

project **PLAID**



Supporting *plaid* to
Power Pathstone Clinics

2026 Campaign **TOOLKIT**

Community Engagement

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 healing 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 our community 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



Pathstone 
Mental Health

*project*PLAID

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**?

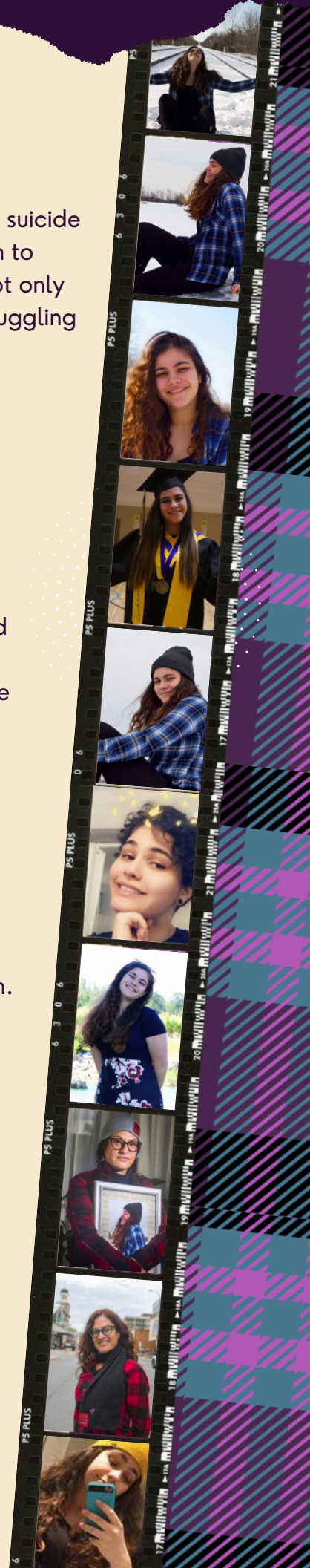
Amelia was a radiant and vibrant young woman whose life was tragically cut short. At just 18 years old, she left an indelible mark on those who knew her, showcasing her compassion, creativity, and infectious enthusiasm. Amelia's kindness and empathy touched countless hearts, and her memory continues 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.

Pathstone 
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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:

- 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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OWN A BUSINESS? LET'S TALK!

#ProjectPlaid
SUPPORTER

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

POPULAR EXAMPLES OF HOW WE DO THIS

1. **POINT-OF-SALE:** Participating **McDonald's Restaurants** asked customers for a donation at check-out all November + donated \$1 from every Chicken McNugget on November 24th.
2. **PURCHASE PROMO:** Urban Cravings, Mr. Mike's, The Upper Deck, all donated proceeds from products sold during November.
3. **BECOME A MATCH DONOR:** Like **DDL & Co.** who **matched** donations up to **\$10K on Plaid Friday!**

WE ARE
EVERYWHERE!

@pathstonemh

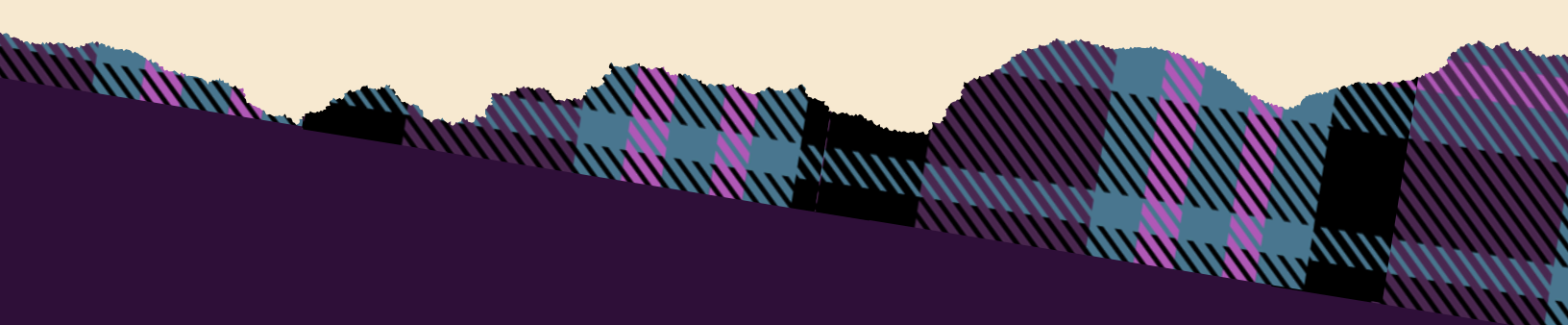


WHAT ARE THE BENEFITS?

- ✓ Expand your brand
- ✓ Partner with a well respected brand
- ✓ Support the Niagara community
- ✓ Increase brand loyalty
- ✓ You stand out from the competition
- ✓ You stand up for mental health
- ✓ **AND IT JUST FEELS GOOD TO GIVE!**

Just a few local businesses and schools that supported #ProjectPlaid:





HOW YOU CAN GET INVOLVED

Community Engagement

1

CONVERSATION STARTERS

Let's Talk About Mental Health

GOAL:

- To empower staff 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 workplace 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.

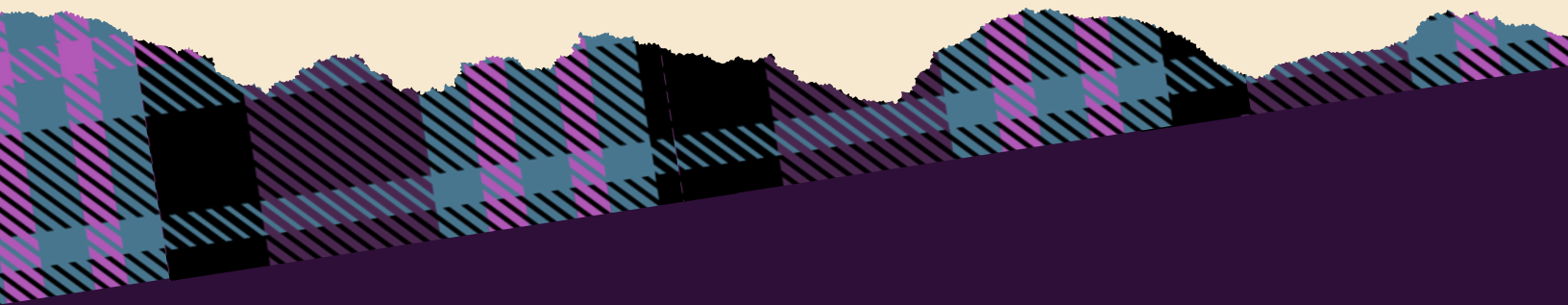
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WORKPLACE ACTIVATIONS

GOAL:

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





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 staff to wear plaid and post photos with campaign hashtags.

B. Plaid Wall of Gratitude

- Employees write messages of hope, encouragement, or gratitude on sticky notes in a plaid pattern.
- Display in 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

Staff 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 workplace social channels during November.





3

MESSAGING & AWARENESS TOOLS

SUGGESTED ANNOUNCEMENTS:

- "This November, our business 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.

4

FUNDRAISING & ENGAGEMENT IDEAS

A. Plaid Dress-Down Day

- **Staff 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.

5

SOCIAL MEDIA & DIGITAL ENGAGEMENT

- Encourage employee-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

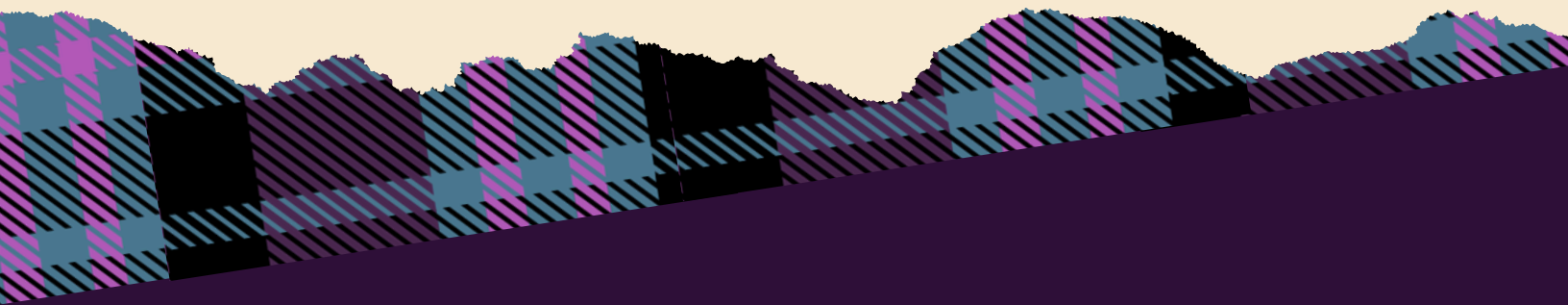
WHAT ARE THE BENEFITS?

- ✓ Great employee engagement
- ✓ Partner with a well respected brand
- ✓ Support the Niagara community
- ✓ Boost 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 2nd - Official Campaign KICK-OFF
11:00am - 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!





#Project





"WHO ARE YOU WEARING PLAID FOR?" ACTIVATION

OVERVIEW

This year, we're introducing a powerful new Project Plaid activation that brings our community together in one simple, visual act of unity — holding up a **"Who Are You Wearing Plaid For?"** sign to show support for youth mental health.

Just like Stand Up To Cancer's moving in-game tribute, where thousands lifted signs to honour loved ones, we'll invite fans, students, workplaces, and community groups across Niagara to do the same — this time, for mental health awareness and hope.

HOW IT WORKS

- Each participant receives a branded "I'm Wearing Plaid For..." sign (available in print or digital form).
- They'll write the name(s) of someone they're supporting — friend, family member, classmate, etc.
- Schedule a designated time to snap photos or record a video of the group activation focusing in on as many signs as possible.
- Participants can share photos on social media using #ProjectPlaid and #PlaidForPathstone to keep the momentum going.

WHY IT MATTERS

Mental health challenges affect every family in Niagara. This activation gives people a personal and meaningful way to show that no one struggles alone. It transforms awareness into connection, and plaid into a symbol of unity, support, and hope.

"WHO ARE YOU WEARING PLAID FOR?" ACTIVATION

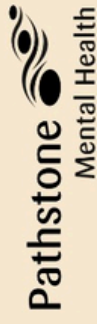
- **EXECUTION**

- **Materials:** Pathstone will provide the "I'm Wearing Plaid For..." templates (hard copies or digital downloads).
- **Promotion:** Leading up to Plaid Day (November 27 & 28), we'll share stories, photos, and instructions across social and email channels.
- **Activation Moment:** Choose your activation day (anytime in November), schools and workplaces across the region — everyone raises their signs together for a moment of collective impact.
- **Social Media Tie-In:** Encourage participants to tag Pathstone and share their photos to flood feeds with messages of hope and plaid pride.

Together, we'll show Niagara that we all have someone we're wearing plaid for — and that hope lives here.



I'M WEARING PLAID *for*



#project
PLAID