



SOMEONE YOU TALKED TO TODAY IS STRUGGLING.

1 in 5

people in Canada will
experience mental health
challenges and/or struggle with
substance-use in their lifetime.

Annual Giving Opportunities
April 2025 to March 2026

*You have the power to
change someone's life today.*

*Mental health. Dignity.
Self-determination.*

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*All inquiries can be sent to
carmour@upstreamottawa.ca*

www.upstreamottawa.ca

info@upstreamottawa.ca

+1(613) 248-3330

204-100 Craig Henry Dr., Ottawa, ON, K2G 5W3

Charitable Registration #132170085 RR 0001



A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Past, Current & Future Partners,

Mental health and substance-use challenges affect people of all ages, cultures, education and income levels, with individuals and communities that experience systemic inequalities often at greatest risk.



At Upstream, we are deeply committed to changing this reality. We take a holistic, client-centred approach to care, recognizing that long-term recovery is not just about addressing the symptoms of mental illness but also the person as a whole – their mental, physical, emotional, and social well-being. While our work continues to impact many lives, the need in our community continues to grow. We need individual and corporate support to help expand Upstream’s reach, and make accessible mental health care a reality for so many in need.

The wait for intensive mental health support in Ottawa is over two years – far too long for those requiring immediate care. Your donation will help bridge this gap by providing timely, personalized care to individuals struggling with their mental health, and/or substance-use challenges. Every dollar you give strengthens our ability to provide these crucial health services and offer pragmatic solutions to the often underlying issues of poverty, food insecurity and housing instability. Your donations enable us to ensure support is available when it’s needed most.

Together, we can meet the increasing mental health and substance-use health needs of our community. By providing desperately needed supportive services and wrap-around supports, we can keep our youth and adults on the pathway to wellness and independence.

Warmly,

Mr. Bo Turpin, Executive Director

WHY SUPPORT OUR WORK

Since 1985, we have been a leader in providing community supports to youth and adults living with mental health and substance-use health challenges, to lead self-guided and fulfilling lives.

Each year, we serve 150+ clients in Ottawa through our clinical programs and wellness services. Our Intensive Case Management program is designed to reduce acuity and promote independence among individuals aged 16+ living with severe and persistent mental illness. AMANI Mental Health and Substance Use Services for Black Youth (formerly SAPACCY) provides Africentric, youth-focused services for Black youth aged 12-29 and their families/caregivers.



While our clinical programs receive generous funding from the government, our comprehensive wellness services – housing, transportation, clothing, meals, support groups, and outings – rely entirely on the generosity of donors, sponsors and grantors to operate. With the ongoing impacts of the COVID-19 pandemic and increasing costs of living, our wellness services are critical now more than ever and we need your help to meet the needs of our community.

In Q3 of this year, we've served 185 in case management functions between ICM (91) and AMANI (94). That's 185 clients and their families that have been impacted by our work. This doesn't include the 343 'not uniquely identified clients' impacted by our outreach activities that were served through AMANI.



Over the years, we've developed creative fundraising strategies that benefit the wellbeing of our clients, but also positively impact those who support our mission. Partnering with Upstream Ottawa is a great opportunity to build your network, market your brand, and showcase your corporate philanthropy, all while making a meaningful, lasting impact on the lives of our clients and our community.

[READ OUR 2024 ANNUAL REPORT HERE](#)

OUR COMMUNITY'S NEED

Ottawa's community needs more.

CANADIANS ARE REPORTING THE WORST MENTAL HEALTH INDICATORS SINCE THE END OF THE PANDEMIC.

One in five Canadians experience mental health issues yearly and one in seven Canadians have thought about suicide in the past year. Mental health issues and substance use can affect anyone, and can lead to loss of employment, hospitalizations, poverty, incarceration and homelessness. One in four Ottawa residents rate their mental and emotional well-being as only fair or poor.

SYSTEMIC INEQUALITIES INCREASE RISKS AND LIMIT ACCESS

Though youth are among the most likely demographic to be affected by mental illness in Canada – 1.25 million Canadian youth need mental health supports every year – they are among the least likely to access mental health services. This is especially true for Black youth, who often face additional barriers to accessing care.

HOLISTIC AND ACCESSIBLE CARE IS THE PATH FORWARD.

Individuals in Ottawa and across Canada spend years trying to get the fulsome support they need for long-lasting recovery. With the right supports and services, individuals with mental health and substance-use challenges can live with dignity and self-determination.

Sources:

[The Centre for Addiction and Mental Health \(CAMH\).](#)

[Mental Health Research Canada \(MHRC\).](#)

THE IMPACT OF YOUR SUPPORT

Your donations have far-reaching, life-changing and long-lasting impacts on our clients.

SUPPORTING INDIVIDUALS WITH SEVERE AND PERSISTENT MENTAL ILLNESS.

Mental health care should be person-centred, holistic, and empowering. We meet clients where they are in their journey and help them set goals to reconnect with their independence and live a life beyond our services.

CULTURALLY RELEVANT MENTAL HEALTH AND SUBSTANCE-USE SERVICES FOR BLACK YOUTH.

Black youth face unique challenges due to racism and often cannot access the level and quality of care they need. Accessible, culturally safe and trauma-informed support with Black clinicians provides health care from a Black perspective and builds resilience in youth and communities alike.

HOUSING AS A MENTAL HEALTH SUPPORT.

Stable housing is essential for individuals facing mental health and substance-use challenges. Our affordable housing units offer the consistency needed to support long-term independence and physical and mental wellbeing.

CREATING COMMUNITY AND CONNECTION.

Engaging with peers and the community helps individuals with mental health and substance-use challenges combat isolation and improve their quality of life. Client-driven, inclusive activities foster a sense of belonging and confidence that drives recovery.

There's always more to do. We're ready to expand our impact in Ottawa and we need your help to do so.

ANNUAL GIVING OPPORTUNITIES

SPRING

Make strides in the well-being of our clients by joining us for **Ottawa Race Weekend!** Run, walk, fundraise, donate, or sponsor to show your support while benefitting from exclusive Team Upstream perks.



SUMMER

The annual **Upstream Classic Charity Golf Tournament** is our most popular fundraising initiative, raising over \$100,000 for mental health services in the last 3 years. Golfers and volunteers alike enjoy a beautiful day full of prizes, games, food & drink. Plus, there are plenty of opportunities to amplify your brand via sponsorship.

FALL/WINTER

You can foster joy, community and comfort among our clients at a particularly challenging time of year by supporting the **More Than Just a Meal** digital fundraising campaign.



GETTING INVOLVED AS A SPONSOR OR PARTNER

1) SPONSOR

- Choose from the variety of available sponsorship/partnership packages
- Financially support the administration of a program offered through our wellness services
 - Options include: First Connections, Women's Group, Transportation, Client Outings, and Back to School/Work

2) MATCH

- Double your impact by becoming a matching donor for our More Than Just a Meal or Ottawa Race Weekend campaign

3) PARTICIPATE

- Engage in some corporate community building by joining us for Ottawa Race Weekend or the Upstream Classic

4) PROVIDE

- Offer immediate, transformative solutions to timely issues experienced by our clients with in-kind donations
- We're always in need of food items, clothing, bedding and transportation to keep our clients safe, warm and nourished

5) HOST

- Engage your networks in a fundraiser of your own
- Whether it be a corporate campaign, employee gift matching, an office bake sale, or any other initiative of your choosing, we're happy to support you with resources and fundraising tips

SPONSOR/PARTNER BENEFITS

YEAR-ROUND PARTNERSHIP

Interested in sponsoring more than one event/campaign and getting more bang for your buck? We're happy to discuss package pricing and exclusive benefits for year-round partners. Contact Catherine Armour (Development Officer) at carmour@upstreamottawa.ca for details.

EVENT/CAMPAIGN-SPECIFIC SPONSORSHIP

OTTAWA RACE WEEKEND SPONSOR BENEFITS

	Benefits
Gold Sponsor (\$2,500)	<ul style="list-style-type: none">• Logo featured on Team Upstream t-shirts and all promotional materials.• Dedicated social media post highlighting the sponsorship and its impact.• Recognition in email to supporters.• Opportunity to set up a banner at post-race social event
Silver Sponsor (\$1,000)	<ul style="list-style-type: none">• Logo included on select promotional materials• Logo included in a group "Thank You" post on social media• Verbal acknowledgment at post-race event
Bronze Sponsor (\$500)	<ul style="list-style-type: none">• Logo included in a group "Thank You" post on social media
Additional Opportunities: Matching Donor, In-Kind Donation of Prizes/Swag, Host an Internal Fundraiser, Create a Corporate Team, or suggest a personalized package!	

UPSTREAM CLASSIC CHARITY GOLF TOURNAMENT SPONSOR BENEFITS

	Benefits
Platinum Sponsor (\$10,000)	<ul style="list-style-type: none"> • Exclusive Right to Design Alternative Events for Clients or Guests • Two Foursomes of Golfers • ‘Tournament Presented by...’ in all Correspondence and Adverts • Marketing Table at Selected Hole • Promotion on Upstream & Tournament Websites • Opening Remarks & Recognition at Dinner • Logo on Tournament Banner & in Tournament Program • High Quality Sign at Designated Hole
Gold Sponsor (\$6,000)	<ul style="list-style-type: none"> • Exclusive Right to Design Alternative Events for Clients or Guests • One Foursome of Golfers • ‘Tournament Presented by...’ in all Correspondence and Adverts • Marketing Table at Selected Hole • Promotion on Upstream & Tournament Websites • Recognition at Dinner • Logo on Tournament Banner & in Tournament Program • High Quality Sign at Designated Hole
Silver Sponsor (\$3,000)	<ul style="list-style-type: none"> • One Foursome of Golfers • Marketing Table at Selected Hole • Promotion on Upstream & Tournament Websites • Logo on Tournament Banner & in Tournament Program
Lunch Sponsor (\$2,000)	<ul style="list-style-type: none"> • One Twosome of Golfers • Promotion on Upstream & Tournament Websites • Logo on Tournament Banner & in Tournament Program • Marketing Table at Designated Hole & at Dinner/Cocktail Hour

UPSTREAM CLASSIC CHARITY GOLF TOURNAMENT SPONSOR BENEFITS CONTINUED

	Benefits
Bronze Sponsor (\$1,500)	<ul style="list-style-type: none"> • One Twosome of Golfers • Promotion on Upstream & Tournament Websites • Logo on Tournament Banner & in Tournament Program • Marketing Table at Designated Hole
Cart Sponsor (\$1,500)	<ul style="list-style-type: none"> • Exclusive Cart Signage & Marketing • Logo on Tournament Banner & in Tournament Program • High Quality Sign at Designated Hole
Registration Sponsor (\$1,500)	<ul style="list-style-type: none"> • One Twosome of Golfers • Logo on Tournament Banner • Marketing Table at Registration - May provide goodie bag insert & display banner
Friends of Upstream (\$500+)	<ul style="list-style-type: none"> • Tax Receipt • Logo in Tournament Program
Hole Sponsor (\$300)	<ul style="list-style-type: none"> • High Quality Sign at Designated Hole • Option: Purchase a Marketing Table at Designated Hole (extra \$150)
<p>Additional opportunities: In-Kind Donation of Prizes/Auction Items/Golfer Freebies, Hole Activation, suggest a personalized package!</p>	

MORE THAN JUST A MEAL CAMPAIGN SPONSOR BENEFITS

	Benefits
Lead Sponsor (\$2,500)	<ul style="list-style-type: none"> • Cover the cost of 50 clients' attendance • Logo featured on all campaign communications • Exclusive recognition of lead sponsorship via social media & email • Opportunity for a corporate representative to attend and speak at the dinner
Supporting Sponsor (\$1,000)	<ul style="list-style-type: none"> • Cover the cost of 10 clients' attendance • Exclusive recognition of sponsorship via social media • Verbal recognition at the dinner
Community Sponsor (\$500)	<ul style="list-style-type: none"> • Cover the cost of 5 clients' attendance • Recognition of sponsorship via social media
<p>Additional opportunities: Matching Donor, In-Kind Donation of Food/Client Gifts/Services/Space, Host an Internal Fundraiser, or suggest a personalized package!</p>	



GETTING INVOLVED AS AN INDIVIDUAL DONOR

1) DONATE

- **Make a one-time contribution, become a monthly donor, donate in honour or in memory of a loved one, or gift securities easily through our online CanadaHelps page**
- **Alternatively, donate via mailed cheque**
- **Every dollar donated supports us in serving our community!**

2) PARTICIPATE

- **Join us for one of our annual events!**
 - **Run or walk with us at Ottawa Race Weekend**
 - **Tee off for a good cause at the Upstream Classic Charity Golf Tournament**
- **Stay up to date on our events and initiatives by joining our mailing list and following our social media channels**

3) VOLUNTEER

- **Everyone has skills to contribute! Whether it be on a committee (Fundraising, Communications, Event-Specific), at an event, or with programing, we'd love to welcome you to our team**

4) HOST

- **Engage your networks in a fundraiser of your own! Whether it be a corporate campaign, employee gift matching, an office bake sale, or any other initiative of your choosing, we're happy to support you with resources and fundraising tips**

5) SHARE

- **Spread the word! Share our social media posts, campaign information, donation page links, and volunteer opportunities with your networks to help us build our community of supporters for the benefit of our clients**

JOIN OUR TEAM OF DEDICATED PARTNERS

Our diverse team of corporate sponsors and community partners represent a variety of sectors and professions. Whether you're a realtor, community developer, restaurant owner, consultant, craft brewer, banker, artist, or anything in between – you'll fit right in with our existing group of dedicated supporters.



Oegema,
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Celebrating Over 60 Years of Expert Service

FONDATION **FERGUSON FAMILY FOUNDATION**



ARNON
Building Opportunity



CONSTRUCTING WITH INTEGRITY



OPTIMIZE
PHYSIO & SPORT MEDICINE

Kirby & Masson
Insurance Ltd.



...AND MANY MORE!



**THANK
YOU!**

**WE CANNOT WAIT
TO WORK TOGETHER
THIS YEAR.**

*All inquiries can be sent to
carmour@upstreamottawa.ca*