



# DEFEAT DEPRESSION VIRTUAL TOOLKIT

*Together We Can Make A Difference*



**Mood Disorders Society of Canada**  
Société pour **les troubles de l'humeur** du Canada





# A Message from the MDSC Team

Across Canada, individuals, workplaces, community organizations, and volunteers are joining forces to increase support for mental health. The Defeat Depression Campaign funds programs and research dedicated to combating mental illness and breaking down stigma. Operating year-round, the campaign encourages participation through cumulative challenges or single-day events, allowing flexibility for individuals and groups. While many activities can be completed throughout the month of May, the campaign culminates in a national day of action, Defeat Depression Day, held on the last Saturday in May.

Mental illness, including depression, recognizes no boundaries. It affects individuals and families across every demographic. Engaging in physical activities like walking, running, cycling, or other fitness challenges—combined with proper nutrition and social interaction—can significantly enhance mental well-being. This philosophy is at the core of the Defeat Depression Campaign.

This toolkit has been crafted with you in mind. It's designed to help you create your own virtual challenge and make the campaign a meaningful and enjoyable experience. Together, we can normalize conversations about mental health, foster hope, and eradicate stigma. We are so grateful for your participation and your commitment to supporting mental health in Canada.

Sincerely,

## Mood Disorders Society of Canada





Welcome to the Defeat Depression Campaign Virtual Toolkit! This toolkit provides individuals across Canada with the resources, ideas, and strategies to create and participate in personalized challenges, reduce stigma, and support mental health from wherever you are. Whether you choose to walk, run, cycle, or set a unique fitness goal, this guide will help you make a meaningful impact on mental health in your community and beyond.

## Why Get Involved?

### Promote Wellness

Physical activity is a proven way to boost mental health. By participating in the Defeat Depression virtual campaign, you can choose a challenge that aligns with your interests and advocate for the powerful connection between fitness and mental well-being.

### Make an Impact

Your individual efforts help raise awareness and funds to support vital mental health services and resources across Canada. Every step, mile, or personal goal contributes to breaking the stigma surrounding mental illness.

### Build Connections

Strengthen your group's bond while collaborating on a meaningful cause. Together, you'll decrease stigma, raise funds, and create hope for those affected by mental health challenges.





# How to Participate

## **Create Your Own Challenge**

Design a personalized activity such as walking, running, cycling, or setting a unique fitness goal. Choose a challenge that inspires you and aligns with your abilities, while raising awareness for mental health.

## **Join the National Campaign**

Register online for the Defeat Depression virtual campaign and participate alongside individuals across Canada. Take part in the collective effort to support mental health and reduce stigma.

## **Raise Funds**

Set up a personal fundraising page through the campaign platform and share it with your friends, family, and community. Track your progress and encourage others to support your challenge to make a meaningful impact.

## **Spread the Word**

Use social media and email to share your virtual challenge. Post updates, photos, and stories about why mental health matters to you. Inspire others to join the campaign or contribute to your efforts.



# Event Ideas for Virtual Participants

## Create Your Own Challenge

1. Daily Workouts: Commit to yoga, cycling, or strength training.
2. Mileage Challenge: Walk, run, or cycle a specific distance over time.
3. Steps Challenge: Track and increase daily steps with a pedometer or app.
4. Hill or Stairs Climb: Set a goal for climbing stairs or hills.
5. DIY Circuit Workout: Create and complete a personal circuit at home.

## Collaborative Virtual Challenges

1. Virtual Relay: Team up with others to share a fitness goal.
2. Run + Yoga: Pair a run with a virtual yoga or mindfulness session.
3. Awareness Walk: Share mental health facts on social media during your walk.
4. Scavenger Hunt Walk: Combine walking or running with fun challenges.
5. Social Wellness Day: Blend fitness with virtual wellness talks or activities.

## Unique Virtual Ideas

1. Cycling Challenge: Set a cycling distance goal indoors or outdoors.
2. Nature Walk/Run: Explore local trails and share your journey online.
3. Fitness Creativity: Use runs or walks to create shapes on a map.
4. Mindful Movement: Add breathing or stretching to your challenge.



# 'Why I Walk'

## Sharing Stories of Hope and Resilience

Mental health touches all of us, whether through our own experiences or those of our loved ones. By talking openly about mental health, we can break down the stigma, foster understanding, and build supportive communities.

To start the conversation, we invite you to join the virtual 'Why I Walk' Wall. Simply take a photo of yourself holding a sign that shares why you walk, and post it on your social media with the hashtag #WhyIWalk. You can also email your photo to us to be included in our campaign. Your story will inspire hope, foster connection, and contribute to a nationwide movement for mental health awareness.

Here are some prompts to guide your reflection:

- What inspired you to participate in the Defeat Depression walk?
- How has mental health impacted your life or the lives of those around you?
- Share personal stories or experiences that motivate you to walk.
- Leave a message of hope for others navigating mental health challenges.



### The Power of Sharing

Every story matters. By contributing to the 'Why I Walk' Wall, you're helping to create a mosaic of support, hope, and resilience. You are helping to send a powerful message:  
No one has to face mental health challenges alone.

*Join us in building a culture of understanding and compassion, one story at a time*



# Resources



## Marketing and Promotions



- Social Media Graphics: Pre-designed templates for promoting your event online.
- Email Outreach Templates: Ready-to-use emails to invite participants and donors.
- Posters and Flyers: Customizable materials to advertise your event locally.

## Fundraising Tools



- Donation Tracking Sheets: Forms to log and track your donations online.
- Fundraising Incentives: Exciting rewards for hitting specific fundraising goals, like branded merchandise.
- Tips for Sponsorships: Guidelines to help approach businesses or organizations for sponsorships.

## Volunteer Resources



- Volunteer Roles and Guidelines: Clear descriptions of roles such as registration desk, route monitors, and cleanup crew.
- Volunteer Training Tools: Resources to ensure volunteers are well-prepared.

## Post-Event Tools



- Share Your Photos: Send us photos of your challenge for inclusion in our campaign highlights.
  - Thank-You Templates: Ready-made messages to thank your supporters and donors.
- Social Media Highlights: Graphics and captions to celebrate your fundraising milestones and achievements.

## Contact and Support



For questions or additional support, please contact:

- Email: [info@mdsc.ca](mailto:info@mdsc.ca)
- Phone: 613-921-5565
- Website: [DefeatDepression.ca](http://DefeatDepression.ca)



# Sample Social Media Messages

## Facebook

1. 🏃‍♀️ Ready to get moving for mental health? I'm participating in the Defeat Depression virtual challenge! 🌟 Choose your activity, set a goal, and join me in raising awareness and funds for mental health services. Let's make a difference together. Donate or sign up here: [link]! #DefeatDepression #MentalHealthMatters #VirtualChallenge
2. 🚶‍♀️ Every step counts! I'm walking/running as part of the Defeat Depression virtual challenge for the Mood Disorders Society of Canada. Your support can make a huge difference for those experiencing depression. Donate now to help us Defeat Depression! [link] #Fundraising #SupportMentalHealth #TeamEffort
3. 🤝 Together, we can make a change! I'm taking part in the Defeat Depression virtual challenge to raise awareness and support mental health. Every dollar counts toward better services in our communities. Donate or join the virtual campaign: [link]. #DefeatDepression #EndStigma

## Twitter

1. 🏃‍♀️ I'm joining the #DefeatDepression virtual challenge! Set your own goal, raise funds, and help @MoodDisordersCA in their fight for mental health. Join or donate: [link] #MentalHealthMatters #VirtualChallenge
2. 🚶‍♀️ Moving for mental health! I'm taking on a personal challenge to raise awareness for @MoodDisordersCA. Help us #DefeatDepression. Donate here: [link] #Fundraising #EndStigma
3. ❤️ Proud to support @MoodDisordersCA through the Defeat Depression virtual campaign! Every step and every dollar makes a difference. Join the challenge or donate: [link] #DefeatDepression #SupportMentalHealth

## Instagram

1. 🏃‍♀️ Let's lift mental health awareness together! I'm taking part in the Defeat Depression virtual challenge, setting my own fitness goals to support mental health. Join the campaign or donate through the link in bio! Together, we're building a stronger, healthier community. ❤️ #DefeatDepression #FitnessForMentalHealth #VirtualChallenge
2. 🚶‍♀️ Running for a cause! 🚶‍♀️ I'm proud to participate in the Defeat Depression virtual challenge to support mental health. Set your own challenge and make an impact! Donate or join today – link in bio. 🌟 #DefeatDepression #SupportMentalHealth #EndStigma
3. 🤝 Mental health matters! Join the Defeat Depression virtual campaign and create your own challenge. Together, we can raise awareness and funds to support mental health services. Donate or participate – link in bio! #DefeatDepression #EndStigma #VirtualChallenge

## LinkedIn

1. I'm proud to participate in the Defeat Depression virtual challenge organized by the Mood Disorders Society of Canada. This national campaign allows individuals to create their own meaningful fitness challenges to raise awareness and funds for mental health. Join me by setting your personal goal or donating to this important cause: [link]. Together, we can break the stigma and support those in need. #DefeatDepression #MentalHealthMatters #VirtualChallenge
2. This year, I'm stepping up for mental health by taking part in the Defeat Depression virtual campaign. Mental health impacts us all, and your support can help provide vital services. Set your own challenge or donate here: [link]. #DefeatDepression #SupportMentalHealth
3. Mental health is everyone's business. Join me in the Defeat Depression virtual campaign to raise awareness and funds for the Mood Disorders Society of Canada. Set your goal, participate on your schedule, and help us make an impact: [link]. #DefeatDepression #EndStigma #VirtualChallenge

# Images for Social Media







Let's use the power of physical fitness to enhance mental wellness across Canada. Join the Defeat Depression campaign today and help us create a healthier, more supportive future for all!



## Stay Connected and Get Involved!

**Website:** [defeatdepression.ca](http://defeatdepression.ca)

**Facebook:** [facebook.com/DefeatDepression](https://facebook.com/DefeatDepression)

**Twitter:** @DefDepression

**Instagram:** @DefeatDepression.ca



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[www.mdsc.ca](http://www.mdsc.ca)

[info@mdsc.ca](mailto:info@mdsc.ca)

613-921-5565



# National Mental Health Fundraising Campaign

## FUNDRAISING PLEDGE FORM

Location:

Event Date:

Participant's Name:

Address:

Phone: (   )   )

Email:

Postal Code:

*I am raising funds for the Defeat Depression Campaign, which provides resources and supports for individuals living with mental illness and their families, and assists the important work of mental health organizations across Canada.*

My Fundraising Goal is: \$

Donor's Name <i>(Please print clearly)</i>	Home Address & Postal Code <i>(Mandatory for donations \$25 or more – Tax Receipt)</i>	Email Address	Telephone #	Pledge Amount	Cheque	Cash	Received
			(   )	\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Total this page</b>				\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your support! Please mail your pledge sheet to 46 Hope Cres., Belleville ON, K8P 4S2. A personal cheque for all cash you have collected is preferred, but donations can also be made online at [www.defeatdepression.ca](http://www.defeatdepression.ca). Please make cheques payable to Mood Disorders Society of Canada. Tax receipts will be generated for donations of \$25 or more.



# National Defeat Depression Campaign



#DEFEATDEPRESSION

## DefeatDepression.ca

We are all impacted by mental illness. Every family is touched. Join the thousands of people raising funds to support mental health resources, programs and to support initiatives from coast-to-coast.

Register today to set your personal challenge, build a team, and get moving for mental health until May 31, 2025!

*Proceeds of this event support mental health resources available to all Canadians through:*



Mood Disorders Society of Canada  
Société pour les troubles de l'humeur du Canada

**Mood Disorders Society of Canada**



**MIRA AI, the Virtual Mental Health Assistant**



**Canadian Community Mental Health Network**



**How: REGISTER or SUPPORT!**  
**When: Registrations open soon!**

**info@DefeatDepression.ca**

**@DefeatDepression.ca**

**@DefeatDepression.ca**

Title Sponsor

Participating Sponsors

Supporting Sponsors

