

1st Annual

D.I.F.D.

**Purple Pledge
Day**
in support of
Youth Mental Health

Tuesday, February 8, 2011

Suicide is the second leading cause of death in 15-24 year old Canadians.
More than 4,000 young people die prematurely each year.
These statistics **NEED** to change.

*Pledges will support
the Daron Richardson
Fund - Early Identification
and Intervention Program
for youth at the Royal
Ottawa Foundation
for Mental Health.*

You can help! Get involved!

Wear Purple

visit **doitfordaron.com** to

register your school or organization today!

DO IT FOR DARON!

**D.I.F.D. Youth Mental
Health Awareness Night**
Do it for a chance to win tickets
& be featured at the Feb 26th
Ottawa Senators
Hockey Game!

On Saturday, February 26, the Sens Foundation will be hosting a D.I.F.D. Youth Mental Health Awareness Night at Scotiabank Place as the Ottawa Senators take on the Philadelphia Flyers. The "group" that reports and submits the most D.I.F.D. Purple Pledge Day funds will receive four (4) tickets to the game and will be featured during the game as representing all of D.I.F.D. Purple Pledge Day participants by announcing the total amount of funds raised.



CONTACT:



1st Annual *Do It for Daron* - Purple Pledge Day

In support of Youth Mental Health at The Royal

February 8th 2011

To Whom It May Concern:

This past November, Daron Richardson, a very talented and bright young lady, tragically took her own life. Rather than keeping this tragedy to themselves, the Richardson family has decided to raise awareness of teen suicide and depression in hopes of preventing further tragedies like this from occurring.

On February 8th 2011 Daron Richardson would have been 15 years old.

In an effort to support so many youth and organizations from across North America WANTING to take action, we're suggesting a simple event called the 1st Annual D.I.F.D. Purple Pledge Day in support of Youth Mental Health at The Royal. D.I.F.D. (Do It For Daron) represents a community movement to harness energy and action to help move youth from feeling sad to feeling empowered. Involvement brings empowerment, empowerment brings action and action leads to change.

Healing happens when a community works together to show those struggling that there is help out there. Let's all D.I.F.D. and begin the journey of hope for those in need. On February 8th please support the event organizer wanting to host the 1st Annual D.I.F.D. Purple Pledge Day. This day is an opportunity to inspire conversation, demonstrate support for mental health and raise funds for the Early Identification and Intervention Program for Youth through the Royal Ottawa Foundation for Mental Health.

On Saturday, February 26, the Sens Foundation will be hosting a D.I.F.D. Youth Mental Health Awareness evening at Scotiabank Place as the Ottawa Senators take on the Philadelphia Flyers. The "group" that reports and submits the most D.I.F.D. Purple Pledge Day funds will receive four (4) tickets to the game and will be featured during the game as representing all of D.I.F.D. Purple Pledge Day participants by announcing the total amount of funds raised.

If you have further questions please email darcie.atkinson-mckee@rohcg.on.ca or call 613-722-6521 x 6763.

Thank you from the D.I.F.D. Team!!



1st Annual *Do It for Daron* - Purple Pledge Day

In support of Youth Mental Health at The Royal

February 8th 2011

Dear Event Organizer,

Suicide is the second leading cause of death in 15-24 year old Canadians. More than 4,000 young people die prematurely each year.

In November 2010, Daron Richardson, a very talented and bright young lady tragically took her own life. Daron was the daughter of Ottawa Senators assistant coach Luke Richardson. Rather than keeping this tragedy to themselves, the Richardson family decided to raise awareness of teen suicide and depression in hopes of preventing further tragedies like Daron's from occurring. As a result, young people and communities within North America have responded by creating a number of Do It For Daron (D.I.F.D.) activities in an effort to encourage people to speak up, stand up, and make a difference.

On February 8, 2011 Daron Richardson would have been 15 years old. With leaders like you in the community getting their groups involved in the Annual **D.I.F.D. Purple Pledge Day**, we will honour Daron's life and inspire conversations to save the lives of others.

Thank you so much for getting involved in the **1st Annual D.I.F.D. Purple Pledge Day** in support of Youth Mental Health at The Royal. D.I.F.D. (Do It for Daron) represents a community movement to harness energy and action to help move youth from feeling sad to feeling empowered. Involvement brings empowerment, empowerment brings action and action leads to change.

Youth suicide statistics NEED to change. You can help!!!

The Annual D.I.F.D. Purple Pledge Day is an opportunity for you to inspire conversation, demonstrate your support for mental health and raise funds for the Early Identification and Intervention Program for Youth through the Royal Ottawa Foundation for Mental Health.

You may be part of a school, hockey team, or youth group. You are definitely someone who cares about children and youth and their struggles with mental health issues. You want to make change happen.

The D.I.F.D. Purple Pledge Day works like this:

- Participants register to participate by completing a D.I.F.D. Purple Pledge Day ballot.
- Participants make a cash pledge (any amount) and wear purple on February 8th.

- The “event organizer” for the day collects and counts the pledges.
- The “event organizer” reports fundraising totals by email to the Royal Ottawa Foundation for Mental Health by February, 14, 2011 at Darcie.atkinson-mckee@rohcg.on.ca
- The “event organizer” ensures D.I.F.D. Purple Pledge Day funds get to the **Daron Richardson Fund at the Royal Ottawa Foundation for Mental Health** by February 18th with a note indicating the funds raised are a result of the D.I.F.D. Purple Pledge Day.

Royal Ottawa Foundation for Mental Health
1145 Carling Ave., Ottawa, ON, K1Z 7K4

SENSational Incentive:

Each group (school/business or organization) who registers will receive two tickets to the Sens skills game on February 21st that can be used as a draw prize from completed ballots.

On Saturday, February 26, the Sens Foundation will be hosting a D.I.F.D. Youth Mental Health Awareness evening at Scotiabank Place as the Ottawa Senators take on the Philadelphia Flyers. The “group” that reports and submits the most D.I.F.D. Purple Pledge Day funds by February 18th will receive four (4) tickets to the game to represent all D.I.F.D. Purple Pledge Day participants and be involved in the official in-game announcement of total funds raised on February 8th.

TIPS for a successful D.I.F.D. Purple Pledge Day:

- Get approval for your event. Attached is a sample letter you can customize and submit to the appropriate decision makers.
- Create awareness. Attached is a sample flyer you can post or share by email.
- Prepare ballot entry cards for the participants that wear purple.
- Communicate how your event will work and where people can get ballots to participate and also drop their D.I.F.D. Purple Pledge. We recommend a centrally located D.I.F.D. Purple Pledge Day location or person.
- Have pledge forms available (attached) for those who wish to donate larger sums of money and receive a tax receipt in return - keep track of these donations, ensure you collect and record their full contact information and send along with final donation submissions to The Royal.

Thank you for helping to support Youth Mental Health in our community. For more information on the issues, please visit www.doitfordaron.com or email Darcie.atkinson-mckee@rohcg.on.ca.



**Do It for Daron - Purple Pledge Day
BALLOT**

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