

From: Karen Marazzo <kmarazzo@cmhaniagara.ca>

Sent: Wednesday, June 4, 2025 1:27 PM

To: Deb Reid <Deb.Reid@niagarapolice.ca>

Subject: Sponsorship Fulfillment Report

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Dear Deb:

A note of thanks for the Niagara Regional Police Board's generous sponsorship of CMHA Niagara's "Wellness for All" event is on it's way.

In the meantime, if you can kindly share this Sponsorship Fulfillment Report with your board, it would be appreciated.

We hope that Pat, Nyarayi, Mario and Jeff enjoyed the evening and hope they will consider joining us again next year.

With much gratitude and appreciation,
Karen & Wellness for All Committee

Karen Marazzo She/Her
Communications & Revenue Development Coordinator

Canadian Mental Health Association, Niagara Branch 264 Welland Ave, Suite 103
St. Catharines ON L2R 2P8
Tel: 905-641-5222 ext 2644
Fax: 905-684-8314
cmhaniagara.ca





Canadian Mental
Health Association
Niagara
Mental health for all



Wellness
for all

Sponsorship Fulfillment Report

2025



Doane
Grant Thornton



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THANK YOU FOR YOUR SPONSORSHIP

As the region's leading provider of adult mental health and addictions services, **CMHA Niagara**'s purpose is to strengthen mental wellness in the Niagara community.

We can't thank you enough for helping us to propel our mission forward, and for your generous support of our signature fundraising event, Wellness for All 2025.

By all accounts the May 8th event at The Ovation Ball Room was enjoyed by all. The new paddle party fundraising element was a hit, and we successfully raised awareness and funds to help our agency continue to provide timely access to urgent, preventative, and crisis intervention mental health services to those who turn to us for support.



Net Funds Raised (2025): \$20,488

- Sponsorship: **\$16,500**
- Personal Donations: **\$1,875**
- Raffle Ticket Proceeds: **\$1,450**
- Paddle party revenue: **\$6,173**
- T-shirt proceeds : **\$220**
- Registration Proceeds: **\$1,400**

Expenses: Speaker fee, advertising, venue food, gratuity, lottery license fee, purchase of tshirts and new auction paddles, complimentary seats, etc. **\$7,130**

Attendance:

168 audience members registered to attend the event, mainly comprised of men and women from across Niagara region and Southern Ontario.

Thank You Sponsors for your support

Your sponsorship demonstrates a commitment to social responsibility and the mental wellness of our community.

This partnership visibly showcases that you stand behind mental health awareness and support initiatives that create lasting positive change.



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Marketing & Social Media Outreach

<https://www.facebook.com/CMHANIagara>

<https://www.facebook.com/WaWNIagara>

<https://www.instagram.com/cmhaniagara/>

<https://www.linkedin.com/company/cmhaniagara/?originalSubdomain=ca>

<https://twitter.com/cmhaniagara>

<https://bsky.app/profile/cmhaniagara.bsky.social>



Widespread media coverage offered logo exposure across Niagara including:

- CMHA Niagara website as news story and event, as well as all social media channels
- Zeffy Registration site
- Niagara This Week / City Spark/ Standard <https://hub.cityspark.com/event/finished/NiagaraTW?sub=3939339>
- Connecting Niagara: <https://www.connectingniagara.com/>
- 101.1/ 105 The River <https://www.101morefm.ca/events/>
- FACEBOOK Niagara Region Events <https://www.facebook.com/groups/1436098546645656/>
- CITY of ST Catharines User email kmarazzo@cmhaniagara.ca Pw Wellness#14 <https://events.stcatharines.ca/Community/Month>
- OUR TV/ Cogeco https://yourtv.tv/niagara/bulletin-board?event_type=176
- Giant FM <https://www.giantfm.com/community-events-2/>
- City of Thorold User email kmarazzo@cmhaniagara.ca Pw Wellness#14 [Calendar - City of Thorold](#)
- GNCC Calendar <https://gncc.ca/events/calendar/>

Interviews:

- Your TV Cogeco – executive director interviewed by Carrie Zeffiro in April
- 610 Radio – Executive director interviewed by Ruth Unrau in April

Onsite event marketing included:

- Print logo promotion in Wellness for All program
- Verbal recognition at podium
- Sponsorship logos on all table cards



Table 21



Donate



Ovation Ballroom WiFi password:
Ovation1234



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Health Association
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Marketing & Social Media Outreach 2025

DATE:	SOURCE:	INFO:
11-Feb-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Instagram post for 'Wellness for all Fundraiser' featuring a colorful rainbow and text about the event on Thursday, May 8, 2025. The post includes details about ticket prices and the location at the Doane Grant-Thomson Foundation.</p>
5-Feb-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Instagram post for 'Wellness for all Paddle Party Fundraiser' featuring a colorful rainbow and text about the event on Thursday, May 8, 2025. The post includes details about ticket prices and the location at the Doane Grant-Thomson Foundation.</p>
7-Mar-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Instagram post for 'Wellness for all Paddle Party Fundraiser' featuring a colorful rainbow and text about the event on Thursday, May 8, 2025. The post includes details about ticket prices and the location at the Doane Grant-Thomson Foundation.</p>
14-Mar-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Instagram post for 'Wellness for all Fundraiser & Paddle Party' featuring a colorful rainbow and text about the event on Thursday, May 8, 2025. The post includes details about ticket prices and the location at the Doane Grant-Thomson Foundation.</p>

21-Mar-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X		
25-Mar-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X		
30-Mar-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X		
4-Apr-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X		

8-Apr-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	
11-Apr-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	
15-Apr-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	
23-Apr-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	

25-Apr-2025	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Get Your Paddle On! A community fundraiser by @onhangers</p> <p>Wellness for all</p> <p>Event: Wednesday, May 6, 2025 from 5:00 pm - 9 pm Location: Houston, TX 77054 RSVP: 400-400-4000</p> <p>It's a chance to win fabulous prizes! From plushies, snacks, raffle!</p> <p>Keynote Speaker: Julia Childs-Hansen Author of "The Mindful Mother"</p> <p>For information: 905-641-5222 Ext. 2644 www.onhangers.ca</p> <p>onhangers There is still time to get your ticket! Join us for this special wellness event, featuring a keynote speaker, food, prizes, and more! Tickets are \$10. Call today: 905-641-5222 Ext. 2644, or visit our website: www.onhangers.ca</p>
28-Apr-2025	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Wellness for all</p> <p>Wednesday, May 6, 2025 Guests: Julia Childs-Hansen, Keynote Speaker, Julia Childs-Hansen Tickets: \$10</p> <p>Thank You to Our Sponsors</p> <p>Drone Grant Thornton, Deane Grant Thornton Foundation, PenFinancial Credit Union, UNIFOR, VA-BOL, TPN, and others.</p> <p>onhangers Celebrate International Week at our annual fundraiser! We are grateful for the support of our event sponsors who clearly demonstrate their support. #onhangers</p>
29-Apr-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Time is running out... GET YOUR TICKETS TODAY</p> <p>The community is invited to celebrate Wellness for all!</p> <p>Event: Wednesday, May 6, 2025 from 5:00 pm to 9 pm Location: Houston, TX 77054 RSVP: 400-400-4000</p> <p>Keynote Speaker: Julia Childs-Hansen Author: "The Mindful Mother"</p> <p>We believe in the power of community. It's a chance to celebrate wellness, featuring a keynote speaker, food, prizes, and more! Tickets are \$10. Call today: 905-641-5222 Ext. 2644, or visit our website: www.onhangers.ca</p> <p>onhangers Join us for a great night to socialize, with prizes, enjoy delicious food, and strengthen your mental health with insights from our keynote speaker. Ticket... more</p>
1-May-25	INSTAGRAM FACEBOOK LINKEDIN BLUESKY X	 <p>Join us next Thursday, May 8th</p> <p>Celebrate with @onhangers as we celebrate "Wellness" for all!</p> <p>Event: Thursday, May 8, 2025 from 5:00 pm to 9 pm Location: Houston, TX 77054 RSVP: 400-400-4000</p> <p>Keynote Speaker: Julia Childs-Hansen Author: "The Mindful Mother"</p> <p>We believe in the power of community. It's a chance to celebrate wellness, featuring a keynote speaker, food, prizes, and more! Tickets are \$10. Call today: 905-641-5222 Ext. 2644, or visit our website: www.onhangers.ca</p> <p>onhangers Get your tickets today for next week's mental health celebration. Call 905-641-5222 Ext. 2644, scan the QR code, or... more</p>