



HOPE 4 HEROES
— **CANADA** —

Executive Summary



Hope 4 Heroes Canada: Executive Summary

Hope 4 Heroes Canada is a registered non-profit organization, founded in 2018 by Michael Johnston, a former paramedic. Its mission is to “provide hope for heroes, support for workplace mental trauma and illness, and a path toward recovery”. While not an exhaustive list, the organization’s target clientele includes police officers, firefighters, paramedics, funeral directors, health care providers, and various workers who have experienced dangerous or otherwise traumatic events in the workplace.

Funding for Hope 4 Heroes Canada is in the form of corporate donations, government grants, and revenues derived from educational programs offered at businesses and association levels. With a vision inclusive of accessible and standardized mental health services across Canada and immediate access to mental support 24-hours a day, Hope 4 Heroes seeks to offer four distinct services: (1) a mental health crisis line; (2) formalized training for at-risk occupations; (3) a peer support network; and (4) conferences and school engagements.

Mental Health Crisis Line

Timely access to mental health support is decidedly lacking in Canada, with responses to cries for help often being delayed or absent altogether. When it comes to a mental health crisis, skilled support must be provided immediately outside the health care system, which many do not view as a functional alternative. Hope 4 Heroes Canada is partnering with a national organization to provide a dedicated 24/7 telephone and text service to assist individuals, in real time, work through crises and save valuable lives.

Formalized Training

Although mental injury has become more recognized recently, much of the focus has been on emergency responders only, and even then, available training is highly variable. Hope 4 Heroes Canada includes occupations who have traditionally been omitted, but who are at-risk for mental trauma, and it provides support for traumatic events like industrial accidents or injurious circumstances. Professional training, including comprehensive coursework, animation, and scenario videos will be offered to organizations across Canada, with content being standardized, yet industry tailored.

Peer Support Network

Support for mental injury and illness currently includes therapy and employee assistance programs. While these are necessary services, lacking industry knowledge and limited availability make room for a formal peer support network. Peer volunteers will be trained in inclusive, compassionate support and will partner in treatment and recovery. Each peer support volunteer will also be industry participants, ensuring utmost understanding and empathy.

Conferences and School Engagements

Hope 4 Heroes will be highly visible within the community and relevant industries. Activities include participating in symposiums and trade shows, presenting at summits and conferences related to mental health, speaking at secondary and post-secondary schools, and being active on social media. Being seen as a leader in the occupational mental health industry requires expertise, which is why ongoing research, trend analysis, and constant communication with professionals and industry stakeholders will be undertaken.



Hope 4 Heroes Canada: 2020 – 2021 Partnership Opportunities

As a registered non-profit organization, Hope 4 Heroes Canada depends on funding from partnerships with corporations, associations, unions, and other organizations who believe in its mission of “providing hope for heroes, support for workplace mental trauma and illness, and a path toward recovery”. The 2020 and 2021 calendar years include initial costs for the creation and implementation of national programs. Operating, administrative, and marketing expenses are only incurred with utmost fiscal responsibility and minimization of all indirect costs.

Funding partners are vital to success and allow for the programs that will help those in need. Financial support of any amount is tremendously appreciated and accepted with gratitude. Beyond individual donations, there are four standard levels of partnership:

Platinum Partner	\$10,000
Gold Partner	\$5,000
Silver Partner	\$2,500
Bronze Partner	\$1,000

Hope 4 Heroes Canada believes in recognizing the generosity of its funding partners. All partners will receive a certificate of recognition and their logos will be featured in promotional material as well as on our Hope 4 Heroes Website. Program Partners will have the unique opportunity to have the sponsorship opportunity to bear the donor’s name if so desired. Details of program costs are as follows:

<p>Peer Support Network</p> <p>Use of proceeds:</p> <ul style="list-style-type: none"> • Volunteer recruitment • Training and professional development • Mileage and administrative expenses 	<p>Mental Health Crisis Line</p> <p>Use of proceeds:</p> <ul style="list-style-type: none"> • Facilities • Telephone lines and computer systems • Dedicated staff • Staff Training 	<p>Conferences and School Engagements</p> <p>Use of proceeds:</p> <ul style="list-style-type: none"> • Creation of presentations • Travel expenses 	<p>Formalized Training</p> <p>Use of proceeds:</p> <ul style="list-style-type: none"> • Research and development of quality course material • Video creation for tailored scenarios • Animation and graphics
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