



RBC Race for the Kids

September 11 — Heritage Park

When you sign up for the RBC Race for the Kids, you're building up kids who need our help. The pandemic has been hard on us, especially children, and mental health supports are needed now more than ever. The money you raise will support the kind of mental health programs and services that are helping kids now and when the Centre for Child & Adolescent Mental Health opens this fall in northwest Calgary.

To make the most of your RBC Race for the Kids experience, level up your social media with ready-to-post graphics, messages and fast facts about child and adolescent mental health that will help your network understand why you're participating, and why they should support you!

Copy and paste from this document to your network or make it your own with a personal touch.

Facebook / Instagram messages

Option 1

Hi, friends! I'm participating in RBC Race for the Kids on September 11 to help kids in our community who are struggling with mental health. I'm supporting them and you can too, with a donation to my personal fundraising page. All money raised will go toward vital mental health programs and services that are helping kids now and when the Centre for Child & Adolescent Mental Health opens this fall in northwest Calgary. Together we can help build kids up. Please consider a donation today **[insert your own personal fundraising page here]**. #RBCRacefortheKids

Option 2

This September, I'm running to support child mental health with RBC Race for the Kids and I need YOUR support to reach my fundraising goal! Together we can ensure more kids receive the mental health care they need. Please consider a donation today **[insert your own personal fundraising page here]**. #RBCRacefortheKids

Share and tag

Share your photos using the hashtag **#RBCRacefortheKids** and encourage more people to sign up at **rbcraceforthekids.com**. The more who participate, the more kids we can help!

Did you know?

- Seventy percent of mental health issues begin in childhood - the earlier kids receive help, the better the outcomes.
- Mental health issues are the single-largest health problem facing young people in Canada today. One in five children and teenagers struggle with conditions such as anxiety, depression, eating disorders and schizophrenia.
- In 2020/21, about 8,500 youth and adolescents in the Calgary area received care for mental health concerns. Of those, 1,100 were admitted into inpatient programs.
- Even before the Centre for Child and Adolescent Mental Health opens, donations made through events like RBC Race for the Kids are already helping kids and families. Community generosity is funding new services that empower families, train frontline health care providers, expand mental health literacy for kids and teachers, and enhance the continuum of care. You can read more about the kind of programs RBC Race for the Kids supports by visiting buildthemup.ca