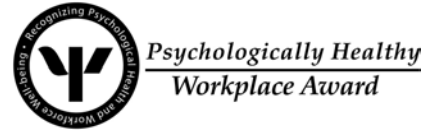


PSYCHOLOGICALLY HEALTHY WORKPLACE COLLABORATIVE



Dear Friend:

Thank you for your interest in supporting the Psychologically Healthy Workplace Collaborative. Our mission is to enhance and ensure the health, productivity and sustainability of Canadian workers and workplaces. The Collaborative is pursuing this recognition and education initiative, in affiliation with the British Columbia Psychological Association.

The Psychologically Healthy Workplace Award was founded by the American Psychological Association and brought to Canada in 2004. British Columbia was the first province to offer such an award that was presented by then Minister of Health, Colin Hansen, at the Vancouver Board of Trade. Recognition was given to large and small, for-profit and not-for-profit organizations for excellence in promoting psychologically healthy workplace practices, policies and programs.

Awards were presented to:

- **Vancouver City Savings Credit Union**
- **Vancouver International Airport Authority**
- **Petro-Canada Burrard Products Terminal**
- **Ainsworth Lumber Company**
- **Forward House Community Society**

We are asking for your help to continue this educational and recognition process. Your support, whether financial or in-kind, allows for the promotion of psychologically healthy workplaces.

Our Mission

The Psychologically Healthy Workplace Collaborative is comprised of psychologists, business leaders, academics and informed professionals who volunteer their time, commitment and expertise.

We help inform businesses and other organizations as to how to create and sustain psychologically healthy workplaces, as well as, publicly recognize companies and agencies exemplifying psychologically healthy practices.

We offer the business and non-profit community information and educational opportunities about psychologically healthy workplaces.

We recognize organizations with a bi-annual award for excellence in the creation of psychologically healthy policies, programs and practices.

How Is Your Sponsorship, Donation Or In-Kind Contribution Used?

The goals and functions of the Psychologically Healthy Workplace Collaborative are vital to the business community. For this reason, the Collaborative is a not-for-profit initiative.

We offer, otherwise costly, educational opportunities and a recognition process including award application, comprehensive evaluation and feedback consultations at no charge to companies. However, we do require funding to offset some of the operating, educational, promotional and evaluation costs incurred in the delivery of these services.

To fully achieve our mission--increased awareness about psychologically healthy workplaces, we are requesting your support.

How To Sponsor

Please review the enclosed sponsorship category information. If you would like to support the Psychologically Healthy Workplace Collaborative or require more information please contact:

Valerie Williams
Coordinator, Psychologically Healthy Workplace Collaborative
British Columbia Psychological Association
Suite 202, 1755 West Broadway
Vancouver, British Columbia
V6J 4S5
Telephone: 604-730-0501
Fax: 604-730-0502
Email: info@phwc.ca
Web: www.psychologists.bc.ca

Thank you for your interest in this initiative. We hope you become involved as a sponsor or applicant, or both.

Sincerely,
Jennifer Newman, Ph.D.
Registered Psychologist
Chair, Psychologically Healthy Workplace Collaborative

Merv Gilbert, Ph.D.
Registered Psychologist
Co-Chair, Sponsorship/Applicant Committee, Psychologically Healthy Workplace Collaborative

Jag Soni, M.S., Ph.D.²
Registered Psychologist
Co-Chair, Sponsorship/Applicant Committee, Psychologically Healthy Workplace Collaborative



SPONSORSHIP CATEGORIES

PLATINUM: \$20,000 plus

- ✓ **Receive a complimentary audit and evaluation of your workplace for its psychological health.** This package, valued at \$12,500.00 includes: A review of your programs and practices, a site visit with two psychologists and a follow-up consultation and brief including recommendations for next steps to creating and sustaining your psychologically healthy organization. Only short-listed companies for the award receive site-visits and follow-up briefings; as a platinum sponsor, you would not have to apply for the award to receive this opportunity.
- ✓ **Include your company or agency's material in educational event and award ceremony packages.** The Psychologically Healthy Workplace Collaborative offers businesses educational seminars on this important topic. Your information would be part of the educational packages distributed to participants. We address business meetings and workshops, conferences and offer public presentations, as well as, raising awareness at the awards luncheon. Add material about your organization and why your company is interested in promoting healthy workplaces to the information packages we hand-out as part of the education drive.
- ✓ **Include your company or agency's material in the award application package sent out to organizations interested in applying for the award.** In the past, application packages were distributed to more than 100 organizations. Add material about your organization and why your company is interested in promoting healthy workplaces to the packages we hand-out as part of the application drive.
- ✓ **Add your company's web link to the Psychologically Healthy Workplace web site.** Organizations interested in hearing about the topic, wanting to book a presentation or apply for the award will be invited to visit our website. Platinum sponsors will be acknowledged on the site and visitors to the site can link directly with you for more information about your company and its involvement in this initiative.
- ✓ **Sponsors will be acknowledged in press releases and all media-oriented material and appearances by the Psychologically Healthy Workplace Collaborative.** Media outlets reserve the right to edit our submissions to them but we will include sponsorship acknowledgement in all material offered to the media.
- ✓ **Include your sponsorship commitment in your company materials and advertising.** Encourage your clients and customers to understand the importance of creating psychologically healthy workplaces through your gift and commitment to corporate social responsibility.
- ✓ **Sponsors can elect to become sponsor-applicants and be considered for the award.** The sponsor-applicant category allows sponsors to both apply for and support the award. You can obtain public recognition for your company's psychologically healthy workplace practices. Your company would be considered alongside other sponsoring organizations for the Psychologically Healthy Workplace Award in 2007.

GOLD: \$10,000.00 Plus

- ✓ Include your company or agency's material in educational event and award ceremony packages.
- ✓ Include your company or agency's material to the award application package sent out to organizations interested in applying for the award.
- ✓ Add your company's web link to the Psychologically Healthy Workplace web site.
- ✓ Sponsors will be acknowledged in press releases and all media-oriented material and appearances produced by the Psychologically Healthy Workplace Collaborative.
- ✓ Include your sponsorship commitment in your company materials and advertising.
- ✓ Sponsors can elect to become sponsor-applicants and be considered for the award.

SILVER: \$5,000.00 Plus

- ✓ Include your company or agency's material to the educational event and award ceremony packages.
- ✓ Include your company or agency's material in the award application package sent out to organizations interested in applying for the award.
- ✓ Sponsors will be acknowledged in all media-oriented material and appearances produced by the Psychologically Healthy Workplace Collaborative.
- ✓ Include your sponsorship commitment in your company materials and advertising.
- ✓ Sponsors can elect to become sponsor-applicants and be considered for the award.

SPONSOR: \$1,000.00 - \$5,000.00

- ✓ Include your company or agency's material to the award application package sent out to organizations interested in applying for the award.
- ✓ Sponsors will be acknowledged in all media-oriented material and appearances produced by the Psychologically Healthy Workplace Collaborative.
- ✓ Include your sponsorship commitment in your company materials and advertising.
- ✓ Sponsors can elect to become sponsor-applicants and be considered for the award.

ASSOCIATE: \$1,000.00 or less

- ✓ Sponsors will be acknowledged in all media-oriented material and appearances produced by the Psychologically Healthy Workplace Collaborative.
- ✓ Include your sponsorship commitment in your company materials and advertising.
- ✓ Sponsors can elect to become sponsor-applicants and be considered for the award.

FRIEND: In-Kind Contributions

- ✓ Sponsors will be acknowledged in all media-oriented material and appearances produced by the Psychologically Healthy Workplace Collaborative.
- ✓ Include your sponsorship commitment in your company materials and advertising.
- ✓ Sponsors can elect to become sponsor-applicants and be considered for the award.