



Thank you for your consideration. Please read on to learn more about the Lighthouse Festival - Shining a Light on Wellness, brought to you by the H.O.P.E. Committee, under the umbrella of the Mount Forest Family Health Team. See how you can make a difference in our community!

Who

The H.O.P.E. Committee (Healthy Opportunities Promoting Empowerment - Destigmatizing Mental Health) has been an active advocate for Mental Health supports in Northern Wellington County for over 13 years. Enclosed is an overview of the committee's activities throughout the years.

What

The Lighthouse Festival will offer Wellington North and Minto residents low-to-no-cost wellness activities and events during the weekend long festival.

Where

Multiple locations throughout Wellington North and Minto (businesses, parks, trails, community spaces, etc.).

When

The festival begins with the annual H.O.P.E. Community BBQ on Friday, September 8th at 11:00 a.m. and ends with H.O.P.E Talks on Sunday, September 10th, 2023, with events & activities running at various times throughout the weekend.

Why

Our goal is to provide residents with new experiences and resources while encouraging personal empowerment; showing just how easily one can incorporate and maintain wellness practices in their everyday lives.

How

YOU! This is where you come in. We're looking for event hosts and festival sponsors. Read on to learn more.

SPONSORS

Why be a sponsor?

- Be a Community Leader: Advocate for the increasing mental health needs of our community
- Support your community to address the post pandemic effects on mental health
- Opportunity to support overall wellness for your employees and customers
- Show your commitment to this important and necessary work
- Reap the sponsorship benefits for you and your team

Sponsorship Funds will promote the 3-day festival and assist with the following:

- Hosting a community BBQ - food by donation*
- Assist hosts with marketing their events
- Reduce financial barriers to promote inclusivity for attendees (some events will have a fee)
- Host the H.O.P.E. Talks closing event (Sunday, Sept. 10th)

*Residual funds and donations will assist The H.O.P.E. Committee to carry out mental health initiatives and promote wellness in our community throughout the year.

The enclosed package explains the sponsorship levels and their benefits. These sponsorships will help us achieve our target goal of \$20,000.

DID YOU KNOW?

- *CMHA service volumes pre and post COVID for children and youth are staggering. In counseling and treatment services, CMHA is experiencing a 146% increase in clients in service.*
- *In recent years, requests for mental health support for adults has increased nearly 50 percent, and more than 100 percent for children and youth.*

Reported by CMHA Waterloo Wellington

HOSTS

Any business, community group, restaurant or individual can apply to host an activity/event. Criteria must be met to ensure a safe, inclusive, informative, free or low cost event which takes place within Minto & Wellington North. Events must fall under at least one of our 4 *Pillars of Wellness*:

- **Move the body**
- **Nourish the soul**
- **Express creativity**
- **Teach something new**

Event/Activity Ideas may include (but are not limited to):

- Yoga/Zumba in the park; Wellness walks; Trail hikes; Birding/Dog walks; Tea Party; Karaoke
- DIY trail mix station before a hike; Learn to rollerblade; Bicycle maintenance workshop
- Create & craft (IE: paint in the park, learn to draw, poetry slam, etc.)
- Sunday Sunrise service, Mindfulness moment; Meditation/breathwork class; EFT tapping/Reiki activity, etc.

The opportunities are endless - send us your best ideas! Criteria and host application link below/here.**

DEADLINES

SPONSORS: Thank you for your sponsorship consideration! Please complete and submit the enclosed form/link** by July 30th. Late sponsorships are welcome, though sponsor benefits are not guaranteed after this deadline.

HOSTS: Those wishing to host an event as part of the Lighthouse Festival must complete and submit an application by July 15th. Online applications are available [HERE](#). (link/enclosed?）**

We look forward to community betterment while creating more mental health awareness. Let's shine a light on wellness together and show how small actions can make a big impact.

For more information, please email us at lighthousenorthwell@gmail.com



HOST CRITERIA

Events and Activities must:

Incorporate at least one of our 4 Pillars of Wellness:

- Move the body
- Nourish the soul
- Express creativity
- Teach something new

Be Accessible & Inclusive

- Take place at locations that are easily accessible within Wellington North and Minto
- Consider transportation for attendees - is location easy to access?
- Ensure a safe and inclusive environment for all abilities and skill levels

Promote Wellness Everyday

- Teach skills and create activities that attendees can continue to use in their every day lives

Be Free or Low Cost

- Free events and activities are encouraged
- \$10 or less per person is recommended for events that require a fee to cover costs and supplies
- A limited number of subsidized tickets per event will be available to ensure everyone has an equal opportunity to attend

Provide proof of Liability Insurance

- Add The H.O.P.E. Committee and The Mount Forest Family Health Team as an additional insured endorsement