



**THE FOURTEENTH ANNUAL AUSTEN BERLET
CAMPOUT FOR MEN'S MENTAL HEALTH**

March 23rd, 2024 | Weldon Library Community Centre | 4:00 PM

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About The Austen Berlet Campout

Mental health is perhaps the biggest challenge impacting the student population, affecting 1 in 3 Canadian students. Unfortunately, every year several students end their lives due to mental health. The Austen Berlet Campout for Mental Health's mission is to help solve this crisis by eradicating the stigma, creating awareness, and raising donations to help the fight. The campout specifically takes aim at the challenges young men face within our society, that goes unnoticed too often. The campout is a long-standing annual event organized by a group of like-minded individuals in collaboration with the Canadian Mental Health Association (CMHA), and the Western University Student Council. The proceeds from the event help fund mobile mental health outreach for students. Specifically, it funds the ability for individuals to get crisis support by prompting it through their phones in a private matter. This allows students get the help they need without the confrontation of a clinic. The Campout is one of the only philanthropic events at Western with its own federal service license, allowing donators to receive tax receipts. In the past, we sponsored the overnight exam stress centre. One night of operating the overnight CMHA crisis centre costs over \$700 alone. Instead of exam stress counselling at Western University and Kings College (an affiliate of Western University) ending on December 5th, using our funds, we were able to extend the services to December 12th.

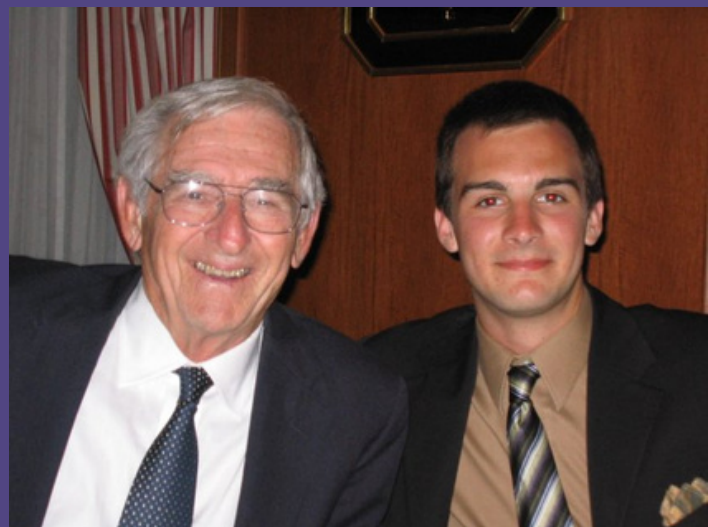
About Austen



Austen was a bright, kind and gentle individual who was extremely talented and full of life. He studied theoretical physics at Western University and had already published physics papers before entering university. He had many friends, loved skateboarding, and always had a smile on his face.

Nobody realized his mental challenges at the time.

Austen was diagnosed with bipolar disorder in 2007 at the age of 19 and committed suicide on July 20, 2009. His last wish was for people to be kind to each other.



Fundraising campout honours young Dorchester man

by Linda Egan
THE SIGNPOST

An intellect, an athlete, a brother. That's how the Brothers of the fraternity of Phi Gamma Delta describe Austen Berlet, a young Dorchester man who died less than a year ago, on July 20, 2009. In honour of Austen, his fraternity brothers are hosting a 24-hour campout at Victoria Park to raise money and awareness about mental health.

According to his family, as a child Austen never sat still and never stopped

the go and had lots of friends. As a teen, he developed a love of skateboarding and helped coordinate and raise funds to build the Dorchester skate park. His interest in physics allowed him to attend a program at Perimeter Institute before he was in Grade 12. In 2007, at the age of 19, he was diagnosed as bipolar. Last year he took his own life, leaving a void in all who knew him.

His fraternity brothers describe "a gentle, caring individual who always retained a smile. We were all floored by his ability to manipulate mathematics to

Formulation of Einstein Field Equation Through Curved Newtonian Space Time, while still in high school. We were all impressed by his unmatched skateboard skills...and taken aback by his humbleness."

In Austen's memory, and to help themselves cope with their loss, the Brothers of Phi Gamma Delta, a fraternity Austen helped found, are taking up the challenge to raise awareness and funds for the Canadian Mental Health Association (CMHA). On March 26th, from 10 a.m. Friday to 10 a.m. Saturday, there will be events, such as an obstacle course

food. Teams are encouraged to register to try to raise the most money for CMHA.

Austen's family - his mom LeeAnn, dad David and sister Joelle - write this: "We struggle daily with our loss. With your help to Canadian Mental Health, there can be hope of something better for the sufferers, family and friends of those like Austen....Thank-you for making this happen. Be kind to each other. This was Austen's wish."

For information on how to participate or donate, contact Pat Valdis at 519-860-1232 or

The Event

Date: March 23rd, 2024

Time: 3:00-7:00 PM

Location: Weldon Community Room | First floor of D.B Weldon Library | Western University, London, Ontario.

This year we will be hosting live musical performances, recreational activities, and a plethora of guest speakers. Speakers include a Chris's representative from the CMHA, Alan Shepard (Western's President), and a friend of Austen's. The event is located at the Weldon community room which is on Western's campus.



Past Event



Previous Years



\$120,000

Raised for mental health since 2010!



14 Years

A legacy of support in mental health awareness!



1 Day

Empowering event packed with music and inspiration!

Over the past fourteen years, we have raised over \$120,000 for the CMHA. We have had events with over 12 sponsors, which helped Campout become a monumental success. More than 350 people attended, and local news stations covered the event.

For example, In the weeks before our 2019 Campout, our social media platforms had an average reach of approximately 500 engagements per post. Our posts reached up to 17,000 users in the month of March, which creates a phenomenal opportunity for your business to connect with students, with 70% of our network being under the age of 25 and 91% under the age of 34. We are planning to increase our number of engagements and reach over 25,000 total engagements with our partnership thanks to our current partnerships with the Western Student Council and the CMHA.

Sponsorship Packages



Silver | \$100-\$499

(Monetary donation or auction/raffle item)

- Silver sponsors will be recognized together in two posts on social media platforms (Instagram & Facebook) in the weeks prior to the event
- Your company logo on our brochures reaching approximately 3000 students. Sponsorship must be made by March 20th, 2020 to guarantee your logo on the brochure
- One ticket to ABCampout



Gold | \$500-\$1999

(Monetary donation or auction/raffle item)

- Silver Package +
- Recognition with gold sponsors via our social media platforms with four posts leading up to the event
- One post on both of our social media platforms specifically thanking you for your sponsorship as well as describing your product/service, and advertising an existing promotion, or one that is created for the participants of the event
- An announcement of recognition will be made to a crowd of over 500 people during the event
- Your company logo will be printed on the official 2020 ABC Campout shirt
- Two tickets to ABCampout
- A plaque featuring recognition of your generous sponsorship sent to you



Platinum | \$2000+

(Monetary donation or auction/raffle item)

- Gold Package +
- We will post a large image of your company logo near the venue's entrance and beside the stage OR
- We will present any banners or promotional signage or experiential marketing that your business provides us for the duration of the event. We will provide space, and/or, volunteers to help promote your goods/services at the event
- We will include your company as a sponsor in paid advertising for the event
- As many tickets as you want to the campout!

CONTACT US

Feel free to reach out to us through any of our socials below!



[@austenberletcampout](https://www.instagram.com/austenberletcampout)



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<https://www.austenberletcampout.com>