

# Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

## Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
- Funding requests for more than 50% of an initiative will not be considered and applicants must demonstrate how the remaining funds will be or have been obtained
- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

## Name of Individual or Community Group \*

Canadian Mental Health Association, York Region Branch

## What percentage of your organization's clients reside in Aurora? \*

35

## Address

**Street Number and Name \***

#5-1101 Nicholson Road

**City/ Town \***

Newmarket

**Province \***

Ontario

**Postal Code \***

L3Y 9C3

## Contact Information

**Email Address \***

cmatzig@cmha-yr.on.ca

**Phone Number \***

(289) 879-2450

**On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.**

**Project Title:** *Lead the Way* Campaign in Support of the York Region Mental Health Community Care Centre

**Applicant Organization:** Canadian Mental Health Association, York Region & South Simcoe (CMHA YRSS)

## Executive Summary

Imagine a mother in Aurora, awake at 2 am, terrified because her teenage son is in crisis. She doesn't know where to turn. The emergency room feels overwhelming, and calling 911 seems drastic.

Right now, this is the reality for too many families in our community.

The *Lead the Way* Campaign is changing the story. It's a bold \$2.5 million initiative to support the creation of York Region's first Mental Health Community Care Centre, located in Newmarket but serving all regional municipalities, including the Town of Aurora. Serving over 11,000 individuals annually across York Region, including Aurora's rapidly growing population, the Centre will be a place where hope lives, a place where someone's first crisis can be their last.

This Centre will provide 24/7 low barrier access to crisis care, including 10 crisis stabilization beds and 10 withdrawal management beds, and wraparound supports that guide people from crisis to recovery. Services will be free, evidence-based, culturally responsive, and trauma-informed, delivered by a multidisciplinary team of psychiatrists, nurses, peer supporters, and care navigators.

It's not a building; it's a lifeline for Aurora families.

## Our Vision: Turning Crisis into Care

Mental health challenges don't wait for office hours. They strike in the middle of the night, on weekends, when families feel most alone. Mental health crises often lead to fragmented care, repeated ER visits, and police involvement. Our vision is simple yet powerful: breaking this cycle by creating a one-stop hub for comprehensive care that addresses immediate needs and sets individuals on a path to recovery.

Because no one should face a mental health crisis without immediate, expert, and compassionate health.

## What Makes This Centre Different:

- **Always Open:** 24/7 access means immediate help for individuals 12 years of age and older, when it's needed most. No waiting for appointments.

- **Integrated Beds:** 10 crisis stabilization beds and 10 withdrawal management beds for safe, calm, therapeutic care for individuals 16 years and older.
- **Comprehensive Services:** From crisis intervention, to therapy, peer support, and care navigation, all located under one roof in partnership with more than 20 community agencies, including local hospitals, police, paramedics, and social service providers.
- **Dignity and Respect:** Evidence-based, trauma-informed care grounded in best practices and culture responsiveness.
- **Voluntary Treatment:** The Centre is not a locked facility; all care is voluntary, and no individuals will be held under Form 1.

#### **How Care Will Be Delivered:**

Behind every service is a team of people who care deeply, psychiatrists, nurses, social workers, addiction specialists, peer supporters, and Indigenous traditional healers. After stabilization, we won't just send people home; we will walk with them, connecting them to housing, employment, and ongoing therapy.

For Aurora's diverse community (38.9% visible minorities, 36.8% immigrants), we will offer multilingual support and culturally adapted programs. Because healing looks different for everyone, and every story matters.

#### **Who Can Access It:**

- All York Region residents, including Aurora's 66,410 residents.
- No-cost services, removing financial barriers.
- Inclusive and accessible for youth, seniors, newcomers, and those with complex needs.

#### **Why This Matters for Aurora**

Aurora residents face the same mental health challenges as the rest of York Region, yet timely access to care remains a critical gap. Currently, individuals in crisis often resort to 911 calls and emergency departments, which are not equipped for specialized mental health care. The Centre will:

- Reduce reliance on emergency departments and police interventions
- Provide immediate stabilization and withdrawal management services
- Offer integrated care pathways for Aurora residents, ensuring continuity of care close to home

Aurora's population is growing rapidly, with 66,410 residents as of October 2025, up from 62,057 in 2021. The town has a diverse demographic profile: 17% under age 15, 15.4% seniors, and a median age of 40.9. Approximately 36.8% of residents are immigrants, and

38.9% identify as visible minorities, underscoring the need for culturally competent mental health services.

Emergency department visits for mental health and substance use have increased by 27% in the past five years, with a projected rise of 63% in the near future. Last year, 79 suicides occurred in York Region, and one in three students needed mental health support but didn't seek it; one in five reported self-harm. The Centre is deigned to meet this urgent, growing need.

Behind these numbers are real people, neighbours, friends, family members, who deserve better options than an overcrowded ER waiting room or a police intervention. This Centre will give Aurora residents a place to turn, a place of hope, healing, and dignity.

### **Funding Request**

We respectfully request \$5,000 from the Aurora Mayor's Charity Golf Classic to help make this vision a reality.

The Town of Aurora will join other donors to the *Lead the Way* campaign, including the Government of Ontario, Regional Municipality of York, Town of Newmarket, York Region Police, York Region Police Service Board, UniversalCare Inc., Bazil Developments, The Kyle Brandon Traves Foundation, Innisfil Community Foundation, the Dunin Foundation and other generous individuals in our community.

### **Impact on Aurora**

Your investment will:

- Directly benefit Aurora residents in crisis, reducing ER visits and police involvement
- Support families and caregivers, improving community well-being
- Contribute to a regional solution that strengthens Aurora's health infrastructure and aligns with the town's commitment to supporting vulnerable populations

Respectfully submitted by:

Catherine Matzig, CFRE  
Senior Director, Philanthropy

Canadian Mental Health Association, York Region Branch

[cmatzig@cmha-yr.on.ca](mailto:cmatzig@cmha-yr.on.ca) | 289.879.2450



# **Lead the Way**

A Community Solution  
for Crisis Care

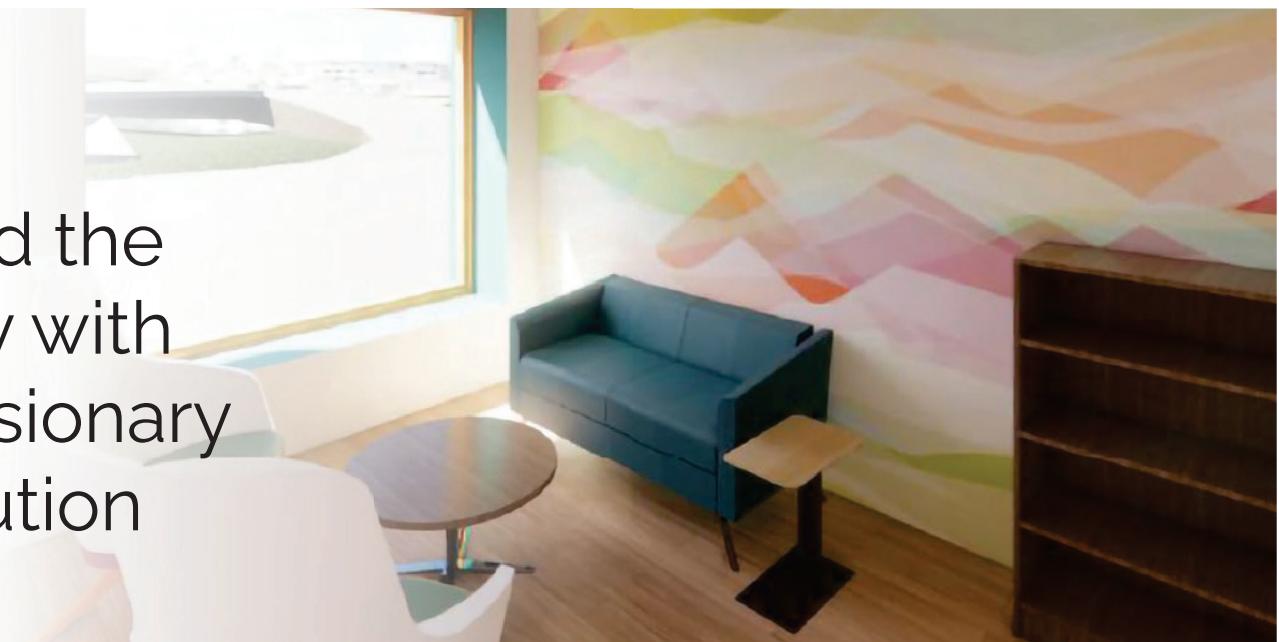
York Region Mental Health  
Community Care Centre

**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.

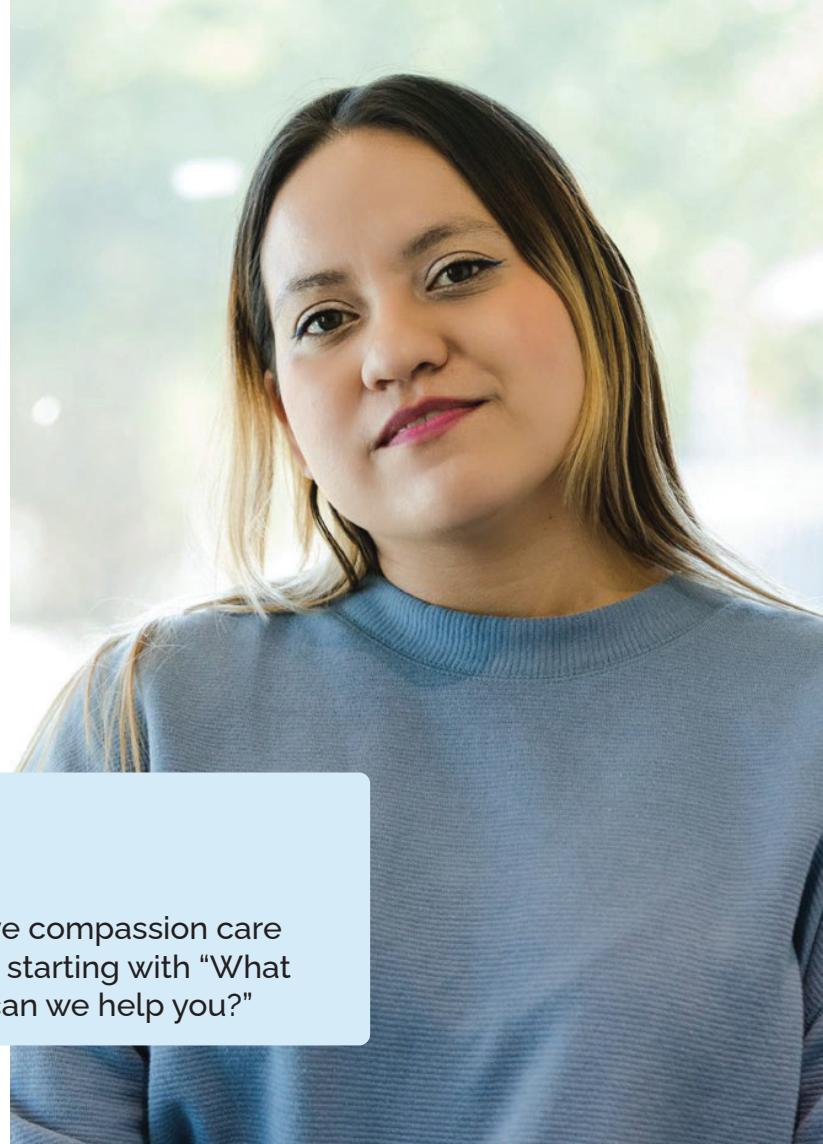
**Neda\***, a single mother in Richmond Hill, was overjoyed by her baby's arrival, but postpartum depression soon overwhelmed her. Isolated and unable to express her pain due to a language barrier, she felt trapped in a world where help seemed out of reach. The Centre offers mothers like Neda compassionate, 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



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



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



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



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



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](http://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**

**Catherine Matzig, CFRE**  
Senior Director, Philanthropy

289-879-2450  
[cmatzig@cmha-yr.on.ca](mailto:cmatzig@cmha-yr.on.ca)

**Canadian Mental Health Association York Region South Simcoe**  
1101 Nicholson Road, Unit 5  
Newmarket, Ontario, L3Y 9C3

Charitable business number: 123635534 RR0001



Canadian Mental  
Health Association  
York and South Simcoe

# York Region Mental Health Community Care Centre: Lead the Way

## A Community Solution to Crisis Care



# Community Care Centre Mission & Goals

## Mission

Ensure an individual's first mental health and/or addictions crisis is their last

## Goals

Support and de-escalate clients in a mental health and/or addictions crisis

Develop, with clients and their caregivers, a plan to address the underlying issues that precipitated the crisis



Canadian Mental  
Health Association  
York and South Simcoe

# Project Timeline

Aug-Oct 2024	Aug-Dec 2024	Dec 2024	Jan 2025	Feb 2026	Apr 2026-Apr 2027	June 2027
Zoning Approved	Detailed Design	MOH Capital & Costing	Construction Submission	Tender Doc/Permits	Construction	Soft Opening



Located at 17255 Yonge Street, Newmarket

Although based in Newmarket, this is a Regional effort—one that will benefit and impact every municipality in York Region.

This is illustrated in Regional Council's approval in December 2024 of a one-time capital contribution of \$5million as a grant to support the construction of the Mental Health Community Care Centre.

# Key Partners



Canadian Mental  
Health Association  
York and South Simcoe  
*Mental health for all*



Mackenzie  
Health



SOUTH LAKE  
REGIONAL HEALTH CENTRE



York Region



Oak Valley  
Health



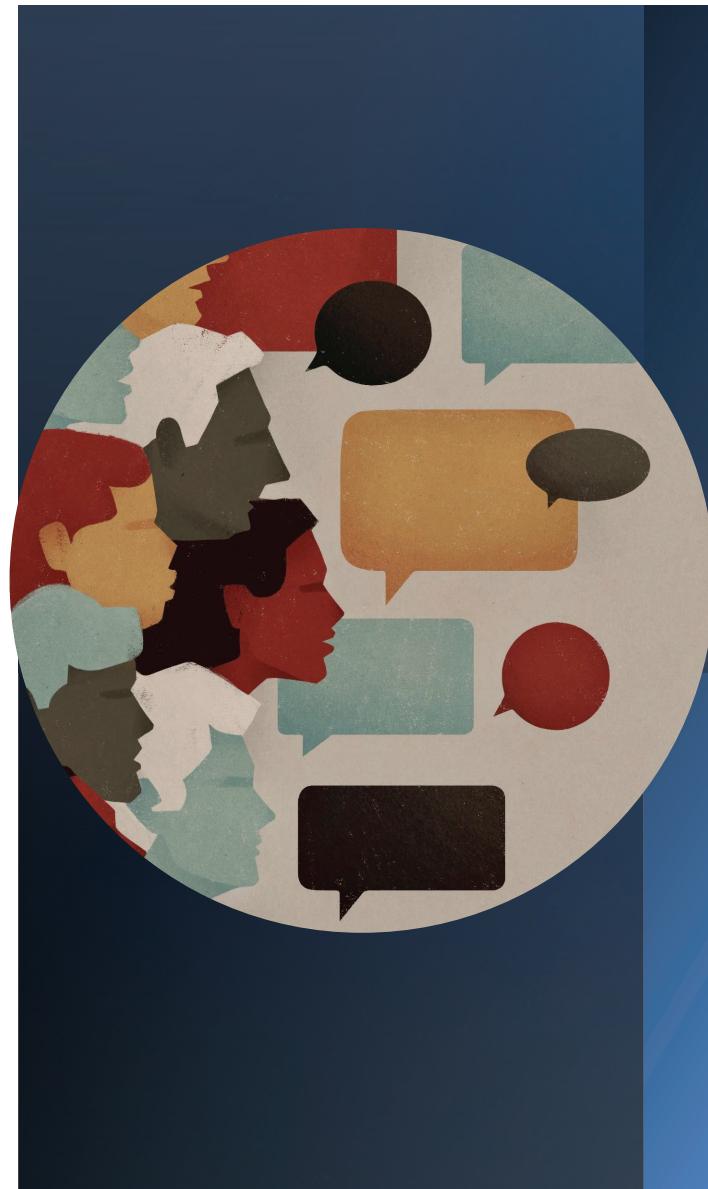
Ontario  
MINISTRY OF HEALTH



Ontario Health  
Central



360°  
kids





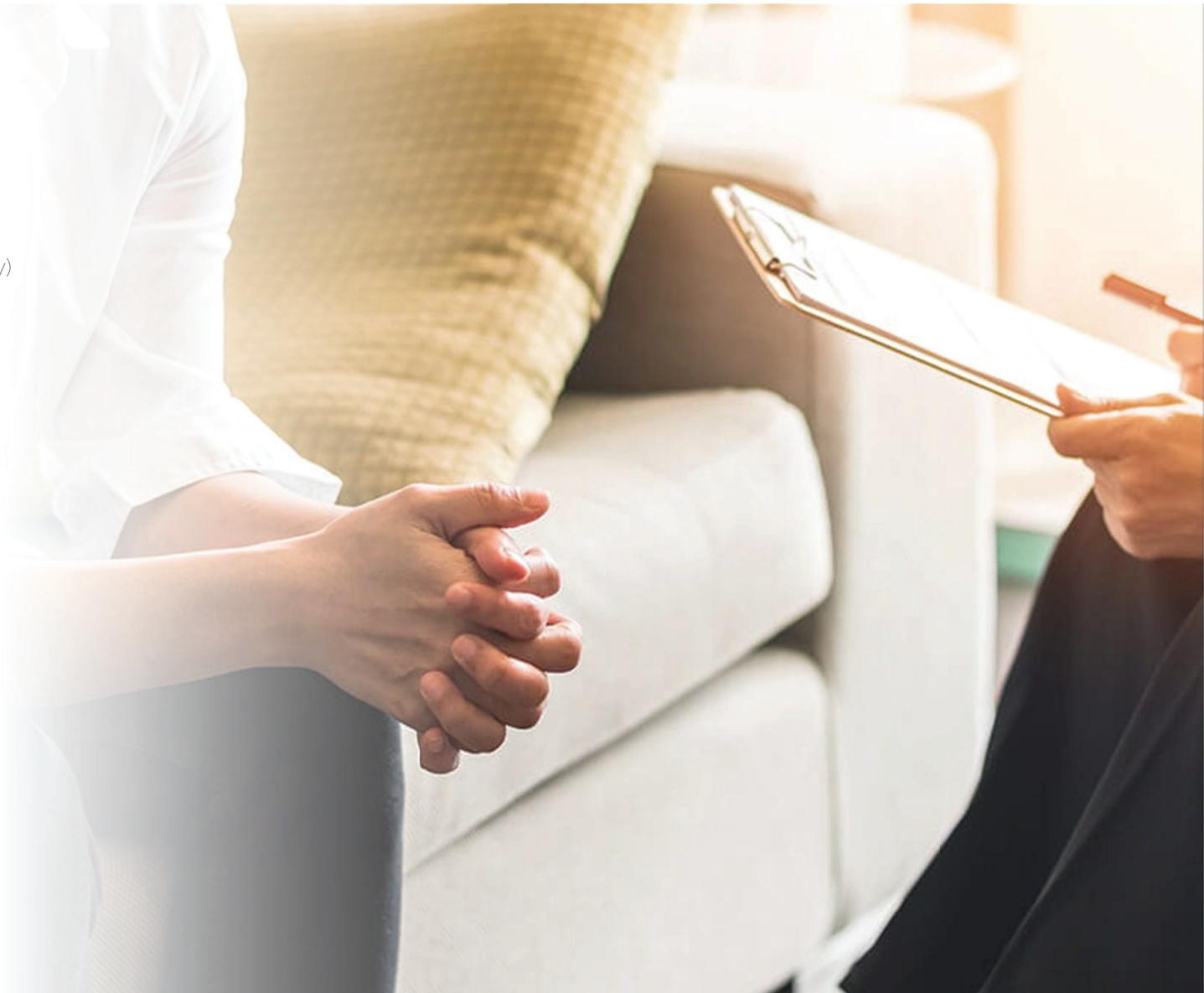
# Operational Review

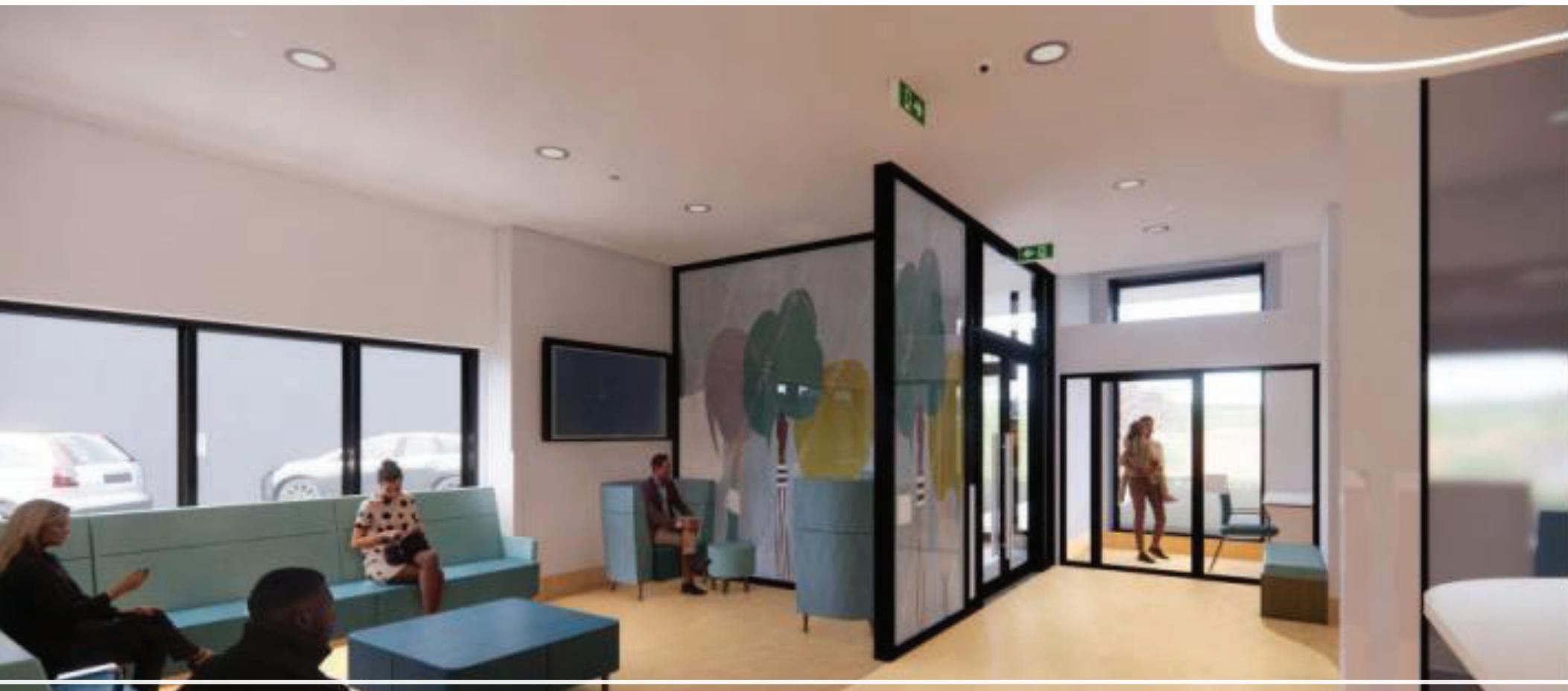
- 10 crisis beds and 10 withdrawal management beds for individuals aged 16+ requiring short term stabilization and de-escalation
- Voluntary treatment—no individuals will be held under Form 1
- Integrated and person-focused care from a multidisciplinary team including psychiatrists, nurses, peer supporters, youth specialists, and care navigators
- Culturally responsive services, including Indigenous traditional health and multilingual care
- Trauma-informed practices designed to support individuals and families in distress
- Immediate access to mental health services, reducing reliance on emergency departments and police interventions

York Region has a population of 1.2 million yet lacks a centralized mental health crisis care facility. The Centre will provide low-barrier access to mental health care and serve 11,000+ individuals annually.

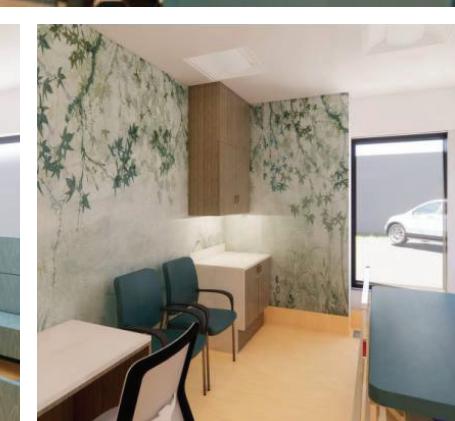
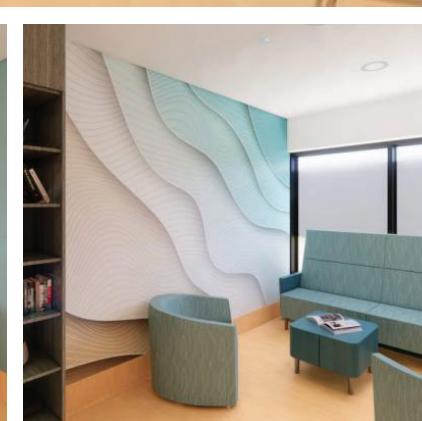
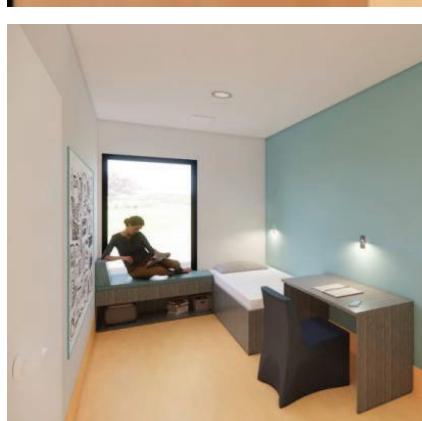
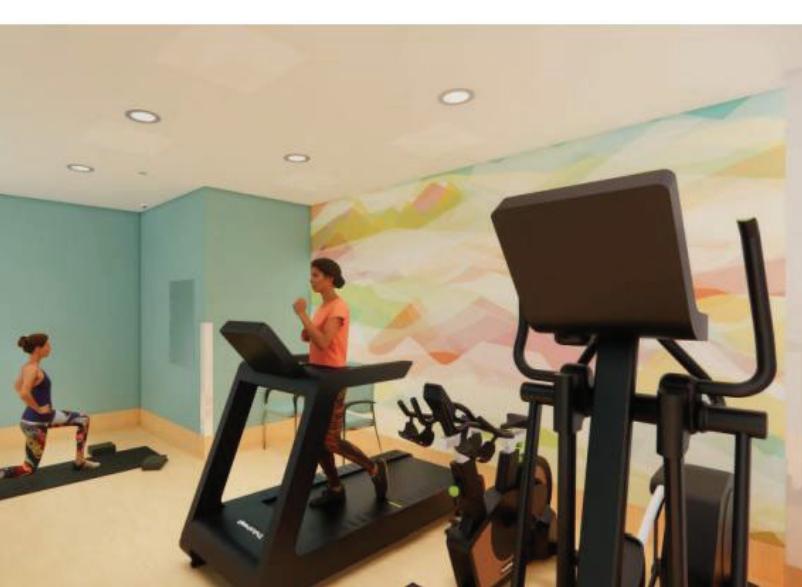
# Staffing

- Physicians (primary care & psychiatry)
- Nurse Practitioners
- Nurses (RNs & RPNS)
- Child Mental Health Specialists
- Social Workers
- Counsellors
- Care Navigator/Case Coordinators
- Peer Support
- Aboriginal Traditional Healer
- Administrative & Other Supports:
  - Reception/Clerical
  - Security
  - Housekeeping
  - Maintenance
  - Leadership





Interior Inspiration





# Lead the Way Together

Emergency department visits for mental health and addiction in York Region have increased by 27%, with a projected 63% rise. The Centre is a bold, community-driven solution to this urgent need. Your support will help bring this vision to life and ensure that someone's first crisis is their last.

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

We know the best outcomes arise from collaboration.

Help us create a legacy of healing. Believe you can, indeed, lead the way.



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