

THE KEY TO LIFE IS HOPE! BE THAT HOPE



WHAT?

Our purpose is to drive positive, societal, attitudinal change in the way kiwis, think, act and feel about mental health and build a more hopeful future for our kids.



WHY?

40% of kids will have a major crisis often associated with some type of suicidal thinking before they leave school. 80% of those kids never ask for help because they are worried about what society will think, say, or do. Until societal attitudes change the problem will remain the same.



HOW?

I Am Hope visits schools up and down the country normalising overthinking. Despite being a daily challenge for everyone, overthinking is one of the most isolating experience that a young person can have and no one is talking about it.

I Am Hope's ambassadors reduce the barriers to this kōrero by sharing their own vulnerable stories of hope and showing young people that the inner critic is both normal and manageable.



www.iamhope.org.nz



WHAT CAN YOU DO?

Throughout the year our **I Am Hope** ambassadors will visit over a hundred schools and communities up and down NZ delivering our message of hope.

The **I Am Hope** tours are an unfunded service delivered at no cost to schools and communities and all costs are met by our charity. We need your donations to keep up with the growing demand.

The **I Am Hope** school programme is an investment in our children's future. Together we can build a better informed and more resilient generation of young people and arming them with tools to pass on to future generations.



What?

A free counselling service for any young person aged 25 and under.

Why?

An overworked, underfunded, and under resourced, public mental health service has led to excruciatingly long wait times for young people needing immediate help. **Gumboot Friday** was designed to meet the needs of young people.

Using fully qualified, licensed practitioners from the private sector, young people are able to book a session at www.gumbootfriday.org.nz and in 3 clicks of a button, they are, more often than not, seen by a counsellor within a week. Best of all, we take care of the bill.

The **Gumboot Friday** Platform is so successful that DHB's are now referring patients directly to us, rather having them wait for weeks, and often months for an appointment.

How?

Despite its success and the obvious need not being met in our schools and communities, Gumboot Friday receives no government funding. Rather than sitting around throwing negativity at the problem, I Am Hope decided to throw positivity at the solution and Gumboot Friday was born.

Gumboot Friday is a Bi-annual fun and awareness raising event where New Zealand comes together to raise money for free kids counselling, while wearing Gumboots!

Since 2021, kiwis have donated \$3.3 million to fund free kids counselling and at the time of printing, Gumboot Friday has funded 20,481 counselling sessions, helping 9,376 kiwi kids. This year our goal is to raise \$2 million.

What can you do?

Without you there is no counselling. We need your passion, energy, and positivity. We need your drive, dedication and fun, but most of all we need your involvement.

This year we are celebrating the real heroes of **Gumboot Friday** - you - our communities, who are giving their all to raise funds for free kids counselling .

We need all our fundraisers and those looking for ways to fundraise or wanting to help others to fundraise to register at www.gumbootfriday.com. Once registered, check out if anyone else is registered from your area, school, sports club or business and find out what they're doing.

Get everyone together, either face to face or virtually and nominate a town captain. This person will be the contact between participants and **Gumboot Friday**. From here we can provide towns with information sheets, wristbands and giveaways.

Establish a location where everyone can do their activities in one place on the day. It could be park, a town hall or a school, anywhere where people can get together and see everything.

Recruit, collaborate and work together.

Get your communities involved. While radio and newspaper advertising is great, the key to the success of **Gumboot Friday** is getting our schools involved, particularly primary and intermediate schools. Schools are the heart of the community and the most effective way to inspire the entire whānau, their friends and workplaces.

On the day we will be live streaming from our Auckland office and doing live crosses throughout the day.

So get involved and help change the conversation our kids are having with themselves.