

VISION & MISSION

- ▶ For all youth to be inspired and empowered to live resilient and meaningful lives.
- ▶ To create important conversations promoting well-being, compassion and hope, by empowering youth to share personal stories and coping strategies through in-person and online presentations.

S.W.O.T. ANALYSIS

School-Board approved service with a strong brand and messaging based on relatable lived experience by a diverse team of trained speakers to empower youth of a range of ages and caring adults.

Areas for opportunity are through training youth speakers and develop offerings that support youth over a long term journey via online programming, and to market our story as to what sets us apart from others in order to develop partnerships with credible organizations to create greater appeal with School Boards, parent groups, sponsors and donors.

PROGRAM DELIVERY MODEL

Youth-led interactive programs include assemblies and workshops for grades 2-12, post-secondary, parent groups, and keynotes at conferences in order to empower youth by increasing empathy, hope and resilience, and share information on available resources. New youth are recruited on an ongoing basis building a diverse team of youth who develop and deliver all programs and who mentor and support each other.

Main Topics include: Mental Health & Wellness; Bullying Prevention; Online Overdrive; Substance Use; Anti-racism.

- ▶ Weekly Podcasts and Youtube Videos
- ▶ Instagram Live Discussions
- ▶ School/Community Group Presentations (currently online only)
- ▶ Building-A-Selfcare-Toolkit Workshop for parents and kids
- ▶ Presentations for parents, educators and other caring adults
- ▶ Wellness Tips and Tools Sheets



Youth aged 15 to 24 are more likely to experience mental illness and/or substance use disorders than any other age group.

According to the Search Institute, "Youth experiencing mental health challenges in today's world, especially with the onset of COVID-19 is overwhelming. Anxiety is impacting even younger children and the stress and trauma of this current situation will remain after this is over."



✓79% of students agreed that they "would now be more likely to ask for help - for myself or someone else"

✓90% of students agreed that they have more empathy for people going through challenges

FUNDING MODEL & KEY PARTNERS

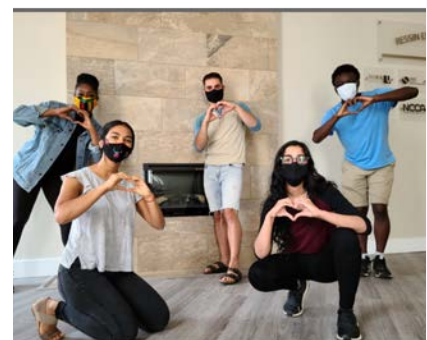
- School boards, schools, local police service, public health - work collaboratively on events that support youth voice and bring positive messaging to youth
- Youth Employment (Canada Summer Jobs, Employment Ontario, City of Toronto) - provides start up funds for youth facing barriers
- Booking Fees - supports ongoing development and delivery of programs
- Corporate sponsors, donors and fundraising - support events and operations of the organization

MARKET STRATEGY SUMMARY

The *for-youth-by-youth* model has proven to be a very effective way to reach youth as YouthSpeak has built momentum over our 18-year history, reaching over **300,000** students, parents, educators and other caring adults.

Target Audience	Presentations (schools and community groups)	Social Media (IG Lives, Tik Tok, Podcasts, Youtube)
Outreach Plan	Send information to School Board Mental Health Leads, schools (public and independent), youth workers at youth-serving community organizations	Connect with youth, youth-led groups, youth social media influencers, parents and other caring adults, youth-serving organizations to share information, follow/like and view
Resources	Staff management team, Board members, community partners, social media, donors, funders, booking fees	Staff youth team, social media, Board members, other volunteers and student placements, sponsors, donors and funders
Goal	Provide a total of 150 virtual (and in-person when able) presentations reaching 16,000 people in year one, increasing by 30% each year (to bring us back in line with pre-COVID goal)	Provide a total of 75 videos with a total of 20,000 views in year one, and increasing by 50% each year

“The presentation was fantastic! The kids really enjoyed participating in the poll through the chat as well as the emoji game and I think that both activities were relatable for them when Lolita spoke to why they are so important. Both Michael and Bianca related their stories to the pandemic and how important it is to surround yourself by good people and talk to someone if they are experiencing mental health issues- something I think the students really needed to hear! I've seen YouthSpeak live and I think you did an amazing job at moving it online and still being able to reach the kids.” Nedina Tiberio, St. Patrick CSS



GOAL

Fundraising goal to raise \$100,000 to support youth staff positions, leadership training, and program development to reach more youth through innovative programs.

Early identification leads to better health outcomes, improved school attendance, contributions to society, cost-savings to healthcare, justice and social service systems. Ontario’s Mental Health Strategy