



100 years of
community
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communauté

#CMHA100 IDEAS GUIDE

100 years. There are about as many ways to celebrate. Here are just a few ideas to complement your own planning.

There are many different and creative ways to celebrate CMHA 100 in a way that is meaningful to your branch, region or division and the communities you serve.

To assist you with planning an event or activity to mark this occasion we have developed this quick-reference ideas guide that provides tips, tools and ideas—many borrowed with pride from CMHAs from across the country. We hope you find this useful!

WHAT TO DO ON APRIL 26, 2018 – 100 YEARS TO THE DAY!

Host an Afternoon Tea in Mrs. Dunlap's honour

Follow in the footsteps of [CMHA Red Deer](#) and host a tea party in the spirit of the afternoon tea that started all. Held 100 years ago. Mrs. Dunlap's famous tea party drew socialites and major donors to the cause of the mental health movement in Canada. Incidentally, this meeting secured \$20,000 to launch the Canadian National Committee for Mental Hygiene, later renamed the Canadian Mental Health Association, so you might want to plan this as a fundraising event. Or, invite your current donors to honour and recognize them.

Host a CMHA 100 Open House

Host an [open house](#) at your CMHA to celebrate 100 years of CMHA. Invite members of your community, your local media, your own team, your donors and the people you serve.

Tea for Two

Having tea is a simple way to celebrate your connection with someone else. In honour of CMHA100, offer to take someone out for tea to talk mental health: Your mental health or theirs; mental health and where's it been; mental health and where it's going. TIP: avoid caffeinated beverages at least two hours before bedtime.

Branded Baking

Take a page out of one branch's recipe book and, whether you're gathering for a fundraising tea or you're having a bake sale, celebrate 100 years with a CMHA100 branded cake or cupcakes.

Good Old-Fashioned Birthday Bash

Host a 100th birthday party for CMHA. Make your party complete with cake, party favours and decorations. Be sure to invite members, volunteers and donors to celebrate this exciting milestone with your team!

Host a speaker or workshop at your CMHA location

To honour 100 years of Community Mental Health, host an event with a speaker to talk about the origins of your branch, region or division, what community mental health is, or how we envision the future of the mental health system in Canada over the next 100 years.

CMHA100 PROCLAMATION

Follow the lead of [CMHA Nova Scotia](#), and the Government of Nova Scotia and contact your local member of provincial parliament, or your mayor, and request that your province and municipality proclaim the 100th anniversary of CMHA (CMHA100).

CMHA 100 VIDEO

Film a short video to highlight the importance of CMHA in your community. Capture video footage of your community programming. Or interview employees, volunteers and service users at your CMHA and ask them what it means to them to be a part of CMHA. All it takes is a cellphone! Video editing software is available for free online. Check out some of the options here: <https://www.lifewire.com/best-free-video-editing-software-programs-4128924>

CMHA GRATITUDE

Host a Gratitude Event

Think of it: thousands of volunteers every year, for 100 years. CMHA would not be where it is today without our volunteers. Host a Gratitude Event, recognizing your board members and all of your other volunteers!

Thank your Donors

Many CMHA programs and services rely solely on donations. In honour of CMHA's 100th anniversary, send thank-you letters to your donor list for making our work possible since 1918. Without our donors, we would not be able to help the millions of Canadians through CMHA each year.

HONOURING CHANGE

CMHA Changemakers Story

Honour CMHA changemakers throughout the year on your website. This could include a webstory or social media post series highlighting the difference made by volunteers, employees or clients at your CMHA. CMHA National is also collecting community impact stories throughout the year to include for distribution in upcoming toolkits. If you have a great one to share, please send them in via email to mycmhastory@cmha.ca

CMHA 100 Award

Is there someone in your community who should be recognized for their contribution? Why not celebrate their actions by establishing a CMHA 100 Award!

CMHA IN THE REARVIEW MIRROR

The Next 100 Years: CMHA Time Capsule

Put together a time capsule of different materials from present day. This could include business cards, a brochure, or a team photo. Have staff members and volunteers include a letter of what they hope is to come for mental health in the next 100 years. Keep the time capsule in the office with instructions to open it on CMHA's next milestone date.

CMHA Timeline

Put together a historical timeline on your website. Highlight milestones such as the incorporation date of your branch, the launch of a successful program, or conferences and events your CMHA has participated in.

Online Memory Book

Celebrate your CMHA by creating an online memory book! Post a slideshow on your website of your CMHA photos through the years. These photos could include events, memorable individuals at your CMHA, and team photos of employees.

CMHA 100 Exhibit

Follow the lead of some CMHAs who are putting heritage displays out in their lobbies to let visitors know about our exciting milestone. Or, make it even more permanent like the team at CMHA Vancouver-Fraser, who are using the CMHA 100 logo to frost into the glass panels in their office.

CMHA ON PARADE: TAKE YOUR SHOW ON THE ROAD!

Community Exhibits

Are there fairs, exhibitions and conferences in your community this year? Take the show on the road by taking your CMHA 100 display to your community events, or working with community partners like museums, libraries, community foundations or your local municipality to feature some of the important work your organization has done over the years for the community.

CMHA 100 Presentations

Customize the CMHA 100 PowerPoint template in your CMHA 100 Second Wave Toolkit. Add photos and snippets of your own CMHA history, and you've got yourself a CMHA 100 History Presentation. Whether you're presenting to a service club, at a lunch and learn, or at a school assembly, tell the story of CMHA in your community.

WHAT'S SO FUNNY ABOUT MENTAL HEALTH?

A Hilarious and Fun Way To Celebrate CMHA's 100 Anniversary!

What's so **FUNNY** about mental health? As far as Stand Up for Mental Health (SMH) is concerned – everything! Founded by award-winning counsellor and stand-up comic David Granirer who himself suffers from depression, **SMH teaches stand-up comedy to people with mental health issues.** <http://www.standupformentalhealth.com> David was just

recognized as one of the 150 CANADIAN DIFFERENCE MAKERS in mental health and received a Meritorious Service Medal from the Governor General.

David has reached out to CMHA National to let us know he would like to offer his services at a discount to CMHAs across Canada in honour of CMHA 100. He's already got a show booked with [CMHA Kenora](#). He can do a **solo keynote/show or train a group of your people to be comics** and then perform with them is the perfect way to **celebrate CMHA's 100th** while raising awareness and fighting stigma in a fun and hilarious way. If you're interested, please contact David at david@standupformentalhealth.com

The Road to Recovery Tour

Big Daddy Tazz is planning a [100-stop comedy tour to honour 100 years of the Canadian Mental Health Association](#), with proceeds coming back to CMHA. According to Tazz, this milestone marks "100 years of championing for the ones who were, and still are, afraid to champion for themselves. To destroy the misbeliefs that create the danger of stigma. To give a sound voice to those lost within the cracks of society, to bring about change and legislation to help the healing begin."

Through CMHA, its programs and partners, Tazz has been able to go from denying he had a mental illness, to embracing it as part of his creative soul. Being terrified of the stigma that surrounds mental illness prevented him from seeking the help he needed, but when he found CMHA, and the help we provided, he became one of the first outspoken entertainers to help smash the stigma and encourage others to seek help, by leading as an example.

Laughter is one of the greatest healing tools, so what better way for road show champion, Tazz, to give back, to create awareness, raise funds and further destroy stigma, than a cross-Canada tour to educate, enlighten and inspire those living with mental illness to continue their healing, and more importantly, to show others still struggling with their diagnosis, that there is hope and light at the end of the longest tunnels.

The "Road to Recovery" Tour will focus on Big Daddy Tazz' battles with, and triumphs over, his ego, society's ignorance, and paying it forward – and back – to the organization that has helped so many discover something they thought was lost forever... peace.

Big Daddy Tazz will make you laugh until you cry and then laugh some more... With a nation-wide plan to showcase a 100-engagement tour from coast to coast, featuring some special friends along the way, Allan Kehler and Clint Malarchuk, you won't want to miss this special anniversary event!

For more information, please contact Tour Coordinator Sandi Buscarini at (905) 517-6589.

GET ACTIVE, GET CREATIVE

Dress up for CMHA100

Host a dress-up ball, 1920s style.

CMHA 100 Art

Sponsor an art exhibit or school art show, asking “what does mental health mean to you?”

Wellness Day

Celebrate our 100th anniversary with a wellness day! Engage in activities such as yoga, guided meditation and gratitude journaling with your team members in celebration of 100 years.

CMHA—The Next 100 Years

What do you hope to see for mental health in the next 100 years? Get your community involved and have them answer this question! Whether it’s on an interactive poster in your office, in the form of a social media campaign or a series of interviews in a video, let’s start planning for our future.

What’s your story?

Every year, CMHA serves almost 1.4 million Canadians. Think of the last 100 years, and the impact CMHA has had on the people in your community. Now it’s time to take stock. Who are the people CMHA has helped and what are their stories? Share the social post (with the image “Share your CMHA Story”) provided by CMHA National and encourage community members to share their stories. Stories can be submitted to myCMHASTory@cmha.ca.

No matter how you celebrate, don’t forget to share! Take photos and share your activities, ideas and events online using #CMHA100. And submit your events to the [cmha.ca](#) calendar [here](#).