



mindfest
PARTICIPATE • EDUCATE • CELEBRATE

Wednesday
October 5 at
Hart House

TERMS OF REFERENCE FOR MINDFEST PARTNERS

MINDFEST PARTNERSHIP

Mindfest is an informative, inspirational, inclusive community-building event. Through equitable partnership among academic and educational institutions, not-for-profit health and mental health organizations, not-for-profit wellness related organizations, people with lived experiences, families, advocates, and diverse communities, we aim to:

- Promote awareness, dialogue, and understanding about mental health and illness;
- Decrease stigma related to mental illness;
- Increase awareness of available community and campus resources and services

WHY BECOME A MINDFEST PARTNER?

- Engage your organization/school in the mental health conversation and join the Mindfest movement to achieve our collective goals and contribute to our community
- Gain experience and recognition as a thought-leader in the field of mental health
- Situate your organization to gain greater exposure, impact, and credibility for your work through a unique platform
- Develop valuable collaborative relationships with like-minded partners

MINDFEST PARTNERS CORE RESPONSIBILITIES:

(i) Planning & Organization

- Attending Mindfest planning meetings regularly
- Helping to create and shape programming, such as identifying speakers and activities
- Helping to organize and coordinate Mindfest events and activities

(ii) Promotion

- Enhancing the reach of Mindfest by reproducing, distributing, and posting Mindfest flyers, emails, and other promotional materials through newsletters, website, social media, and other distribution channels
- Promoting Mindfest at your organization's related events and activities



mindfest
PARTICIPATE • EDUCATE • CELEBRATE

Wednesday
October 5 at
Hart House

- Informing the organizing committee of all promotional efforts to enhance coordination

(iii) Participation

- Participating in Mindfest in the capacity as planned by the organizing committee, such as providing speakers, staffing exhibit booth about your organization, moderating events, etc.
- Providing volunteer support on the day of the event
- Participating in the Mindfest Mindfulness Walk with committed representatives from your organization/school

(iv) Evaluation & Post-event Tasks

- Facilitating the evaluation and documentation of the impact of Mindfest
- Attending debriefing meeting to identify areas for improvement
- Post-event reporting of the event such as through newsletters, social media, and other media

ADDITIONAL SUPPORT

Mindfest partners are invited to provide in-kind or financial support to the event, including:

- Design for posters, brochures, and other promotional materials
- Printing of promotional materials
- T-shirt production
- Website development
- Social media event promotion
- Volunteer coordination (recruiting volunteers, developing a volunteer guide, orienting volunteers, scheduling and coordinating duties, etc.)
- Volunteer presence (daytime/evening events, Mindfulness walk, and film-screening)

Partners' contributions will be recognized on the Mindfest website and promotional materials as well as acknowledged at the event.

For more information, please contact Mindfest coordinator Lindsay Curtis at lindsay.curtis@utoronto.ca