

Pathstone 
Mental Health

project **PLAID**

PRESENTED IN PARTNERSHIP WITH:  **IG** WEALTH
MANAGEMENT



Supporting *plaid* to
Power Pathstone Clinics

2025

School Engagement

TOOLKIT

Elementary & Secondary School

IN LOVING MEMORY OF **AMELIA DUROCHER**

A MESSAGE FROM SHANTA

Thank you for joining the Project Plaid movement in honour of Amelia.

Amelia loved her teachers, staying after school to help, and being involved in every club she could. Whether she was leading a group or simply being part of something larger than herself, she thrived in community. From elementary school onward, her teachers often pulled me aside to share how smart, kind, and truly special she was - a real asset to their classrooms.

Amelia was deeply passionate about supporting others through their struggles with mental health. Every conversation, every donation, and every plaid shirt worn is a reflection of the incredible impact she had on our community and our lives.

Your support of Project Plaid, in honour of Amelia, is helping to create real change - not just in memory, but in action. Thank you for being part of this important mission.

Together, we're doing something truly meaningful.

Shanta Rangaratnam



A NOTE FROM PATHSTONE MENTAL HEALTH

This toolkit was created to help teachers, counsellors, and students lead meaningful activities that inspire compassion, connection, and care — while supporting Pathstone's free walk-in clinics.

Together, we're proving that when Niagara comes together, no child struggles alone.

— The Pathstone Team

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Project Plaid launched in 2019 after the tragic loss of Amelia Durocher to suicide when she was 18. Taking quick action with a resolve to not let this happen to other kids and families, Amelia's mom Shanta created #ProjectPlaid. It not only helped her cope, it quickly became a connection for those who were struggling and it's now a mental health movement dedicated to all of November.

WHO IS **AMELIA DUROUCHER**?

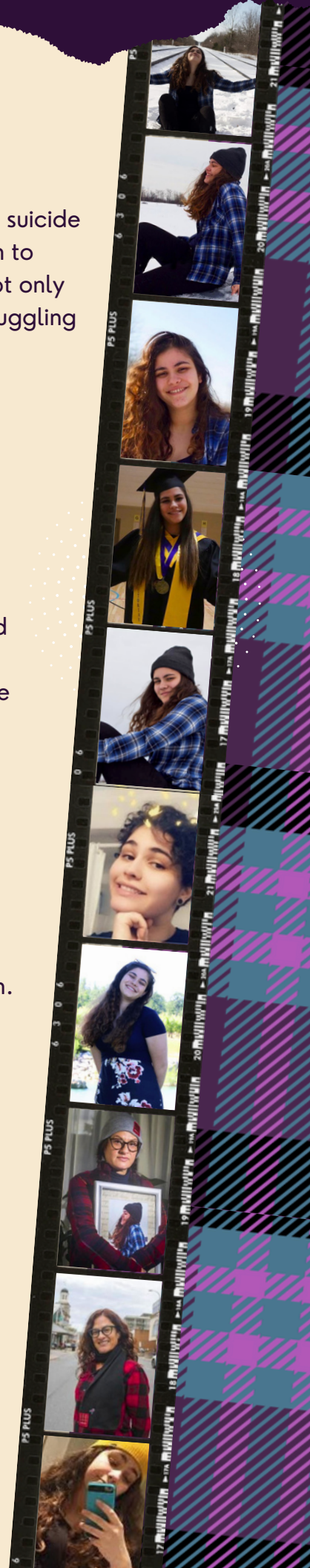
Amelia was a radiant and vibrant young woman whose life was tragically cut short. At just 18 years old, she left an indelible mark on those who knew her, showcasing her compassion, creativity, and infectious enthusiasm. Amelia's kindness and empathy touched countless hearts, and her memory continues to inspire others to spread love and support. Her exceptional sense of humour could effortlessly lift spirits, making even the darkest days brighter.

Though her struggle with mental health led to her passing in 2019, her legacy lives on, encouraging open conversations about mental wellness and the importance of seeking help. Amelia's life may have been brief, but its impact will be felt for years to come.

Our mission is to elevate suicide prevention, engage in conversation, and raise funds to support mental health programs at Pathstone Mental Health.

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WHY WE TURN NIAGARA PLAID

- Raise awareness about youth mental health.
- Honour Amelia's story with action and hope.
- Support Pathstone's free walk-in clinics.
- Encourage empathy, kindness, and connection.

TOOLKIT OBJECTIVES

This toolkit helps schools:

- Build empathy and awareness around youth mental health.
- Encourage positive mental health practices.
- Connect students to free, local Pathstone services.
- Create safe, fun, inclusive activities that celebrate Project Plaid.
- Optionally raise funds or awareness to support Pathstone's programs.

**DID YOU
KNOW?**



**Pathstone's Walk-In
Clinics help
thousands of kids
and families across
Niagara — with NO
referral, NO cost,
and NO waitlist.**

INTERESTING FACT

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HOW SCHOOLS CAN GET INVOLVED

Elementary Schools

1

CLASSROOM CONVERSATION STARTERS

Let's Talk About Mental Health

GOAL:

- Introduce the concept of caring for our minds the way we care for our bodies.

TALKING POINTS:

- What does mental health mean to you?
- How can we show kindness to ourselves and others?
- What are some things we can do when we feel sad, angry, or worried?
- Who can we talk to when we need help? (Parents, teachers, Pathstone staff)

VISUAL AID:

- A **'Feelings Thermometer'** poster (printable) where students can move a paper clip to show how they're feeling today.

2

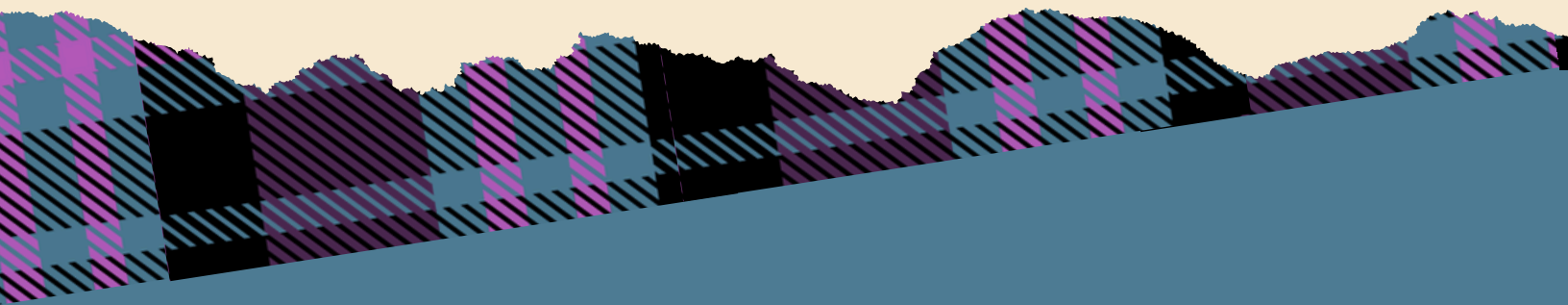
CRAFT & CLASSROOM ACTIVITIES

Plaid in the Classroom

GOAL:

- Creativity has the power to start conversations, spread kindness, and build understanding. These classroom and craft activities are designed to help students connect with the meaning behind Project Plaid — a movement that honours Amelia and supports Pathstone Mental Health's walk-in clinics across Niagara.



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- Each activity encourages students to explore emotions, express care for others, and learn that taking care of our mental health is just as important as taking care of our bodies. Whether it's through art, words, or shared experiences, these projects remind students that together, we can power brighter paths for kids and families who need support.

A. 'Plaid of Positivity' Mural

- Each student colours a paper square in a plaid pattern using crayons/markers/paint.
- On their square, they write one positive word (e.g. brave, kind, helpful, strong).
- The squares are combined to create a large plaid mural in the classroom or hallway.
- Message: TOGETHER, WE MAKE A STRONGER PATTERN

B. 'Threads of Kindness' Chain

- Students write acts of kindness they performed or witnessed on paper strips.
- Chain them together as a visual reminder that kindness connects us all.

C. 'Plaid Pal' Bookmark Craft

- Simple paper bookmarks designed like plaid shirts with affirmations like "I am enough", "I can ask for help" or "Kindness counts".
- Encourage students to keep them or give to a friend.

3

AFFIRMATION & REFLECTION ACTIVITIES

Kindness in Action

GOAL:

- Words have power — the power to lift someone up, to remind them they're not alone, and to help them see their own strength. These activities encourage students to pause, reflect, and choose words that inspire kindness, confidence, and hope — for themselves and for others.



- Project Plaid is about showing support for youth mental health, and affirmations are one way we can do that every day. When we speak kindly to ourselves and others, we create a more caring classroom, a stronger community, and a reminder that help and hope are always within reach.

A. Morning Announcement Idea

- "Today, we wear plaid to remember that no one should struggle alone. Be kind, be brave, and check-in with a friend today."

B. Class Reflection Prompt

- "What's one thing you can do today to make someone's day brighter?"

4

OPTIONAL FUNDRAISING & AWARENESS IDEAS

Funds to Power Pathstone Walk-In Clinics

GOAL:

- To give schools simple, meaningful ways to turn awareness into action — helping power Pathstone's walk-in clinics, one plaid day at a time.
- **Plaid Day for Pathstone** - Students/staff wear plaid for a \$1-2 donation.
- **Plaid Cookie Sale** - Bake sale or snack station with plaid napkins.
- **Pennies for Plaid** - Collect spare change over a week in decorated jars.
- **Plaid Spirit Week** - Include themes like "Crazy Plaid Sock Day" or "Kindness Day"

Get Creative!





5

FOR GUIDANCE COUNSELLORS

- Share Pathstone Walk-In Clinic postcards and digital posters.
- Host a **"Let's Talk Help"** table during lunch with information on how kids can talk to a safe adult.
- Use morning announcements to remind students that help is free and nearby.

6

SOCIAL MEDIA / SCHOOL NEWSLETTER IDEAS

- **Photo Idea** - Students holding their "Plaid of Positivity" mural.
- **Caption:**
"Our students are showing their true colours in support of youth mental health. Together we're turning Niagara PLAID for @Pathstonementalhealth!"
#ProjectPlaid #PlaidforPathstone





HOW SCHOOLS CAN GET INVOLVED

Secondary Schools

1

CONVERSATION STARTERS

Let's Talk About Mental Health

GOAL:

- To empower students to take leadership in mental health advocacy.

DISCUSSION PROMPTS:

- Why do we think people still hesitate to talk about mental health?
- How can we make our school a more supportive space?
- What does "checking in" with a friend actually look like?
- What does **Pathstone** do for youth in Nlagara?

BONUS RESOURCE:

- Share/handout a 1-page overview of Pathstone's FREE walk-in clinics and online support tools.

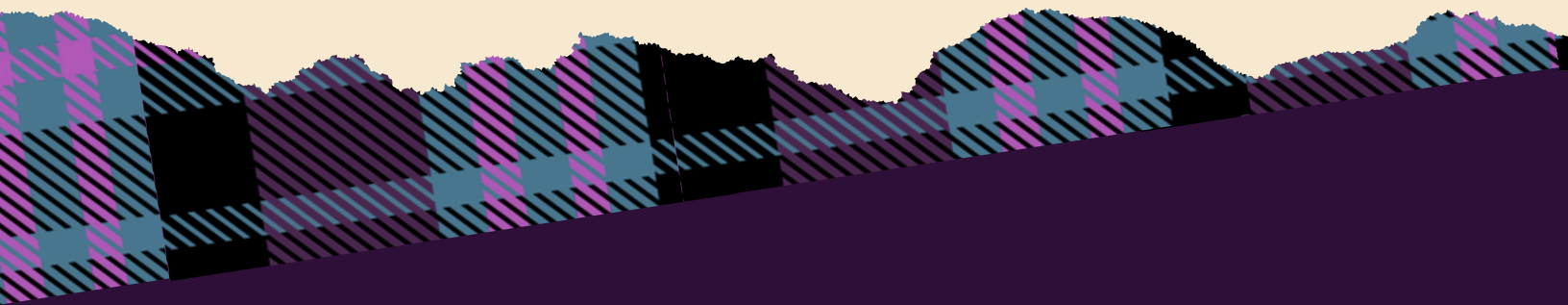
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SCHOOL-WIDE ACTIVATIONS

GOAL:

- When an entire school comes together for a cause, the message is powerful — you are not alone, and help is here.
- School-wide activations turn Project Plaid into more than just a campaign; they make it a movement that fills hallways with kindness, connection, and hope.



- 
- Whether it's a plaid-themed spirit day, a student-led assembly, or a wall of encouraging messages, these ideas invite everyone — students, teachers, and staff — to take part in powering Pathstone's walk-in clinics. Every plaid shirt worn and every conversation started helps build a culture of care that reminds our community how strong we are when we stand together.

A. Plaid Day Assembly

- Invite a Pathstone representative or local youth advocate to share a short talk (need at least 2 week notice)
- Include a moment of reflection about Amelia Duorcher's story and Project Plaid's message of hope.
- Encourage students to wear plaid and post photos with campaign hashtags.

B. Plaid Wall of Gratitude

- Students write messages of hope, encouragement, or gratitude on sticky notes in a plaid pattern.
- Display in classroom, cafeteria or central area in the main foyer.

C. Change for Change Challenge

- Homerooms compete to collect the most loose change for Pathstone.
- Winner earns a pizza or plaid-themed prize (Pathstone may provide some swag).

D. Threads of Strength Video Project

Students record short clips answering:

- "What does strength mean to you?" or "How do you take care of your mental health?"
- Edit together and post on the schools social channels during November.





3

MESSAGING & AWARENESS TOOLS

SUGGESTED ANNOUNCEMENTS:

- "This November, our school is joining the movement and turning Niagara PLAID for youth mental health. Join us by wearing plaid this [Insert Date] and showing that no one struggles alone."
- "Pathstone Mental Health offers FREE walk-in counselling across Niagara - no referral needed. If you or someone you know needs support, visit PathstoneMentalHealth.ca or the Guidance Office."

4

FUNDRAISING & ENGAGEMENT IDEAS

A. Plaid Dress-Down Day

- Staff and students wear plaid for a small donation.
- Share a group photo and tag @PathstoneMH

B. Plaid Pop-Up Booth

- During lunch, set up a plaid-themed table to share Pathstone information, hand out stickers, and encourage pledges of kindness or support.

C. School Spirit Competition

- Each grade creates a mini-activation (poster wall, bake sale, art display)
- Award a "Most Plaid Support" trophy or certificate





5

FOR GUIDANCE COUNSELLORS & MENTAL HEALTH LEADS

- Display Pathstone Walk-In Clinic posters in visible areas (office, halls, restrooms).
- Offer "Conversation Cards" for teachers - quick prompts to help check in with students.
- Share digital posters and materials in classroom or parent newsletters.

6

SOCIAL MEDIA & DIGITAL ENGAGEMENT

- Encourage student-led promotion across social media platforms.

Sample Captions:

- "We're wearing plaid to power Pathstone Walk-In Clinics. Together, we're helping make sure no one in Niagara struggles alone."
#ProjectPlaid #PlaidforPathstone #PathstoneStrong





JOIN THE MOVEMENT

WHAT ARE THE BENEFITS?

- ✓ Great student engagement
- ✓ Partner with a well respected brand
- ✓ Support the Niagara community
- ✓ Boost student and employee morale
- ✓ Increase brand loyalty
- ✓ You stand out from the rest
- ✓ You stand up for mental health
- ✓ **AND IT JUST FEELS GOOD TO GIVE!**

SAVE THE DATE

- November 3rd - Official Campaign KICK-OFF
10:00am - at Pathstone Walk-In Clinic at Niagara Pen Centre
- November 20th - Plaid Night with the Niagara Ice Dogs
7:00pm - Meridian Centre
- November 27th - Plaid Friday
Community-wide activation





DONATIONS

Please make cheques payable to:

Pathstone Foundation

c/o Pathstone Mental Health
1338 Fourth Avenue
St. Catharines, ON L2S 0G1
Att: Michelle Begin

CONTACT

For more info, contact **Michelle Begin**
at mbegin@pathstone.ca
or call 905-688-6850 x 198

DON'T FORGET TO FOLLOW US

@pathstonemh



Thank You!





2025
School Engagement
ACTIVITY
DESIGN
SUGGESTIONS

Pathstone 
Mental Health

*project***PLAID**
IN PARTNERSHIP WITH  WEALTH MANAGEMENT

Plaid of Positivity – Classroom Activity Sheet

Purpose: To fill the classroom with positive affirmations and encouraging messages.

Use: Print, cut, colour, and assemble into a giant “plaid” pattern on the wall.

Title: Plaid of Positivity

Header Text:

- Every square of plaid tells a story of kindness, courage, and care.
- Fill your square with an encouraging word, quote, or drawing to remind others that help and hope are always close by.

Instructions:

- Print the plaid square template (8x8 or 5x5 inch grid).
- Each student decorates one square with a positive word or image.
- Combine all squares to create a plaid “patchwork” on your classroom wall or hallway.
- Add a small sign:
“This Plaid Powers Pathstone”

Template Layout:

- Simple blank square with a faint plaid background
- “My message of positivity” label
- Pathstone + Project Plaid logos in corners

Wall of Gratitude – Reflection Poster Template

Purpose: Encourage reflection and appreciation for community, family, and support systems.

Header Text:

- Gratitude helps us grow.
- Write or draw something or someone you’re thankful for this month — and how they make your world brighter.

Design Layout:

- 8.5x11 poster with blank writing/drawing spaces (like a bulletin board sheet)
- Add a quote at bottom: “Together, we power brighter paths.”

Optional Add-On:

- For secondary students — create digital submissions using a shared Google Jamboard or Padlet version.

"I'm Wearing Plaid For..." Cards

Purpose: Personal connection to the campaign.

Header Text:

- I'm wearing plaid to power Pathstone's walk-in clinics.
- Today, I'm wearing plaid for: _____

Instructions:

- Students write a name, cause, or inspiring reason (e.g., "my friends," "my mental health," "kids who need help").

Design Layout:

- Small card (4x6") with branded plaid border
- Includes Pathstone & Project Plaid logos + hashtag #ProjectPlaidNiagara

Morning Announcement Cards

Purpose: Promote daily awareness throughout November.

Design: Printable cards or digital slides for morning PA announcements.

Sample Scripts (5 total):

Week 1 – November 3 Kickoff

Good morning! This week, our school is joining Project Plaid to support Pathstone Mental Health. Every plaid shirt we wear helps power their walk-in clinics — where kids and families can get help right away when they need it.

Week 2

Wearing plaid reminds us to check in on each other. A simple "How are you feeling today?" can make a big difference.

Week 3

Project Plaid began with one Niagara family who turned love and loss into hope. Let's keep spreading kindness and support across our school community.

Week 4

Remember, help is always close by. Pathstone's walk-in clinics are open across Niagara — no appointment, no cost, no wait.

Week 5 – Wrap-Up

Thank you to everyone who wore plaid and helped us power Pathstone. Together, we're making sure no child has to wait for help.

Fundraising Challenge Tracker – “Power the Path” Chart

Purpose: Track participation and fundraising progress visually.

Header Text:

- Every plaid item worn, every dollar raised, and every kind act helps power Pathstone’s walk-in clinics.

Watch our school’s impact grow!

Layout Options:

- Thermometer-style tracker
- Plaid scarf or light bulb “fills up” as progress increases
- Labels for milestones (e.g., “10 Plaid Participants,” “\$100 Raised,” “Full School Spirit!”)

Teacher Email Template (to Principals or Staff)

Subject: Join Us in Supporting Pathstone with Project Plaid!

Body:

Hi [Name],

This November, our class would love to participate in Project Plaid, a Niagara-wide movement supporting Pathstone Mental Health’s walk-in clinics. We’re planning a small activity to raise awareness about youth mental health — and would love the school’s support in promoting it.

Activities can include plaid spirit days, classroom crafts, or simple acts of kindness. It’s easy, meaningful, and no cost to run.

Let’s help Pathstone make sure no child has to wait for mental health support.

Thank you for your support!

Warmly,

[Teacher Name]



#Project

