



**RECOVERY**  
**2020**  
**WINNIPEG**

**2019 Highlights:**

**Keynote Speaker:**  
**Mackenzie Phillips**

**Headliner:**  
**Madchild**

**Dignitaries:**  
**Mayor Brian Bowman**  
**MP Dan Vandal**  
**MLA James Tiesma**

**Sponsorship Package**  
**Recovery Day Winnipeg**  
September 12, 2020 - Virtual Event  
[RecoveryDayWpg.com](http://RecoveryDayWpg.com)

# RECOVERY

SEPTEMBER 2020 CANADA CELEBRATES RECOVERY FROM ADDICTION

Presented by St. Raphael Wellness Centre and Aurora Recovery Centre, Recover Day gives Winnipeg a chance to build awareness around addiction and mental health, challenge social stigma, celebrate recovery, and improves life for individuals, families, communities, and businesses.

**Recovery Day Winnipeg** held its inaugural event in September 2019 and was a momentous success with an estimated crowd of around 5,000 event goers. This year's event takes place online due to COVID-19 precautions and regulations.

Young adults came to dance and scream at the sounds of renowned hip-hop artist, Madchild. The whole crowd listened intently, shed a few tears, and laughed along with keynote speaker Mackenzie Phillips (Orange is the New Black, One Day at a Time). Families with young children took advantage of the professional face painting, bouncy castles, carnival games, and more, to entertain their kids for a few hours in our Kids Zone. The more adventurous took part in yoga, hula hooping, lightsaber duels, to name a few, in our Fit Zone.

We are contacting you because we believe there is a great fit between our mission and your organization's social responsibility efforts. With September here before we know it, we are looking to immediately begin the process of confirming sponsorships.

For Recovery Day Winnipeg 2020:

- Will be held on September 12, 2020 (online)
- Keynote speaker: Jon Ljunberg
- Music headliner: Tom Jackson
- MC: Jon Ljungberg
- 2nd headliner: TBD
- Nineteen (Local band)
- Other entertainment pending



Recovery Day, which happens every year in cities across Canada and the United States, supports those in recovery and their loved ones, aims to end the stigma of addictions and mental health, provides resources for those who might be seeking help, and brings the community together in unity to fight against such a terrible disease.

Recovery Day allows us to engage with our own stories of recovery, have our voice heard, and our passion demonstrated. Addiction impacts everyone. No one is safe from it. It runs rampant through our lives, even though not all of us are ready to acknowledge that it does.

This special day opens the conversation so that individuals and families will not experience shame in seeking help.

Highlights from Recovery Day Winnipeg 2019:

- Held on September 14, 2019 at The CN Stage at The Forks
- Keynote speaker: Mackenzie Phillips
- Music headliner: Madchild
- Dignitaries included: Mayor Brian Bowman, MP Dan Vandal, Elder Chris Harper
- Entertainment included: Kids Fun Zone, Fit Zone, Resource Tent, Vendor Village, Art Mural, and Food Trucks
- Entertainment included an array of local bands, speakers, drumming group, throat singer and dance artist
- Press conference at the Mayor's Office followed by lunch and networking
- Media coverage included: CTV, Global, BOB FM, Energy 106, 94.3 The Drive, QX 104 FM, CJOB, City TV, CBC, Winnipeg Sun, Winnipeg Free Press, CJNU, The Uniter, The Projector, Manitoba Post, and a few more
- Attendance is estimated to have been around 5,000
- Agencies included:
  - Mood Disorders Association of Manitoba
  - St. Boniface Street Links
  - Cocaine Anonymous of Manitoba
  - Adult & Teen Challenge of Central Canada
  - North End Women's Centre
  - Behavioural Health Foundation
  - Finding Freedom
  - Thrive Community Support Circle
  - Inspire Community Outreach
  - Orchard Recovery Centre
  - iRecover Addiction Treatment Centers
  - PTSD Alliance
  - Cedars at Cobble Hill
  - Sara Riel Inc.
  - Families Anonymous Recovery Fellowship
  - SSC



## 2019 Sponsors included

### +\$2000

- The Fort Garry Hotel, Spa & Conference
- Yoga Public
- Richard and Sharron Sobey
- Kelburn Recovery Centre
- Edison Properties
- Aurora Recovery Centre
- St. Raphael Wellness Centre

### \$1000 - \$2000

- Birchwood BMW
- Birchwood Automotive Group
- Pratts Food Service
- Paul Cloutier
- Ken Cranwill
- MJ Roofing
- Gindon Wolson Simmons & Roitenberg
- Two Ten Recovery

### \$500 - \$1000

- Pizzeria Gusto
- Edge Corp
- Dan Sirski
- Kenneth Lee
- Pinx & Co
- Thompson, Dorfman, Sweatman
- Morden Family

### In-Kind

- MB Training
- Last Door
- Willy Dogs
- The Sober Families Alliance
- The Saber Legion - Manitoba Chapter
- GWSR
- Magdaragat
- Manitoba Association for Sikaran Arnis
- MAAK Security Consulting & Services
- Acro Yoga MB
- Studio 26 Hot Yoga
- Dese Bunz
- Recovery Capital Conference of Canada
- Stingers Boxing Academy
- Spark Fitness & Nutrition

## History of Recovery Day

Recovery Day started with an e-mail that was sent on July 30, 2012, to AnnMarie McCullough and Lorinda Strang. It contained an eight minute trailer for the movie, which at the time was still being produced by Greg Williams, known as 'The Anonymous People'.

The film documented the emerging "new recovery advocacy movement" with footage of rallies and marches that had been happening all over the US for a decade. After seeing the trailer, the decision was made to immediately start planning Canada's first "Rally for Recovery" in Vancouver – with less than 8 weeks to prepare.

Before September 2012, no one had even heard the term "Recovery Day" in Canada, but in a matter of weeks, we witnessed the birth of not only a 'Recovery Day' in Vancouver, but also a Recovery Day in Victoria with proclamations in both cities that held events as well as a proclamation in Ottawa.

In September 2013, Vancouver, Toronto, Calgary, Edmonton, Saskatoon, Victoria, Regina, Nanaimo, Kamloops, Kelowna, Ottawa and Fredericton all hosted "Recovery Days" on September 8. The cities all had proclamations from their respective mayors. There were letters of support from the CCSA, CACCF, CASW and the health minister of BC. BC also received an unexpected proclamation from the premier declaring Recovery Day.

Also that month, Lorinda and AnnMarie were in Washington, DC to receive an award for "rally of the year" from SAMHSA for Vancouver's Recovery Day in 2012. It was announced that the UN was looking at passing a resolution to declare September "International Recovery" month which was passed in 2013.

In April of 2013, members of the Recovery Day initiatives, AnnMarie McCullough, Lisa Simone and Lorinda Strang, formed a new organization - Faces and Voices of Recovery (FAVOR) Canada. In September 2018, over 30 cities celebrated Recovery Day events.



# Why is Recovery Day important?

By the time you read this entire fact sheet 50 workers will have called in to work due to addictions and mental health issues.

## Canada's State of Mental Health in the Workplace

This week, about 500,000 employed Canadians are unable to work due to mental health problems. In fact, about 70 percent to 90 percent of people with severe mental illnesses are unemployed.

On a yearly basis, 175,000 full-time workers don't go to work due to mental illness.

By 2041, the cost of lost productivity due to mental illness is estimated to be \$16 billion every year.

Of the \$51 billion is spent each year on mental illness in Canada, a staggering \$20 billion stems from workplace losses.

**Wait Times and Overdose in Manitoba**

**In Manitoba, men wait about 52 days for addiction treatment, which is up from last year which was 38 days, according to a report by Addictions Foundation Manitoba.**

**The wait time for women is far more because they have to wait about 200 days for addiction treatment.**

**The Illicit Drug Task Force's report states, "between 2014 and 2017, there were 337 opioid-related deaths and in 15 percent of those meth was detected in toxicology results."**

**In 2017, there were 106 apparent opioid-related deaths.**

### 4 Ways Addiction Can Happen to Anyone

- Poor Coping Mechanisms
- Genetics and Family
- The Pleasure Principle
- Social Setting

### 5 of the Deadliest Drugs in Canada During Opioid Crisis

- Alcohol
- Opioids
- Crystal Meth
- Fentanyl
- Cocaine/Crack

### 5 Signs Someone Needs Rehab

- Someone's drug of choice is their main priority
- Their tolerance makes them use excessive amounts
- Their physical, mental, and emotional health is crumbling
- Someone has a co-occurring mental illness
- They tried to quit unsuccessfully on their own

## 155,000 Canadians Hospitalized For Addictions and Mental Health Conditions

In 2017 to 2018, more than 400 Canadians were hospitalized every day due to harm from substance abuse.

Out of those Canadians, about 40 percent of them also had a co-occurring mental health condition such as anxiety, depression or schizophrenia.

The top cause for hospitalized was alcohol consumption, which accounted for more than half of these hospital stays. After alcohol cannabis and opioids were other top drugs leading to hospital stays in adults.

In one year, one in 10 Canadians visited an ER at least four times for assistance with mental health and/or addictions.

Half of these visits were related to patients who were treated for mental health conditions and addictions.

Half of the people who visited an ER for help with mental health and/or addictions were younger than 35.

About 65 percent of frequent ER visitors were admitted as inpatients at least once over the year.

About 25 percent had three or more hospital stays.

During the year, 320,000 people visited an ER to get help for mental health of addictions. The highest rates of frequent visits were men between the ages of 25 to 39. However, children and youth between the ages of 10 and 19 had more girls than boys visiting an ER.

40 percent of patients had a mental health condition.

Meanwhile, about 10 people a day die due to addiction in the country.



# Sponsorship Opportunities

	HOPE \$5,000	HONESTY \$2,000	HUMILITY \$2,000	WILLINGNESS \$1,500	TRUTH \$1,000	INTEGRITY \$1,000	COURAGE \$750	FAITH \$500	CARE \$250
TV recognition (verbal recognition during interviews)	Yes	Yes	Yes						
Corporate lunch and learn about addiction in the workplace*	Yes	Yes	Yes						
Banner and popup ad space throughout the event**	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pre-recorded messages/ads for event playback***	60 sec	30 sec	30 sec						
Pre-event registration sponsored gifts/merch giveaway	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verbal recognition throughout the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Inclusion in pre-event media release	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Headliner sponsor introduction recognition			Yes						
Keynote sponsor introduction recognition	Yes								
2nd Headliner sponsor introduction recognition		Yes							
Linked logo on website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Post event success report	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pre-event social media coverage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*All sponsorship packages can be customized.*

*\* Max attendance will vary according to sponsorship level (i.e. HOPE = 50 max employees vs HONESTY = 25 max)*

*\*\* Frequency will vary according to sponsorship level (i.e. HOPE = 15 impressions vs CARE = 2)*

*\*\*\* Option to have more than one video message based on sponsorship level (i.e. HOPE = 3 x 60 sec videos vs HONESTY = 2 x 30 sec videos)*



**Watch a recap of  
Recovery Day  
Winnipeg 2019**



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