

benefits tha+ benefit others

Campaign Name and Summary:

When it comes to health benefits in Canada, we all know the saying: 'use it, or lose it'. That means there's money getting taken out of your paycheque, that will never make its way into a deserving pocket. Benefits that Benefit Others solves that. It's a digital tool that calculates the amount of leftover coverage you have, and lets you donate that money to Youth Mental Health Canada. It takes your otherwise wasted health coverage and uses it to cover the mental health needs of those who need it most, but can least afford it.

Insight:

Many young people don't have access to health benefits for their mental health needs, while millions of adults have benefits that go to waste every year.

Solution:

Visit BenefitsThatBenefitOthers.ca and enter your plan number and member ID. Once the website identifies you and your group insurance provider, it will calculate how much of your coverage is unused. You can then choose to donate all, or some of, that surplus to Youth Mental Health Canada right on the website.

We'll get people to our tool through:

- Targeted social posts throughout the month of December, just before benefits expire.
- Users sharing their results to social media to encourage their friends and followers to do the same.
- Taking over the top results on Google when searching for ways to use up benefits at the end of the year.

How it Works:

Adults in group insurance plans often make enough to cover any additional costs of mental health support, while young people rely on organizations like Youth Mental Health Canada to help. With group insurance plans it's nearly impossible to make use of every dollar in every category, yet the money comes out of your paycheque regardless. By giving that surplus to Youth Mental Health Canada, you're able to give a donation without the (sometimes painful) step of taking money out of your own bank account.

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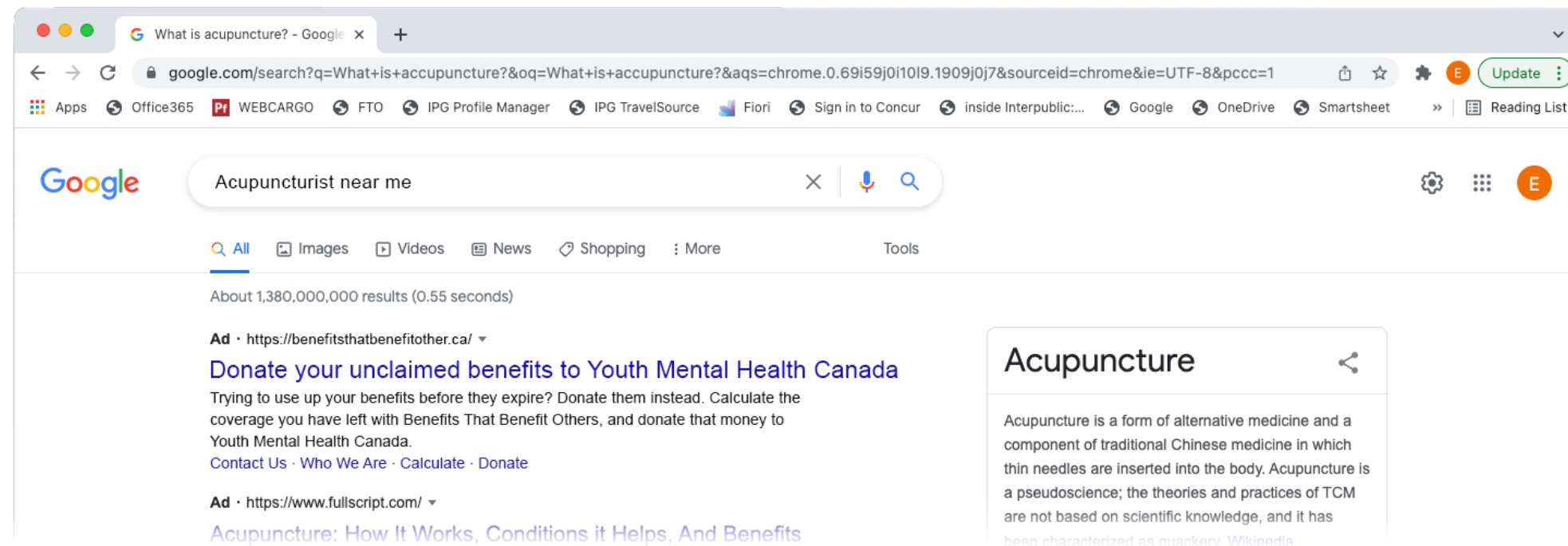
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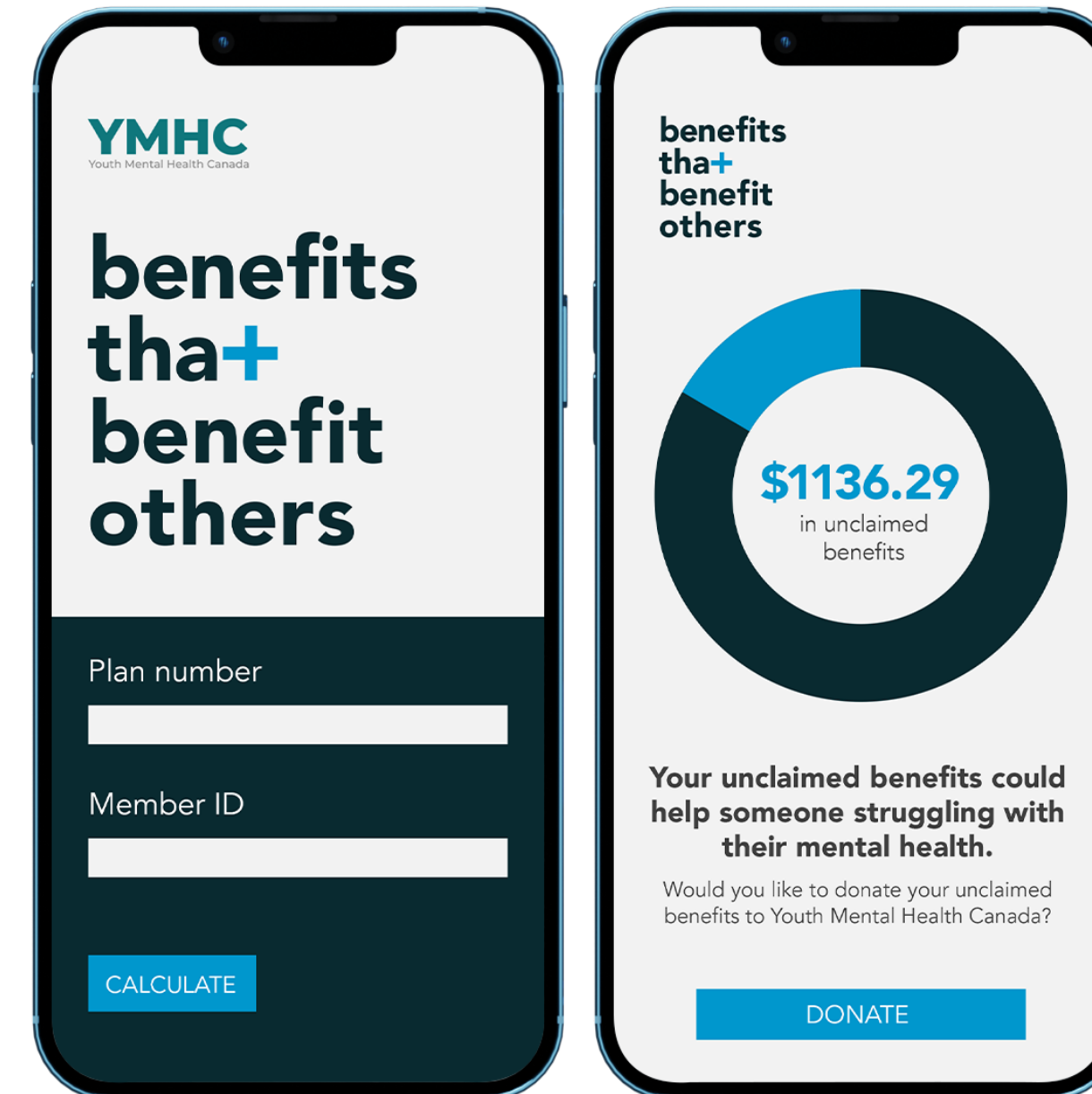
impossible to make use of every dollar in every category, yet the money comes out of your paycheque regardless. With Benefits that Benefit Others, you're able to donate those unclaimed benefits to Youth Mental Health Canada.



Google Ad



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Website



Facebook Share





Youth Mental Health Canada @YMHCCanada · 6h

Didn't use up your benefits for the year? Turn them into [#BenefitsThatBenefitOthers](#) and donate them to Youth Mental Health Canada.



[#BenefitsThatBenefitOthers](#)

Donate your unclaimed benefits

BenefitsThatBenefitOthers.ca





Hanna Schmidt

I don't even wear glasses, but I have coverage for them.... So, I donated those benefits to Youth Mental Health Canada.

#BenefitsThatBenefitOthers

**+ My leftover
benefits benefited
Youth Mental
Health Canada.**

BENEFITSTHATBENEFITOTHERS.COM

**Donate your unclaimed benefits with
Benefits That Benefit Others**



benefits tha+ benefit others

Plan number

Member ID

CALCULATE

**benefits
tha+
benefit
others**



**Your unclaimed benefits could
help someone struggling with
their mental health.**

Would you like to donate your unclaimed
benefits to Youth Mental Health Canada?

DONATE