

**From:** [Jennifer Lazenby](#)  
**Subject:** CNOY  
**Date:** Thursday, February 1, 2024 8:02:52 AM  
**Attachments:**

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Good morning,  
Coldest Night of the Year is coming February 24, 2024. Please find attached the poster, brochure, and press release. It's a great event for a great cause.  
For more information visit [cnoy.org/location/duncan](https://cnoy.org/location/duncan) or contact me via email.  
Please consider attending and sharing with your networks.  
Respectfully  
Jennifer

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Jennifer Lazenby, Manager (she/her)  
Community Engagement and Fund Development  
CMHA-Cowichan Valley Branch

*Living, walking and working together, from a place of honour, gratitude and respect on the traditional territory of the Khowutzun people.*

**Did you know that you can turn your one time donation into a monthly donation? Visit the [Donate](#) section of our website for details.**



*CMHA-Cowichan Valley is an accredited organization through Imagine Canada's Standards Program,*

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## FEB. 24 BRINGS THE COLDEST NIGHT ONCE AGAIN TO DUNCAN

DUNCAN, January 18, 2024 – Canadian Mental Health Association-Cowichan Valley Branch is encouraging Cowichan Valley residents to once again team up, fundraise, and walk in The Coldest Night of the Year (CNOY). This family-friendly, winterrific fundraising walk takes place on the evening of February 24, 2024, and supports people experiencing hunger, hurt, and homelessness in the Cowichan Valley.

Tens of thousands of Canadians will take to the streets for CNOY with events taking place in 200 cities, towns, and communities across the country. By walking together in the chill of the night, participants will better understand the experience of being on the streets during a cold Canadian winter, while raising funds to aid the work of Charity Name in providing much-needed support.

The Duncan walk begins and ends at the Cowichan Community Centre, Multi-purpose Hall, located at 2687 James St., Duncan, BC. Participants will walk a 2km or 5km route, can warm up with toasty drinks at rest stops along the way, and will be able to celebrate their efforts together at the finish line. All those who raise over \$150 (or \$75 for youth) will also don iconic CNOY toques as they face the cold night.

This is CMHA-CVB's third year taking part in the Coldest Night of the Year, and they're aiming to raise \$90,000 for their work with youth experiencing hunger, hurt, and homelessness in the Cowichan Valley. This is a multi-year fundraising campaign. An expected 200 walkers and 25 teams, including staff and friends of CMHA-CVB and other companies in town. Community sponsors, to date, include Home Depot, and BC Housing. CMHA-CVB has been serving Duncan and the Cowichan Region for 32 years, and the funds raised in the Coldest Night of the Year will benefit their clients in a time of the year known historically for low levels of giving.

For further information, contact:

Jennifer Lazenby, Manager, Community Engagement and Fund Development  
554 Trunk Road, Duncan, BC V9L 2R1, 250-510-8826, [Jennifer.lazenby@cmha.bc.ca](mailto:Jennifer.lazenby@cmha.bc.ca)  
<https://cnoy.org/location/duncan>

For National Event information, contact

Brian Carney, CEO  
[brian@blueseafoundation.org](mailto:brian@blueseafoundation.org)  
1-519-603-2250 <https://cnoy.org/>



# february 24, 2024

## coldest night of the year

team up + fundraise!  
walk | donate | volunteer  
it's cold out there #cnoy24  
[cnoy.org/register](https://cnoy.org/register)



The Coldest Night of the Year is a winterrific family-friendly fundraising walk in support of local charities serving people experiencing hurt, hunger, and homelessness. Team up, fundraise, walk, and take a moment to **look closer...** because it's cold out there.

Support Canada Mental Health Association-Cowichan Valley Branch raise funds for A Safe Space for Youth

Starting at the Cowichan Community Center, Multi-purpose Hall  
2687 James St, Duncan, BC

4 pm - 7 pm

Pre-registration required: [cnoy.org/location/duncan](https://cnoy.org/location/duncan)





it's cold out there  
cnoy.org

# Caring Charity Canada



## It's cold out there.

On February 24, Canadian Mental Health Association-Cowichan Valley Branch is hosting the Coldest Night of the Year, a 2 + 5 km winterrific walk hosted in 190+ cities across Canada in support of our work in Duncan with people experiencing hurt, hunger, and homelessness.

- **GOAL:** With your help, our goal is to raise \$90,000 by February 24, 2024!
- **HOW:** To accomplish our goal, we're looking for 30 team captains (of all shapes, sizes and ages) who will recruit 7-8 friends to their team, with a goal of raising \$2000 per team. Each member on your team can set of goal of finding 5 people to donate to their campaign.
- **TOQUE BONUS:** Every walker who raises either \$75 (youth 17 and under) or \$150 (for adults) gets our famous Coldest Night toque as thanks for being amazing fundraisers.

 **contact**

**If you have any questions or  
need promotional materials  
please contact us below:**

**Director:** Jennifer Lazenby

**Phone:** 250-510-8826

**Jennifer.lazenby@cmha.bc.ca**



## HOW TO CAPTAIN A TEAM FOR CMHA-COWICHAN VALLEY BRANCH

Once you've registered, your team and name will show up on the Scoreboard and on our location page too! (Note: it takes 5-10 minutes to appear.)

- Visit [cnoy.org](https://cnoy.org) and click the big **REGISTER** button
- Create your new account (or sign in to your account from last year)
- Select the **LOCATION** where you'll be walking and continue
- Click to accept the **WAIVER** and continue
- Under **REGISTRATION TYPE**, click **CREATE A TEAM**
  - Name your team (and write a brief description)
  - Accept or increase your fundraising goal (this can be edited later!)

Once you've registered, your team will show up on our CHARITY PAGE, which is:

[cnoy.org/duncan](https://cnoy.org/duncan)

You can begin recruiting team members and raising funds immediately!

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## HOW TO JOIN A TEAM FOR CMHA-COWICHAN VALLEY BRANCH

If you would like to walk with us but don't want to start a team, please join our general team called CMHA – Warmland:

- Visit [cnoy.org](https://cnoy.org) and click the big **REGISTER** button
- Create your new account (or sign in to your account from last year)
- Select the **LOCATION** where you'll be walking and continue
- Click to accept the **WAIVER** and continue
- Click **JOIN A TEAM** (or register individually if you wish and join a team later)
- Search for CMHA-Warmland by name
  - Select that team from the list and proceed to complete registration