



PRESENTS

**EMBODY  
YOGA**

JOIN THE MOVEMENT FOR MENTAL HEALTH



**JOIN US**  
March 21, 2021

*be seen. be heard. be well.*



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## ABOUT LUMENUS

In April 2020, Adventure Place, The Etobicoke Children's Centre, Griffin Centre, Skylark Youth, Children and Families amalgamated to form Lumenus Community Services. As one organization, we can create seamless connections, reduce barriers and expand our capacity – to better serve infants, children, youth, individuals and families.

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**OUR VISION:** to ensure every infant, child, youth, individual and family in Toronto gets personalized guidance and mental health, developmental and community services expertise they need to be seen, be heard and to be well.

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**OUR MISSION:** create a seamless, integrated and guided network of mental health developmental and community services to reduce systemic barriers, close gaps between services and programs regardless of origin and, as a direct result, ease access for all.

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Lumenus exists to reduce obstacles to care in the system and close gaps between services and programs – the two primary reasons mental health and developmental services are so difficult to navigate.

Lumenus is one of the largest mental health and developmental services agency in the province, which allows us to reach more clients and offer more access to services needed on the journey to wellness. The aim is to create a strong community presence and voice, and a continuum of family access to services across the GTA.

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## ABOUT EMBODY YOGA

**EMBODY YOGA** is a family friendly fundraiser accessible to all individuals. Participants raise money by collecting pledges and participating in a yoga session of different yoga styles.

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**WHEN:** March 21, 2021

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**WHERE:** Virtual (details to come)

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**TIME:** 9:00 am to 10:30am

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**YOGA INSTRUCTOR:** Salimah Kassim-Lakha, Director of YogaVision Centre

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**MEDITATION INSTRUCTOR:** Olivia Monk, Certified Vinyasa and Yin Yoga Teacher

**About Samilah:** Salimah specializes in Kundalini Medicine – offering Kundalini Yoga as a healing practice for all ages and stages of life. Her classes are described as impactful, uplifting and loving explorations of movement and breath.

**About Olivia:** Olivia is certified in Vinyasa and Yin style yoga. The foundation of her practice combines the traditional physical practice with an inner emotional and spiritual journey. By integrating body, breath, movement, meditative awareness, and play, Olivia strives to promote a deeper understanding of the interdependency of all these aspects in personal health and holistic wellbeing.



Salimah Kassim-Lakha,  
Director, YogaVision Centre



Olivia Monk, Certified  
Vinyasa and Yin Yoga Teacher



### DID YOU KNOW?

Lumenus offers a broad range of high quality mental health, developmental and community services for infants, children, youth and families across Toronto.



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## WHY PARTICPATE IN EMBODY YOGA

### Because you can make a difference...

- Funds raised support some of the most vulnerable, disenfranchised infants, children, youth and individuals in our community.
- You can help raise awareness about mental health and developmental challenges.
- With your support we can continue to ensure people have the opportunity to be seen, be heard and to be well.

## HOW IT WORKS

### Register as a Team:

1. Select a Team Captain
2. Register online
3. Build a team of up to 8 people
4. Raise money and earn incentives (teams must raise a minimum of \$1,000)
5. Join us virtually for EMBODY YOGA on March 21

### Register as an Individual:

1. Register online
2. Raise money and earn incentives (individuals must raise a minimum of \$100)
3. Join us virtually for EMBODY YOGA on March 21





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## WHY SPONSOR EMBODY YOGA

This year Lumenus needs you more than ever! Depression, anxiety, hopelessness and behavioral challenges are on the rise among our most vulnerable populations right now. Lumenus has seen a rapid increase in demand for services over the past year, in part due to increased discussion, visibility, and lessening of the stigma attached to mental health issues. Funds raised through EMBODY YOGA will support Lumenus programs and services. We'll put the money to work building capacity in Toronto, reducing barriers to system access and creating seamless care where there are gaps today.

### You can make a difference...

- Funds raised support some of the most vulnerable, disenfranchised infants, children youth and individuals in our community.
- You can help raise awareness about mental health and developmental challenges.
- With your support we can continue to ensure people have the opportunity to be seen, be heard and to be well.

### It is an opportunity for your company...

- To demonstrate your corporate social responsibility by getting involved with a highly regarded mental health charity
- To engage employees, clients and customers in an important cause
- To promote your company profile by wearing company t-shirts or colours
- To boost moral and build team spirit
- To promote health and well being



### DID YOU KNOW?

Lumenus works with over 100 partner agencies and organizations to deliver services and programs to those in need.



## SPONSORSHIP OPPORTUNITIES & BENEFITS

<b>\$10,000 (SOLD)</b> Presenting Sponsor	<b>\$7,000</b> Platinum Sponsor	<b>\$5,000</b> Gold Sponsor	<b>\$3,000</b> Silver Sponsor	Contributors of Products and Services	Contributors of Virtual Event Swag Bag <sup>1</sup>
Exclusivity	-	-	-	-	-
Logo on all promotional materials (sponsorship package, event page, promo video)	-	-	-	-	-
Online virtual opening remarks by company representative	-	-	-	-	-
Day-of looped Sponsor logo presentation	Day-of looped Sponsor logo presentation	Day-of looped Sponsor logo presentation	Day-of looped Sponsor logo presentation	Day-of looped contributor listing	Day-of looped Sponsor logo presentation
Day-of Company mention	Day-of Company mention	Day-of Company mention	Day-of Company mention	Day-of Company mention	Day-of Company mention
25 social media posts and links (Facebook, Instagram, Twitter, Linked In)	15 social media posts and links by March 31, 2021 (Facebook, Instagram, Twitter, Linked In)	10 social media posts and links by March 31, 2021 (Facebook, Instagram, Twitter, Linked In)	5 social media posts and links by March 31, 2021 (Facebook, Instagram, Twitter, Linked In)	2 social media posts and links by March 31, 2021 (Facebook, Instagram, Twitter, Linked In)	2 social media posts and links by March 31, 2021 (Facebook, Instagram, Twitter, Linked In)
Logo featured on the Lumenus Website and Annual Report	Logo featured on the Lumenus Website and Annual Report	Logo featured on the Lumenus Website and Annual Report	Logo featured on the Lumenus Website and Annual Report	Name Listing on the Lumenus Website and Annual Report	Name Listing on the Lumenus Website and Annual Report

<sup>1</sup> **VIRTUAL EVENT SWAG BAG:** Contribute to a virtual Swag Bag for EMBODY YOGA participants. 150 to 200 participants are expected to join us this year. Contribute a coupon, voucher, free trial offer or an online course. The Swag Bag will be shared virtually with our participants for them to access via email or social media either before, during or following the event.



**lumenus**  
Community Services

## FOR MORE INFORMATION

### CONTACT:

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Foundation Charitable Registration #890358179 RR 0001

**[lumenus.ca](http://lumenus.ca)**



### DID YOU KNOW?

Lumenus raises funds to build awareness so more Torontonians can find help – and build more capacity so Lumenus can achieve its Vision by executing its Mission.

