SPCM Suicide Prevention Centre of Montreal

Fundraising Guide!

Organize a citizen-led initiative for the Suicide Prevention Centre of Montreal.



Why launch a citizens' initiative?

Every action counts when it comes to preventing suicide. By organizing a community initiative, you become an agent of change in your community. Whether through a sports activity, a community event, or a fundraiser, your commitment helps raise awareness among those around you, break down the stigmas surrounding mental distress, and promote the services offered by the Suicide Prevention Centre of Montreal (SPCM).

Your involvement also provides tangible support for our mission. The funds raised help maintain essential services, available day and night—for people in distress, their loved ones, and support professionals. They also enable us to meet growing demand and develop new suicide prevention initiatives in Montreal.

By getting involved, you're helping to build a community that is more supportive and attentive to others. Together, we can create a true safety net for those in need and help save lives.

Steps to ensure the success of your citizens' initiative

Step 1

Find a feasible fundraising idea

Coming up with a fundraising idea can be challenging. The best way to ensure a successful fundraiser is to make use of the resources we have, whether they're materials, contacts, or even a talent!

Step 2

Set Your Goal

Setting a goal is very important. This goal should be achievable and realistic given your available resources. To set your goal, you need to choose a date and a realistic amount to reach by that date.

Step 3

Soumettre votre collecte de fonds (formulaire en ligne)

Organizers who wish to hold a fundraiser for the SPCM must complete the application form for organizing a community initiative to benefit the SPCM. This form must be submitted at least four (4) weeks before the event takes place.

For its part, the CPSM undertakes to notify organizers of the status of their application within 14 days of receiving it.

Fill out the form

Step 4

Get your friends and family involved and promote your fundraiser

It's essential to promote your citizen-led initiative in order to engage as many people as possible. To do so, you can use various communication channels, such as posters, social media posts, or even a recruitment campaign.

Feel free to share key information about your event (date, location, objectives, needs, etc.) on social media, talk about it with friends and family, send out invitations, and rely on word of mouth. Every action helps raise awareness of your initiative and encourage participation.

*If your promotional materials include the SPCM logo, please have them approved in advance. The SPCM team is here to assist you with this process.

Step 5

Thank your donors

Whether it's $20 or $500, it's important to show our appreciation to our donors. Let them know that their contributions and actions are making a real difference for the cause.

Don't forget that it's important to keep them informed. Let them know the final amount raised so they can take pride in their contribution. To thank them, you can send personalized letters, a general email, or even mention them in a post.

What you need to know when organizing a citizens' initiative

- The CPSM will not cover any costs or assume any liability associated with citizen-led initiatives: organizers must plan to cover any potential expenses related to the citizen-led initiative.

- Organizers agree to apply for and obtain all necessary permits, licenses, and insurance to hold their event.

- Organizers agree to complete the Income and Expenses Excel spreadsheet provided by the SPCM and submit it at the same time as the final grant payment.

- All employees and volunteers at the event must be recruited by the event organizers.

- Event organizers, employees, and volunteers must be clearly identified as volunteers and may under no circumstances identify themselves as employees or members of the CPSM team.

  Volunteers and employees are therefore the responsibility of the event organizers.



Support provided by the SPCM team

The philanthropy and communications team will be available to guide you through the various steps involved in launching your initiative.

- A member of our team will be available to answer your questions via email at dons@cpsmontreal.ca;
- Promotional materials, subject to availability, may be shared with you, such as cards, brochures explaining the services offered, banners, logos, etc.;
- Fundraising tools: online donation forms, donor receipts, thank-you letters, donation logs, etc.

**Under no circumstances are the organizers authorized to issue tax receipts to donors.*

Only the SPCM is authorized to issue tax receipts.

Ideas for your citizen initiative

There are a thousand and one ways to get involved. The important thing is to choose an activity that suits you and brings your friends and family together around a vital cause: suicide prevention.

Get Active

- Get your community involved in a sporting event: organize a walk or a run in your neighborhood;
- Participate in a marathon, triathlon, or other athletic challenge and raise funds;
- Organize a sports tournament (golf, soccer, hockey, volleyball, softball, etc.).

Share

- Organize a community spaghetti dinner, brunch, or BBQ;
- Host a gourmet dinner with friends or coworkers;
- Organize a themed night (trivia, karaoke, casino night, ’80s night, etc.).

Create

- Organize a comedy, improv, or music show;
- Organize a fashion show or talent contest;
- Offer your services (haircuts, photo shoots, personal training, etc.) or a workshop (yoga, Pilates, photography, etc.) in exchange for a donation.

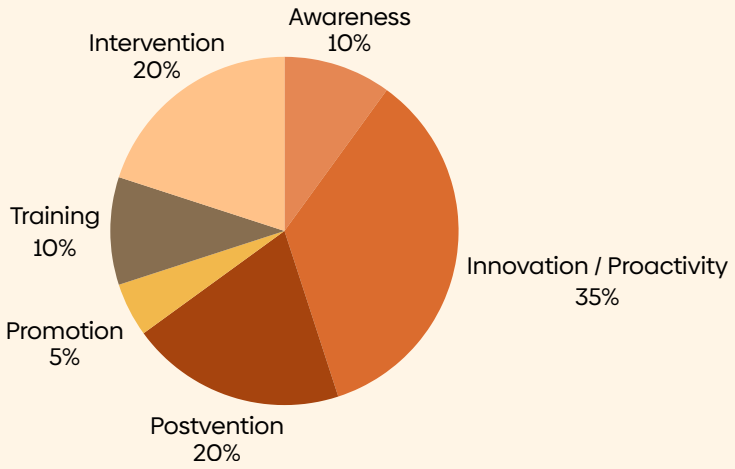
No matter what form your initiative takes, your commitment helps raise awareness among those around you and supports the essential services of the Suicide Prevention Centre of Montreal.

When a community comes together, hope grows.

How your donation makes a difference

Your support of the SPCM helps ensure the continuity, innovation, and expansion of essential services, delivered by a professional and dedicated team.

Every act of support directly helps save lives and build a more resilient community.



500 $ Joanie and Mathieu were able to speak with a counselor to find out how to broach the subject of suicide with their brother and find the right words to show him that they were concerned about him and encourage him to seek the help he needed.

1 000$ Richard's family was able to receive support through group sessions with a counselor and other families following his death by suicide. This group, which will meet for a few sessions, aims to normalize the emotions families may experience following the death of a loved one by suicide and to help them navigate their grief.

5 000$ This is the cost of the comprehensive training that a counselor receives upon joining the SPCM. Although all counselors are already qualified in counseling, the SPCM provides them with specialized training in suicide prevention to further equip them with knowledge of best practices in suicide prevention and various intervention methods.









A few citizen-led initiatives that support us!





SPCM Suicide Prevention Centre of Montreal

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