



***Conferred upon Gordon Cudney on June 25, 2024***

At the 2020 AGM of The Royal Foundation for Mental Health [The Foundation] many of his contributions were summarized as - "He shared his story to help reduce stigma and raise awareness about the importance of asking for help; and we are grateful for his leadership and commitment to the cause". He helped raise over \$200,000 for the C-PROMPT Clinic, built the annual Foundation annual golf fundraiser from \$64,000 to over \$250,000 in 5 years, and personally secured \$1M for the Foundation's campaign for mental health in 2020. Recently he played a major role in the annual Foundation-sponsored *Royal's Leaders for Mental Health Breakfast of 2023*, which raised over \$670,000 for patient care and research at the Royal Hospital Health Care Group.

His mentorship has been equally significant. Gordon became a mental health advocate as a consequence of dealing with a mental health disease himself. During his long and difficult recovery, he learned the value of having a mentor to keep one on the recovery highway. As part of his recovery, he learned the skills needed to become a highly effective mentor in "one-on-one" sessions with individuals suffering mental stress. By applying his 'scaling up' skills, he has developed a high profile for his service in both the mental health and business communities. Rarely a week passes without someone requesting a "one-on-one" with Gordon.

Through these volunteer activities and their impact, Gordon Cudney has become a key strategic resource for individuals, families, and organizations dedicated to improving the state of mental health care in our region and beyond. His contributions have been recognized by peer groups, for example: in 2017 he was a recipient of the "40 Under 40 Award" from the Ottawa Chamber of Commerce for his management of "a number of transactions that have contributed to the economic growth of the Ottawa Region", and in 2018 he was chosen for the "Volunteer Leader for Mental Health Award" by the Foundation at its signature "Inspiration Awards Gala".

We wish to recognize Gordon Cudney with our "Family and Community Service Award" in recognition of his exceptional work toward ending the stigma around mental illness, and for raising critical funds needed for mental health care.

Gordon Cudney please come forward to accept your Family and Community Services Award.

### **Family and Community Service Award**

Upon approval of the Club's Board of Directors the awardee is presented with a certificate from Rotary International and the award citation.

For organizations or individuals not related to a Club member:

- The nominee must have provided outstanding service to families, neighbourhoods or local communities in the National Capital Region.

For members of a West Ottawa Rotarian's family the nominee must have:

- Provided outstanding service to families, neighbourhoods or local communities in the National Capital Region; or
- Made a significant contribution to the work of the Rotary Club of West Ottawa.