2026 • CMHA CALGARY + PURPOSE BENEFITS

More Than a Feeling

THE BUSINESS TOOLKIT

Match the Feeling.

A challenge led by Purpose Benefits.

Purpose Benefits is leading Match the Feeling with a $5,000 commitment to CMHA Calgary. We invite other businesses to match that lead contribution, choose their own level, or run an employee giving match.

PURPOSE BENEFITS | FOUNDING CHALLENGE PARTNER | $5,000

MATCH THE LEAD

Match the $5,000 commitment or choose your own level.

MATCH YOUR TEAM

Offer an employee giving match with agreed limits.

PASS THE CHALLENGE

Invite another Calgary business to participate.

START HERE → gifts@cmha.calgary.ab.ca

WAYS TO TAKE PART

Three ways to make it count

Purpose Benefits leads with a $5,000 contribution. Your business can participate at a scale that fits your people and resources.

1. Match the lead gift

Join Purpose Benefits by committing $5,000, or make a contribution at another amount that works for your business. A direct company gift is not automatically a match of individual donations.

2. Match your people

Offer a time-limited employee giving match with a confirmed ratio and cap. Employees donate individually; your company makes a separate contribution.

3. Pass the feeling along

Purpose Benefits is inviting Calgary employers to step forward. Challenge another interested business to make a company gift or launch its own employee giving match. Any public recognition, benefit or campaign co-branding is agreed with CMHA Calgary first.

Why your business matters

Your support helps CMHA Calgary make welcoming spaces, peer connections, mental health learning and practical supports possible for people across the region. Campaign gifts support the organization's broader charitable work unless otherwise agreed.

An important distinction

Matching employee donations is different from donating a percentage of sales. Product and service promotions use CMHA Calgary's separate cause-marketing approval process.

YOUR CHALLENGE PLAYBOOK

Launch in five easy steps

Start with Purpose Benefits' $5,000 lead gift. Set clear terms for your own pledge before making public claims.

01

Choose the offer

Choose a direct company gift or define a match ratio, contribution cap and dates.

02

Agree on the process

For an employee match, confirm which gifts qualify, verification and payment timing.

03

Invite your people

Share the secure campaign donation link and an approved internal announcement.

04

Pass the feeling along

Privately invite another company to run its own challenge; publish a nomination only with consent.

05

Celebrate and report

Share verified totals, thank everyone involved and confirm how recognition may be used.

Example • illustrative only

A Calgary business commits to matching employee gifts dollar-for-dollar up to $2,500 between two agreed dates. If staff give a combined $1,800, the company contributes $1,800. If staff give $4,000, the company contributes the pledged maximum of $2,500.

READY-TO-USE MESSAGES

Make it easy to join in

Adapt these short drafts to your company. Use them only after CMHA Calgary confirms the challenge terms and approves campaign branding.

INTERNAL STAFF EMAIL

Subject: Let's Match the Feeling for mental health

This season, [Company] is supporting CMHA Calgary's More Than a Feeling campaign. From [start date] to [end date], we'll match eligible employee donations dollar-for-dollar, up to a total of [$cap].

If you'd like to take part, make your gift using the secure campaign link and follow [company process] to have it counted toward our match. Every gift, of any size, is welcome.

LINKEDIN / COMPANY POST

Mental health support is more than a feeling. It takes community.

We're proud to support CMHA Calgary through a [ratio] matching challenge, up to [$cap], until [end date]. Together, we can help make community-based mental health supports possible.

Want to create your own workplace match? Contact CMHA Calgary to get involved. #MoreThanAFeeling

CHALLENGE ANOTHER BUSINESS — OPTIONAL SCRIPT

"We've started a Match the Feeling challenge at [Company]. Would [Other Company] be interested in running its own workplace match? Let's help more people across Calgary feel connected and supported."

Communication approval matters. CMHA Calgary's public fundraising forms require written permission for logo use and approval of public materials using its name or logo. Confirm recognition and claims before launch.

MAKE YOUR COMMITMENT

The details matter

Use this planning worksheet when contacting CMHA Calgary. It is an expression of interest, not a signed sponsorship or matching agreement.

BUSINESS / TEAM NAME

PRIMARY CONTACT AND EMAIL

DIRECT COMPANY GIFT AMOUNT

EMPLOYEE MATCHING OFFERED? (Y/N)

IF YES: RATIO AND MAXIMUM COMPANY MATCH

IF YES: START/END DATES

GIFT VERIFICATION / REMITTANCE PROCESS

PEER BUSINESS TO INVITE (OPTIONAL)

RECOGNITION / LOGO-USE PREFERENCES

JOIN PURPOSE BENEFITS: SEND YOUR IDEA TO CMHA CALGARY

gifts@cmha.calgary.ab.ca

Submit a Community Fundraiser Proposal

Lead partner: Purpose Benefits • Registered charity 122013139RR0001