



STARTER GUIDE



Canadian Mental
Health Association



THE CHALLENGE

You're about to do something great.

2,000 push-ups over 23 days to recognise the 20% of Canadians who will experience a mental illness each year.

It's a big challenge, but your efforts can make a big difference to mental health outcomes in Canada.

Approximately 4,500 Canadians tragically lose their lives to suicide each year. This is 4,500 too many.

With your help, we can make a difference, and ultimately reduce the number of Canadians who are affected by mental ill-health.

BECAUSE EVERY CANADIAN DESERVES TO FEEL WELL.



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WHY PUSH YOURSELF

Looking for motivation? Look no further.

By participating in The Push-Up Challenge, you will:

1. Boost your fitness

You'll take your fitness to the next level by completing an average of 100 push-ups per day, with three days for recovery. If push-ups aren't your thing, don't sweat – you can do a portion of the challenge or swap them for alternative exercises, like sit-ups and squats.

2. Learn the facts around mental health

We share an important mental health fact each day of the challenge and that corresponds to your daily push-up target. By the end, you'll be more clued up on mental health and learn science-backed tips to help with your own.

3. Feel more connected

You'll feel part of something bigger just knowing that people all over Canada are working towards the same goal, for the same cause. Get your family, friends, school, or colleagues involved to motivate each other and bring your group closer together.

4. Make a difference

With every push, you're helping raise mental health awareness and reduce the stigma around mental ill-health. If you choose to fundraise, you'll also help the Canadian Mental Health Association promote mental health and support people recovering from mental illness.



CHALLENGE CHECKLIST

1. Download the app

Download the Push for Better app to bank push-ups and receive updates and info from us.



2. Recruit some teammates

Invite friends, family, or work colleagues to get on board. Check out page 6 for info on how you can push as part of a team or community.

3. Practice

Squeeze in a push-up or two before the event kicks off to get those muscles primed.

Check out our **Push-Up Variation Guide** to perfect your form.

2,000 PUSH-UPS. 23 DAYS. LET'S DO THIS.



4. Push yourself

From 1-23 Feb, you will receive a daily push-up target inspired by an important mental health fact. Sundays are rest days, or a time to play catch up if you need. Stay tuned via the app or our socials for daily push-up targets.

5. Have some conversations

The mental health facts will give you lots of opportunity to talk about this important topic. Conversation by conversation, we can reduce the stigma around mental ill-health.

6. Fundraise

This is optional, but if we all raise a little, we can make a big impact. If you're able and willing, we encourage you to raise funds for the Canadian Mental Health Association. Head to page 7 for tips and more information.

THINGS YOU NEED TO KNOW

Daily targets and facts

The daily push-up target and mental health fact of the day will be shared on our app, socials, and website on each day of the event.

Make sure you download the free app to receive a daily reminder straight to your phone.

Banking your push-ups

Bank the number of push-ups you complete each day to track your progress and let others know how you are tracking.

You can do this directly in the app (recommended) via the 'Bank' button at the bottom of each day's page, or on the website.

You can even bank push-ups for previous days if you've fallen a bit behind.

Your fundraising page

Visit our website and login to access your fundraising dashboard. This is where you can set a fundraising target, upload a profile pic, and share your reason for pushing to encourage donations.

If you are a Team Captain or Community Leader, you can also manage your Team or Community here.



Alternative exercises

If you are struggling to reach your daily push-up targets, you can choose to do sit-ups, squats, lunges or something else instead. The main goal is to be part of the push for better mental health.

Check out our **Alternative Exercises Guide** for inspiration.

Alternative target

Everyone can be a part of the push for better, no matter what your age or ability. If 2,000 push-ups is not realistic for you, consider choosing an alternative target, such as 25%, 50% or 75% of the full target. The app will let you know when you reach these milestones each day.

Resources

Check out the **Resources page** on our website for handy resources like email templates, posters, social tiles, exercise guides and more.

Social media

Follow us on **Facebook** and **Instagram**. Be sure to tag us in your posts and use #pushforbetter so we can follow your push-up journey.

TEAM AND COMMUNITY INFO

You can push for better as a solo participant, in a Team or in a community.

SOLO PARTICIPANT

Anyone can do the challenge as a solo participant and, naturally, have the support of the entire push-up crew behind them.

TEAM

Being part of a Team is a great way to connect with your friends, family, or colleagues. We recommend a maximum Team size of 10 people, which helps teammates maintain accountability and stay connected

COMMUNITY

A Community is a collection of Teams. These are great for large workplaces, gyms, schools, colleges, universities or clubs where more than 10 people are expecting to take part.

Create or join a Team or Community from your dashboard at any time.



FUNDRAISING

The funds you raise through The Push-Up Challenge will help the Canadian Mental Health Association improve mental health outcomes across the country.



The Canadian Mental Health Association (CMHA) delivers community programs, services, and resources to help people living with mental illness, as well as preventing mental ill-health and promoting positive mental health and resilience.

CMHA identifies and responds to Canada's most pressing mental health priorities on both a national and grassroots level. At a national level, they push for a nationwide system and social change. At a community level, millions of people in Canada rely on CMHA's extensive grassroots presence for mental health programs and services.

Visit our **website** to find out more about how you're fundraising for CMHA will make a meaningful impact.

OUR TOP 3 FUNDRAISING TIPS

1. Ask friends and family to donate

Reach out directly via text or email to request support from your loved ones. A personal message and direct request can lead to big fundraising results. Here's an example:

"I am pushing myself to complete The Push-Up Challenge to raise much-needed funds for the Canadian Mental Health Association. The challenge is to complete 2,000 push-ups in 23 days. This is important to me, because 20% of Canadians experience a mental illness approximately 4,500 people die from suicide in Canada every year, and I want to do something about it. Will you donate to help me push for better mental health outcomes? You can donate here: [insert your individual fundraising link]."

2. Use these handy resources to help spread the word:

Social Media



Posters



Screen Displays



3. Push each other with a little competition

If you've opted to participate as part of a Team or Community, why not start a little friendly competition to see who can achieve their fundraising target first?

View more fundraising tips and tricks on our **website**.



GOT QUESTIONS? *HIT UP THE FAQ PAGE*
ON OUR WEBSITE OR CONTACT US

www.thepushupchallenge.ca