



Ride Don't Hide
Rider Kit

Ride Don't Hide

TOOLKIT

Ride Don't Hide gives you a chance to connect – to your own mental health, to others, to your community and to the larger movement that's working to bring mental health into the open.

This kit has been designed to help you make the most of Ride Don't Hide. It can help you create or join a team, set a fundraising goal, and invite your friends, family and co-workers to be part of Ride Don't Hide. It can help you make the connections that make Ride Don't Hide the unique and rewarding experience for you and for your community.

Thank you for participating in Ride Don't Hide. We all deserve to feel well, and thanks to your participation, more people in your community will be able to access support that helps them care for their mental health, and thrive.

MESSAGE FROM THE CEO, CANADIAN MENTAL HEALTH ASSOCIATION NATIONAL

When we don't talk about our emotions or our mental health we feel alone, and don't get the help we deserve or need. Your participation and support will be helping bring mental health into the open and ensuring that all Canadians can support their mental health. We couldn't do it with you. Thank you for being part of The Canadian Mental Health Association's Ride Don't Hide!

“Accepting, understanding and talking about mental illness can help alleviate the pain of stigma and stereotypes. In order to thrive in life, we all need to feel hope, build resilience and a strong sense of connection and belonging, which the community spirit around Ride Don't Hide really fosters. Thank you for your incredible support.”

- Dr. Patrick Smith, national CEO, CMHA.

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ABOUT RIDE DON'T HIDE

Ride Don't Hide is a nationwide fundraising bike ride that brings mental health out into the open. The largest mental health bike ride in Canada, Ride Don't Hide Ride Don't Hide events are welcoming, community events that build awareness, inclusion and acceptance, and where everyone is encouraged and supported to speak openly about their own mental health.

Last year, more than 8,000 Canadians in 28 communities across the country joined Ride Don't Hide, raising an estimated \$1,890,000 for the Canadian Mental Health Association (CMHA).

This year, our goal is to reach **10,000** riders, and we are thrilled that you are joining us!

ABOUT THE CANADIAN MENTAL HEALTH ASSOCIATION

The Canadian Mental Health Association is the nationwide leader and champion for mental health. Established in 1918, Canadian Mental Health Association (CMHA) is the country's most established community mental health organization. The CMHA operates in over 330 communities across Canada.

With 5,000 staff and 11,000 volunteers the 86 CMHA locations promote mental health, prevent and manage mental illness in over 330 communities across all provinces and one territory.

It provides programs and services to over 1.3M Canadians each year. The CMHA promotes mental health for all through advocacy, education, research and service.

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WHO IS AFFECTED?

- **1 in 5** people in Canada will have a mental health problem or illness in any given year, ; but **5 in 5** have mental health, all the time, and we all need to take care of it.
- By age 40, about **50%** of the population will have or have had a mental illness. Mental illness affects people of all ages, education, income levels, and cultures.
- More than half (**53%**) of Canadians consider depression and anxiety to be epidemic.
- Approximately **8%** of adults will experience major depression at some time in their lives.
- Anxiety disorders affect **5%** of the household population, causing mild to severe impairment.

WHY I RIDE

On February 3, 2017 our 19-year-old daughter, McKenzie, died by suicide. We were completely devastated and left struggling to accept this new reality and loss in our lives. Friends and colleagues were very supportive and many recommended that we contact our local Canadian Mental Health Association for support. In April 2017, McKenzie's aunt and uncle told the family that they were participating in an event called "Ride Don't Hide" in honour of their niece; and that was how we, as a family, became involved in Ride Don't Hide.

All of us rode with pictures of McKenzie attached to our bikes, less than 6 months after her death and it was a very emotional day for us all. We all left feeling that we had accomplished a lot in her name. We knew that the funds we helped to raise would go to supporting groups that we had found so helpful in our time of grieving.

Part of our journey is to support the yearly Ride Don't Hide event and bring awareness to our community that mental health affects everyone. We want everyone to know that, "It's okay to not be okay!" We want to help bring the need for more funding to the forefront of our community's and political leaders. Only once mental health, in Canada, is viewed as important as physical health, will adequate supports be available to help those in need. If our story and efforts with our local branch of CMHA can help, then we have honoured our daughter's legacy.

This is just one of the stories from someone who has been part of Ride Don't Hide. Submit your story online at www.ridedonthide.com and tell us why you ride?

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ridedon'thide



Canadian Mental
Health Association
Mental health for all



years of
community

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CREATE OR JOIN A TEAM

Share the fun and experience of Ride Don't Hide and ride together for mental health!

It's easy to form a team, set a fundraising goal and invite your friends, family and co-workers to be part of Ride Don't Hide. By joining or forming a team, you are helping connect others to their own mental health and their community, and helping people in your community have the support they need to thrive.

Tip: Remember to have fun with your team name, and make sure that you indicate which town you will be riding in as part of your name (i.e. "Mind Matters Kelowna").

Create your team:

1. Visit www.ridedonthide.com
2. Select your Province and location.
3. Choose "Register for this Ride".
4. Select your "Rider Level".
5. Accept Waiver.
6. Under "Registration Type", choose "Create a Team"
7. Choose "Type" (i.e., Adult, Youth, etc.).
8. Enter "Team Name", description and goal.
9. Click "Create a Team."
10. Under "Permission Questions", enable both features to be included in the "search function" as well as in the leaderboard for top fundraisers.

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Invite others to join your team:

1. Log in to your Ride Don't Hide account at ridedonthide.com/login.
2. Select "Recruit Friends"
3. Personalize the email (if you like) to include information about you, your story, and your team name.
4. Type in or paste in the emails you would like to send to.
5. Click send and your emails will go out to automatically.

Join a team:

1. Register at www.ridedonthide.com
2. On the left hand side, choose "Team"
3. Use the "Search" function to find the team you would like to join (search by the name of the team or the name of the team captain).
4. Choose the team and click Join!

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FUNDRAISING

Everyone deserves to feel well, whatever their mental health experience.

In order to thrive, we all need a good sense of self, and we all need purpose, contribution, hope, resilience and belonging. Ride Don't Hide offers a chance to connect while raising critical funds for CMHA's across the country that help Canadians take care of the mental health.

The funds raised will benefit those in your community by supporting essential mental health programs. Programs that change lives. Programs that save lives. Here are some tips that our Top Fundraisers have used over the years to get you started:

GETTING STARTED

1. Log in to your Ride Don't Hide account at ridedonthide.com/login.
2. On the left hand side menu, choose "Fundraising"
3. Choose "Get Sponsors". Create your own email or use the template provided to send out emails to people to ask for their support.
4. On the left hand side menu, choose "Manage my sponsors" to send 'Thank You' emails or ecards..

FUNDRAISING TIPS

- Promote yourself – Share some photos and tell your story! Let people know why you're part of Ride Don't Hide and how their donations will help.
- Set a goal – Working towards a goal is motivating for you and for people making donations to you.
- Ask – Tell people in your network about your mission and simply ask them to support you in any way they can. Sending emails and posts on social media are 2 easy ways to get the word out.
- Be creative – There are lots of fun and interesting ways to raise funds! Check out our list of events and challenges on www.ridedonthide.com/blog/ for ideas. Something as simple as a bake sale could make all the difference.
- It's not over until it's over! Donations are accepted after the event so be sure to let people know how you did on the day and encourage any 'last minute' donations.

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SAFETY

Each route will be carefully marked for your safety. There will also be route marshal's available if you ever need any assistance. Keep your eyes open for their brightly coloured shirts!

For your safety, please remember:

- Make sure your bike is tuned up or inspected before the event.
- Be visible - bright colours, reflective strips and bike lights will help.
- Always wear a helmet.
- Announce "on your left" when you are passing other cyclists.
- Obey the rules of the road – a bike is a vehicle and subject to the same rules.

TRAINING

Taking the time to do some preparation is a great way to ensure a smooth ride on event day. While Ride Don't Hide is not a competitive race, here are some tips to get you ready for the day:

- *Choose the right equipment:* Make sure you have the right size bike and riding gear. Visit a bike store near you to make sure your handlebars and seat are adjusted to fit you perfectly.
- *Practice:* You may want to get out on your bike a few times before the event. Depending on the route you have chosen you may want to train towards a certain distance or you may just want to make sure you're comfortable and confident feeling on your bike.
- *Work up to a challenge:* Once riding your bike for a certain distance feels comfortable, why not try and go a little farther? Push yourself by practicing adding on some incremental distances to build up to a longer route.
- *Ride the course:* Find the route map on www.ridedonthide.com and give the route a practice run a few times in the months leading up to the event day.
- *Start or join a group ride:* There are lots of people in the same training phase as you are so why not go out for rides together? It's a great way to trade tips and motivate each other all the way up to the event day.



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VOLUNTEER

With an estimated 8,000 riders taking part in this year's Ride Don't Hide, we need your help! Be a volunteer, for the big day, to help ensure the event runs smoothly for all of our participants. Interested in volunteering as a route marshal or another task?

Learn more at www.ridedonthide.com

SOCIAL MEDIA

Follow us on social media for all the latest Ride Don't Hide updates.

Facebook: @CMHANational

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

Instagram: @cmhanation

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

Twitter: @CMHA_NTL

https://twitter.com/CMHA_NTL

THANK YOU!

Your participation and support will help to bring mental health into the open, and ensure that we all have the help with need to thrive. We couldn't do it with you. Thank you for being part of The Canadian Mental Health Association's Ride Don't Hide!