



Lead the Way
A Community Solution
for Crisis Care

York Region Mental Health
Community Care Centre

Lead the Way



**Canadian Mental
Health Association**
York and South Simcoe

Lead the Way with a Visionary Solution

We believe in a world where there is a cure for mental illness, and we will do our part in the community.

We believe service delivery can be radically improved to solve the challenges faced by people today, realizing true progress and then spreading and scaling these advances across the province, nation and even globally.

With the Ontario Government's commitment, we are building York Region's first-ever Mental Health Community Care Centre, an innovative facility providing free, evidence-based mental health care for youth (ages 12 and up), adults, and families when they need it most.



Together, with your support, we will create a service that will ensure someone's first mental health crisis is their last.

From design to delivery, we aim to address the most pressing challenges by working together with more than 20 partners including hospitals, primary care providers, community organizations, and first responders. Together, we will provide timely, compassionate support, alleviate pressure on emergency departments, and break the cycle of crisis.

The York Region Mental Health Community Care Centre (The Centre) will deliver a range of specialized treatments including peer, clinical, psychiatric, and child and family care that is culturally appropriate, and connects individuals with their next steps in recovery and healing.

For those aged 16 and older, needing stabilization, 10 crisis beds and 10 withdrawal management beds are available.

This is a call to action, an opportunity to solve the never-ending experience of crisis to create and revolutionize mental health care.

Join us now and lead the way to better mental health care.



Canadian Mental Health Association
York and South Simcoe

For more than 40 years, Canadian Mental Health Association (CMHA) York Region South Simcoe has been leading the way in compassionate, high-quality mental health care, supporting youth, adults and family caregivers during their most vulnerable times. CMHA is proud to deliver more than 30 free mental health and addiction services to maintain and improve mental health, build resilience and support recovery.



Lead the Way in Person-Led Care

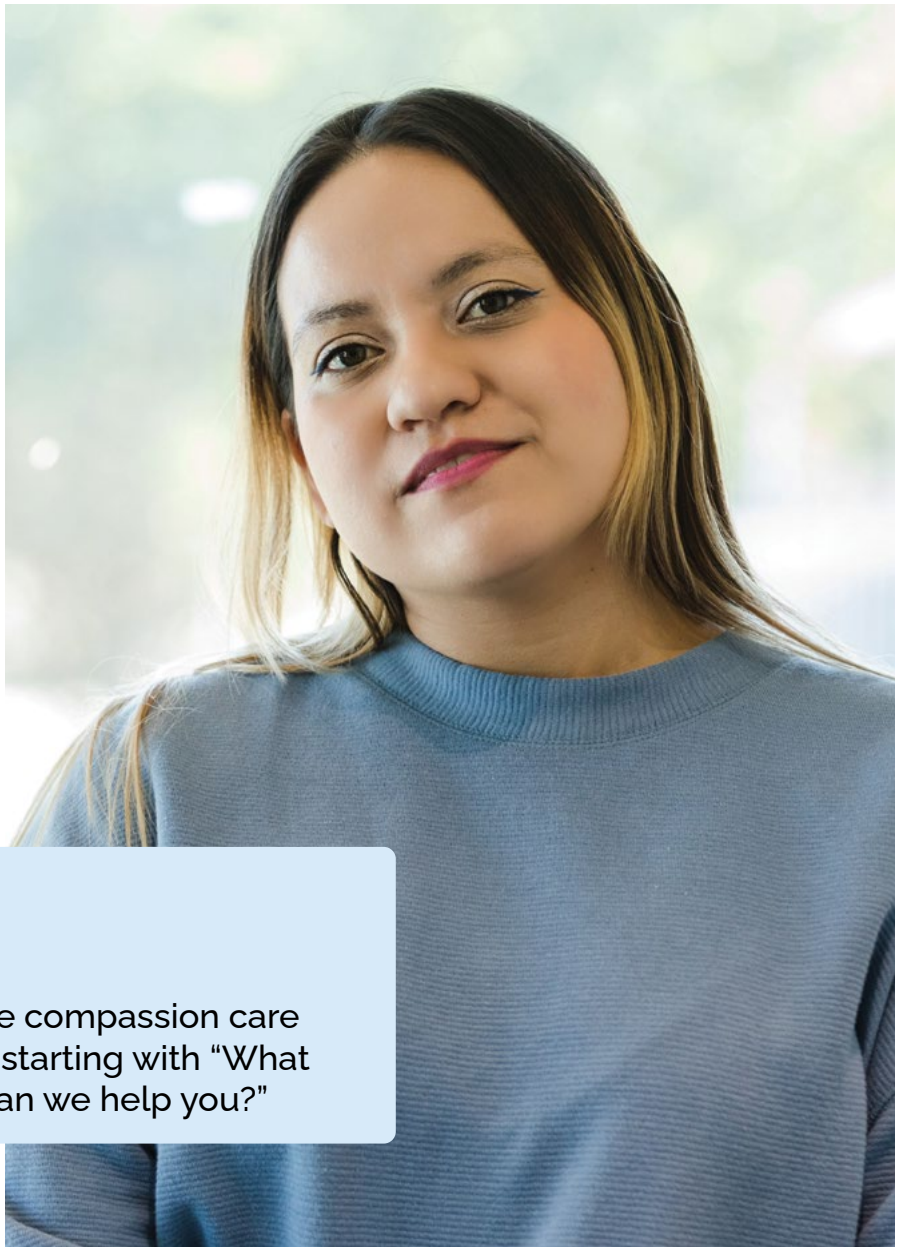
At the heart of our vision is a vibrant, inclusive space where you feel welcome, supported and heard.

The Centre is more than a building. It's a place where people receive care with dignity and respect. Most importantly, it eliminates the harmful cycle of navigating a fragmented system by delivering immediate, compassionate care under one roof and supporting the connection to your next step in recovery.

Neda*, a single mother in Richmond Hill, was overjoyed by her baby's arrival, but postpartum depression soon overwhelmed her. Isolated and unable to express her pain due to a language barrier, she felt trapped in a world where help seemed out of reach. The Centre offers mothers like Neda compassionate, culturally sensitive care, breaking the silence and helping them heal, for themselves and their children.

To meet the unique needs of community, our dedicated team includes physicians, psychologists, nurses, youth mental health specialists, social workers, counsellors, care navigators, peer supporters, Indigenous traditional healers, and more.

Located in Newmarket, The Centre is open 24/7. It is centrally located to essential services and public transit, making access easier for everyone in the community.



Believe everyone should receive compassion care suited to their individual needs, starting with "What brought you here today? How can we help you?"

*A Stock image and first name only were used to maintain confidentiality



Lead the Way with Partnership

The Centre is more than a response to a growing need; it is a commitment to building a healthier, more resilient community. We know the best outcomes arise from collaboration, with the individual, the family and loved ones. It is why we have also joined forces with partners—a multi-disciplinary team of mental health professionals, hospitals, community organizations, police and paramedics—building a powerful network of care.

Central to our vision is rigorous evaluation and improvement models, ensuring we use experience and data at every encounter to learn, and improve the quality of care. Communities, societies and research evolve. Our commitment will be to adopt evidence-based best practices and share our results to ensure we are all avid learners here in York Region and across Canada.

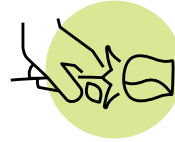


Believe in a world where everyone receives the highest quality of care in the midst of a crisis. May someone never have to experience the distress and suffering of another crisis again.

Our Community is at a Breaking Point



1 in 5 students report intentionally harming themselves



4,500 Canadians die by suicide every year—equivalent to 12 lives lost each day



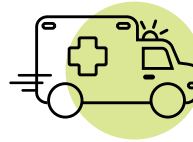
1 in 3 students felt they needed professional mental health support in the past the past year but did not seek it



Last year in York Region, 257 people attempted suicide and 79 people died by suicide



Last year in Canada, there were approximately 15,000 deaths due to alcohol and 8,049 deaths due to drug poisoning



Over the past five years, visits to emergency departments for mental health and substance use increased by 27%, with a projected 63% increase



Believe we can change these stats together by doing our part.

Lead the Way with Compassion

On April 29, 2013, Jim experienced every parent's worst nightmare. His son Jake died by suicide just weeks before his 22nd birthday, leaving an unimaginable void in his family's life.

The heartbreaking reality is that Jim's family is not alone.

Jake and Jim shared a special bond through their shared love of baseball. By age 17, Jake was an exceptionally talented left-handed pitcher, known for his 90-mph fastball, which drew the attention of MLB scouts. In 2009, he was drafted by the Toronto Blue Jays, becoming the highest-ranked high school selection in Canada. But behind his athletic success was a struggle with mental health that Jim could never fully understand.

Despite managing ADHD and Tourette's with incredible strength throughout his childhood, Jake's world began to darken when he left for college. Depression crept in quietly, then grew relentlessly. Despite Jim's efforts, with therapy, medication and unwavering support, Jake's struggle with mental illness ended tragically.



Image of Jake generously provided by the family



Believe we can prevent tragic stories like Jim and Jake's by providing families with a safe place where they receive immediate care when they need it most.

Lead the Way Together

The Province of Ontario has made a significant investment in The Centre. The Regional Municipality of York has also made a major contribution to its creation.

\$2.5 million is needed to ensure this space goes beyond the ordinary.

Only through the leadership of generous donors like you can we build a recovery-focused, welcoming and dignified environment that offers truly life-changing experiences. With your support, we can make this the largest and most impactful project Canadian Mental Health Association has ever undertaken, shaping the future of mental health care in our community for generations to come.

Together, we can create a future where mental health is prioritized, stigma is erased, and every individual receives personalized, compassionate treatment, ensuring someone's first crisis is their last.

Join us at www.cmha-yr.on.ca/centre-project

Your gift isn't just support, it's a powerful statement of your commitment to changing lives. It ensures The Centre will become a beacon of hope, providing vital mental health and addiction services to one of the fastest-growing communities.

The Centre requires extraordinary generosity, above and beyond annual contributions, to bring the Centre to life and create a legacy of healing. Gifts can be pledged over five years in many forms, including cash, securities, real property, or trusts, as we aim to meet our goal by 2026.



Believe you can, indeed, lead the way.





Lead the Way with Campaign Leadership



Paul Bailey



Eric Jolliffe



Lina Bigioni



MPP, Dawn Gallagher Murphy



Cherry Rose Tan



Marla Traves



Our campaign is led by a dedicated team of community leaders who are committed to making this vision a reality. These individuals bring their expertise, passion, and commitment to ensuring that The Centre has the resources it needs to provide the highest level of care.

The members of the Campaign Cabinet, in partnership with CMHA York Region South Simcoe's leadership, are focused on inspiring transformative gifts during this multi-year campaign.



"This passionate team of mental health champions are leading the way for Canadian Mental Health Association York Region South Simcoe's first capital campaign inspiring transformative donations that will change the face of mental health care in our community and beyond."

Rebecca Shields
CEO, Canadian Mental Health
Association York Region South Simcoe





**Canadian Mental
Health Association**
York and South Simcoe

Lead the Way

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