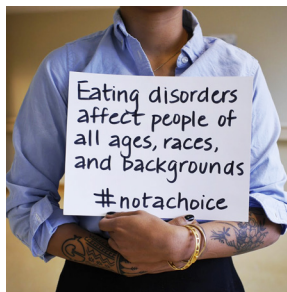


EDAW 2017 Update

Eating Disorder Awareness Week (EDAW) 2017 took place across Canada on February 1–7. EDAW 2017 saw 6 provinces and 1 territory officially proclaim Eating Disorder Awareness Week. 53 municipalities joined in as well, and 57 landmarks across the country were lit purple to commemorate EDAW.

Throughout the week, NEDIC remained committed to spreading the word that eating disorders are **#notachoice**. To help emphasize this message, we asked our social media followers to post their own pictures describing how eating disorders are not a choice, using the hashtag **#notachoice**.



Beyond Images

Beyond Images is NEDIC's free body image and self-esteem curriculum for grades 4–8. Relunched in 2017 to meet 2016/17 curriculum across Canada, it has already been downloaded for use by thousands in Canada and the US. *Beyond Images* provides youth with the critical media literacy tools they need to engage with movies, television, and advertisements. The growth of social media since 2009 necessitated a revitalization of the curriculum to empower youth to read social media messaging critically, and to promote an understanding that even social media images that seem candid may be highly edited. *Beyond Images* is a complete tool, containing lesson plans, worksheets, and assessment rubrics.

Our dedicated team of writers hosted a webinar in April to empower educators to discuss body image constructively with youth. You can view a recording at nedic.ca/give-get-help/webinars.

SAVE THE DATE!

Zest for Life

NEDIC'S 6TH ANNUAL FUNDRAISER

Join NEDIC on Thursday, October 19, 2017 as we host 200 of our closest friends during our 6th annual Zest for Life fundraising event located at the Spoke Club. The event will feature a thrilling silent auction and luxury raffle, with entertainment consisting of both live music and DJ performances. We are excited to announce that Shire Pharma Canada is our evening's Presenting Sponsor! All proceeds raised from the evening will benefit NEDIC's educational programs and national toll-free helpline services.

Stay tuned for ticket sale announcements!

Instant Chat

NEDIC is excited to announce that it has reached its fundraising goal and can begin integrating the addition of a web-based Instant Chat option as an extension of our existing helpline services. This platform will enable NEDIC to reach and help 1,200+ more clients each year.

Thank you to the following organizations and individuals for helping NEDIC to raise the funding needed to implement this critical addition:

Anonymous
\$5,000

**Shoppers Drug Mart
Foundation**
\$5,000

Mary-Anne Bedard
\$5,000

**TELUS Community
Grant**

Echo Foundation
\$20,000

\$20,000

Troy Alexandra McClure
\$5,000



Donor Profile

Did you know that you can give to NEDIC on a monthly basis? Monthly contributions help NEDIC to plan more effectively and remain focused on fulfilling our mission with a stable income. We sat down with two of our donors to learn more about why they give monthly to NEDIC:



CINDY LEE HOYDA

Cindy is a Certified Equine Assisted Personal Development Coach (EAPD) and Equine Assisted Learning Facilitator (EAL) who owns and operates Sierrah Acres, an equine assisted therapeutic program in Oro-Medonte, ON.



TEMA SMITH

Tema is the Director of Community Engagement at Holy Blossom Temple in Toronto

What attracted you to supporting mental health, specifically eating disorders?

At age 19, my daughter was diagnosed with anorexia while in university. She became a patient of the Eating Disorder Program at Toronto General Hospital. I became involved with her recovery and educated myself on family focused therapy. I learned how to speak the secret language of eating disorders and how to support my daughter the best way I could. With treatment I began to see her get her life back – she is getting married this summer!

What attracted you to supporting NEDIC in particular?

I utilized NEDIC's services in order to educate myself as much as possible on eating disorders so that I could help and support my daughter. This was particularly important while my daughter was on a 4 month waiting list to get into the program. I believe you must constantly be educating yourself on eating disorders in order to effectively support someone diagnosed. NEDIC's helpline is a crucial service when seeking information about eating disorders.

Why do you give to NEDIC on a monthly basis?

I give monthly as I find it is efficient and helps to keep me not only organized but also connected to NEDIC throughout the year.

To learn more about how to give monthly to NEDIC, please visit
www.tgwhf.ca/give-and-go/nedic/

What inspired you to give to NEDIC?

I have known of NEDIC for many years. My mom worked at the Body Image Project at Women's College Hospital. However, my decision to give to NEDIC is much more personal. My grandma had a life long struggle with an eating disorder but it was never diagnosed or discussed. She was diagnosed with myeloma but was unable to receive the necessary treatment as her body was too weak from anorexia. The cancer eventually took her life. In Jewish mourning tradition, it is customary for the next of kin to request memorial donations for a cause that honours the memory of their loved one, so my family chose the Myeloma Society of Canada – as well as NEDIC. This was the first time my family publicly acknowledged my grandmother's eating disorder. My mother wrote a blog post about this experience for NEDIC's blog entitled "On Honouring My Mother: A Belated Eulogy".

In your opinion, what is the most important work NEDIC does?

Providing resources for family members to support someone with an eating disorder.

Thank you for your monthly gift! What inspired your ongoing support?

I've always preferred to give on an ongoing basis to charities as it enables me to give much more than if it was just a one-time lump sum. As a non-profit employee, I also understand how important it is to give continuously than one time!

Upcoming: 2017 Body-Image and Self-Esteem Conference
 May 11 & 12, 2017

**Help
 Support
 NEDIC**

For more information please contact

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