

project **PLAID**



Supporting *plaid* to
Power Pathstone Clinics

2026

School Engagement

TOOLKIT

Elementary & Secondary School

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 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



Pathstone 
Mental Health

*project*PLAID

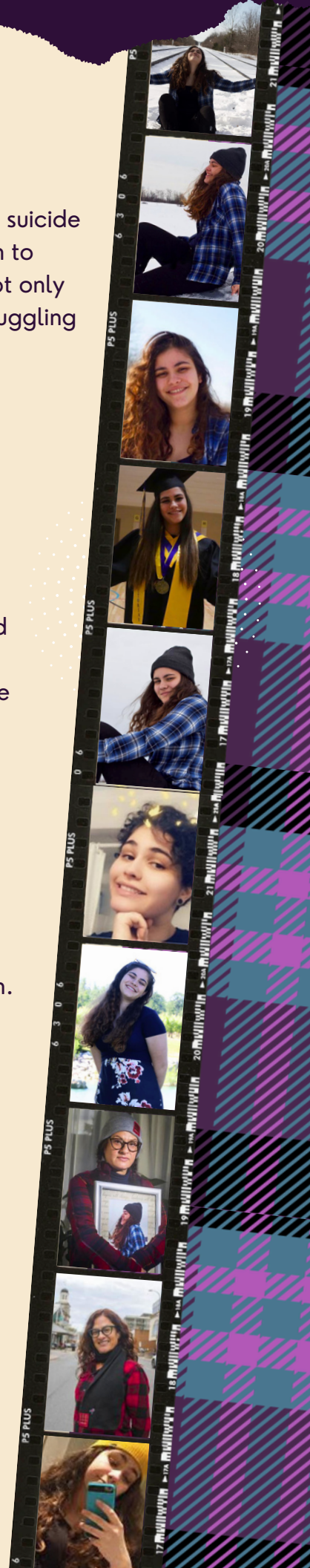
Project Plaid launched in 2019 after the tragic loss of Amelia Durocher to suicide when she was 18. Taking quick action with a resolve to not let this happen to other kids and families, Amelia's mom Shanta created #ProjectPlaid. It not only helped her cope, it quickly became a connection for those who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



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

Pathstone 
Mental Health

*project***PLAID**



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

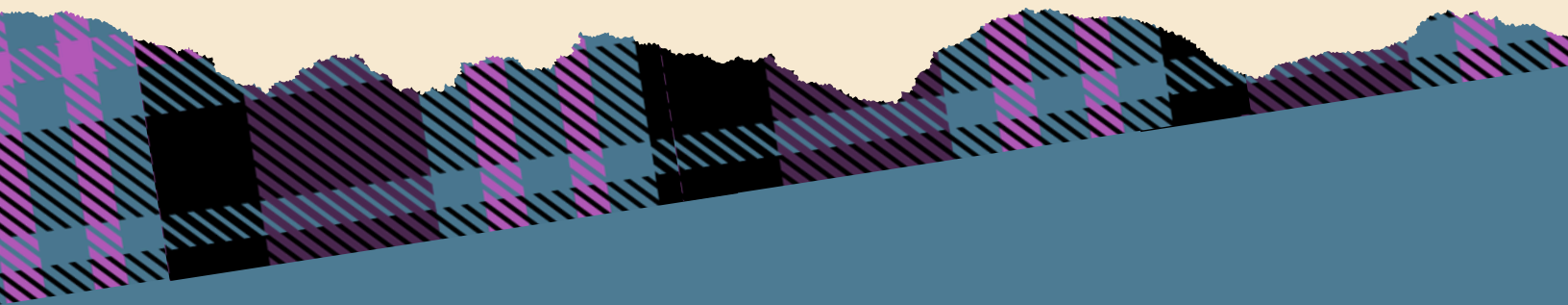
CRAFT & CLASSROOM ACTIVITIES

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.



- 
- 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

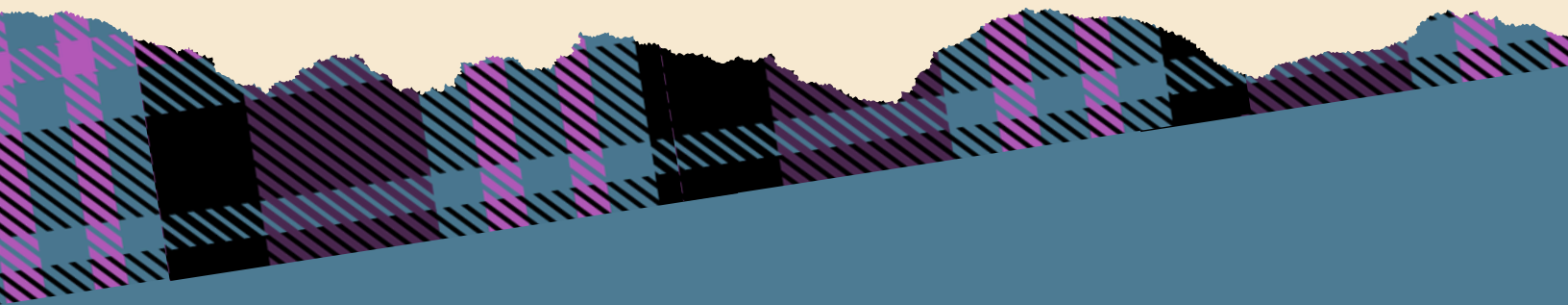
Funds to Power Pathstone Walk-In Clinics

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

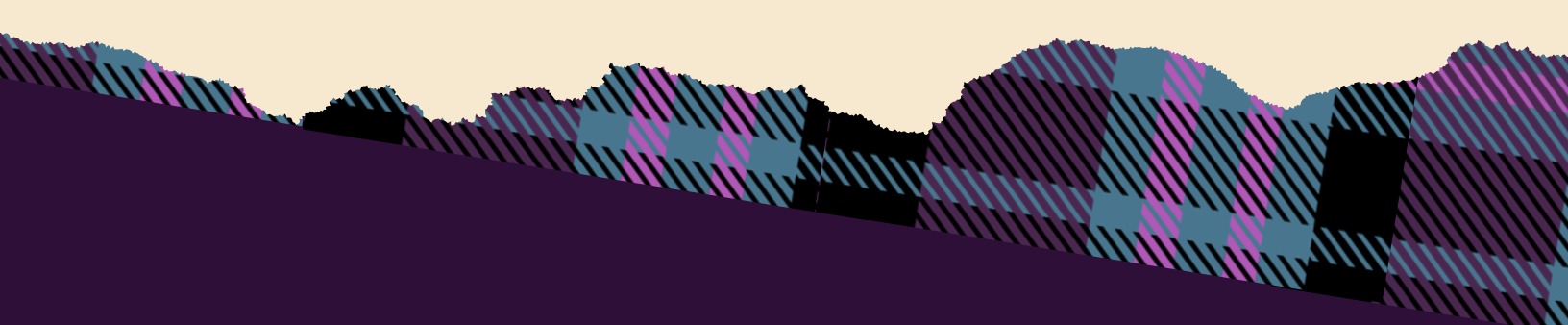
*Ready to put these ideas
into action?*

We've created a collection of **FREE**, ready-to-print Project Plaid resources to help you get started.



Turn to the Project Plaid School Action Kit





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.

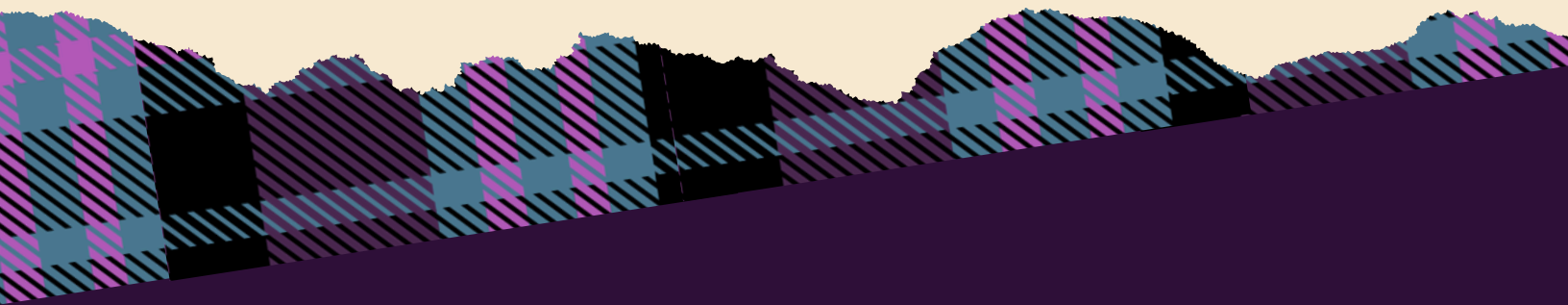
2

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.





2

- 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

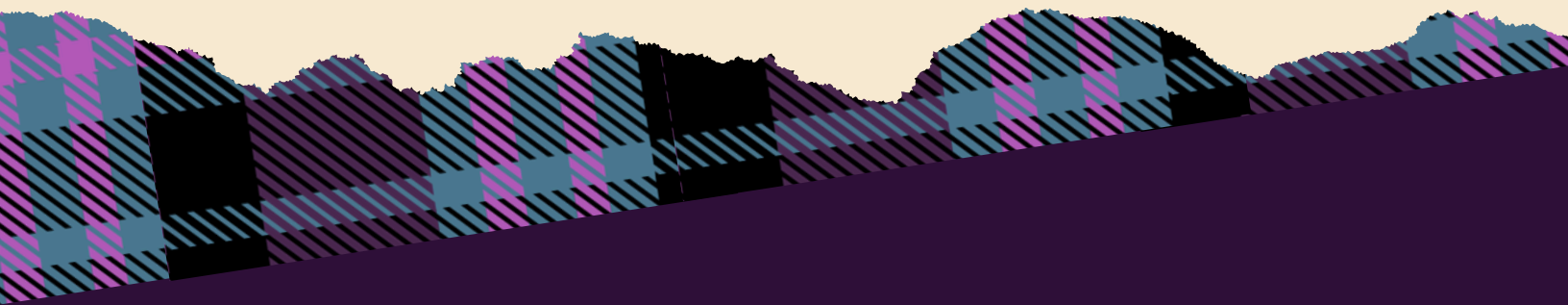
B. Plaid Pop-Up Booth

- 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

*Ready to put these ideas
into action?*

We've created a collection of **FREE**, ready-to-print Project Plaid resources to help you get started.



Turn to the Project Plaid School Action Kit





JOIN THE MOVEMENT

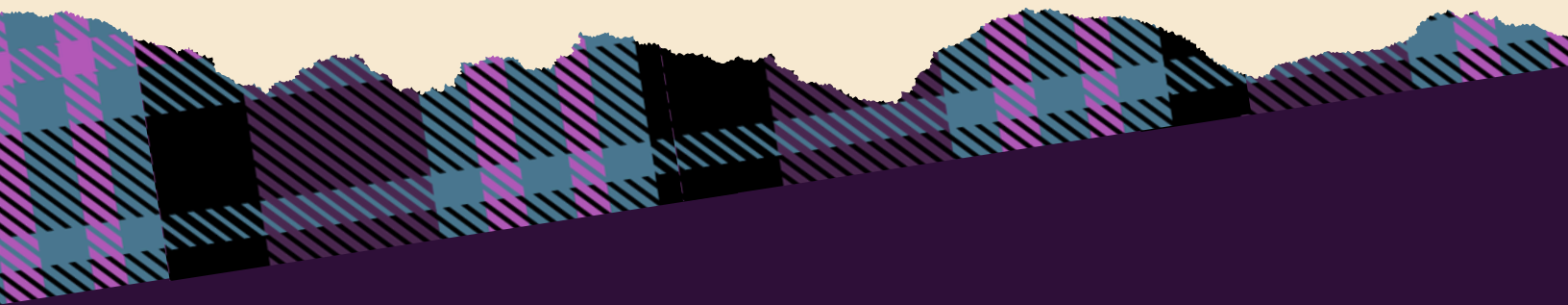
WHAT ARE THE BENEFITS?

- ✓ 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 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!





**YOUR SCHOOL.
YOUR PLAID.
YOUR IMPACT.**

2026
School Engagement
SCHOOL
ACTION
KIT

Pathstone 
Mental Health

*project***PLAID**

1**START SMALL**

Pick one:



Wear Plaid



Start a Conversation



Spread Kindness



Show Who You're Wearing Plaid For

2**GO BIG**

Recruit Student Ambassadors and take on the **30 Days of Plaid Challenge**.

3**GO ALL IN**

Create a school-wide **Plaid Day**, positivity wall, Kindness activation or fundraiser.

BRING YOUR STUDENTS TO THE TABLE

Become a Project Plaid Student Ambassador School

Project Plaid Student Ambassadors are students who help bring the campaign to life in their school. They can help organize activities, encourage participation, spread kindness and share the Project Plaid message.

YOU DON'T HAVE TO BE AN EXPERT.

YOUR MISSION

- Promote your school's Project Plaid activities.
- Lead or help with one kindness activity.
- Help organize Plaid Day.
- Invite classmates to join the 'Who Are You Wearing Plaid For?' activation.
- Share the campaign message through approved school channels.
- Celebrate participation and thank your community.

IF SOMEONE OPENS UP

- Listen and take them seriously.
- Thank them for telling you.
- Encourage them to talk to a trusted adult.
- If you are worried about immediate safety, get an adult right away.
- Do not promise to keep a safety concern secret.

1 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

2 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.

3 "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

4 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.

5 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!”)

6 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 PLAID 2026

THE PLAID PLEDGE

Words become actions.

MY PROJECT PLAID PLEDGE

This November, I pledge to help make my school a place where people feel welcome, supported, and never alone.

- ☐ Check in
- ☐ Listen without judging
- ☐ Include others
- ☐ Be kind to myself
- ☐ Ask for help when I need it
- ☐ Encourage someone to reach out
- ☐ Make my school a place where people feel they belong

NAME (OPTIONAL)

DATE

Because no one should struggle alone.

PROJECT PLAID 2026

5-MINUTE CONVERSATION CARDS

Pick one. Talk. Listen.

CHECKING IN

What does a genuine check-in sound like?

What makes someone feel listened to?

ASKING FOR HELP

What can make asking for help difficult?

What could make it easier?

BEING THERE

If a friend says they're struggling, what can you do?

Who are the trusted adults you could involve?

BELONGING

What makes you feel like you belong?

What could we do to help more people feel that way here?

SMALL THINGS MATTER

What's one small thing someone has done that made a difficult day better?

How can we do more of that?

MENTAL HEALTH

Why do you think people sometimes hide when they're struggling?

What could make conversations about mental health easier?

Reminder: classroom conversation is not counselling. Connect students to trusted adults and appropriate support.

PROJECT PLAID 2026

MY PLAID PASSPORT

Collect the moments that make a difference.

I TURNED MY SCHOOL PLAID!

☐

Wore plaid

☐

Took the Plaid Pledge

☐

Completed a kindness challenge

☐

Joined a classroom conversation

☐

Learned about Pathstone

☐

Added to a Wall of Positivity

☐

Joined Plaid Day

☐

Held an 'I'm Wearing Plaid For...' sign

☐

Shared the Project Plaid message

☐

Helped someone feel included

Every little action adds another thread.

Teacher/Student Ambassador signature: _____

PROJECT PLAID 2026

MORNING ANNOUNCEMENTS

Copy. Paste. Press play.

WEEK 1

This November, our school is joining Project Plaid to support youth mental health and Pathstone's free walk-in clinics. Watch for ways to get involved, and remember that no one should struggle alone.

WEEK 2

Wearing plaid is a reminder to check in on each other. A simple 'How are you feeling today?' can open the door to a real conversation. Take a moment to check in with someone today.

WEEK 3

Project Plaid began with one Niagara family who turned love and loss into hope. This week, let's honour that spirit by choosing kindness, connection, and support.

WEEK 4

Help is close by. Pathstone Mental Health offers free walk-in support for children, youth, and families across Niagara. No referral is needed. Talk to a trusted adult or visit Pathstone for more information.

PLAID FRIDAY

Today we're turning Niagara PLAID! Wear your plaid, hold your 'I'm Wearing Plaid For...' sign, and help us show that youth mental health matters.

WRAP-UP

Thank you to everyone who wore plaid, started conversations, shared kindness, and supported Project Plaid. Together, we can help create a community where young people know they are not alone.



"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

PRESENTED IN PARTNERSHIP WITH:



WEALTH
MANAGEMENT

ACTIVATION PROPOSAL:

"PLAID IT FORWARD – THE KINDNESS CREW"

A Project Plaid community kindness activation



THE IDEA

As part of Project Plaid, we want to create a ripple effect of kindness, hope, and connection across Niagara — one small act at a time.

"Plaid It Forward: The Kindness Crew" is a simple but powerful activation where volunteers hand out small notes of encouragement to strangers in public spaces. Each message is short, heartfelt, and handwritten — something someone could tuck into their pocket and reread on a tough day.

It's a small gesture that can make a big difference.

THE PURPOSE

Many people who cross our paths every day are quietly struggling. This activation is about reminding them that they're seen, valued, and not alone — which is at the heart of what Project Plaid stands for.

This initiative also gives our volunteers and youth ambassadors a creative way to take part in mental health awareness month while sharing hope and positivity in their own communities.



**# project
PLAID**

HOW IT WORKS

The Kindness Crew will take ownership of this activation from start to finish — that includes:

1. **Brainstorming and creating messages.**

- Messages should be short, positive, and meaningful — something you'd want to hear on a hard day.
- Examples:
 - "You matter to someone."
 - "You would be missed if you weren't around."
 - "The world is better with you in it."
 - "You've got this — even if today feels heavy."
 - "Your story isn't over yet."

2. **Writing and preparing the notes.**

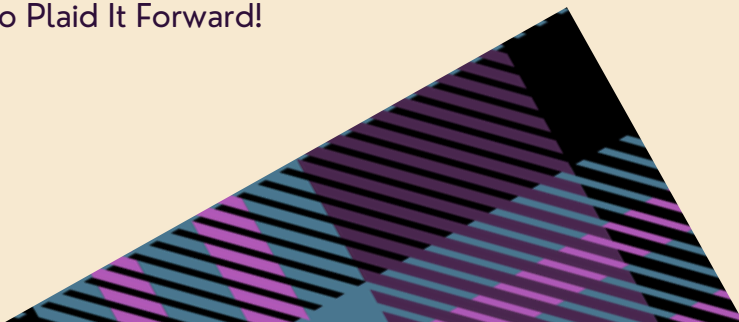
- Each message can be handwritten on a small branded card or piece of plaid-patterned paper.
- You can decorate or personalize them however you like!
- Keep messages anonymous — no names, just kindness.

3. **Planning a "Kindness Drop" day or weekend.**

- Choose a day, time, and location (downtown areas, campuses, parks, or community events work great).
- In small groups, hand out the notes to random people or leave them in unexpected places — on benches, car windshields, café tables, lockers, etc.
- This can be done quietly or paired with a fun group outing.

4. **Capturing the moment (optional).**

- If you're comfortable, record short clips of volunteers handing out or leaving notes (with recipient consent if faces are shown).
- These clips can be turned into a short highlight reel for social media — helping inspire others to Plaid It Forward!



INSPIRATION

This activation mirrors two popular and impactful TikTok accounts that focus on random acts of kindness and spreading love through words:

- @hunterprosper (Notes to a Stranger & Notes from a Stranger)
- @dailychoto

Take a look at their videos for ideas on tone, setup, and message style. We'd love to hear your thoughts on how to adapt or personalize the idea so it feels authentic and comfortable for your group.

WHAT WE'D LOVE FROM YOU

- Share your feedback — is this an activation you'd like to lead?
- Would you prefer to handwrite and distribute notes yourselves, or collaborate with other Pathstone volunteers?
- Do you have ideas to make it even more creative or meaningful? (e.g., themed messages, music, social content, campus version, etc.)

WHY IT MATTERS

Kindness is contagious. A single note can brighten someone's day — or even change the way they see themselves.

By joining the Kindness Crew, you're helping Pathstone and Project Plaid spread hope in its simplest, most human form.

Together, we can remind people across Niagara that no one walks alone — and hope is always within reach.



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PLAID**



#Project

