



# DEFEAT DEPRESSION STUDENT TOOLKIT



*Together We Can Make A Difference*



**Mood Disorders Society of Canada**  
Société pour les troubles de l'humeur du Canada





# A Message from the MDSC Team

Across Canada, schools are joining workplaces, community groups, and volunteers in taking steps — literally and figuratively — to increase support for mental health. The Defeat Depression Campaign supports programs and research dedicated to combating mental illness and dismantling stigma. Operating year-round, the campaign peaks in the spring with a national day of action known as Defeat Depression Day on the last Saturday in May.

Mental illness, including depression, recognizes no boundaries. It affects the lives of students, educators, and families across every demographic. Engaging in physical activities such as walking, running, and other exercises, coupled with proper nutrition and social interaction, can significantly enhance our mental well-being. This philosophy lies at the heart of the Defeat Depression initiative!

This toolkit has been crafted with you - the educators and students - in mind. Let's make this campaign a fun experience for everyone involved. Together we can spark conversation, create team spirit, and come together in our efforts to normalize conversations about mental health and eradicate stigma. We are so grateful for your participation and for your commitment to mental health in Canada.

Sincerely,

**Mood Disorders Society of Canada**





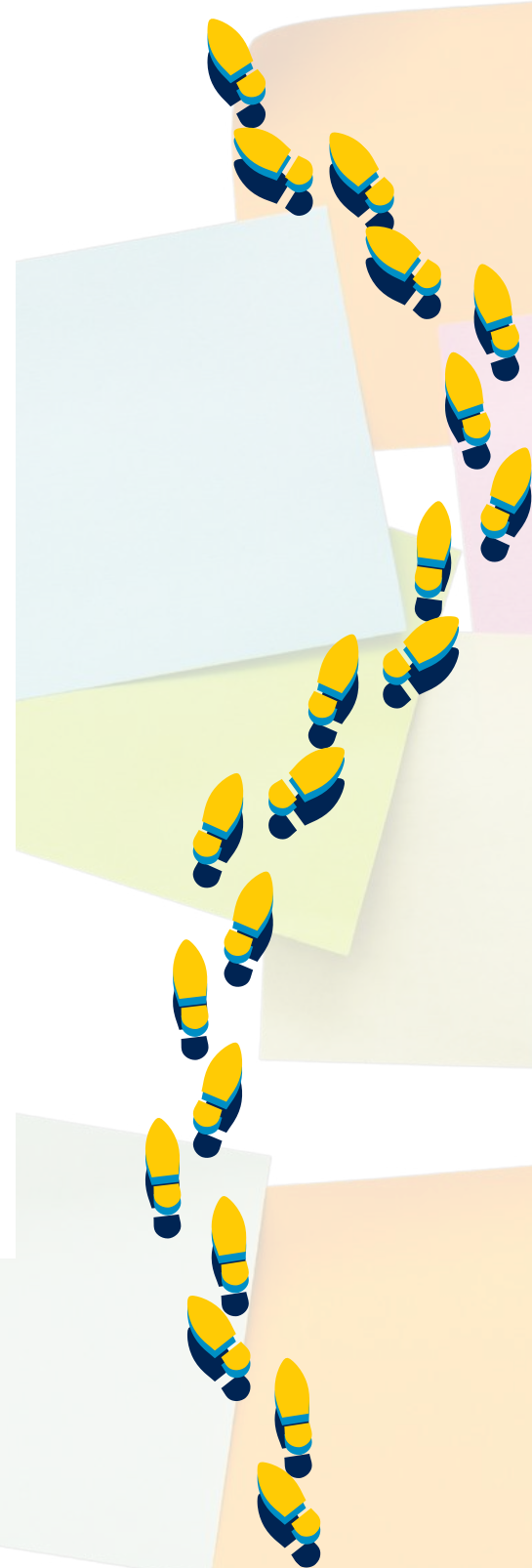
# Step Forward for Mental Wellness

## 'Why I Walk' Wall

We invite you to share your story on a "Why I Walk" wall at your school using the template here to create a wall of support, hope, and discussion surrounding mental illness, and well-being.

- What inspired you to participate in the Defeat Depression walk?
- How has mental health impacted your life or the lives of those around you?
- Share any personal stories or experiences that motivate you to walk.
- Share a message of hope for others

Your voice can inspire others and contribute to a supportive school community.





# How To Get Involved



## Participate in the Walking Challenge:

- Sign up for the school-wide walking challenge or choose to walk independently.
- Track your steps and set personal goals.

## Share Your Journey:

- Post updates, photos, and videos of your walks on social media.
- Use the hashtag #WhyIWalk and #DefeatDepression to connect with others.

## Create a Fundraising Page:

- Set up your personal fundraising page on [www.defeatdepression.ca](http://www.defeatdepression.ca).
- Share your page with friends, family, and community members to raise funds for the campaign.

## Contribute to the "Why I Walk" Wall:

- Write your personal story or share a message of hope.

## Maximize Your Impact:

- Collaborate with classmates to form teams and set group goals.
- Organize mini-events such as group walks or challenges within the school.

**Ready to jump In?** Be part of the Defeat Depression movement and contribute to enhancing mental health support across Canada.

[Keen to kickstart your campaign?](#)

[Contact us](#) for help setting up your school event page and to access more resources.

**We can make a difference together, one step at a time.**



# Sample Social Media Messages

## Facebook

1. Join us in the fight against depression! 🌟 I'm proud to participate in the Defeat Depression event to raise awareness and funds for mental health. Let's break the stigma together! Donate or join my team [link] #DefeatDepression #MentalHealthMatters
2. Every step counts! 🚶 I'm walking for the Mood Disorders Society of Canada to support those experiencing depression. Your support can make a huge difference. Donate now and help us Defeat Depression! [link] #Fundraising #SupportMentalHealth
3. Together, we can make a change! 💙 I'm participating in the Defeat Depression event to help improve mental health services in our community. Please consider donating to this important cause [link]. Every dollar counts! #DefeatDepression #EndStigma

## Twitter

1. Proud to be part of #DefeatDepression with @MoodDisordersCA! Let's raise awareness and funds for mental health. Join or donate [link] #MentalHealthMatters
2. Walking to support those battling depression. Help us #DefeatDepression by donating today! [link] #Fundraising #EndStigma
3. Join me in supporting @MoodDisordersCA! Every step and donation helps in the fight against depression. [link] #DefeatDepression #MentalHealth

## Instagram

1. 🙌 Excited to join the Defeat Depression event! Let's come together to raise awareness and support mental health. Click the link in my bio to donate or join the team! #DefeatDepression #MentalHealthMatters #Fundraising
2. 🚶 Walking to make a difference! Supporting the Mood Disorders Society of Canada to help those affected by depression. Every little bit helps! Donate through the link in my bio. #DefeatDepression #SupportMentalHealth #EndStigma
3. 🤝 Together, we can defeat depression! I'm participating in a fundraising event to support mental health services. Please donate if you can - link in bio! #DefeatDepression #MentalHealthAwareness #Fundraising

## LinkedIn

1. I'm proud to participate in the Defeat Depression event organized by the Mood Disorders Society of Canada. Our goal is to raise funds in support of mental health. Join me in supporting this crucial cause by donating or participating [link]. Together, we can make a difference. #DefeatDepression #MentalHealthMatters
2. This year, I'm taking part in the Defeat Depression fundraising event to support the Mood Disorders Society of Canada. Mental health is crucial, and your support can help provide better services for those in need. Please consider donating or joining our team [link]. #DefeatDepression #SupportMentalHealth
3. Mental health affects us all. I'm participating in the Defeat Depression event to raise awareness and funds for the Mood Disorders Society of Canada. Let's work together to break the stigma and support mental health initiatives. Donate or join us [link]. #DefeatDepression #EndStigma #MentalHealthAwareness

# Image Templates





# National Mental Health Fundraising Campaign

## FUNDRAISING PLEDGE FORM

Location:

Event Date:

Participant's Name:

Address:

Phone: (    )

Email:

Postal Code:

I am raising funds for the Defeat Depression Campaign, which provides resources and supports for individuals living with mental illness and their families, and assists the important work of mental health organizations across Canada.

My Fundraising Goal is: \$

Donor's Name <i>(Please print clearly)</i>	Home Address & Postal Code <i>(Mandatory for donations \$25 or more - Tax Receipt)</i>	Email Address	Telephone #	Pledge Amount	Cheque	Cash	Received
			(    )	\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			(    )	\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Total this page</b>				<b>\$</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your support! Please mail your pledge sheet to 46 Hope Cres., Belleville ON, K8P 4S2. A personal cheque for all cash you have collected is preferred, but donations can also be made online at [www.defeatdepression.ca](http://www.defeatdepression.ca). Please make cheques payable to Mood Disorders Society of Canada. Tax receipts will be generated for donations of \$25 or more.

Defeat Depression Campaign c/o Mood Disorders Society of Canada Hope Cres. Belleville ON K8P 4S2 T: 613-921-5565  
[info@defeatdepression.ca](mailto:info@defeatdepression.ca) | Charitable Reg. No. 883984817 RR0001



## Stay Connected and Get Involved!

**Website:** [defeatdepression.ca](http://defeatdepression.ca)

**Facebook:** [facebook.com/DefeatDepression](https://facebook.com/DefeatDepression)

**Twitter:** @DefDepression

**Instagram:** @DefeatDepression.ca



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