



BROTHERS WHO CARE



Newsletter Launch

We are proud to announce the Brother's Who Care first-ever email newsletter! You are receiving this newsletter because you have supported us, and shown interest in the work that we are doing in the community.

While you are welcome to unsubscribe, we hope you continue to subscribe to our monthly newsletter, where you will see profiles of Brothers who are active in the community, current news and trends, fun facts, and learn more about our current and upcoming projects.

Who are the Brothers Who Care?

We are Black men and allies who leverage the power of collective fundraising through a transparent, community organized, trusted decision-making process and direct funds to impact key issues affecting the Black Community

IMPORTANT NEWS, UPDATES, AND IDEAS

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Laz Gordon

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<https://brotherswhocare.com/>



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Let's Talk Black Mental Health

A Black Male Perspective

Brothers Who Care Mental Health Hour

BwC have launched a monthly talk series to: ignite and normalize discussions around mental health in the Black community, bring awareness to mental health related resources, and use those conversations to build and strengthen the community. **The Mental Health Hour** September 30th, 2021, 6:00 pm – 7:00 pm, **LIVE on Instagram**.



"1 in 5 Canadians will experience mental health challenges at some point in their lives. As Black males, we often experience mental health silently. Our culture and our life experiences have taught us to be tough, hold our emotions back, not accept help, and not discuss it. We need to change that. We need to break down the stigma. We need to build strong bonds of support."

This series of discussions will bring the black male perspective on mental health to the forefront, and cover a number of topics ranging from: our children, youth, relationship with our women, racial trauma and social determinants."

David Griffiths, Founder Brothers Who Care

Upcoming Events

Black Men of Excellence Walk

Join us for the Black Men of Excellence walk - putting a focus on black men and mental health on October 3rd, 2021, 11:00 am. We will be meeting at Yonge and King

I SEE ME Program

Youth Investment Competition - October 4th, 2021 to December 4th,

Campaign & Documentary Launch - October 4th, 2021

1st Annual Golf Tournament

October 14th, 2021

BwC Quarterly Fundraiser - Financial Literacy

October 14th, 2021

The “I SEE ME” Program

Brothers Who Care has partnered with One Voice One Team (OVOT) and CIBC Wood Gundy to launch the I SEE ME Project to be executed over 4 months and under 4 Execution Towers

During the months of July and August Brothers Who Care hosted the “I SEE ME “S.W.O.L.E.TM Summer Camp.” This empowering virtual camp was designed to teach children how to understand, appreciate and manage money at their age.



We followed this up with the “I SEE ME Career Campaign & Documentary,” aimed at helping young BIPOC girls and boys see themselves in careers not commonly thought of in their communities (e.g. Engineers, Video Game Developers, Wealth Advisors)

I SEE ME Youth Investment Competition

An investment competition for grades 4-6 students who will have an opportunity to win \$1,000 to invest in RESP and receive advisory services to support the investment.

October Financial Literacy Fundraiser

The BwC fundraiser focuses on raising awareness on Financial Literacy and investing in the future.



WHAT'S NEW!

There is some exciting news coming out of Manitoba. Titi Tijani (President of the African Communities of Manitoba) launched a new toolkit created to promote the mental health and well being of Black Canadians.

A number of organizations including The Council of Caribbean Organizations in Manitoba, The African Communities of Manitoba, The Jamaican Association of Manitoba, The Canadian Mental Health Association and the Winnipeg Regional Health Authority worked to help develop the toolkit.

"This toolkit will have information that will help everyone to be able to provide culturally relevant support to Black Canadians in times of their mental health needs," said Titi.

The project was funded by the Public Health Agency of Canada and has been two years in the making. She said the aim has been to make it easier for people seeking help or answers about mental health access resources. In addition to that, it was also created to provide information on what factors impact mental health for Black Canadians, such as housing, education, racism, discrimination, health care and poverty.



10 Things You Can Do to Boost Your Mental Health



Treat you with kindness and respect, and avoid self-criticism

Exercise, which helps decrease depression and anxiety and improve moods

Get enough sleep. Researchers believe that lack of sleep contributes to a high rate of depression in college students.

Make plans with supportive family members and friends, or seek out activities where you can meet new people, such as a club, class or support group

Volunteer your time and energy to help someone else.

Smile and see the humour in life. Research shows that laughter can boost your immune system, ease pain, relax your body and reduce stress.

Decide what you want to achieve academically, professionally and personally, and write down the steps you need to realize your goals.

Our routines make us more efficient and enhance our feelings of security and safety, but a little change of pace can perk up a tedious schedule.

Keep alcohol use to a minimum and avoid other drugs. Sometimes people use alcohol and other drugs to "self-medicate" but in reality, alcohol and other drugs only aggravate problems.

Seek help. It is a sign of strength — not a weakness.

Spotlight Profile

Laz Gordon

Black men in North America experience significant challenges, regardless, more are focused on achieving success in a career, on living a full life, and are optimistic about a bright future. Our goal is to highlight the achievements, dedication, and successes of Black men throughout the diaspora, and each month we will do this with our Brothers Who Care Spotlight Feature. This month, we are proud to present to you Laz Gordon

The Covid-19 Pandemic has brought many changes to how we live life. With it has come uncertainties, altered daily routines, financial pressures and social isolation. Some of us may have worried about getting sick, about how long the pandemic will last, whether you will lose your job, and what the future will bring. We have had to deal with information overload, rumours and misinformation that has left many of us feeling out of control.

In our discussions with Laz, he explains that during this time, our mind-set of limitations has become the camouflage of what we can do and what is essential. He also touches on the fact that men may have a harder time creating friendships, and that we tend to narrow to small pods that can't be expanded. Finally, Laz shares his secret on not only meeting, but also smashing his goals using the L.E.N.S technique, as well as some fun facts about him that you may not know.

Laz started by sharing how he has managed to get through this pandemic.

"To me, what was essential was communicating with my family, especially because we were spending a lot more time together. It brought out the best in us, because it triggered us to have the conversation on how we can communicate better. The other distractions were no longer available that we previously used to sweep the need of communication away. Another thing I have done that is important is exercise. I transformed the garage into a space that my family can workout together, and communicate together. I also created a fishpond and started growing more vegetables. Before, there was so much to do, but now, we create more ways to communicate and spend time together."

Laz took some time to share with us a project that he plans to engage the Brothers in when it comes to their health and wellness journey.

There is a project that really interests me to complete. It is to find some ways to gather a group of individuals, meet at a space, and then we will walk/run for like two to three km. After the walk, I figure we can circle back to the meeting spot, maybe do some yoga, and have some healthy refreshments and conversation together.



Hey, with this event we could raise funds for a charity like Brothers who Care. It is a tremendous way to build a connection among men and give back to our community."

Our dialogue wasn't all serious; Laz shared some fun facts about himself with us.

"I love watching Hallmark movies, and Christmas specials. I don't watch that many sports. Playing sports is one thing, watching them is not my thing. I really enjoy eating coconut in the shell; the jelly inside is fantastic. I also enjoy experimenting with sweet potatoes. One thing I like to do is turn it to a crust and put different toppings on it. It is awesome. Another thing is that as soon as I can travel, I am heading to Hawaii."

He shares what he hopes to see happen with brothers in the community

"Consistent effort to build relationships is what I would hope for. What I wish is for us to become doers. We do a lot of speaking, but we need to exercise more. Don't lag. Be the person that takes the action. Make it a priority to connect.

Our health is important as well but sometimes we leave it to chance. We don't get check up's, and many of us are reactive when it comes to our health needs. We have to want to connect and get physically fit.

Finally, we have to become better goal setters. Have a beginning, middle and end to what we want to achieve. Set a goal and set a date. A technique that I like to use is the L.E.N.S technique. L is for listing the goal. E is for estimating the time it takes. N is for numbering the goals in sequential order, and S is for scheduling an end date. Doing this has allowed me to achieve things that I even thought were impossible. All I did was a little planning."