depth. A white rectangular box is centered on the page, containing the text.

Mental & Health Foundation

of Nova Scotia

Partner & Give & Share

JOIN OUR COMMUNITY OF SUPPORT

Together, we are *changing the way people think* about mental illness.

Mental Illness Does not Discriminate



200,000

Mental illness affects
ONE IN FIVE
people each year

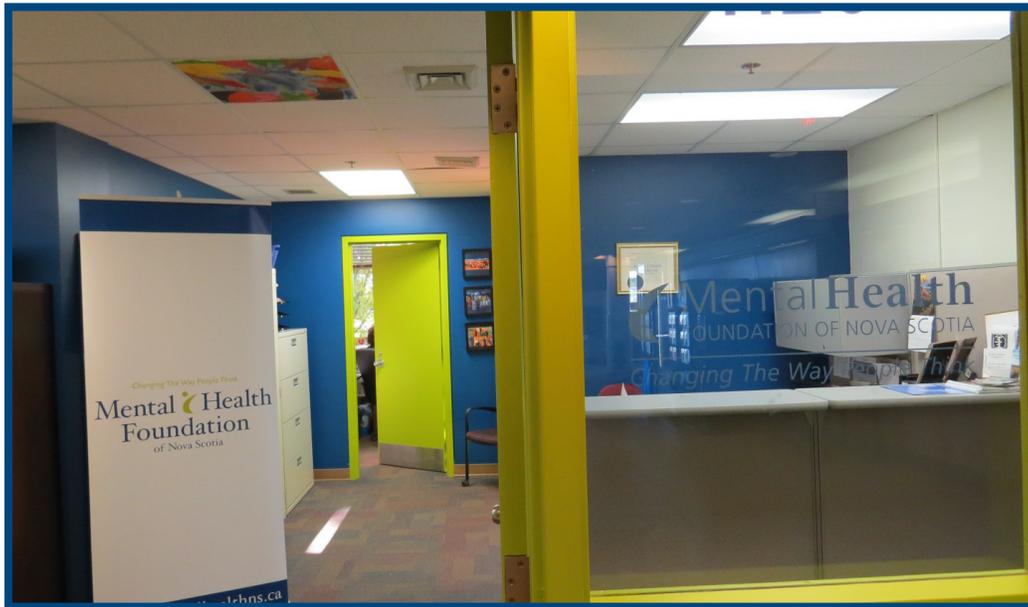
That's almost
200,000
Nova Scotians

AND INCLUDES THE FOLLOWING:

- ADHD
- Alcohol and Substance Abuse
- Alzheimer's Disease
- Anxiety
- Autism
- Bipolar Disorder
- Dementia
- Depression
- Eating Disorders
- Obsessive Compulsive Disorder
- Panic Disorder
- Personality Disorders
- Schizophrenia
- Post Traumatic Stress Disorder

Mental & Health Foundation

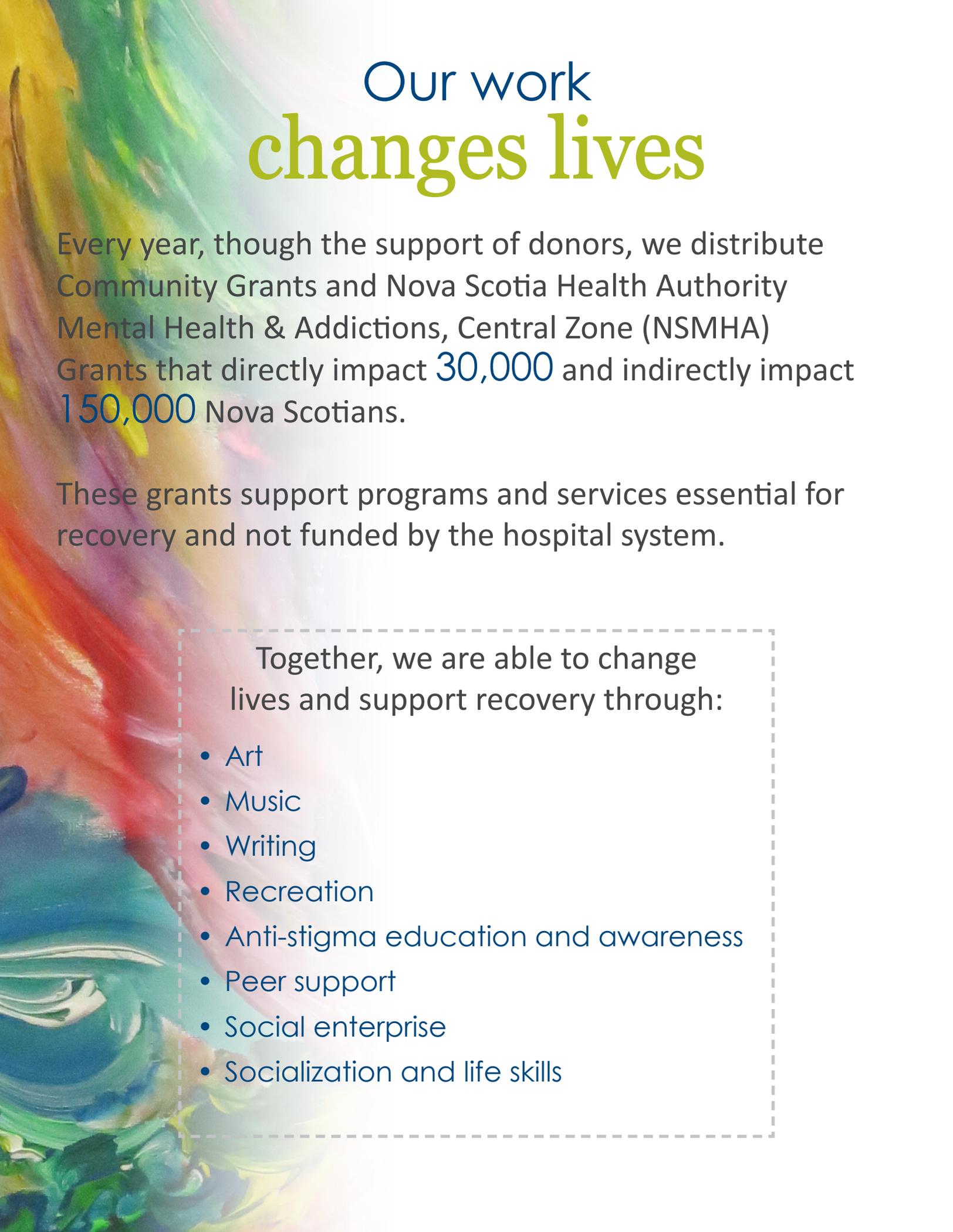
of Nova Scotia



The Mental Health Foundation of Nova Scotia (MHFNS) is a non-profit organization established in 1987. We exist to make a difference in the lives of Nova Scotians by supporting programs and services essential for recovery and not funded by the hospital system. These programs include peer support, wellness navigators, family support, art therapy and music therapy.

Since 2006, we have provided more than \$3 million in funding which impacts an estimated 30,000 individuals directly and 150,000 indirectly through programs and services every year. We respond to the mental health needs of the province by spreading awareness that eradicates stigma in everything we do. We are the only provincial foundation that focuses solely on mental health in Nova Scotia for all ages, cultures, education levels and ethnicity.

Through major fundraising efforts, like *A Different Stage of Mind*, *Let's Keep Talking*, the *Festival of Trees* and with the support of our donors and volunteers, the Mental Health Foundation of Nova Scotia is *Changing the Way People Think* about mental illness.



Our work changes lives

Every year, through the support of donors, we distribute Community Grants and Nova Scotia Health Authority Mental Health & Addictions, Central Zone (NSMHA) Grants that directly impact 30,000 and indirectly impact 150,000 Nova Scotians.

These grants support programs and services essential for recovery and not funded by the hospital system.

Together, we are able to change lives and support recovery through:

- Art
- Music
- Writing
- Recreation
- Anti-stigma education and awareness
- Peer support
- Social enterprise
- Socialization and life skills

Donor Opportunity & recognition

Donors to the Mental Health Foundation of Nova Scotia have the opportunity to make an immediate and impactful change in the lives of Nova Scotians living with mental illness and their loved ones.

Donors are recognized through social media and community reports and connected to programs, services and outcomes which mean the most to them. We value each gift received and work hard to ensure donors receive transparent and effective stewardship.

Unlike many other organizations, gifts to the Foundation can make a change immediately in the lives of those struggling with mental illness. Our evaluations of program success are qualitative and connect directly and personally to supporters who make it possible.

We regularly connect with donors to share stories, challenges and successes. We work as a community to make positive change for mental health in Nova Scotia.



We like to recognize our generous donors in the following ways:

A Foundation Friend gives over \$100 a year

A Foundation Builder gives over \$500 a year

A Foundation Leader gives over \$1,000 a year

A Foundation Champion gives over \$5,000 a year

A Foundation Visionary gives over \$10,000 a year

These gifts help in so many different ways from supplying art supplies for art therapy, drums for music therapy, flowers and soil for an outdoor garden, to building infrastructure and innovative programs all in support of wellness and recovery.

We gladly acknowledge our donors on our website, annual report and through social media. We also encourage donors to attend our annual and special events and further connect with our community of support.

Partner



Children and youth receive help from Kids Help Phone,
made possible by a Community Grant
mentalhealthns.ca/answering-the-call

Partnership & Innovation

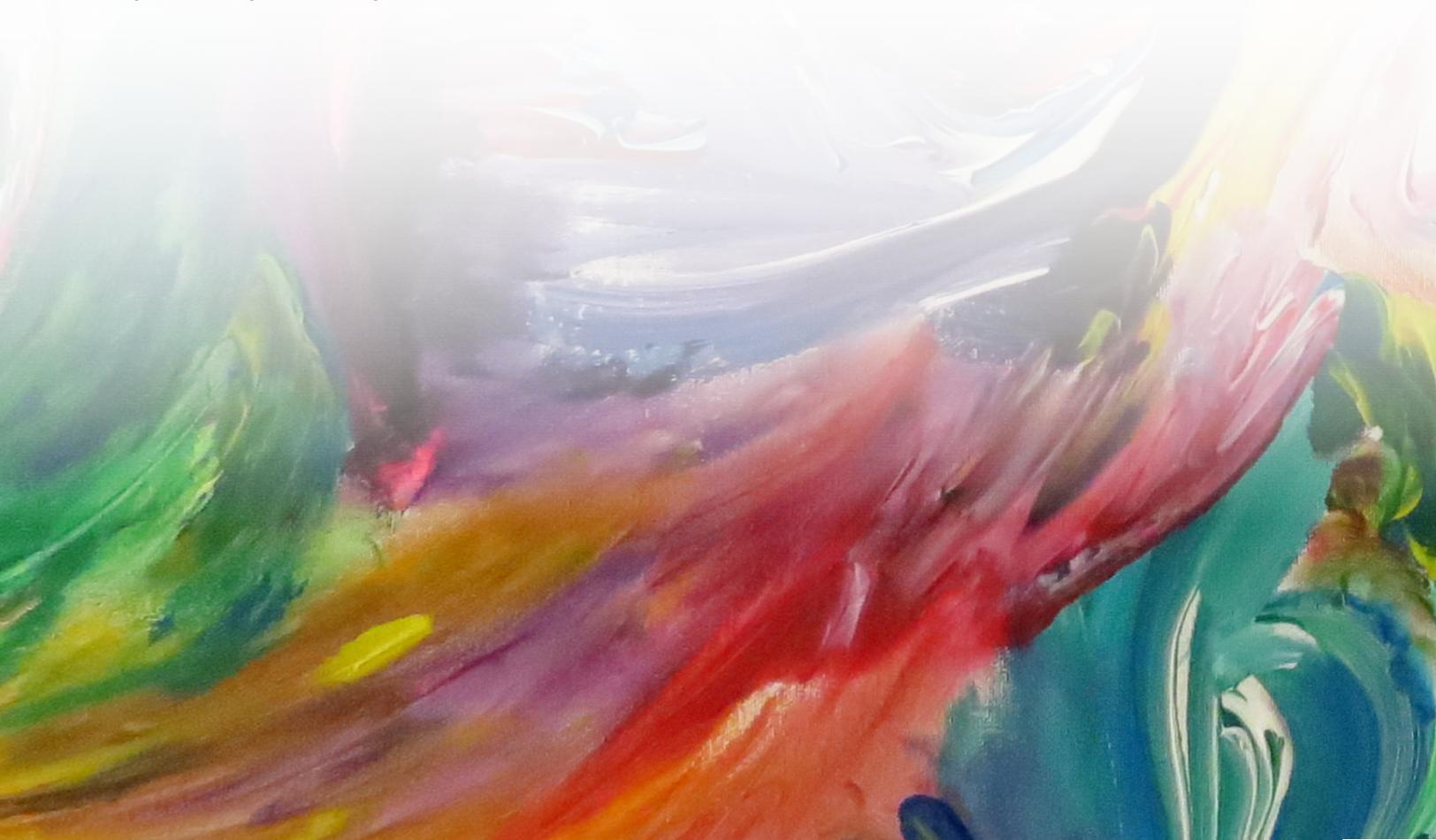
We work with community leaders and businesses to raise money and *change the way people think* about mental illness through support of community and hospital programs and services. The need is outstanding: requests for funding exceeded \$1,000,000 in 2015; this number has doubled since 2014 and continues to rise.

We partner with other organizations with a similar mandate in order to strengthen our impact. For instance we have worked with IWK Foundation, Brigadoon Village, Paws Fur Thought, Schizophrenia Society on a variety of projects including Camp Believe and the PTSD Service Dogs for First-Responders.

See Our Stories: www.mentalhealthns.ca/our-stories

We have partnered this year with TD to create the TD Music Therapy Program, a pilot program that brings music therapy to underserved populations within the Nova Scotia Health Authority including addictions and acute care.

Our major gift program Pathways to Hope was launched in 2011 and supports education and housing, priorities which remain relevant. See: www.mentalhealthns.ca/pathways-to-hope



Named Grants

In order to best meet current demands, we have established the Named Grant. While we do not have rooms or buildings to name, we do have an ongoing need for grant funding. Named Grants provide donors with a naming opportunity, ongoing recognition and a real connection to services and programs which interest them in the community.

Grant Selection

Every quarter, we receive requests for funding. These requests often fall within the following categories: expressive therapy, peer support, youth and senior mental health, recreation therapy and life skills. The Grant Committee is made up of members from our Board of Trustees and interested individuals from the community. All requests are evaluated through a standard criteria measure.

Our grants are distributed up to four times a year to the Nova Scotia Health Authority and community organizations.

Establishing a Named Grant

A Named Grant is given a meaningful title by donors and can be as specific or general as required. Named Grants can fund geographic areas in the province, specific therapies, age groups, populations, etc. The Foundation seeks to customize a Named Grant with the donor for the greatest impact on the mental health community. We work together to develop perimeters and evaluate need.

- A Named Grant can be created for gifts greater than \$1,000
- Beyond standard donor recognition, a Named Grant is announced via press release on social media
- Grant recipients are made aware of grant provider directly
- Grant provider will receive specific updates on grant recipients and successes of their services/ programs
- Named Grant can be established for one year or can be ongoing depending on contribution
- Named Grant can be designated or undesignated for a specific population or program

Recognition & Opportunity

- Every time this grant supports an initiative, provider's name will be acknowledged
- Named Grants are featured in our annual Community Report and website
- Once recipients have been chosen by the Grants Committee (and meet their criteria for funding), grant providers will be notified of programs/ services funded through their gift. They will be able to connect directly with programs/ services funded through grant.

Of Note:

IN 2015-2016, named grants Compass Group Canada Grant and Pictou County Community Grant supported the upgrade of the Veith House kitchen, an art-therapy workshop, psychosocial rehabilitation programming through producing jams, jellies and pickles for sale to the public and development of a resource library focusing on anti-stigma education.

Learn more online:

mentalhealthns.ca/compass-grant | mentalhealthns.ca/pictou-grant

Cause Marketing

Working with Fog Off Clothing Company, the Mental Health Foundation of Nova Scotia has received support from the sale of clothing sold in store, online and at participating Guardian Drug Stores across the province.

We welcome opportunities to work with organizations with a similar mandate. We believe that together, we can change the way people think about mental illness.

Give



Clients and staff on a recreation therapy sea-kayaking outing, made possible by a Nova Scotia Health Authority, Mental Health & Addictions Central Zone Grant mentalhealthns.ca/grants

Giving is a very personal endeavour.

We give in support of causes we believe in. We all want to make positive change in our community and giving is often a way to make an impact. There are many ways to give even beyond financial support.



Open Doors

BECOME A MONTHLY DONOR

Monthly gifts ensure we can meet current demands for support. We celebrate our monthly donors online.

You can see a list here:

A monthly gift can be as low as \$5 and help change a life forever.



Text & Change Lives

DONATE USING YOUR CELL PHONE

A simple HUG donation sent via text is a simple, direct contribution that is as powerful, personal and significant as a real hug. The HUGS campaign launched in 2013, donate \$5 by texting HUGS to 45678. HUGS can be send as single donations or set up as a recurring gift. Our annual HUGS Day (part of Mental Illness Awareness Week first week of October) brings awareness to the convenience of mobile giving.



Remember Someone Special

Make a gift to celebrate a birthday, wedding, anniversary or other special event. Giving online you can also send an e-card to show someone you are thinking of them.

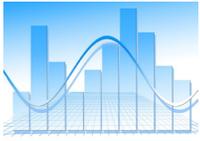


GIVE IN MEMORY

The gift you give in memory of a loved one will live on in service to others. Memorial giving is a very personal and thoughtful way of honouring someone who has passed. Gifts in memory are included in our Annual Report and online in remembrance. The Foundation sends memorial cards to family members upon donor request.

Put Stock in Your Gift

GIFT OF STOCK



Making a gift of stocks or securities to the Foundation provides support to mental health programs and services in Nova Scotia. Canadians can donate their publicly traded securities or mutual funds without incurring the tax. Capital gains on donated shares are not taxed. This may provide a greater benefit to you than donating cash.

Help Us Plan for the Future



Leaving a gift to the Mental Health Foundation of Nova Scotia in your will ensures we can continue to change the way people think about mental illness. Planned giving helps us look to a future where Nova Scotians with mental illness live well.

Play the Host



Third party events are a great way for you to be involved in raising money for the Foundation.

Some Foundation friends enjoy hosting so much they do it every year!

- Scotiabank's Cynthia McGrath has been hosting her Zumbathon event since 2014. See Cynthia's story www.mentalhealthns.ca/cynthias-story
- Pictou County's Shawna Coleman and Lily DeYoung have hosted Models for Mental Health since 2014 and have raised over \$20,000 for their community. They established the Pictou County Community Grant to support local programs and services. See Lily & Shawna's story: www.mentalhealthns.ca/lily-shawna-story

Let Your Staff Decide

PAYROLL DEDUCTION/CASUAL DAYS



Donating to mental health with each pay cheque is an easy and feel good way to give back. Never underestimate the joy of wearing jeans on a Friday, even if it costs you \$2!

Strut Your Stuff



Donate items to our event raffles and auctions and showcase your business and talents.

Raffles and auctions are a significant part of our signature events Festival of Trees (November) and Let's Keep Talking (May).

Items may include gift certificates, tickets to a game or show, clothing, jewellery, artwork, furniture, appliances and décor items.

This is a great way to promote your business and help us *change the way people think!*

Give



CAMDEN'S STORY

"I learned to think before posting things online."

mentalhealthns.ca/camdens-story

JAIME'S STORY

"She has a sense of accomplishment and has considered gardening as a future career."



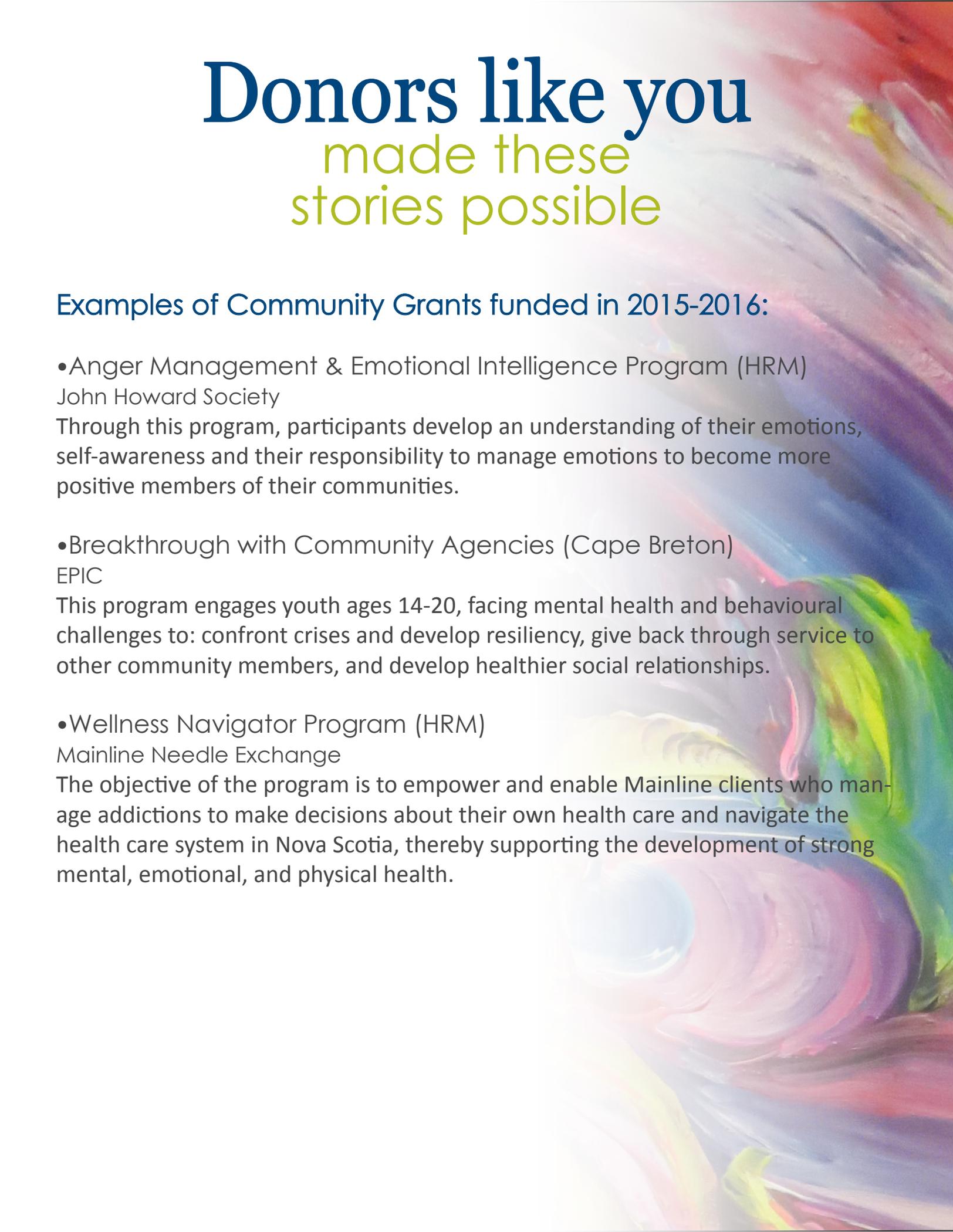
mentalhealthns.ca/jaimes-story



NADINE'S STORY

"I can hardly thank you enough."

mentalhealthns.ca/nadines-story



Donors like you made these stories possible

Examples of Community Grants funded in 2015-2016:

- Anger Management & Emotional Intelligence Program (HRM)
John Howard Society

Through this program, participants develop an understanding of their emotions, self-awareness and their responsibility to manage emotions to become more positive members of their communities.

- Breakthrough with Community Agencies (Cape Breton)
EPIC

This program engages youth ages 14-20, facing mental health and behavioural challenges to: confront crises and develop resiliency, give back through service to other community members, and develop healthier social relationships.

- Wellness Navigator Program (HRM)
Mainline Needle Exchange

The objective of the program is to empower and enable Mainline clients who manage addictions to make decisions about their own health care and navigate the health care system in Nova Scotia, thereby supporting the development of strong mental, emotional, and physical health.

Examples of Nova Scotia Health Authority Mental Health & Addictions, Central Zone Grants funded in 2015-2016:

- Community Connections

West Hants Community Mental Health

Through addressing five main areas including transportation, employment, socialization, education and recreation, individuals will be better able to thrive in their community.

- Learning to Live

Acute Care, Eating Disorders

This program works to help eating disorder patients re-learn how to relate to their bodies in healthy and positive ways by engaging in arts and crafts, community outings, and yoga.

- Family Mental Health Resource

SunLife Financial Chair in Adolescent Mental Health

This program provides evidence-based information and key resources for clinicians to provide to families, which are specifically designed for youth and adolescents living with or affected by mental illness.

- New Directions Youth Group

Connections Dartmouth

New Directions, a youth group for young adults ages 19-35 who are living with mental illness builds relationships, social awareness and peer support with the underlying emphasis on recovery and community integration.

Share



Participants at the 3rd annual Zumbathon® for Mental Health, 2015
mentalhealthns.ca/community-events

We share our stories online, through Lunch & Learns, School Presentations, Conferences, Keynote speeches and in everything we do.

You share your talents by volunteering to help us with awareness and fundraising events and by serving on our Board of Trustees and board committees.

When you share your story and your talents, you help us eradicate the stigma surrounding mental illness.

Share with us

Social Media



Facebook /MentalHealthNS



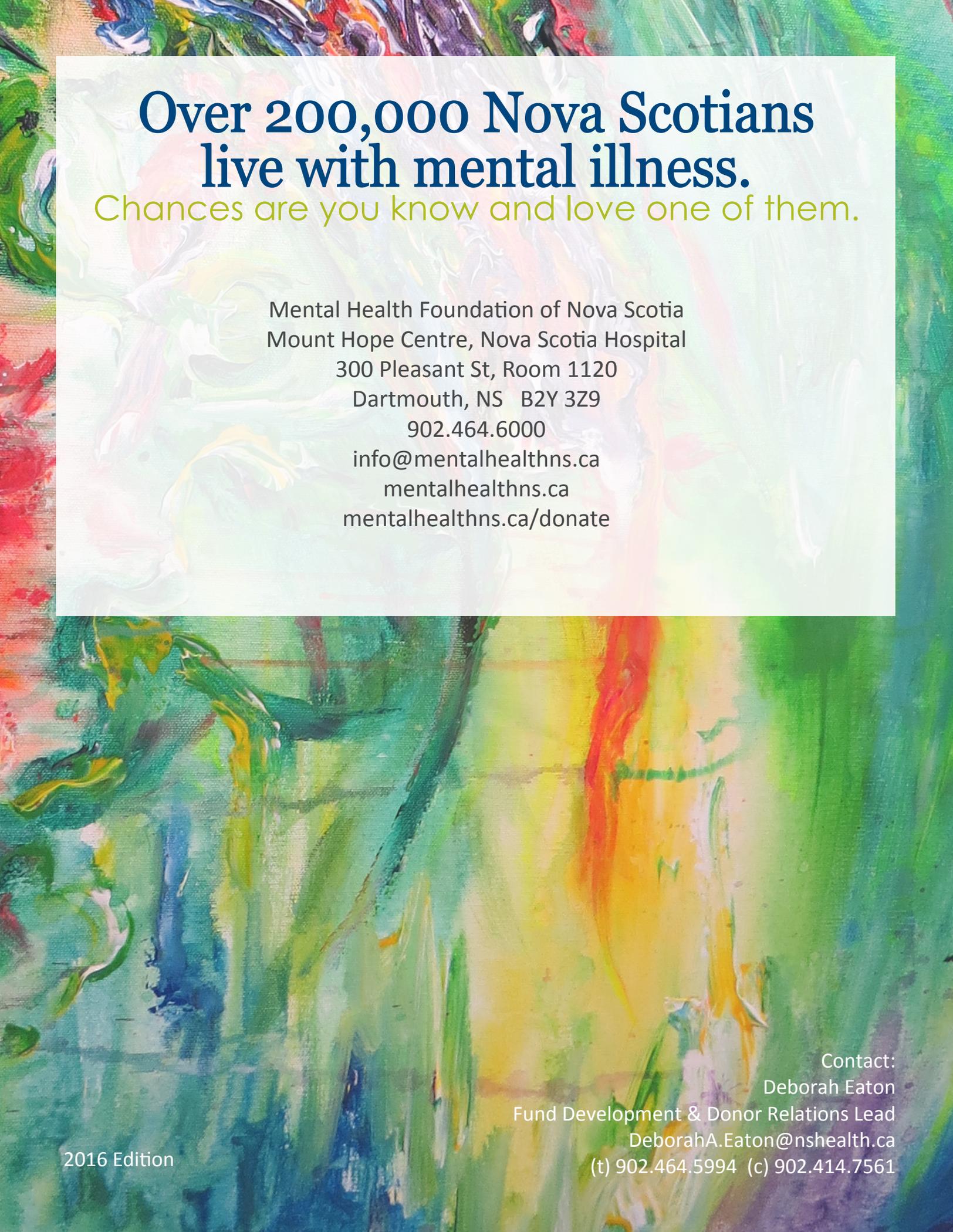
Twitter @MentalHealthNS



YouTube /MentalHealthFdnNS



Instagram @MentalHealthNS



Over 200,000 Nova Scotians live with mental illness.

Chances are you know and love one of them.

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mentalhealthns.ca/donate