



MENTAL WELLNESS FOR ALL

HATS ON FOR AWARENESS

is a charity that raises funds to further the reach of mental health programs that enhance the lives of those living with and affected by mental illness and addictions.

#TALKHATSON

**10
YEARS**

2009 - 2018



HATS ON FOR AWARENESS

OUR MISSION

Hats On For Awareness is a local charity that raises funds to further the reach of mental health programs which enhance the lives of those living with and affected by mental illness and addictions.

We believe that mental health is a vital component to overall wellness and we need to make it a priority in our personal, business and community lives. We need to raise awareness regarding these illnesses, consistently battle against the stigma they hold, and fund the research and programs to truly achieve Mental Wellness For All.

OUR STORY



Enza Tiberi-Checchia made a promise when her father died that she would help raise awareness and an understanding of the devastation of mental illness. Subsequently, Enza and Benny Caringo co-founded Hats On For Awareness (HOA), a charity in memory of Enza's late father Giovanni Tiberi to raise funds to further the reach of mental health programs that enhance the lives of those living with and affected by mental illness and addictions.

In September 2009, HOA was born to begin fulfilling Enza's promise. HOA was launched with a Hatsquerade event and a simple mandate: Wear a hat to express yourself and show your support to those living with mental illness that they are not alone.

Benny Caringo (L), Enza Tiberi-Checchia (R)



HATS ON ACCOMPLISHMENTS

Primarily through the Hatsquerade annual fundraising event and donations, HATS ON (HOA) has been extremely successful over the last decade and celebrates many outstanding accomplishments

2009

- HOA's inaugural Hatsquerade event raises \$70,000. It was an instant success!
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2012

- HOA pledges to donate \$270,000 to the Centre for Addiction and Mental Health (CAMH) by 2015
 - HOA becomes the largest third party fundraiser for CAMH
 - HOA becomes a registered Canadian charity
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2014

- Utilizing \$250,000 of the funds received, CAMH opens the Hats On For Awareness Volunteer Lounge
 - HOA donates an additional \$20,000 to CAMH for a client room named in honour of Giovanni Tiberi
 - HOA proudly supports Jack.org, a student driven organization promoting mental health and wellness across Canada
 - HOA donates \$25,000 to the "Unleash the Noise" Jack Summit and continues in support every year
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2015

- HOA donates specially-branded student toques to Jack.org to "wear their pride" as mental health ambassadors
 - HOA pledges \$150,000 to Humber River Hospital's Child and Adolescent Mental Health program, which provides comprehensive services and a collaborative inter-disciplinary treatment approach, incorporating staff from many disciplines
 - HOA donates \$10,000 to CAMH's Gifts of Light campaign, for Powerful Peer Support for Patients because there is no substitute for "someone who has been there"
 - HOA's Enza and Benny are presented with the Stephen Dupuis Community Building Award from BILD (Building Industry and Land Development Association), an award honouring individuals committed to community building through exceptional charitable community involvement
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2016

- HOA gives \$35,000 to Jack.org to support the National and Regional Summits. Co-branded caps are distributed to 1,300 students participating in the national or one of the 16 regional summits across Canada
 - HOA donates \$10,000 to CAMH's Gifts of Light campaign, "Feel Better Friday" to lift the spirits of patients
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2017

- Sold out Hatsquerade welcomed close to 1,000 guests and raised more than \$145,000 for mental health initiatives.
 - CAMH names HOA Co-Founder Enza as a "Difference Maker" and one of Canada's leaders in mental health.
 - Launched new partnership with 'What's Up' walk-in clinics, a free city-wide service for youth and their families.
 - HOA was the Presenting Sponsor of the Suits Me Fine Program and Fashion Show at CAMH. This clothing boutique helps restore hope and dignity for CAMH clients, providing every day seasonal clothing, as well as clothes for important occasions such as job interviews and special events, free of charge
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OUR BENEFACTORS

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Centre for Addiction and Mental Health



"At CAMH our vision is a world in which everyone believes life is worth living. With your help, CAMH is leading the research that will create new approaches to care and treatment, and working to improve timely access to the best care. Thanks to your support, we know the next breakthroughs in mental health will come from CAMH."

Darrell Louise Gregersen, FAHP
President and CEO, CAMH Foundation

Jack.org



"Last year alone, you helped bring 700 of the nation's best young leaders in mental health together to participate in something huge: a national youth-led movement to end the silence that surrounds mental health."

Eric Windeler,
Founder and Executive Director, Jack.org

Humber River Hospital, Child and Adolescent Mental Health Program



We are proud of our Mental Health and Addictions Program at Humber River Hospital and thank our donors for helping us stand out and stand up for our patients. Our Child & Adolescent Mental Health Unit includes an 800 square foot outdoor courtyard that provides patients the opportunity to enjoy the outdoors in a safe, therapeutic environment. This is just one of the many ways we work with youth patients to access the care and support they need to move forward.

Colleen Albiston
President & CEO
Humber River Hospital Foundation

What's Up



In 2017, over 4,500 children youth and families received quick access to mental health and addiction counselling at six agencies across Toronto (Skylark, Yorktown Family Services, YouthLink, Griffin Centre Mental Health Services, Etobicoke Children's Centre and East Metro Youth Services). What's Up walk-in clinics provide a safe place in the community to talk to a professional therapist, free of charge and without the need for a health card. Due to the support of Hats On For Awareness, we are able to reach out to youth and families so that they were aware of how and where to get help. On behalf of the network partners and the thousands of children youth and families who turn to us for help, THANK YOU.

Debra Shime
CEO, East Metro Youth Services



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GET INVOLVED

Everyday, we're inspired by the generosity of others. The individuals, our donors, who dedicate themselves to making life better for those living with a mental illness and addiction by lending their support to the Hats On vision of Mental Wellness for All. In addition to our Hatsquerade Gala, there are other ways you can help support our vision and our benefactors.

CHARITY OF CHOICE

Business can make Hats On For Awareness their charity of choice and be featured on our website. For more information on how to make HOA your charity, please call us at 905-850-3030.

MULTI-YEAR PLEDGE

Business and individuals can sign a multi-year pledge with Hats On. We announce the partnership in our newsletter and social media channels. Each December we acknowledge the partnership upon receipt of your yearly contribution. For more information on how to make HOA your charity, please call us at 905-850-3030.

HOST YOUR OWN EVENT

Your event, held in support of Hats On For Awareness, can help create a better understanding of mental illness and addiction in our community and furthers the reach of local mental health and addiction programs.

Here are some event and fundraising ideas:

- Host a golf, hockey, basketball or other tournament
- Hold an auction or talent show
- Organize a dance or gala dinner
- Hold a themed breakfast, lunch, dinner or craft show
- Hold a barbecue, softball tournament or walk-a-thon, bake sale, party, etc.
- Donate proceeds from your dress down days



If you are interested in holding your own event, please contact us at 905-850-3030 or by email at info@hatsonforawareness.com



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