

# IT'S OK2B YOU. IT'S OK2B ME.

A Movement by Camino Wellbeing + Mental Health

## Be Part of the Movement

Imagine a community where **everyone** can show up fully as themselves at work, at school, and in every space they enter.

Where belonging isn't seasonal and visibility isn't something earned.

That's the vision behind **It's OK2BYOU, It's OK2BME**, a community-wide movement celebrating 20 years of the OK2BME program and a call to create lasting visibility and belonging for everyone in Waterloo Region.

This movement invites everyone, the rainbow community, allies, workplaces, and leaders, **to stand together and show that belonging is for all of us.**

## Why This Matters



For 20 years, **OK2BME, a program of Camino Wellbeing + Mental Health**, has provided affirming, professional support for 2SLGBTQIA+ youth and their families, helping them find connection, hope, and community.

While progress has been made, 2SLGBTQIA+ individuals continue to face disproportionately high rates of mental health challenges, not due to 2SLGBTQIA+ identities themselves but because of stigma, discrimination, and the oppression of 2SLGBTQIA+ people. This is often worsened by a lack of affirming, accessible supports.

Through Camino's **No Wrong Door** approach, members of the rainbow community can access a wide range of wellbeing and mental health supports, ensuring everyone can find the care they need, when and where they need it.



*"As one of the first youth participants, I can say I probably wouldn't be here if not for the OK2BME program."*

- Jelena Vermilion

**Your visible allyship ensures every door remains open, and that every person seeking care is met with understanding, compassion, and hope they deserve.**

# IT'S OK<sup>2</sup>BYOU. IT'S OK<sup>2</sup>BME

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## Why Partner With Us

When your company joins the It's OK2BYOU, It's OK2BME movement, you will...



### Lead Visibly

Send an uplifting message that everyone belongs, especially in times when hope and visibility matter most.



### Demonstrate Your Values in Action

Show your leadership and commitment to equity, inclusion, and belonging.



### Engage Your Team

Offer your employees meaningful opportunities to learn, grow, and act as allies.



### Remove Barriers to Care

Help ensure no one is turned away from Camino's programs due to financial constraints.\*



### Inspire Collective Change

– Encourage other organizations to make belonging visible across our community.

### Support Our Two Cornerstone Community Events

#### GSA Conference

Bringing together hundreds of 2SLGBTQIA+ youth, teachers, and allies in Waterloo Region.

#### Pride Prom

A joyful event that offers young people a safe place to dance and be their full selves.

\* Camino does not turn people away due to financial barriers — your support helps make this possible.



## Partnership Opportunities

Your commitment helps expand inclusive programming across Camino and inspires others to act. **We'll work closely with each partner** to ensure recognition aligns with your company's values and goals, and that your visibility is maximized throughout the campaign.

**400 sessions of mental health support!**



	\$50,000+	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
	<b>Catalyst Visibility Partner</b> Lead the Movement for Belonging	<b>Pride Champion Partner</b> Inspire Change with Courage and Conviction	<b>Ally in Action Partner</b> Make Belonging Visible Everywhere	<b>Unity Builder Partner</b> Bring People Together for a Common Purpose	<b>Rainbow Pin Partner</b> Create Everyday Moments of Visibility and Validation	<b>Belonging Partner</b> Carry the Message Further
Digital Ally Badge	✓	✓	✓	✓	✓	✓
Campaign Branded Visibility Items for Your Team*	✓	✓	✓	✓	✓	✓
Recognition on Social Media	TOP TIER ✓	PROMINENT ✓	✓	✓	✓	✓
Logo Placement on Campaign Webpage	TOP TIER ✓	PROMINENT ✓	✓	✓	✓	NAME LISTED
Acknowledgement at Key Campaign Milestones and Events	TOP TIER ✓	PROMINENT ✓	✓	✓	✓	
Campaign Webpage Video Feature**	✓	✓	✓	✓		
Exclusive Dei Learning Session by Camino Facilitator	✓	✓	✓			
Opportunity for Camino Presence at a Staff Engagement Event	✓	✓				

\*Each partnership level includes a customized selection of branded visibility items designed to highlight your organization's support of the 'It's OK2BYOU, It's OK2BME' campaign.

\*\*Included at selected partnership tiers is the opportunity to share a video message on the campaign webpage, highlighting your organization's allyship and visible support for 2SLGBTQIA+ belonging in our community.



## Your Investment Creates Change

Your partnership directly supports:

- **Youth and Families** – Through affirming mental health and counselling services.
- **Education and Training** – That strengthen allyship in schools, workplaces, and the community.
- **Inclusive Access** – To all of Camino’s wellbeing and mental health programs through our No Wrong Door approach.
- **A Message of Hope** – That uplifts the entire community and ensures everyone feels seen, valued, and supported.

### Will You Stand With Us?



When your company invests in **It's OK2BYOU, It's OK2BME**, you're not just funding a campaign – you're helping build a culture of belonging.

Together, we can create a community – and workplaces – where everyone can thrive as their full selves, every day of the year.

Let's connect to explore how your organization can lead this movement for visibility, equity, and wellbeing.

## Sponsorship Form

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_



Scan the QR code or submit an online form

### Preferred Sponsorship Level

Catalyst Visibility Partner (\$50,000+)     Pride Champion Partner (\$25,000)

Ally in Action Partner (\$15,000)     Unity Builder Partner (\$10,000)

Rainbow Pin Partner (\$5,000)     Belonging Partner (\$2,500)

Want to be part of the movement but at a different level?

Let's connect, we can find a meaningful way for you to stand with us and show your allyship.

Fill out and submit this form by emailing the completed copy to [development@caminowellbeing.ca](mailto:development@caminowellbeing.ca)

