

# A YEAR IN REVIEW

January 2020

# The Do More Agriculture Foundation

## CONTENT

---

From The Board - 2

---

Events & Milestones - 3

---

Looking Ahead - 6



---

## Message From The Board

It's hard to believe that The Do More Agriculture Foundation is two years old. I can still vividly remember the events leading up to the decision to start the foundation. What started as just a few being open and vulnerable about their mental health struggles quickly turned in a rallying call from an entire industry. We learnt quickly that mental health was a serious and widespread issue that has touched almost everyone in the industry. It was important that we carried forward the momentum of those conversations.

One of the things we often say is that we need to change the culture of agriculture. Two years later we believe that change is taking place. The words "mental health" are no longer mentioned with a whisper. Instead, more and more are speaking about their mental health openly. More are willing to acknowledge that they need help. Most importantly, more are willing to seek out that help they need.

Changes such as these take an entire industry to come together for one another. On behalf of our board, I thank you all for your continued support! Thank you to the partners for their continued generosity. Thank you to the events that welcome us on their stage. Thank you to the volunteers that have donated proceeds from their own fundraising efforts. Thank you to producers who are now having these new conversations within their families, and communities. Thank you to this amazing industry for embracing these changes, these conversations and more importantly, its people!

- Himanshu Singh, Board Chair





## Charitable Status

by Himanshu Singh, Chair of the Board

Over the past year, we have been working quietly behind the scenes to help move us from a non-profit to a registered charity.

I'm pleased to announce that as of July 31st, 2019, the Do More Agriculture Foundation is a CRA registered charity.

Though this may seem like minor semantics, the implications are huge. When we first started to discuss creating an organization like this, there were a few things that were very important to us. The most important was ensuring the foundation will be able to continue doing important work well into the future.

**"Thank you to this amazing industry for embracing these changes, these conversations and more importantly, its people.."**

-- Himanshu Singh

## Community Fund

by Adelle Stewart, Executive Director

In 2019, the Community Fund took Mental Health First Aid training to 12 communities and 236 individuals across Canada. The ripple effect has the potential to touch thousands of people.

Already for 2020, there are over 23 mental health first aid and mental health in agriculture workshops scheduled for the new year.

Our vision for 2021 is to continue to grow and expand this fund and include more funds from our valued partners to bring proactive and preventative education to our producers and ag retailers.

"The most fulfilling part about helping to coordinate the MHFA training was the feedback from the participants and how grateful and appreciative they were for the opportunity to receive the training.

It was a life changing experience."  
-Jessica R. Kinkora, PEI

---

## Mental Health In Agriculture Workshop

by Adelle Stewart

One of our key initiatives for this year was the creation and delivery of programming specific to mental health in agriculture. In early 2019 we met and partnered with Bridges Health, a Canadian organization and mental health content experts, to come together with Do More Ag and produce a half-day, 4-module workshop specifically on mental health in agriculture. A true labour of love, this program was tweaked, tested, and launched for the first time in Whitehorse, Yukon in November, at the Yukon Agriculture Association's AGM.

This workshop will now become part of the training available through the Community Fund, with nine communities currently scheduled to receive this specialized training in early 2020.

The workshop is also available to organizations and other communities with independent funding. Please contact [helloedomore.ag](mailto:helloedomore.ag) for more information.

## Three Chords & The Roots Tour

by Adelle Stewart

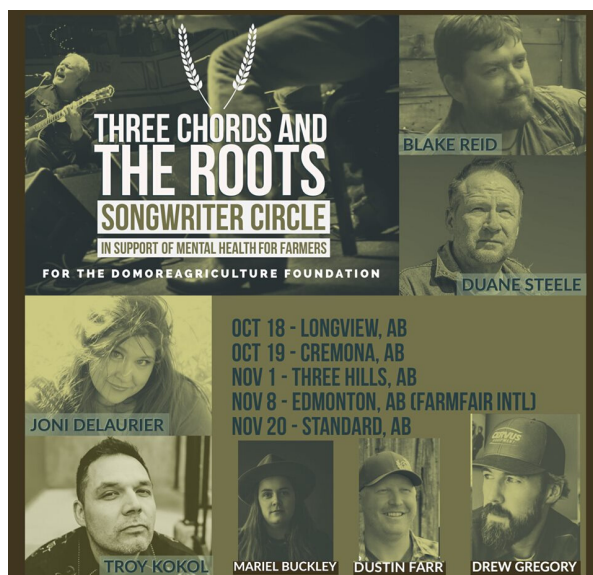
Blake Reid contacted us in summer 2019, said he had a vision, and wanted to support the mental health of our Alberta farmers, ranchers and producers.

There wasn't much I needed to contribute over and above his idea, as it was flawless from our first conversation. A short three months later, the unplugged songwriters circle toured Alberta with astounding success, raising over \$20,000.00

More importantly, it started what we've been hoping for. Communities, individuals and leaders - starting their own conversations about mental health. This, is how we will build capacity, and this, is how we will continue to change the conversation.

Much thanks to Blake, all the songwriters, as well as Longview, Cremona, Stettler, Kneehill & Standard 4H Clubs & Ag Societies.

Kim and I were lucky to meet up with a small bunch of all those involved during a business trip to Calgary. (Top Right)





---

## Welcome to our New Partners

# Nutrien™



## Thank You to Our Returning Partners



CLAAS - Sturgeon Valley Fertilizers - AFSC -  
Market Place Commodities - Corteva Agriscience -  
Crop Pro Consulting - Local Line

---

## 2020 Vision - Looking Forward

We are very excited to kick off the new year with our second awareness and anti stigma campaign. **It Starts With Me** launches on January 9, 2020. From the voices of actual farmers and industry producers across Canada, it is apparent the stigma that producers still feel is very real. This campaign gives them the opportunity to voice that stigma, while being able to feel empowered to change the conversation by encouraging more positive and empathetic responses to mental health.

Coming in early 2020 will be an update to our resources page. We have connected with multiple mental health professionals across Canada who offer counselling programs and services - who also have farming or agriculture experience. Producers will now be able to sort and filter for their location, and be connected with potential mental health professionals who understand the farm. We will also have an online application for other professionals to apply as well so we can continue to build this platform and be a conduit from the farmer to mental health support.

In quarter two, watch for our online store to launch. T-shirts, brochures and resource cards will be available to order online.

In order to continue to demonstrate our growth and commitment to Canadian Agriculture, you will start to see quarterly updates in your inbox, to keep you - our valued partners - in the loop and the first to know about the impacts Do More Ag is continuing to have in the industry across the nation.

We have also developed the entire year of partnership announcements and marketing, and have provided the relevant outline to each partner. This way you know when your marketing recognition is coming; and for our Champion, Marquee, and Premier partners, your contributed or our collaborated content can be developed well in advance.

We are very proud to be working with Olds College in early 2020, as a part of their Applied Research Course. we will be mentoring 3 Agri-business students through their project while they research "the root causes of environmental stressors for producers and their families across various agriculture sectors in Ontario and Alberta. Determine what mental health resources are available and the user's preferences for service."

Official Teaser:

There is some other exciting news coming in the way of content and programming, as well as research and development, but we aren't quite ready to announce that just yet! Trust that as our valued partners, you will be the first to know, and we look forward to sharing the excitement and promotion of this news with you very soon.

- Adelle Stewart