

Bring **MENTAL HEALTH**
into the **OPEN.**

It's not just a bike ride. It's a
movement for mental health!



ride**don't**hide



Canadian Mental
Health Association
Mental health for all



years of
community

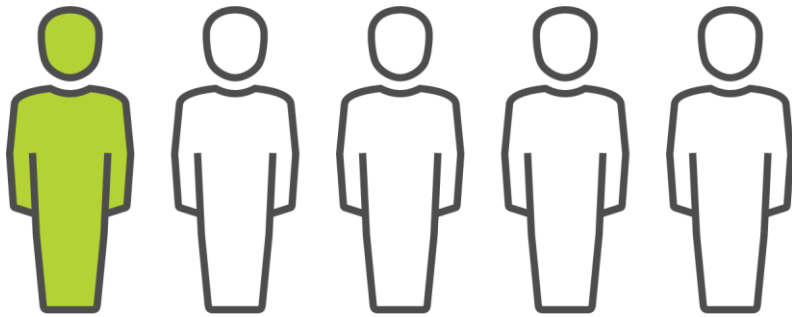
Mental Health in Canada



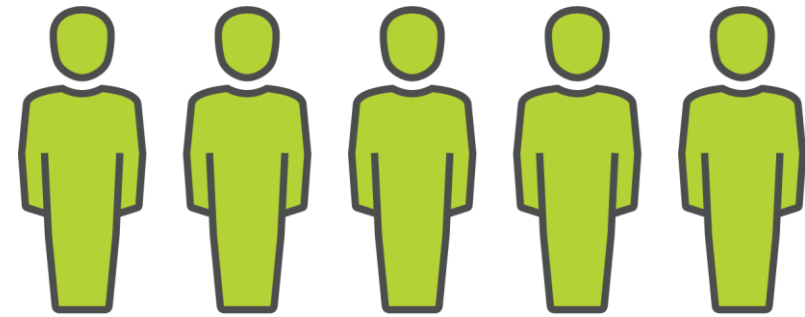
ride don't hide



Canadian Mental
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1 in 5 Canadians have a
mental illness
in any given year.



But 5 in 5 Canadians have
mental health.

We all have mental health, that needs to be
celebrated, protected and promoted.

The Issue



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Before the pandemic, 1.6m Canadians didn't have access to the mental health care they need.

Now, half of all Canadians are experiencing *worse* mental health due to the pandemic.

- Nearly half of Canadians report high levels of anxiety or stress due to the pandemic.
- Women, parents of young kids, people who were already struggling with their mental health are hit even harder.
- There has been a surge in opioid deaths, and suicidality is on the rise.
- According to Dr. Theresa Tam, more people are turning to drugs, alcohol, tobacco and screen time over physical exercise to cope with the stress.



The Solution



ride**don't**hide



Ride Don't Hide is a fundraising bike ride that helps participants take care of their own mental health, while they bring mental health into the open for their communities.

- Ride Don't Hide offers our participants a chance to move their bodies, hone their mental health self care strategies, and connect with community.
- Ride Don't Hide gives thousands of people across Canada the opportunity to connect—to their own mental health, to each other and to their broader communities.
- Ride Don't Hide is a national movement for better mental health, inclusion and acceptance, where everyone is encouraged and supported to speak openly about their own mental health.



The Event



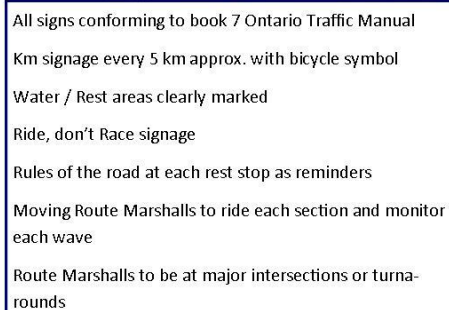
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Ride Don't Hide is more than a fundraiser or a race to the finish; it's a nationwide movement for mental health.

- Ride Don't Hide 2022 will take place on your neighbourhood streets across Canada. No matter where you call home, you can participate where you are.
- Ride Don't Hide 2022 is your ride, your way. Ride outside, ride inside, or ride in spirit to raise funds and show others that #NoOneRidesAlone. However you move – that's your ride, and sharing it with others – that's how you don't hide.
- Your involvement as a Ride Don't Hide sponsor puts you in the middle of this, and offers an opportunity to make a direct and heartfelt connection to your audience.





The Impact



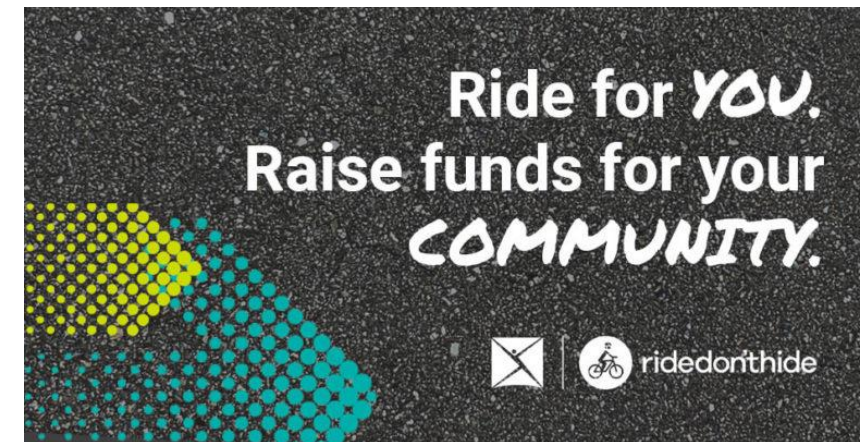
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Engaging 300+ people every year since 2014 and over \$400,000 raised to date!

100% of the fundraising efforts go to support local programs & services including:

- Youth mental health education & programs
- Suicide prevention training
- Domestic violence prevention program
- Social programs; Community Gardens, Social rec, Brunch program



Thank you!



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