

# W.H. Croxford High School

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November 30th, 2022

Dear Community Members:

On behalf of our Student Leadership team, we would like to formally request your participation in sponsoring our upcoming event, W.H. Croxford High School's ***Movement for Mental Health (MMH)***, taking place from March 31st-April 1st, 2023.

In any given year, 1 in 5 Canadians experiences a mental illness. In our community of Airdrie, a wide majority of students have felt the effects of mental health even more the last few years, yet there is still a large amount of misinformation and stigma surrounding mental health. We hope to change this!

### **So, what is *Movement for Mental Health*?**

MMH is student-driven fundraiser that our student leadership body created to raise awareness and funds for mental health initiatives that will make a tangible difference for teens in our community. We do this through team commitment of movement for 24 hours. This year marks the 4th annual MMH event and the first since the pandemic started. 2018 saw our first ever event raising \$25,000, with another \$23,000 in 2019. Although 2020 saw the cancelation of our event, we still managed to raise \$5,000!

To make our event as engaging as possible, MMH includes 24 hours full of fitness classes, a dance, games, drumming and more! One person from each student team must be moving at all times for the 24 hours. Exercise and physical activities are often forms of therapy for mental health, and we hope to bring these 2 things together to create change.

All of the money raised for the 24 hour event will go directly to ***The Airdrie Health Foundation***, who will help ensure the money goes to areas where it can really make a difference! We worked with the AHF for several years now and they are incredible ambassadors for change in our community, especially when it comes to mental health. For our last 2 MMH events, they helped allocate our funds to several projects at the Airdrie Mental Health and Addictions Centre, as well as to the creation/renovation of a new mental health screening room at the Airdrie Urgent Care Centre. Although delayed, this screening room aims to provide the privacy, safety and dignity that people need when reaching out for mental health support. This year's funds raised will go to providing tangible resources to Airdrie teens in need, decorating 'Lane's Room' to create a welcoming space for people in crisis when this project comes to fruition, and we will start contributions towards a future project called 'Hallway of Hope.'

### **Why do we need *your* help?**

We are relying on the help of community businesses to make our event successful - that's you! In previous years, we have received sponsorships that have helped with the operating costs of the event, feeding our participants, and more!

**Some potential ways you could sponsor us include:** *providing snacks/drinks to keep students energized for the full 24 hours, gift cards or other prizes that will be given out to students throughout the night, a monetary donation, coupons for your business, fitness instructors to teach classes, or anything else that you may have in mind!* Every little bit helps and we would greatly appreciate your support.

If you choose to be a sponsor, you will be represented and kindly thanked during our gratitude ceremony during the event, mentioned in our signage and advertising, and your logo will be featured on the back of our MMH t-shirts. These t-shirts will be worn by staff, students, and volunteers.

On behalf of all of Croxford Leadership, we would like to thank you for your time and consideration. We look forward to hearing from you! If you would like more information about the event, or would like to offer your support, please reach out to our Leadership teacher, Michelle Thompson, at 403-945-4000, ext. 4871.

Thank you so much for your time and consideration!

Sincerely,

Croxford Student Leadership