



**TAKE A HIKE
FOUNDATION**

25
— YEARS OF —
IMPACT



25th Anniversary **TOOLKIT**



KEY MESSAGES

Find some tools below to help you celebrate our 25th Anniversary with us! Whether you're a donor, community fundraiser, Take a Hike team member or caregiver, you can find the tools to celebrate alongside us in a way that's meaningful to you.

- This year marks 25 years of Take a Hike Youth Mental Health Foundation
- Take a Hike has been supporting youth with a one-of-a-kind program for a quarter of a century
- Since Take a Hike opened its flagship program in Vancouver 25 years ago, the Foundation has supported over 2,000 youth experiencing vulnerability to change the trajectory of their lives
- Take a Hike is a leader in providing early intervention and prevention mental health support in the public school system
- Take a Hike empowers youth through a full-time mental health and emotional well-being program combined with land-based learning and embedded in an alternate education classroom
- Take a Hike operates in 16 program locations across BC and Ontario
- Be part of the next 25 years of Take a Hike and donate now:

<https://takeahikefoundation.org/take-a-hike-turns-25/?form=TAH25>

KEY QUOTES

- *“One of the things that I love most about Take a Hike is how the program is tailored to everyone’s needs. For me, that meant getting the support I needed to succeed academically while also addressing the emotional and mental health challenges I was facing. But for someone else, it might mean something completely different. And that’s the beauty of it – Take a Hike meets you where you’re at and helps you get to where you want to go.”* – **Sasha, Take a Hike Alum**
- *“Take a Hike is not just a school program; it’s a lifeline for kids who need a different approach to succeed. Our journey with Take a Hike has been nothing short of miraculous, and I am deeply grateful for the positive impact it has had on our family’s life.”* – **Natasha, Parent of a Take a Hike Youth**
- *“Take a Hike made it possible for me to graduate, get a job, and pick my life back up so I can have a better future.”* – **Jamie, Take a Hike Alum**

PRESS RELEASE

Take a look at our press release for more information about this milestone:

[Take a Hike Youth Mental Health Foundation Celebrates 25 Years of Empowering Youth](#)

TAKE A HIKE OVERVIEW

Here you’ll find an overview of the Take a Hike program:

[Take a Hike Overview – One of a Kind Program](#)

LOGOS

- [Click here to download our 25th Anniversary logos](#)

SOCIAL MEDIA

Find some suggested copy for social media posts below and help us spread the word!

SOCIAL POST #1: We are proud to be a partner of the Take a Hike Youth Mental Health Foundation, which is marking 25 years of empowering vulnerable youth through mental health support and education.

Take a Hike's unique program combining clinical counselling, land-based learning, and alternate education—is changing lives.

Congratulations to Take a Hike on this incredible milestone and for being named the Greater Vancouver Board of Trade's Non-Profit of the Year! We are proud to stand with Take a Hike and support their continued growth and critical work in the years ahead.

#25YearsOfImpact #TakeAHike25

SOCIAL POST #2: \$5.60 to \$13.40 Social Return on Investment? That's the proven impact of the Take a Hike Youth Mental Health Foundation!

As they celebrate their 25th Anniversary, we want to highlight the incredible success of their full-time mental health and education program:

82% youth graduation rate (vs. 64% for similar youth).

85% of youth report significant mental health improvements.

We are honoured to partner with an organization that provides such a vital lifeline to young people. Congratulations, Take a Hike!

#25YearsOfImpact #TakeAHike25

SOCIAL POST #3: From one program in Vancouver 25 years ago to 16 locations across BC and now Ontario! The Take a Hike Youth Mental Health Foundation is expanding its vital work, and we are thrilled to celebrate with them on their journey.

For a quarter of a century, Take a Hike has delivered its one-of-a-kind program, honouring its past, its community, and the over 2,000 youth it has served. This proven approach—combining clinical counselling, land-based learning, and alternative education—continues to change the trajectory of young lives.

Help us cheer them on as they continue to grow and empower young people.

Congratulations on 25 years!

#25YearsOfImpact #TakeAHike25

SOCIAL MEDIA GRAPHICS

- [Download and use these graphics to help us spread the word!](#)

VISUAL IDENTITY GUIDE:

- [Download and use this Visual Identity Guide to help you use our new logos](#)

**EMPOWERING YOUTH.
CHANGING LIVES.**

For additional content such as photos from the Take a Hike programs, stories from youth & alumni, and more, please reach out to marketing@takeahikefoundation.org