

AGKNOW

ALBERTA FARM MENTAL HEALTH NETWORK

2023 PARTNERSHIP KIT



LINDA HUNT
PROGRAM DIRECTOR

WHY FARM MENTAL HEALTH?

Everywhere I go, I hear another story of a farmer, association, or business that's looking for farm-specific mental health resources and support. Businesses and individuals have reached out to share their stories and each one has had an impact on how this initiative has evolved. This really has been and continues to be a much-needed collaborative effort.

There has been a whirlwind of activity since the whitepaper was published in May of 2022. The following fall, Minister Horner approved additional funding to advance the development of the AgKnow initiative, develop our referral program and jump-start our research initiatives with the University of Alberta. Since then, support and requests for services are coming in from all sides.

AgKnow now hosts 12 mental health professionals with various specialties that all have experience working with farm families in Alberta. Our network is currently offering two free counselling sessions for farmers and their households to remove financial barriers to get the support they need. Partnership funding will directly support future campaigns such as this to continually bridge and eventually close the gap for farmers across the province.

We recognize a pillar of AgKnow's value is in our connection with the agriculture community through the Agriculture Research Extension Council of Alberta (ARECA), Alberta Service Boards (ASBs), Ag-Businesses and associations along with Provincial and Federal Governments.

AgKnow is committed to engaging with you, our stakeholders and industry partners to ensure that we are on track to identify and address the real needs of Alberta farmers and the industry groups that support them. As always our goal remains to work within the current mental health ecosystem to leverage the good work already being done and increase the capacity of the agriculture and healthcare communities to support the people who have a direct impact on keeping safe, healthy, affordable, sustainably sourced food available.

Though our initiative will continue to evolve and grow, one thing will always remain the same, and it's the fundamental belief that we were never meant to do this alone.

And with support and partners like you - we won't have to.

So, let me be the first to thank you for your consideration. Your future support will be integral to the success, impact and longevity of AgKnow for Alberta farmers and the communities that support them.



STATUS UPDATE

FARM MENTAL HEALTH IN CANADA

Supporting farm mental health is tied to the bigger picture of food security, sustainability and ethical farming practices in Alberta. Based on our own research conducted in 2022 and published in our whitepaper, it is clear that farmers and the agricultural community as a whole needs access to resources and support that's made specifically for them.

We are AgKnow, and our goal is to build a network of agriculturally-informed counsellors and therapists across the province, find resources relevant to farmers and their families, develop and promote training tools to improve farm mental health and de-stigmatize seeking help.

WE'RE COMING TOGETHER TO CHANGE THE LANDSCAPE OF FARM MENTAL HEALTH IN ALBERTA WE HOPE YOU'LL JOIN US.



ALBERTA FARM MENTAL HEALTH NETWORK



1 IN 4
CANADIAN FARMERS

felt their life was not worth living, wished they were dead or thought of taking their own life in the last 12 months



20%
OF FARMERS

are experiencing moderate to severe anxiety disorders



76%
OF FARMERS

are experiencing moderate or high-stress levels





WE WERE NEVER MEANT TO DO THIS ALONE

OUR IMPACT & INITIATIVES

At the core of our research are real people, real challenges, and real opportunities to improve farm mental health. Using an interdisciplinary approach, our lead researcher from the University of Alberta, Dr. Rebecca Purc-Stephenson, is actively working with those in the farming community across the province and beyond to identify ways to help farmers build resilience to ongoing stressors.

With a focus on boosting the availability of rural mental health services, and harnessing future professional development opportunities backed with leading-edge research, AgKnow is building a network of mental health experts who understand the unique needs of farmers and rural clients.

But our work doesn't stop with health professionals – our research also focuses on developing on-demand and relevant tools to help our farmers and their families live healthy and productive lives, and building resources and education to support the next generation of farmers in Alberta.

Partners like you are a direct connection and line to the lifeblood of farming communities in Alberta, so let us help you, help them.



**UNIVERSITY
OF ALBERTA**

**+12 MENTAL
HEALTH**

PROFESSIONALS

JOINED THE AGKNOW NETWORK IN 2022

4 ACTIVE

RESEARCH
PROJECTS

2 YEARS

OF RESEARCH
PLANNED

ALBERTA WIDE

NETWORK
SERVICE AREA



PARTNERSHIP PACKAGES

If there is a different level of partnership you don't see or would like us to help you create a unique package with your company, please do not hesitate to reach out to us at

HELLO@AGKNOW.CA



\$50,000+
PER YEAR



\$25,000
PER YEAR



\$10,000
PER YEAR



\$5,000
PER YEAR



\$1,000
PER YEAR





\$50,000+

ALL PARTNER PACKAGES
ARE VALID FOR ONE YEAR



INCLUDES

- Annual Membership.
- **Visionary Partner** recognition on AgKnow website.
- AgKnow logo usage.

EVENTS & PRESENTATIONS

- Top recognition on professional signage as a **Founding Partner** at all presentations and live events.
- Recognition as **Founding Partner** in **ALL** webinars & online training hosted by AgKnow.
- Recognition as **Founding Partner** in **ALL** printed promotional materials.

COMMUNICATIONS

- Featured on all newsletter announcements (approx. 12 per year).
- One featured blog per year.
- One dedicated email blast per year to be distributed to all AgKnow email subscribers. contenido to be provided by partner.
- Monthly social media features on all channels (Instagram, Facebook, LinkedIn, AGVisorPRO).





\$25,000

ALL PARTNER PACKAGES
ARE VALID FOR ONE YEAR



INCLUDES

- Annual Membership.
- **Pioneer Partner** recognition on AgKnow website.
- AgKnow logo usage.

EVENTS & PRESENTATIONS

- Recognition as a **Pioneer Partner** on **SIX** presentations, webinars or promotional materials **of your choice**.

COMMUNICATIONS

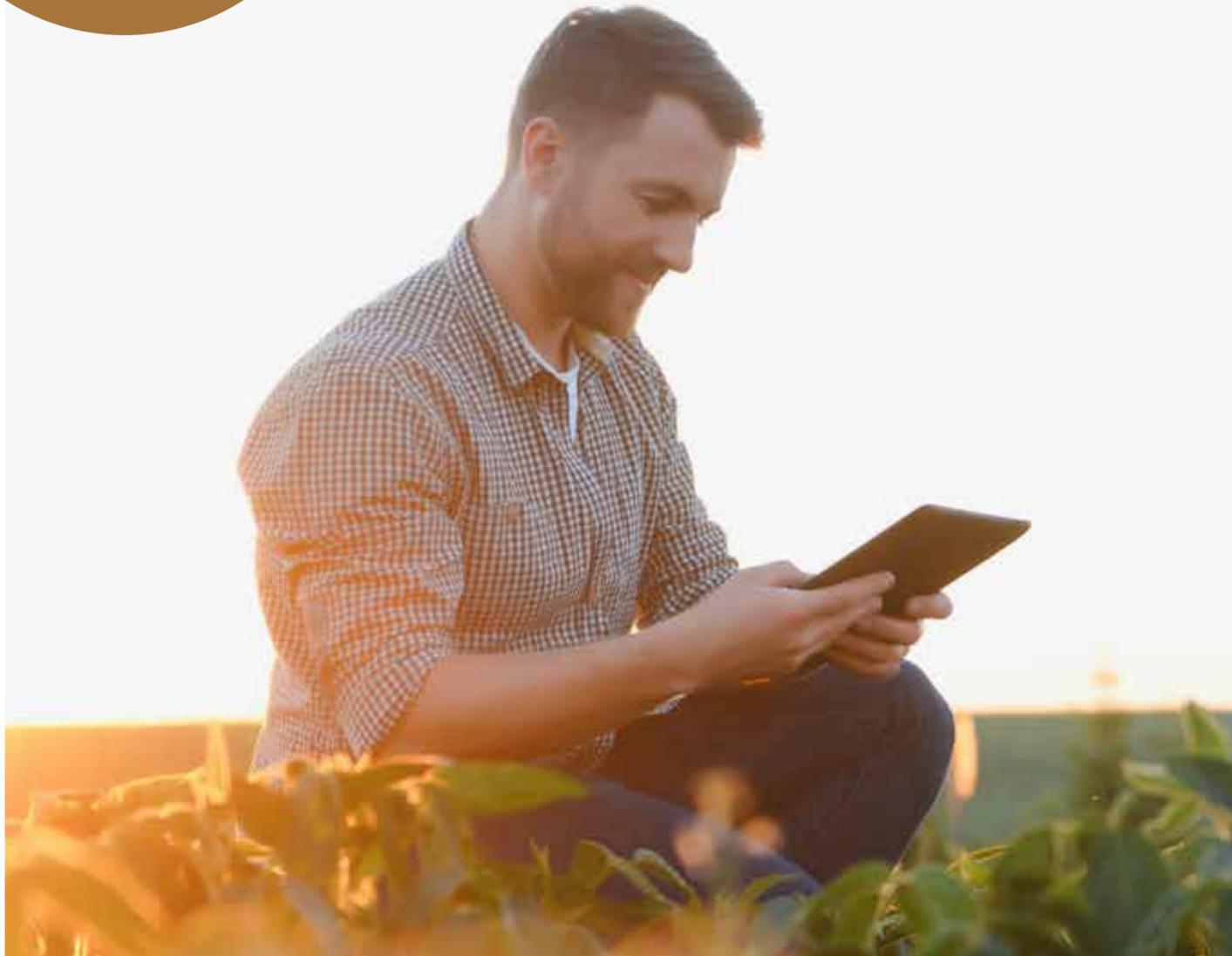
- Quarterly newsletter announcement/feature.
- 1 Featured blog per year.
- Quarterly social media features on all channels (Instagram, Facebook, LinkedIn, AGVisorPRO).





\$10,000

ALL PARTNER PACKAGES
ARE VALID FOR ONE YEAR



INCLUDES

- Annual Membership.
- **Visionary Partner** recognition on AgKnow website.
- AgKnow logo usage.

EVENTS & PRESENTATIONS

- Recognition as a **Visionary Partner** on **FOUR** presentations, webinars or promotional materials **of your choice**.

COMMUNICATIONS

- 2 Newsletter features & announcements per year.
- 1 Featured blog post per year.
- Quarterly social media features on all channels (Instagram, Facebook, LinkedIn, AGVisorPRO).





\$5,000

ALL PARTNER PACKAGES
ARE VALID FOR ONE YEAR



INCLUDES

- Annual Membership.
- **Patron Partner** recognition on AgKnow website.
- AgKnow logo usage.

EVENTS & PRESENTATIONS

- Recognition as a **Patron Partner** on **TWO** presentations, webinars or promotional materials **of your choice**.

COMMUNICATIONS

- Newsletter feature & announcement once per year.
- 2 Social media features on all channels (Instagram, Facebook, LinkedIn, AGVisorPRO) per year.





\$1,000

ALL PARTNER PACKAGES
ARE VALID FOR ONE YEAR



INCLUDES

- Annual Membership.
- **Neighbor Partner** recognition on AgKnow website.
- AgKnow logo usage.

EVENTS & PRESENTATIONS

- Recognition as a **Neighbor Partner** on **ONE** presentation, webinar or promotional material of your choice.

COMMUNICATIONS

- 1 Email newsletter announcement per year.
- 1 Social media feature on all channels (Instagram, Facebook, LinkedIn, AGVisorPRO) per year.

**READY TO BECOME
A PARTNER?**

Click the button below to select the package you are interested in and we will be in touch with you soon

BECOME A PARTNER

THANK YOU

If you aren't ready to become a partner, but still want to help support AgKnow - head to our donation page through the link below

[DONATE NOW](#)

