



SPONSORSHIP GUIDE

Support Perinatal Mental Health Initiatives in Ontario



Welcome

CHRISTINE CUNNINGHAM

she/her

Founder & Executive Director

Thank you for considering a sponsorship to support the work of Perinatal Wellbeing Ontario. At PWO, we provide inclusive, timely, and free to low-cost support to people throughout the province of Ontario. We need your help to continue to provide these much needed services. We are so grateful for all the support from folks like you!



Why Sponsor Us

- Over 30 parents participated in five peer support groups
- 90 clients used individual pay-what-you-can therapy, totaling over 384 appointments
- 26 volunteers trained and provided over 53 hours of individual peer support

Our mission is to create barrier-free programs for Perinatal mental health issues. Our mission includes connecting to the network of peer supports and Perinatal mental health professionals in Ontario to work together to ensure access to support for those experiencing symptoms of a mental illness during the perinatal period.

About Us



Perinatal Wellbeing Ontario is a not-for-profit organization that provides direct support to parents and people in the perinatal period who are living with symptoms of mental health issues. We do this by offering support planning for parents looking for help as well as individual and group peer support, low to no-cost therapy and therapeutic programming online.

At Perinatal Wellbeing Ontario we recognize that not all birthing people are moms, not all partners are dads, not all couples are cis-gendered, married, or heterosexual and that challenges in the Perinatal period affect people of all cultures and abilities. We also recognize that families are created in many different ways and we are here to support anyone who is seeking help in the province of Ontario.

Our goal also includes providing connection to direct supports that are either low-cost or free, information about Perinatal Health and Wellbeing and community resources.



Support



Education

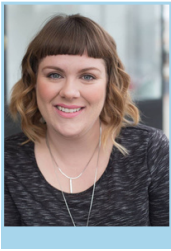


Community



Advocacy

Meet Our Board



Olivia Scobie,
MSW, RSW, MA
she/her



Fernanda Villanueva,
MSW, RSW
she/her

Meet Our Team



Karin Thoms
she/her
Peer Support
Program Manager



Kat Bayang
she/her
BIPGM Community
Outreach Coordinator



Laine Halpern
Zisman, PhD
she/her
LGBTQ+ Support
Coordinator



Anneke van den Berg
she/her
Peer Supervision
Coordinator



Zeina Rashid
they/them
Social Service Worker
Student



Lisette Weber
she/her
Development
Coordinator

Event Highlights

Our virtual Climb week will take place over the week of October 1-7. From September until mid-October, PWO will be promoting the event through social media channels and email campaigns. Currently, PWO has 1267 Instagram followers; 1.2k Facebook followers; 5609 Podcast downloads in 57 countries.



Social Media Engagement

Participants will receive prompts to post on their social media to engage in a discussion around perinatal mental health. PWO's main page will share these prompts.



Podcast Episodes

Special guest episodes will be released beginning in June until October. These will feature PWO volunteers, staff, and other key players to the organization.



Blog Posts

Using blog posts, readers will learn about perinatal mental health and the services already available around Ontario.



It helped me immensely to have the opportunity to connect with another parent who had 'been there' and I could be totally open with.

I have so much gratitude for PWO and really encourage other new parents or parents to be to check out their incredible resources. It was a game-changer for me.

Hallie, Individual Peer Support Participant

Event Schedule

Perinatal Wellbeing Ontario will engage social media reach through the months of September until mid-October with a variety of offerings. Climb Week will provide prompts for participants to use to continue the conversation.

Weekly

- Donation Requests
- "Join Our Team" Posts
- Volunteer and Participant Testimonials
- Perinatal Wellbeing Podcast Promotions
- Blog Post Promotions

Climb Week

October 1-7

- Social Media Engagement Prompts
- Climb Walk in GTA
- Ontario Perinatal Mental Health Roundtable



I am proud to be a Peer Support Volunteer at PWO. It is a privilege to hold space for folks having a challenging time in the perinatal period. I enjoy the connection found in sharing lived experiences and witnessing how peer support can positively impact people's lives. My life perspectives and empathy have definitely expanded and grown and I am grateful for this experience!

Kat, Peer Support Volunteer



Package

Please email info@perinatalwellbeing.ca when you are ready to move ahead with your sponsorship.



Summit Sponsor **\$5000**

- Logo on PWO website, linked to website, for one year
- Listed as presenting sponsor in Climb marketing and press
- Social media thank you
- Invitation to be guest on Perinatal Wellbeing Podcast
- One minute ad on podcast, read by host
- Company listed as presenting sponsor for upcoming program. "PMH Group supported by YOUR COMPANY"
- Complimentary scholarships to one certificate program through Canadian Perinatal Mental Health Trainings: Perinatal Mental Health, Birth and Reproductive Trauma, or Perinatal Grief and Loss



Peak Sponsor **\$2500**

- Logo on PWO website, linked to website, for one year
- Listed as presenting sponsor in Climb marketing and press
- Social media thank you
- Invitation to be guest on Perinatal Wellbeing Podcast
- One complimentary scholarship for a Canadian Perinatal Mental Health Training course



Supporter **\$100**

- Inclusion in PWO Online Directory

Star Supporter **\$250**

- Supporter Perks
- Social Media Thank You

Super Star Supporter **\$500**

- Supporter and Star Supporter Perks
- Blog Post Opportunity

Project Description

All funds will be used to offer barrier free perinatal mental health supports to residents of Ontario. Increase in budget will allow PWO to offer specialized support groups to the Ontario parent community. PWO also aims to decrease burn out of therapists and peer volunteers.



Therapy Based Support Groups

Topics include: BIPOC, Grief and Loss, Parents with a Physical Disability, Dads/Partners.



Peer Support Groups

Topics include: Parents with ADHD, Grief and Loss, Abortion Support.



Stipend for Peer Support Coordinator

Position would be responsible for training new peers, pairing peers, administration of peer support programs

