



BREAKING DOWN BARRIERS TO MENTAL HEALTH & BRAIN INJURIES

**Golf tournament raises over \$400K in three years
Fund grants over \$50K since 2015**

September 20, 2016 – ST. MARYS, ON – The Staffen family know all too well what it's like to deal with the physical and mental concerns associated with mental health and brain injuries.

Four years ago Rob Staffen fell off his bike at the Joshua Tree National Park in California at high speed and suffered a traumatic brain injury. Since that time the family has been working hard to support Rob and also to help break down the barriers and stigma associated with these types of illnesses. Back in 2013 the family established the Brain & Mind Matters (BAMM) Community Fund at the [Stratford Perth Community Foundation](#) (SPCF) to provide a lasting funding resource for outpatient care focused on local brain injury and mental health programs and projects.

Since 2014, the Staffen family and a group of dedicated volunteers has hosted an annual [BAMM Golf Tournament](#) to help raise awareness about mental health and brain injuries and to fundraise for the BAMM Fund. Exceeding all expectations, the first two years of the tournament raised \$270,000. This year, their final, was no different. Using their unique fundraising model created by Rob's son and BAMM Co-Chair Matt Staffen, the BAMM Golf Tournament has raised an additional \$135,000 for mental health and traumatic brain injuries in Stratford, St. Marys and Huron and Perth Counties. "We've been absolutely thrilled with the response from our friends, neighbours, colleagues and the community," shares Sharon Staffen. "We could not have done this without our many fantastic volunteers, sponsors and golf participants. What an amazing ride!"

Last year the BAMM Community Fund began granting back out to mental health and brain injury projects. "We were so excited to announce our inaugural grants," adds Matt Staffen. "In partnership with the Cowan Foundation and St. Marys Memorial Hospital Foundation we granted \$25,500 to the St. Joseph's Health Care Foundation for developing a new brain injury points system app and another \$5,000 to the Huron Perth Centre for Children & Youth for their youth suicide prevention program."

This year the BAMM Community Fund granted another \$20,000 to the following initiatives: \$5,000 to the Leading Mentally Healthy Schools Team for the Herons Care Wellness Space in St. Marys, \$2,000 to the Stratford Police Services for the Road to Mental Readiness Training Program, \$5,000 to United Way Perth-Huron's Crossing Bridges Program and \$8,000 to the McIntosh Sports Performance and Rehab Project to implement baseline concussion testing in local schools.

"We continue to be inspired by the Staffen family's passion for these causes," notes Tracy Van Kalsbeek, Executive Director of the SPCF. "To have raised over \$400,000 to support mental health and brain injury initiatives in only three years is truly amazing! They are building a lasting legacy that will help break down barriers and make a real difference in the lives of so many."

Donations can be made to the Brain & Mind Matters Community Fund by visiting www.spccf.ca and clicking on [Donate Now](#).

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About the [Stratford Perth Community Foundation](#)

The Stratford Perth Community Foundation (SPCF) is an organization for everyone and unique because donations – large or small – are never spent but are combined and invested. The earned income is used to make grants to local charities year after year to build a vibrant not-for-profit sector in Stratford, St. Marys and Perth County. To make all this work, we share our unique understanding of community needs and help mobilize and guide donors to specific community initiatives. For more information about SPCF please visit www.spccf.ca

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photos enclosed (L-R: Roger Quinn, Ashton Staffen, Matt Staffen, Julia Staffen, Andrew Bisback, Sharon Staffen, Tracy Van Kalsbeek, Rob Staffen)