



By: The Benjamin Ware Legacy Fund

WHO WE ARE

Benjamin Ware was a full tilt, larger than life, adventurous and kind spirit. He thrived in the outdoors and took great pleasure and pride in sharing his passion with others. As inspirational as Ben was, he also battled anxiety and depression. He knew better than most how inner turmoil can devastate an otherwise extraordinary life. Having been in and out of our current medical system trying to source the right kind of help, and only to be disheartened time after time, Ben made it his personal mission to bridge the gap between conventional medical treatment of a physical illness and the unique needs of those who suffer mentally and emotionally. He wanted to be able to provide a resource that would address these needs head on and with greater understanding by developing a Wilderness Therapy program. Unfortunately, Ben passed away at the age of 41 and before it could come to fruition. We, as Benjamin's family, continue his work! We created the Benjamin Ware Legacy Fund in his honour and in addition to promoting mental health awareness and educating the current medical system on alternative therapy options for PTSD, TBI, anxiety and depression, we raise funds for existing Wilderness Therapy programs and mental health initiatives. These areas were of great importance to Ben and we want to ensure the right resources are available when people suffering a mental health crisis are brave enough to ask for help. We are all volunteers and all profits raised are donated to mental health and wilderness therapy initiatives. Our 2023 event will benefit The Pine River Foundation, and our Military Veterans.


THE O2 PROJECT INITIATIVE


The o2 Project - Get Outside Day is a yearly mental health initiative to get people worldwide, outside, and enjoying the natural benefits it provides. Whether it's for a walk, run, hike, bike ride, or simply to sit in a chair and soak in the sun, our goal is to bring awareness to the importance of mental health, educate on how Mother Nature can help and to raise funds for Wilderness Therapy and mental health initiatives. This event will take place on the second Saturday of June each year. This year's event is on June 10th, 2023. There are no rules, set locations, start/finish times or admission fees. People of all ages are welcome and encouraged to participate! Anytime - Anywhere, Just Get Outside!


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Web: www.o2project.org

 facebook.com/theo2project

 Theo2project.getoutside

 Theo2Project

CONTACT US



OUR SHARED AUDIENCE

We feel our initiative is especially timely in the current climate and one that can have positive benefits for all while highlighting the tremendous importance in recognizing mental health as a priority. There is an urgent need for continued support and advances in the mental health arena. Currently, more than 6.7 million people are living with a mental health condition in Canada and the pandemic has taken an additional toll. It has also opened conversations, however, as more people now understand what it is like to be affected by mental health issues and are more inclined to push employers and the government to implement long term solutions for those suffering, not just during a pandemic. By giving your company's support, you are affirming to your employees, customers and potential new clients that your company recognizes the importance of good mental health and supports initiatives that help to provide assistance. When prominent companies, like yours, support our cause we gain the much needed exposure to the issue and it helps to bolster our reach.

REACH YOUR PEOPLE AT OUR EVENT

All companies have employees. 76% of workers believe their company should be doing more to support mental health. 80% of workers would leave a job for one that better supports employee mental health. According to the Mental Health Commission of Canada (MHCC), one in five Canadians experience a mental health problem or illness each year, equating to 500,000 employees unable to work every week due to mental health problems or illnesses.

OVER 1,000 EYES ALL ON YOU...

Each time we receive a sponsorship, we will announce this company individually across our social media platforms. We anticipate having a large reach as our event makes it easy for people to participate and now more than ever, people are relating to this issue. Many companies and organizations including The Pine River Foundation and the Military Veterans Advocacy have also agreed to promote our event across their social media platforms, bringing further attention to our initiative.



PARTNERSHIP OPPORTUNITIES

The packages below include the benefits of partnership with The o2 Project - by The Benjamin Ware Legacy Fund. We value our corporate partners and their commitment to be an active influence in our community. Partnership with us means that together, we can take our message of the importance of mental health and wilderness therapy and share it with those who need it most.

PLATINUM PARTNER | \$5000

Recognition website & social media platforms
5 o2 Project T-shirts (A variety of sizes)
30 o2 Project Stickers
5 commemorative "challenge coins"

GOLD PARTNER | \$2500

Recognition on website & social media platforms
2 o2 Project T-shirts (A variety of sizes)
15 o2 Project Stickers
3 commemorative "challenge coins"

SILVER PARTNER | \$1000

Recognition on website & social media platforms
6 o2 Project Stickers
2 commemorative "challenge coins"

BRONZE PARTNER | \$500

Recognition on website & social media platforms
3 o2 Project Stickers
1 commemorative "challenge coins"

BENJAMIN WARE



We look forward to partnering with you!

Ready to choose your package? Please contact Rachel Ware at rachel@o2project.org



The o2 Project - Get Outside Day!

June 10th, 2023- Worldwide- All Day Event

PARTNERSHIP AGREEMENT

Company / Organization Name

Address

City, Province/State, Postal Code/Zip Code

Contact Person

Contact Email Address

Contact Phone Number

Company / Organization website

Partnership Amount:

\$5000

\$2500

\$1000

\$500

Please write your company name exactly how you'd like it to appear on communications, etc.

Please send all logo/text files electronically to Rachel Ware at rachel@o2project.com and ensure the files are adequate for social media and website publishing.

Checks should be made payable to The Benjamin Ware Legacy Fund and mailed, along with this completed form to: 2054 rue Principale, La Conception, Quebec, J0T 1M0, Canada or submitted on our website via Paypal at <https://o2project.org/donate-now>