

Relay for a United Goal towards Mental Health Awareness by all for all

Keep Calm and Embrace the light within.

WHEN?

May 3rd, 2015

NECESSITIES

A torch and the people of any age, whom have suffered or are suffering from some form of mental illness, including schizophrenia, bipolar, depression, anxiety, adhd, bulimia, anorexia, P.T.S.D and other mental health issues, to participate in this event. The families and friends whom have lost loved ones to this tragic disease and the caregivers and counselors to participate.

HOW

A poster explaining the event and an online registration form. There will be an undetermined registration fee (possibly \$25.00) to cover the cost of T-shirts and the food and drink at a Unity celebration at Harmony Square, after the event.

ROUTE

**It will be participants passing the torch from one to another. The route is the following
The following locations are Tim Horton restaurants.**

Paris – Rest Acres Road

Right on to HWY2 – King Edward Street
Left on Dumfries Street
Left on Grand River Street

Paris – Grand River Street – 4 kilometers

Backtrack on Grand River Street
Left on to William Street
Right on to Willow Street
Left – Hwy2 – Dundas Street

Paris – Dundas Street 5 kilometers

Right Hwy 2 to Brantford
Paris Road

Brantford – Paris Road – 6 kilometers

Left on to Tollgate Road
Left on to Ewing Drive
Straight to Cambridge Dr.
Left on to Woodlawn

Right on to Hawthorne
Right on to Deerpark
Left on to Kent
Right on to King George Street

Brantford – King George Road – 3 kilometers

Straight on King George Road

Brantford – 80 King George Road – 1 kilometer

Straight to St Paul's Street
Left on to Dundas Street

Brantford – Dundas St/West Street – 2 kilometers

Left on to West Street

Brantford – West St – 3 kilometers

Right on to Lynden Road

Brantford – Lynden Road – 1 kilometer

Lynden road to Garden Avenue

Brantford – Garden Avenue- 3 kilometers

Right at Henry Street

Brantford – Henry Street – 3 kilometers

Left on to Wayne Gretsky
Right on to Colborne Street

Brantford – Colborne Street – 2 kilometers

Colborne to Dalhousie Street
Left on to Clarence Street
Right on to Icom Drive
Left on to Market Street

Brantford – Market Street – 2 kilometers

Back to Icom Drive
Left at Lorne Bridge on to Colborne Street West
Left at Mount Pleasant Street

Brantford – Mount Pleasant Street – 2 kilometers

TOTAL 37 KILOMETERS

Because of the location, and the plan we would have to eliminate two Tim Hortons and that would be St. George and Cainsville. In this plan there are 3 others that are being missed and they are the Brantford General Hospital, Lynden Park Mall and the Bus Depot, but with the route it will be easy enough to include them if they wish.

THE PASSING OF THE TORCH WILL NOT ALWAYS BE AT TIM HORTON LOCATIONS

HOPEFULL SPONSORS

Tim Hortons – to donate gift cards for goodie bags for all participants.

Brantford Parks and Rec – for use of Harmony Square

Strodes- to sponsor for hotdogs and/or hamburgs and water/soft drinks.

Joan Minnery is a for sure - to sponsor for entertainment at Harmony Square

Major business's in the community to donate some major gifts for participants whom raised the most in pledges and just some random door prizes

T-shirts will include all sponsors on the back of t-shirts.

At the end of the event all participants will gather together in unity at Harmony Square for a barbeque and entertainment. Goodie bags will be handed out to all participants from sponsors within the community.

FUNDRAISING

Brant County CMHA will be responsible for fund raising. Hopefully there will be an online registration or you can register at Brant County CMHA

POLICING

The majority of the relay has sidewalks, but the relay from Paris to Brantford does not. Cmha will be responsible for asking for policing.

ADVERTISING

CMHA will be responsible for local media advertising.

EMERGENCIES

St John's ambulance will be asked to be a part of this event.

VOLUNTEERS

Volunteers will be needed to transport some participants from their homes to their scheduled

walk/run and back home. Volunteers will also be need to transport some participants from their homes to Harmony Square and back home again.

POSSIBLE COST FOR SPONSORS

Cost for Tim Hortons – The route is 37 kilometers. Let's say we have 160 participants.
160 participants with \$10.00 Tim Horton gift cards = \$1600.00

Splitting the cost amongst all Tim Hortons on the route which is 14, possibly 17, but let us say 14
= approximately \$115.00 a franchise.
Let's say we exceed expectations and have 1600 participants the cost for each franchise would be
\$1150.00

Cost for Strodes – Let us say 160 participants with 1 guests per participant at the final
celebrations

Let us say 320 people for hotdogs and/or hamburgs and condiments and drink. At the very most
\$4.00 a person = \$2000.00

If there are more than 320 people, we will need more than one business barbequing.

Major prizes and door prizes, - maybe something that promotes mental health wellness – an all
inclusive trip, golf clubs, a gym membership, a trip to Toronto, Kitchener, London to see a
baseball game, a hockey game, a football game, a theater production, tickets to the Sanderson
Center, tickets to the Cinema theater.

VOLUNTEERS

Possibly getting the sponsorship of Brantford Transit to bring maybe 30% of participants?,
whom need a ride to downtown Brantford for barbeque and entertainment.

Saying is it 30% of participants whom need a ride to their specified destinations and the time
slots indicated during the day, maybe we will need 15 driving volunteers.

Everything is reliant on what each participants needs are, therefore 30% is a rough guess.

REGISTRATION

Hopefully there will be an online registration and if not possible for the participant they can
register at Brant County CMHA . The registration will be numbered corresponding with a
pledge sheet, in which they will be given upon registration. On the day of the relay the
participants will be asked to submit their pledge sheets along, with any pledges made at Harmony
Square. T-shirts will be given to participants on the day of the event at their starting point of the
relay. How will that be done. I will probably be there with most participants to walk/run with

them and probably my husband will follow us with a t-shirt for the next participant..

The average person can walk 5 kilometers an hour, some more, some less. There may be some who will run, therefore let's say starting at 8am. To cover 37 kilometers at 5 kilometers an hour is 7 ½ hours, therefore the relay will be finished in between 3:30 and 4:00. I believe we can safely say 3:00 for participants to start congregating at Harmony Square

If there are any special requests by participants, some whom may not be up and walking that early in the morning or maybe they prefer to walk in a specific location, we will try to do our best of our abilities to honour any requests.

Possibly to speed up the process of calculating pledges at Harmony Square, my husband and I can collect the pledges at the starting point of each participants post and during the course of the day someone from CMHA or other mental health organization picking up the pledge forms and monies during different intervals of the relay, maybe at the different Tim Hortons.

SOME ADDED NOTES

Maybe we can get some local celebrities, and army men/women, police, firefighters and paramedics to walk with participants.

If we exceed more than 500 people at final celebrations, we may have to look at another venue – maybe Lion's Park or Lorne Park.