



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 OK2B YOU, 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 Vermillion

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

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.

Make Two Cornerstone Community Events Possible

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.

Campaign Timeline

The campaign will include moments of visibility, storytelling, and celebration across the region from November 2025 to July 2026.

Corporate partners will be recognized throughout the campaign, including:

- The GSA Conference (February 10, 2026)
- The Pride Prom (June 2026)
- And the OK2BYOU, OK2BME celebration event (February 9, 2026)



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 |
|---|---|--|---|---|--|---|
| | Catalyst Visibility Partner Lead the Movement for Belonging | Pride Champion Partner Inspire Change with Courage and Conviction | Ally in Action Partner Make Belonging Visible Everywhere | Unity Builder Partner Bring People Together for a Common Purpose | Rainbow Pin Partner Create Everyday Moments of Visibility and Validation | Belonging Partner 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 [click here](#) to 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

Kathryn McEwin
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