

# NEDIC DONOR UPDATE

National Eating Disorder Information Centre | Summer 2017

## 6<sup>th</sup> Biennial Body Image and Self-Esteem Conference

“Inspiring. Powerful. Relevant. NEDIC’s Conference was truly transformational!”

These are just some of the words delegates used to describe NEDIC’s 6<sup>th</sup> biennial Body Image and Self-Esteem Conference constructed around the ideas of Acceptance, Awareness, and Equity.

Our two day program offered a diverse lineup of speakers representing varied disciplines who shared their latest research and real world experiences with over 300 engaged clinicians, dietitians, educators, health care practitioners, and students. A big thank you to all of our conference sponsors for their commitment to our mission and for making this year’s event a success.



Our conference would not have been as impactful without our delegates who took time from their schedules to explore the critical issues in the field of body-image, self-esteem, eating disorders and food and weight preoccupation. It is through these shared insights, inspirations and personal connections that we continue to celebrate body equity and embrace our diversity.

**See you in 2019!**

**TICKETS ON SALE!**

## Zest for Life

**NEDIC’S 6<sup>TH</sup> ANNUAL FUNDRAISER**

Join NEDIC on **Thursday, October 19, 2017** as we host 200 of our closest friends during our 6<sup>th</sup> annual Zest for Life fundraising event located at the Spoke Club (600 King St W., Toronto). The event will feature a thrilling silent auction and luxury raffle, with entertainment consisting of both live music and DJ performances. All proceeds raised from the evening will benefit NEDIC’s educational programs and national toll-free helpline services.

**Tickets are on sale now**

Visit [www.nediczestforlife.ca](http://www.nediczestforlife.ca) to learn more about the event and to purchase your tickets!



## Instant Chat & Website Update

NEDIC is preparing to launch its Instant Chat helpline service this fall, available from 11am to 7pm EST, with the potential for expansion based on demand. As with the telephone helpline, Instant Chat will be provided by trained staff. The program is expected to appeal to a younger, more technologically-inclined generation, or those less comfortable speaking on the phone. NEDIC is anticipating that its telephone helpline volume will remain consistent.

To accompany this expansion of our services, NEDIC’s website will also undergo a content overhaul. NEDIC staff are working with students and our advisory committee to ensure the website is intuitive, helpful, and accessible for all users. Stay tuned to our social media feeds for all updates!



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National Eating Disorder Information Centre

## 2017 Scotiabank Toronto Waterfront Marathon

### CHARITY CHALLENGE

Join Team NEDIC!

Help us go the distance on October 22, 2017 as we run to raise awareness and support for NEDIC. The Scotiabank Charity Challenge program allows for participants to make their 5k, half marathon or full marathon race more meaningful by raising money for NEDIC.

Want to run with us? Interested in sponsoring the team? Visit [goo.gl/BWpKig](http://goo.gl/BWpKig) to learn more. All pledges to NEDIC's team will receive an official tax receipt from the Toronto General and Western Hospital Foundation.

## Donor Spotlight



### Cause-Marketing, *noun*

*An agreement between a charity and a business to market a specific product or service through a public association between the two organizations. It provides great public awareness of an organization's values and willingness to support good causes.*

In February 2017, NEDIC and Aerie partnered together to put the spotlight on eating disorders through AERIE's Strong, Beautiful, Me campaign. 100% of Canadian sales from Aerie's limited-edition Strong, Beautiful, Me t-shirts were donated to NEDIC. Aerie announced last month that the campaign raised over \$13,500 for NEDIC!

We sat down with Marcie Eberhart, Director of the American Eagle Outfitters Foundation to learn more about the very successful campaign. Marcie works with national charities on cause marketing partnerships for the American Eagle and Aerie brands.

*We asked Marcie:*

**Q: What organizations does the American Eagle Outfitters Foundation chiefly support?**

**A:** We partner with organizations who focus on promoting positive body image initiatives. As such, we are pleased to work with the National Eating Disorders

Association (NEDA) in the U.S. and NEDIC in Canada.

**Q: What attracts Aerie to use cause-marketing campaigns? How are the campaigns designed?**

**A:** We find that our customers respond well when 100% of sales of a product is donated to charity. Campaigns are designed by an entire cross functional team of associates from a wide variety of departments including marketing, merchandising, business strategies, corporate social responsibility and store operations.

**Q: We are so grateful for your ongoing support, do you have any suggestions for other non-profit organizations looking to start a cause-marketing campaign?**

**A:** If your cause matches well with the customer demographic or marketing campaign for a particular brand, you will have a greater chance of grabbing the company's attention.



## Upcoming

NEDIC's 6<sup>th</sup> Annual Zest For Life Fundraiser  
October 19, 2017

Scotiabank Toronto Waterfront Marathon  
October 22, 2017

Help  
Support  
NEDIC

For more information please contact

**Elizabeth Pottinger**

*Development Officer*

[elizabeth.pottinger@uhn.ca](mailto:elizabeth.pottinger@uhn.ca)  
416.340.4800 ext. 4540

