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November 16, 2011

Beamish and Labatt Families to be Recognized in Intergenerational Wellness Centre

As preparations continue for the many CAMH teams moving into the new Phase 1B buildings, the CAMH Foundation is also preparing to recognize two catalytic, early donors to the Transforming Lives Campaign.

The Beamish and Labatt families each committed \$5 million early in the campaign – and will now be publicly recognized, with a wing of the Intergenerational Wellness Centre to be named after each family. The family names will appear on the awning/canopy above the entrance to the building and on way-finding and signage throughout the building.

The Intergenerational Wellness Centre will be a new state-of-the-art facility that will house CAMH's Geriatric Mental Health Program and Child, Youth and Family Program.

"The catalytic effect of such strong, early support from the Beamish and Labatt families cannot be underestimated," said Darrell Gregersen, CAMH Foundation President and CEO. "They stood up first for CAMH long in advance of any buildings opening – and that has had a tremendous, positive impact in opening doors for other donors and leveraging further support."



The Beamish family's contributions to CAMH will be recognized in the new Intergenerational Wellness Centre.

For the Beamish family, supporting CAMH and the Queen Street Redevelopment Project came out of their recognition of the need to take leadership, and support a highly deserving and effective organization – yet one that remains a "hard sell" because of stigma.

"Addiction and mental health issues are not new to society, but the way we deal with them can be," said Heather Beamish, Director of the WB Family Foundation, which supports health care and medical research initiatives.



Of the two wings in the new Intergenerational Wellness Building, one will be named after each family.



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Beamish and Labatt Families to be Recognized in Intergenerational Wellness Centre (continued)

Ms Beamish is also a Director of The Woodbridge Group and a Member of the CAMH Foundation Board since 2006.

"We were drawn toward CAMH because, quite frankly, it is not an easy sell. There's no cute little kid on a billboard asking you to support CAMH. And it seems that people do not want to be reminded that these issues affect many more of us than most would care to admit."

"This has allowed society to neglect those who face mental illness and addiction for far too long, and to allow them to be treated in facilities that would not be tolerated for those facing other illnesses. Supporting CAMH is so important to my family as a way of contributing – and showing others that they should participate."



The contributions of Sonia and Arthur Labatt will also be recognized when the new Intergenerational Wellness Centre opens next year.

For Arthur and Sonia Labatt, CAMH's excellence in research, treatment, education, and health promotion matched their decision to focus their charitable giving on Canadian institutions that are world leaders.

"CAMH is already providing world-class clinical care and research, and when the project is complete, it will have facilities to match. This will allow CAMH to attract and retain the very best people right here in Toronto," said Arthur Labatt who was named an Officer of the Order of Canada in July 1996.

"CAMH, a leader in its specialized field, is an organization in which Toronto, Ontario and Canada can take great pride."

Arthur Labatt co-founded Trimark Financial Corporation, now Invesco, one of Canada's largest mutual fund companies, and Dr. Sonia Labatt is an adjunct faculty member at the Centre for Environment, the University of Toronto.

The Labatts focus their philanthropy on education, health, and research.

In 2007, Arthur and Sonia Labatt were recognized by the Association of Fundraising Professionals – Toronto Chapter for Outstanding Philanthropist.

For more on the Queen Street Redevelopment Project, visit the CAMH website at www.camh.net.