“Strengthening families by helping to save the lives of hurting teens through community education, strategic intervention programs and online support initiatives.”
Overview:

*Lamplight* was federally registered as a charitable organization in 1992 and is based in Ontario, Canada. *Lamplight* is registered as a 501c3 in the USA and as a charity in the UK & New Zealand with associated chapters developing around the world.

*Lamplight*’s underlying mission is the prevention of suicide among teens and young adults. We don’t focus on suicide but on the root causes such as depression, low self esteem, low self image and other causative factors.

*Lamplight* helps to keep teens alive. *Lamplight* also helps parents and grandparents to understand their teenagers. We help to steady families.

*Lamplight* builds hope, boosting self esteem and self confidence, educating and helping teens to make responsible choices – some of which can literally mean the difference between life and death. Some of our teens simply don’t know what’s right and what’s wrong - and some feel they will never make a meaningful contribution to society. we are helping to steady our youth so that they are alive today and alive tomorrow.

Our core life affirming message is ‘*Your Life Counts!*’ - a message that needs to be reinforced and heard over and over again. We aim to brand this message into the hearts and minds of our young people to encourage them not to consider suicide as an option because they know they are valued and that help is available to help them navigate the twists and turns of life.

Our teens are our future leaders, workers, decision makers - they are our future - the future of our world community and we need to **invest in our teens, today.**
A Serious Social Problem:

Poor self-esteem, low self confidence, anger and suicide are real social problems that are impacting young people and families in our communities. The challenges facing today’s youth are greater than ever before...yet the resources to help them have never been fewer.

Every Moment Counts - DID YOU KNOW?...

- Suicide is the second leading cause of death among 10-24 year olds in Canada, USA, New Zealand and the UK next to car accidents.
- The rate of completed suicide for guys is six times greater than for girls.
- Girls are more likely to attempt suicide than guys.
- Every day, 14 young people in North America (ages 15 to 24) commit suicide, or approximately 1 every 100 minutes.
- The silent killer of our teens has been put in a North American context as being the same as filling a jumbo jet with teens and crashing it every month with no survivors.
- The incidence of suicide among first nation youth is 5 times the national average
- Sexually transmitted diseases continue to rise at an alarming rate - 1 in 4 teens in North America have an STD. Teens today know less about HIV/AIDS than they did in 1989 (Health Canada Report)
- More than ever before our teens are under pressure to engage in risk behaviours which include alcohol, smoking, drugs, cutting and promiscuous sexual relationships, among other things.
A Serious Social Problem:

Faced with drugs, violence, poverty, and the pressures of the mass media, today's teens struggle to discover who they are in a world they feel doesn't want them. Many look at themselves and feel worthless, lost and totally alone. These young people feel that nobody listens and no-one cares.

- Teens find it hard to admit they're not coping. They're under enormous pressure from the mass media to live life fast and furious.
  
  The result? - **they can crash and burn**.

- Teens are not 'kids' (kids are generally understood to be between 1 & 12 years of age) - teens see so many programs geared to 'kids' and they feel isolated and misunderstood; that no-one cares and that no-one will listen to them. They feel there is no-one to reach out to; that no-one who will take them seriously.

- Teens want to be listened to; they want to feel valued - life can seem empty and meaningless. These teens have lost their hope and lost their dreams. They don't feel they have a future...

- There are literally thousands of teens in our communities who need support and encouragement - some will find their way into support - **many won't**!

- **Lamplight** is here for them – and for parents and grandparents who also depend on our support.

- **Working together we need to stop this downward spiral. We need to act, now!**

Helping Save Teen Lives!

www.lamplight.org
A Serious Social Problem:

Key Triggers:


So Many Lives Affected:

We could be talking about your teenager here - or someone you know. So often these issues get swept under the carpet by society because it is easier to pretend that these things don't happen or they only happen to someone else's child. We say to ourselves "it could never happen to me or any of my family." The reality sadly is these things can and do happen even to the best intentioned of families - every family has been affected by these issues in some way or another or knows of someone who has. The statistics speak for themselves.

Please do not sweep this opportunity to help young people under the carpet today or tomorrow...the problems don't go away; unattended to, they just get worse... the reality is these situations can be fatal.

You may have been affected by suicide in your own family or you may know someone whose life has been devastated through losing a teen. Your own teenager or a young person you may know may need Lamplight today, tomorrow or sometime in the future...

...we ask you today to help us to ensure that we are there for them!
Connecting With Teens On Your Doorstep:

*Lamplight* is helping teens across Canada, the USA, the UK, New Zealand and around the world.

This may seem a huge reach and *it is.*

Yet we are local and connect with teens right in YOUR own backyard. *Lamplight* is making that connection. Into individual homes to the personal computer of one teenager at a time. In your community. In your street. To your home. The internet can be a very dark and dangerous place for youth. Lamplight is lighting the way for teens to a brighter future.

Backed up by our online and local initiatives and our community partners, *Lamplight* is providing a valuable and much needed service to youth and families.

*Helping Save Teen Lives!*  
[www.lamplight.org](http://www.lamplight.org)
How Lamplight Works:

MEDIA
- Powerful tv & radio ads
- Website
- Entertainment
- Sports
- Celebrities
- Print
- Other

HIGH SCHOOL/ COLLEGE ASSEMBLIES
- Speakers
- Bands
- Special events

COMMUNITY
- Special Events
- Fundraising
- Corporate partnerships
- Sponsorships
- Academic partnerships

TEEN ADVISORY COUNCIL
- Input; feedback
- Focus groups
- Participation

ONGOING
- New creative tools – international effort
- Expanding reach and scope with new partnerships locally, nationally and internationally

WWW.LAMPLIGHT.ORG VIRTUAL CENTRE
- Trained volunteers
- Email; chat; telephone (where available)
- Linked to other youth organizations and other relevant agencies

SERIOUS PROBLEMS
- Referred to professional counsellors
- Community agencies; churches & organizations

CRISIS RESPONSE
- Linked to intervention resources; Police, social agencies and others

LIFESKILLS
- Online resources
- Interactive
- Links to High Schools/ College Programs

FOLLOW UP
- Regular communication via email if individual so desires
- Encouragement and support

OUTCOMES
- Lives Saved!
- Teens affirmed; higher levels of self esteem; self confidence and better self image
- Better equipped teens resourced with life skills help to make healthy life choices
- Stronger families; healthier, safer communities

COMMUNITY
- Special Events
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www.lamplight.org

Helping Save Teen Lives!
The Medium:

*Lamplight is effectively reaching teenagers through their medium of communication.*

- All of our initiatives direct youth to our web based response center where 24/7/365 youth can connect with Lamplight online by email, chat or voice - the medium they are familiar and comfortable with.
- High impact **TV commercials** aired on TV, theatres and in many other opportunities get the attention of youth and direct them to Lamplight.
- Through high profile events such as motor racing; entertainment; athletics; soccer, ice hockey, basketball, baseball and many other opportunities Lamplight gets the attention of our youth and directs them to our website.
- High impact multi media school assemblies are a major platform for members of our Lamplight speakers’ bureau and rock/pop bands to get the attention of youth and point them to Lamplight.
- Lamplight seminars at schools, youth groups, youth detention centers and community events all give continuity to our efforts to communicate relevantly with our youth and to let them know that Lamplight cares and is there for them, no matter what.
Our TV ads (PSA’S - public service announcements):

‘The Winner…’

... a 30 second animated tv commercial

‘The Winner’ is the superb result of the collaborative efforts of over 22 students from Ex’pression College for Digital Arts in Oakland, San Francisco, USA under the mentoring of ILM. ‘The Winner’ was inspired by an original story board by Dennis Bruce - the creator of the TV ads ‘The Headbanger’ and ‘The Mirror.’

The story line is that if you think you’re a loser...think again...because before you were even born you had already won the race of your life - so if you think you’re a loser; think again ...because YOU are a WINNER! (cuts to Lamplight logo with web address).

Lamplight gratefully acknowledges this kind gift from Ex’pression College for Digital Arts.

www.expression.edu

View online at www.lamplight.com

Helping Save Teen Lives!

www.lamplight.org
Our TV Ads - Communicating Relevantly With Youth:

‘The Headbanger’
for guys...

Created
by
Dennis Bruce

Filmed in 35mm with full crew and produced
by
Partner’s Film Company, Toronto, Canada
( length: 30 seconds)

Lamplight gratefully acknowledges this kind gift from Dennis Bruce & Partner’s Film Company

View online at www.lamplight.com
Our TV Ads - Communicating Relevantly With Youth:

'The Mirror'

for girls....

Created
by
Dennis Bruce

View online at www.lamplight.com

Filmed in 35mm with full crew and produced
by
Partner’s Film Company, Toronto, Canada
(length: 30 seconds)

Lamplight gratefully acknowledges this kind gift from Dennis Bruce & Partner’s Film Company

Helping Save Teen Lives!

www.lamplight.org
The Solution:

*Lamplight* effectively gets the attention of our youth and strengthens families.

- *Lamplight* constantly encourages teens, building hope, boosting their self esteem, self image and self confidence and where needed we refer them to specialist agencies in their community.

- We build trust and relationship with teens and we aim to get alongside them before a crisis hits... before they hit the wall and feel they have no hope... and no way out!

- We create a safe harbour on the web where teens can share their troubles and concerns; where they can learn life skills and make healthy, balanced life decisions..

- We listen to our youth and they know that *Lamplight* takes them seriously. They know that we ‘walk the talk’ and they trust us.

- We also help parents and grandparents understand and cope with their teens.

- There are many speakers and groups/bands who visit our schools and communities and do an excellent job but once they’ve gone often there is no follow up. *Lamplight* is a direct and non threatening plug-in for these speakers/ groups/bands so that continuity of contact and care can be maintained long after they’ve gone. *Lamplight plugs this gap*. It’s as simple as leaving the *Lamplight* web address behind for teens to contact us.

- We have a modest office base and are spread geographically through our ‘virtual office’ network which enables us to considerably increase our capacity working with suitably qualified and experienced volunteers and professionals online in our core partner communities across the nation and around the world. We require everyone who works with us to be police checked and we do require verification of credentials as appropriate.

- We are exploring new technology opportunities and are focussed on ensuring proper safeguards and protocols are built in to our system as it develops. We have high level advisors in the Police, education, health and academic community helping us in this task.

Helping Save Teen Lives!

www.lamplight.org
The Lamplight Erie 500 Challenge Event (2005):

1 Man; 1 Mission; 1 Day...

It had never been done before... ...to circumnavigate Lake Erie (Canadian & USA shorelines).
A full 512 miles (approx.) from sunrise to sunset on Saturday July 9th, 2005.
The Lamplight Erie 500 Challenge was physically punishing and very demanding...an extreme test of endurance for man and machine.

Lamplight has partnered up with championship Sea-Doo racing driver Dale Vranckx, who holds over 42 national and international championship titles together with world famous Sea-Doo and other sponsors including Pepsi to make this amazing vision a reality. Dale raced a 2005 Sea-Doo RXT supplied by Bombardier Recreational Products (Sea-Doo division) and was supported by a full chase crew.

And he did it!!

Official times: Departed Turkey Point main beach (Ontario) at 05.40hrs and returned at 20.15 hrs.

We did this for 3 reasons. To raise awareness of our work. To raise friends and to raise funds.

The event was such a great awareness success that we are already working with Bombardier Recreational Products and their dealer network to organize the Lamplight Erie 500 Challenge 2006. We anticipate this will become a significant annual event.

• Quote from Bob Gossling; DSM, Bombardier Recreational Products & Lamplight Ambassador:

"Dale brings so much exuberation and enthusiasm to anything he does. Lamplight’s a great organization. I can’t help but get involved. Teens are our future. I’m in!"

See the dedicated event website at www.lamplight.org/erie500
Lamplight Programs:

Our programs and multimedia initiatives are all geared to developing lasting relationships with teens and strengthening families. We aim to ensure that Lamplight stays and grows as a resource for teens and families in the local community and our message ‘Your Life Counts!’ is instilled in the hearts and minds of youth.

- Lamplight has 5 key programs which help facilitate the practical delivery of the Lamplight mission and can be tailored to the needs of the local community:
  - Media
  - Virtual Response Center
  - Community
  - Partnership
  - Schools

- These carefully designed programs embrace social, health, education and safety issues as they relate to the health and well being of teens and families.

- Lamplight is the catalyst that brings teens, families and the community together in common focus, purpose and vision for a healthier - and safer - local and world community.
**Lamplight’s Core Values:**

- **Lamplight** exists to build hope; boost self esteem and self confidence among our youth and to help teens find coping strategies for life today and for life tomorrow ... to *light the way* to a brighter future.
- **Lamplight** embraces innovation and creativity on the leading edge of technology to help teens and families.
- **Lamplight** recognizes the physical, emotional, intellectual and spiritual components of all human beings and is committed to providing services which encourage the nurture and growth of the individual. A cornerstone of **Lamplight** is a dedication to integrity and the provision of services and care of the highest standard.
- **Lamplight** recognizes the tremendous potential which lies within our youth. **Lamplight’s** programs and services are geared to the needs and concerns of teenagers and serve to help them make healthy, positive life choices. **Lamplight** also respects the privacy and confidentiality of the individual and recognizes that all teens have the right to choose their own path in life.
- **Lamplight** is deeply committed to making a difference in the lives of teens. Investing in teens today helps build stronger individuals, families, communities and countries.
- **Lamplight** believes in the intrinsic worth of life and of every human being and that he or she is worthy of being treated with dignity and respect at all times.
- **Lamplight** is dedicated to delivering its service unconditionally without discrimination of race, age, ethnicity, language, country of origin, disability, religion, marital status, gender, sexual orientation, economic status or political affiliation.
- **Lamplight** is committed to the highest levels of professionalism, competency and accountability dedicated to a process of continual assessment, evaluation and improvement.
- **Lamplight** is committed to achieving long term sustainability through strategic growth.

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**Helping Save Teen Lives!**

[www.lamplight.org](http://www.lamplight.org)
The health and well being of today’s teens is paramount - they need to know that their lives count. 

Relationship is where it all begins. Here are 4 words that sum up the Lamplight Philosophy:

- **Love** - unconditionally reaching out to teens and showing them that Lamplight cares about them – showing them love, care, concern and kindness through ‘walking the talk’.
- **Trust** - building relationship and trust so that the teens can open up their hurts and find direction and coping strategies in their lives.
- **Truth** - truth about the hard hitting issues of life such as the real deal about sex, STD’s; drugs; alcohol, etc.
- **Change** - a healthy life style determined by healthy choices.

We build relationship with teens and families; we let them know that there is nothing ever so bad that they have to hurt themselves or hurt anyone else…we assure them that there is always someone who will listen; who will care...that there is help and support to help them work through their problems... that they are not alone and that they will make it .. that if they’re going through stuff that life gets better to keep going and not to give up.

*We want them to encourage them not to consider suicide but to persevere with life.*

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**Lamplight**

Helping Save Teen Lives!

www.lamplight.org
What Teens Are Saying About Lamplight:

"..my situation is better thank you .. I felt like no-one cared and you did. I know you guys are real coz you wouldn’t do this otherwise.. thanks for being there for me..i hope I can help in some way..”

"...thankyooo...Lamplight – you guys are awesome...you listened to me when no-one else did..”

"..i wanted to check out..i was gonna check out..and you guys listened to me...all I can say is I’m alive today..thanx..”

"..cool..i love the Ferrari’s..they’re my dream cars – I want one!.i think what you are doing is fantastic..great message “Your Life Counts!..”...

"..man, the Hummer just makes you feel good..could you bring it to our high school?...it’s so way cool...your website looks great.”

"THANK YOU Lamplight...you guys rawck..”

"Lamplight is needed every day. One of my friends got killed in a car crash during the summer and we all got shook up. Lamplight listened and Lamplight was there for us. ‘Your Life Counts!..’ is a such a true message. We know that even more coz of what we’ve been through...lot’s don’t.”

"..THANKS FOR THE ADVICE..I WENT TO THE DOCTOR AND IT ALL WORKED OUT OK – THANK YOU, THANK YOU, THANK YOU FOR GIVING ME CONFIDENCE TO DEAL WITH THIS..”

"..everyone needs to know their lives count..i’m glad that Lamplight is getting that message out there.. people think teens don’t have problems...well, they’re soooo wrong.”
Teen Lives Changed:

These are some real life stories in which Lamplight has made a life changing difference in the life of a teen... (The names have been changed for reasons of confidentiality)

- **Amanda, 16.** Amanda was sexually active. She was being abused by her boyfriend and his friends. Through Lamplight Amanda found the confidence to set up boundaries in her life and to end the abusive relationship which was hurting her.

- **James.** James had been in youth detention due to repeated criminal behaviour and aggressive behaviour. With Lamplight’s help James now has some insight and realizes the seriousness of his situation and is working towards rehabilitation into the community. He is trying to stay committed to a law abiding lifestyle and is working on curbing his anger issues.

- **Liz.** Liz had no focus or direction. She suffered from low self esteem for a long time. She comes from a dysfunctional family. With Lamplight’s help Liz is now stronger with higher levels of self esteem and is able to set her goals for the future with the confidence to succeed. She is no longer ‘bound’ by her circumstances...

- **Ann, 17.** Ann was feeling suicidal when she contacted Lamplight. She was harming herself through ‘cutting’ (self mutilation) and through drug abuse. With Lamplight’s help she found the strength and self courage to voluntarily submit herself to addiction counseling. This resulted in a period of time in hospital where she was able to come to terms with herself and to understand the changes she needed to make in her life.

- **Alison, 17.** Alison was not in good shape when she contacted Lamplight. Her boyfriend had left her and she was pregnant. Her parents did not know. Alison was feeling suicidal. She felt she had no way forward. Lamplight helped introduced her to help in her community and she was able to continue with the pregnancy with help and support.

- **Brian, 16.** Brian was depressed and detached from his emotions when he contacted Lamplight. He was unable to relate healthily to others. With Lamplight’s help he built up his self esteem and confidence to the point that he could see the family Doctor and be prescribed medication to stabilize his condition.

.....And many more....we receive hundreds of emails each month from teens and families who need us to listen and to help.

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**Lamplight**

Helping Save Teen Lives!

[www.lamplight.org](http://www.lamplight.org)
Rory Butler is a Scots-Canadian. He is the President & CEO of Lamplight and has re-established the organization originally registered in Canada in 1992. He is the founder of the new Lamplight and is also the founder of Lamplight internationally. Rory is pursuing a global vision to bring about systemic change in the way youth regard suicide as a socially acceptable way of coping with life.

He has made incredible progress with ‘in kind’ help from some of the biggest names in the corporate and media worlds today including George Lucas’ “Star Wars” studio, Industrial Light & Magic, Ex’pression College for Digital Arts in San Francisco, Ferrari, Maserati and Air Canada to name drop a few! He has founded Lamplight organizations in the USA, UK and New Zealand and is entirely dedicated to establishing Lamplight as a major life resource for teens and their families.

The need for Lamplight was reinforced to Rory on 13th March 1996 when a gunman went into a primary school in Dunblane, Scotland and shot dead 16 five and six year old children and their teacher, leaving the remaining 13 children wounded in many serious ways. At that time Rory was on the Chaplaincy team at the Edinburgh Royal Infirmary in Edinburgh, Scotland. He was also a community councilor living in a community just 15 miles from Dunblane and was therefore able to see the response of the community from several important perspectives.

The perpetrator of the massacre was 43 years old. He had been misunderstood and abused as a teenager and had never got his life together. He had developed a persecution complex over the years and did not believe that his life had any purpose and that he could make a difference in this world for good. In the aftermath of this tragedy Rory resolved to dedicate his life to helping teens to understand that they have a purpose and a future and to helping them make healthy life choices.

Rory also realized that an important part of what Lamplight needs to be is to offer help to parents and grandparents – to help them to understand and cope with their teens.

Rory is an honours graduate of the University of Edinburgh, Scotland, UK with over 23 years in business and consulting in the fields of strategic development, multi-media and youth development. He is a professional member of the American Counseling Association, the largest association for professional counselors in the world. He is also a professionally trained educator. An author, broadcaster, executive producer and speaker, Rory is a seasoned CEO with the ability to think ‘out of the box’ and to develop people and projects in a national and international context. Married to Carol for over 22 years he has 2 boys aged 18 and 16 and a daughter aged 10 and lives in Ontario, Canada.
Lamplight - The Vision 2005-2010+

The vision of Lamplight over the next 5 years:

Lamplight will be known as a trusted and credible resource for teens and families and will have a measurable track record of saving and changing teen lives and transforming the ways in which youth relate to suicide and their day to day life problems and choices.

Lamplight will be operating its national and international operations from an appropriate facility within the Hamilton and Greater Hamilton area of Ontario. It will have an annual operating budget in Canada of $1.8m to fund national operations and to give oversight and input to Lamplight organizations internationally – notably in the USA, UK and New Zealand where country specific budgets and funds will also be raised.

An International Foundation to be known as 'The Lamplight Foundation' will be established to help build the capacity of Lamplight to become sustainable over the longer term and will aim to raise an initial capital fund of $10 million from which the interest will be disbursed to Lamplight to assist with operational funding. Lamplight will be strongly funded and accepted as a major life resource for youth and families nationally and internationally. The established trend of high level high value service in kind assistance will expand considerably producing an estimated service in kind project value of around $4+ million per year.

Lamplight will be recognized for a high level of professional competency evidenced by the professional qualifications of core staff and volunteers and hands on support from a range of partnering professional individuals/agencies and importantly with faculty support from several world class universities working collaboratively.

Lamplight will continue to expand through organic growth and through strategic partnerships purposed to provide powerful service delivery at low cost giving substantial social returns on financial and all other investments. Lamplight will secure ongoing annual financial commitments leveraging support from individuals, foundations and the public/private sectors in blended funding opportunities among others.

“You make a living with what you get; you make a life with what you give..” – Sir Winston Churchill

Helping Save Teen Lives!
www.lamplight.org
Lamplight Team - Brief Profile:

The Lamplight team flies in close formation with our President & CEO, Rory Butler.
The Lamplight Board in Canada comprises:

- **Rory Butler** – President & CEO; Lamplight Communications Inc; ex officio. Also ex-officio Board member and Founder of Lamplight UK, Lamplight USA and Lamplight New Zealand.

- **Mark Morin, Interim Chair** - inventor and entrepreneur; President & CEO of ‘Vortex Splashguards Inc’ – lives in Ontario, Canada

- **Jim Hewitt, ACII - Secretary/Treasurer** - engineer and co-business owner in health foods & associated products – lives in Ontario, Canada.

- **John B Newman - Board Director** – Head of Ferrari Maserati based in Hong Kong and the UK.

- **Brian Patterson, AIB., Board Director** - retired banker and entrepreneur – lives in Florida, USA and Stornoway, Scotland, UK. Also member of the Boards of Lamplight UK, Lamplight USA and Lamplight New Zealand.

Lamplight also has the benefit of the advice of a widely experienced advisory team.

**Lamplight Ambassadors Worldwide:**

- David Lawson (France, Switzerland, UK)
- Claire Mendez (Mexico & USA)
- Ellie Waters (USA)
- George Hamilton IV (USA & Worldwide)
- Sabine Steinbrecher (Canada & USA)
- James Fulton (Canada)

- Barry Boyd (Canada, USA & UK)
- Steve Augustine (USA & Canada)
- Pat Buckley (New Zealand)
- Anne Marie-Mediwake (Canada, Sri Lanka, Scotland)
- Bob Gossling (Canada)

Helping Save Teen Lives!

www.lamplight.org
Lamplight Team - An International Effort:

**LAMPLIGHT INTERNATIONALLY**

- **Lamplight USA** - registered as a 501 (c)3 not for profit organization in the USA
  - Laura Weber, interim Chair – infrastructure developing as resources permit
- **Lamplight New Zealand** - registered as a charitable organization in New Zealand
  - Dr Ian Buckley, Chair – infrastructure developing as resources permit
- **Lamplight UK** - registered as a charitable organization in the UK
  - Brian Patterson, Secretary – infrastructure developing as resources permit

**Web Team:**

- Corey Messom, V/P Interactive Media *(Lamplight)* - seconded by FUEL (a DRAFT company) [www.fueladvertising.com](http://www.fueladvertising.com)
- Greg Pillon, Web Team Leader - seconded by FUEL (a DRAFT company) [www.fueladvertising.com](http://www.fueladvertising.com)
- Ivo Kirov, Web Designer - seconded by FUEL (a DRAFT company) [www.fueladvertising.com](http://www.fueladvertising.com)
- Chris Williams, Technical Support Director – seconded by [www.puretracks.com](http://www.puretracks.com)

key faculty representatives and students from our other academic and media partners, together with other professional volunteers.
Lamplight Advisory Cabinet:

ADVISORY CABINET INCLUDES:

- Dr Ian Buckley, Chair of Lamplight New Zealand
- Roger Trull, Vice President of Advancement; McMaster University, Ontario, Canada
- Sabine Steinbrecher, former Lamplight Board member; Founder & CEO; Canadian Investment Awards; Co-Founder, Chief Development Officer, The Learning Library; Founder & President Vorg Inc. USA & Canada
- Pat McHugh, Senior Fundraising Consultant; Private & Public Sectors, Scotland, UK
- David Lawson, MA, Psychologist; Private Practice, Geneva, Switzerland
- Barry Boyd, Senior Manager, Psion Teklogix and former Lamplight board member; Canada & UK
- Lamplight Youth Council members (12)

Helping Save Teen Lives!

www.lamplight.org
Lamplight Supporters Include:

His Grace The Duke of Hamilton &
Her Grace the Duchess of Hamilton (Scotland, UK)
George Hamilton IV (USA & Worldwide)
Her Worship Marie Trainer, Mayor of Haldimand, Ontario (Canada)
Her Worship Ruth Garner, Mayor of Potsdam, New York (USA)
Dr Grant Mullen (Canada)
Dr Ian Buckley (NZ & USA)
Dr Paul Davis (England, UK)
Mark Griffin (Canada)
Millie Li (USA)
Norm MacLaren (Canada)
Bryan & Sheri MacDonald (Canada)
Vince Borgdorff (Canada)
Ted Vandermolen (Canada)
Betty-Anne Brown (Canada)
Curt Gambriel (Canada)
Jamie Shurr (Canada)

Dennis Bruce (Canada)
Sabine Steinbrecher (Canada)
Kirby Shieck (Canada)
Stuart Pascale (England, UK)
Ian Wells (Scotland, UK)
Mark Nicholas (Scotland, UK)
Hector Lester (Northern Ireland, UK)
Andrew Gale (Canada)
Andrew Gibson-Faux (England, UK)
Judah Etlinger (Canada)
Gary Platt (USA)
Bob Gossling (Canada)
Cheryl Hunt (Canada)
Peter Cusick (Canada)
Bruce Thomson (UK)
Paul Sharrow (Canada)
Fred Morison (Canada)
Noel Richards (UK)

...and many others!

Lamplight Youth Advisors
&
Lamplight International Youth Council:

Includes:
David Butler (Canada)
John Butler (Canada)
Rachelle Mainse (Canada)
Elizabeth Mainse (Canada)
Jessica Miles (Canada)
Jordan Postra (Canada)
Haley McCulloch (Canada)
Gerald Gakwandi (Canada)
Samantha Bateman (Canada)
Francesca Gibson-Faux (England, UK)

and teen focus groups in Lamplight countries.

Helping Save Teen Lives!
www.lamplight.org
Introducing Some Of Our **Lamplight People:**

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**‘ASK CAROL’**

A place for teens to ask the more difficult questions about sex, relationships and other life issues - facilitated by teen speaker and ‘aunt’ to many girls, **Carol Butler.** Carol has been married to **Lamplight** President & CEO Rory Butler for over 22 years. She is mother to 2 teenage boys (18) & (16) and a 10 year old daughter. Carol is founder of **Pure Heart Productions** which is an authorized project under the **Lamplight** umbrella. Carol is a highly sought after conference speaker and speaks in schools, in the media, youth detention centers and in youth groups across Canada and internationally. Her gentle but informed approach has proven to be highly effective. Visit Carol’s website at [www.pureheart.ca](http://www.pureheart.ca).

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**THE ‘MOODZONE’**

Physician, seminar leader and internationally acclaimed speaker and author, **Dr. Grant Mullen** specializes in the medical treatment of depression, manic depression, anxiety and other mood disorders.

The ‘MOODZONE’ deals with a lot of the questions that teens and their families have from time to time. **Lamplight** is delighted to have the support of **Dr Mullen** and access to his considerable expertise in this specialist field.

Visit Dr Mullen’s website at [www.drgrantmullen.com](http://www.drgrantmullen.com).

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[Logo] Lamplight

**Helping Save Teen Lives!**

[Website] www.lamplight.org
Introducing Some Of Our Lamplight People:

PAT BUCKLEY – LAMPLIGHT NEW ZEALAND

Clinically ‘dying’ for the third time changed Pat Buckley’s mind about drugs. He knew that if he didn’t stop, he would join the list of 35 addicted friends whose funerals he has attended during the previous 20 years.

“I’ve flat lined three times. When I woke up that last time I just knew deep down I had to change otherwise I would be dead,” Pat Buckley said. “It took me two-and-half-years at a rehab clinic, to get off drugs.”

That was nine years ago. Now his passion is to prevent young people following his own path of addiction and drug abuse. His talks are particularly graphic as he relives stories in vivid detail.

"What I see in schools frightens me and unless we get aggressively pro-active in our Drug Education we will be burying a lot of our children and grandchildren.”

Pat Buckley is based in New Zealand and speaks to thousands of youth each year in schools and in the community. He is a gifted communicator with huge credibility among teens. Pat heads up his own New Zealand based organization ‘Amped4Life’.

Lamplight is delighted to partner with Pat and ‘Amped4Life’ as an important step in the development of Lamplight in New Zealand.

President ‘Amped4Life’
Lamplight Speaker & Ambassador
Introducing More Of Our Lamplight People:

**HOPE ALIVE with KEITH MURPHY**

Newfoundlander Keith Murphy facilitates the “Hope Alive” project. Keith is a survivor of the Mount Cashel Orphanage in Newfoundland which rose to some notoriety for the abuse that took place at the hands of some of the guardians of the Orphanage towards the children. The heart rending story was told in the Hollywood film “The Boys of St Vincents.”

But Keith is not bitter about his experiences. He has found strength and purpose in his life and is dedicated to reaching out to youth with a message of hope and encouragement to keep going no matter what.

Keith is a speaker/ singer and songwriter and wrote and recorded the song “Hold On” for Lamplight at Studio 7, Madrid, NY, USA. Read Keith’s story and listen to his song online at www.lamplight.org

Keith is currently working on a new CD project and will be working closely with Lamplight in our high schools program.

Keith is now happily married to Josephine - herself a survivor of the war in Rwanda. You can read her own amazing story of survival on our website soon. A Lamplight project in Rwanda is developing.

Keith and Josephine together are ”Hope Alive”

Keith & Josephine Murphy with their son, Joshua.
Introducing More Of Our **Lamplight** People:

*Lamplight* is delighted to partner with **ThousandFootKrutch**

**TFK** are one of the hottest bands in the teen music scene today. They tour extensively across North America and around the world. The **TFK** website receives thousands of hits each day from teens. The *Lamplight* logo is on the **TFK** website and **TFK** are encouraging their teens to stay in touch with *Lamplight as Lamplight* can give the teens the help, support and encouragement they need.

For **TFK** this means they can get on with the job and know that the teens are being looked after.

www.thousandfootkrutch.com

There is **HUGE** opportunity to partner with many artists/bands who need to direct youth to help online - *Lamplight is that help!* We are a non threatening plug in resource which saves lives!

Note: We have many music partnerships – too many to feature here!
Lamplight - Some Of Our Key Partnerships..
Many of our key partners provide valuable ‘service in kind’ assistance which is currently valued around $3.5m.

Our sincere thanks to St Thomas PA; other schools, Police, Government Health & Education Departments and others too numerous to mention. Thank you each and all for your dedication and support. We need and appreciate you!

Helping Save Teen Lives!
www.lamplight.org
Why We Need Your Help:

The Lamplight Canada Hummer Racing Team at The Ferrari Maserati Festival 2002, UK

Our *service in kind* donations are considerable and we have new projects in the pipeline which have a value of over $1.5 million in the next 18 months. Our key partner list is impressive and shows just what is possible as we build on this solid foundation of goodwill with the right blend of support. Our invitation to participate in the Ferrari Maserati Festival (the largest event of its kind in the world) with the support of the Hummer Racing team showcases the tremendous scope and goodwill around Lamplight *(See photo above)*.

We very much appreciate all the in kind support that we have been receiving. The *reality is that we need to match the considerable pro bono support with responsible funding to help us to cover our monthly operational costs and upgrade our hardware and software equipment to take us that next mile in developing our support infrastructure with specialist staff and hardware/software to get on with the job.*

We need your help in many ways. We need your expertise. Your connections. And your generosity. Your financial help or that of someone you know is the key to bridging the gap in our resources. It is the key to helping teens in trouble.

We are happy to issue tax receipts for all qualifying purposes in Canada, USA, UK and New Zealand.

*We know you care.*

*Let’s work together to show teens just how much we care..*

*.. and how much their lives count.*

*“To keep a lamp burning, we have to keep putting oil in it..”* – Mother Teresa
What People Are Saying About Lamplight:

"The excellent work of Rory Butler and Lamplight has been brought to our attention. Too many young lives are being lost to suicide. Our youth today need to know that their lives have meaning, value and purpose. We have met with Rory and are supportive of his efforts to communicate the message 'Your Life Counts!' to our precious young people around the world. Rory needs your help and support to build this much needed resource for youth. We encourage you to help him in any way you can."

His Grace The Duke of Hamilton & Her Grace The Duchess of Hamilton, Lennoxlove House, Scotland, UK.

"Teens need to know that their lives count. I am glad that Lamplight's core message to teens is 'Your Life Counts!.' This life affirming message needs to be heard over and over again. The Lamplight outreach to teens through the media and the community is compelling and effective. I am particularly delighted that Lamplight is based here in Haldimand County under the direction of Rory Butler. I have known Rory and his wife Carol for several years and have seen how hard they are working to build this much needed resource for teens. Lamplight is a resource that our teens depend on and it has my full support. I encourage you to lend your support also in any way you can. If you need, you can reach me at (905)318-5932 ext 201 for further information.

Her Worship, Marie Trainer, Mayor of Haldimand County, Ontario, Canada
What People Are Saying About Lamplight:

“We believe that our youth today need to know that their lives matter and that they have a purpose for living. I believe there can not be a better time to invest in Lamplight to make a difference in the lives of today’s youth generation. More than ever before our youth need to know that their lives count and that an organization such as Lamplight is there to help them. I have known the President of Lamplight, Rory Butler, for many years and have seen how he has worked hard to re-establish Lamplight. I encourage you to join us in supporting Rory and his team at Lamplight - they are worthy of your full support.”

John Newman MIMI, Head of Ferrari Maserati Hong Kong  former General Manager, Ferrari UK – former International Motor Racing Team Director & Consultant Le Mans/Team Veloqx AUDI; - Lamplight Board Director

“We need to realize that when we’re gone, our youth are still going to be here, and we need to invest in them, now. We need to rescue many of them from self defeat and from oblivion. That’s the job of Lamplight .and I’m proud to be associated with this organization.”

Dennis Bruce, President, Mindset Creative Planning Inc

“On behalf of Air Canada, please accept our best wishes with the success of your endeavours.”

Suzana Bulhoes  Co-ordinator, Community Investments, Air Canada  (Air Canada have assisted Lamplight with air travel)
What People Are Saying About Lamplight:

"Broken homes, crime, anger, school bullying, suicide, school rampage, killing... Youth is supposed to be a happy carefree time when new and wonderful adventures are experienced. Instead, fear, abuse, hate and darkness are experienced. Does anyone care? Is there hope? Could there be light to push back the darkness? The answer is yes! Lamplight is an organization birthed to give life a chance to those who want to give up. Rory Butler has taken on the leadership of this gift of hope. He needs me to help. He needs you to help. Help translates into caring and caring translates into positive life changing results. Lamplight is unique, and important to the youth of now. It has my full endorsement."

Norm MacLaren, Director, Crossroads National Counseling Center, Ontario, Canada

"The need for Lamplight's message for young people is global, it stretches across national, cultural and ethnic divides of every kind. The task ahead is huge. I have never met a man more committed to his task than Rory nor an organization so focused on its goal as Lamplight. By the time you have read this message another young life in our world will have ended in suicide. Would communicating the message 'Your Life Counts!' or the sound of a voice on the end of a phone line have prevented that tragic death? Without your support we will never know.. we will have missed an opportunity to address the soul sickness of our age. I have buried too many young people, killed by their own hand, to pass that opportunity by."

Rev Mark Nicholas, MA, BD, Gorebridge Parish Church, Scotland, UK

"I was very pleased to hear of your organization and to learn how it teaches students that "Your Life Counts!..."

- Toby Barrett, MPP., Haldimand-Norfolk-Brant, Ontario, Canada

Helping Save Teen Lives!

www.lamplight.org
"I have known Rory Butler since 1991 when we met in the context of a community development agency with whom he was working on the west coast of Scotland. Rory quickly realized his gift was to help young people realize their potential. But the first step is to help our youth discover that they matter, they can make a difference. Rory has stuck to his Lamplight vision like glue and I am glad to see the considerable progress he has been making. Our youth today need more encouragement and nurture than ever before. Suicide is too common among our youth. Lamplight's message is 'Your Life Counts!..' and this needs to be reinforced over and over to our young people. The Lamplight program is compelling and effective and I encourage you to help Rory and his team at Lamplight in any way you can."

Pat McHugh, Senior Fundraising Consultant, Private & Public Sectors, Scotland, UK

"Lamplight, as its name indicates, offers valuable and necessary illumination to a generation of young people that, quite frankly, should not be required to cope with the significant issues constantly confronting them. In a culture that so often communicates conflicting values, embraces misplaced priorities and demonstrates relational brokenness, Lamplight offers a clear and needed message, 'Your Life Counts!..' Rory Butler has an unrelenting passion to make a difference in the lives of 1,000's of youth around the world. I am delighted that his world included Canada. Rory capably serves in the capacity of President and CEO of Lamplight with creativity, integrity and industry. Sharing in the vision enables us to share in the victories."

Rev David E Hazzard, Assistant Superintendent for Ministerial Services; Pentecostal Assemblies of Canada, National HQ, Ontario, Canada

"As a former Board member I am delighted to see the progress that has taken place within Lamplight over the last few years under the leadership of Rory Butler. While the vision has always remained clear (ie: to affirm the life of every teen..), the challenges have been unrelenting and through it all, Rory has remained focused on laying a firm foundation upon which Lamplight can move forward with confidence and establish the programs and the basis for the finances required to fulfill the vision. I invite you to partner today with this much needed organization."

Barry P Boyd, Senior Program Manager, Psion Teklogix, Mississauga, Ontario, Canada & UK
Lamplight Ambassador & Member; Lamplight Advisory Cabinet.

www.lamplight.org
What People Are Saying About Lamplight:

"With a mission to assist youth, a segment of the population that has historically been overlooked, Lamplight provides life changing resources and education to teens..(our teens) are our future leaders, managers, investors and caretakers and they need our help now.

Sabine Steinbrecher, Lamplight Ambassador & former Lamplight Board member; Member; Lamplight International Council of Reference
Founder & CEO; Canadian Investment Awards;
Co-Founder, Chief Development Officer, The Learning Library; Founder & President Vorg Inc. USA & Canada

'I am pleased to endorse the vision and commitment shown by Rory Butler of Lamplight in seeking to provide caring, practical and effective assistance to young people struggling with the many issues, traumas, crises and self-doubts encountered in the context of today's society - Lamplight's message that 'Your Life Counts...!' communicates the immeasurable value and potential of every individual."

Alison A. McKean, LL.B., LL.M., NP (Lawyer, Scotland, UK) Member; Lamplight International Council of Reference

"Standard Life is proud of its association with your organization and wishes you all every success in your endeavours."

Julie Chevrette; Specialist, Public Relations,
Standard Life Assurance Company of Canada

Helping Save Teen Lives!
www.lamplight.org
What People Are Saying About Lamplight:

“|I completely endorse the efforts of Rory Butler and his team at Lamplight to reach today’s youth with a message of hope and encouragement. Our Racing team supports Lamplight at events with our 3 time BAJA 1000 Championship Hummer racing vehicle whenever possible. I encourage you to help Rory and his team in any way you can.”

Dale Vranckx, President & CEO, Hummer Racing; SeaDoo champion

“Rory Butler has developed high level strategic relationships which include Ex’pression College for Digital Arts in San Francisco who recently completed a 30 second animated commercial known as ‘The Winner’ which has been gifted to Lamplight with an industry equivalent value of around $450,000 US. There are other high profile projects that Rory is developing of similar values in the USA and these are a reality. Youth in the USA and from around the world are stronger and safer for the work that Rory and his team have been doing in partnership with a wide range of organizations and agencies. Rory and Lamplight need your help and I believe they are worthy of your support.”

Laura J Weber; Environmental Engineer, Chair; Lamplight USA Inc Member; Lamplight International Council of Reference

“I am thrilled to see the strategic efforts of Rory Butler and the Lamplight team making headway into new and creative venues and networking in more significant ways than ever. I believe Lamplight is already moving into a new level of significance, relevance and viability. Please consider supporting their endeavours in whatever way you can. Your partnership with them is vital to ensure a comprehensive and systematic approach to impacting this generation. Teamwork is essential; we need you more than ever.”

Mark Griffin, Senior Team Leader, Lakemount Worship Centre, Ontario, Canada
What People Are Saying About Lamplight:

"Fuel has been dedicated to supporting troubled youth through our growing relationship with Lamplight. As part of our relationship with Lamplight we have provided database and web development services and associated services at no cost to Lamplight. We are confident of the leadership of Rory Butler in developing Lamplight internationally. We look forward to a continued relationship with Lamplight, one where the youth of our world will know that they matter and to hear the powerful message "Your Life Counts!.."

Corey Messom; Director, Digital Technologies & Services; FUEL - a Draft Company
Vice-President Interactive Media, Lamplight

"I have known Rory Butler for nearly 7 years since he moved to Caledonia and have seen how he has dedicated his life in the service of our youth locally, nationally and internationally. The underlying mission of Lamplight is the prevention of teen suicide - the second leading cause of teen death in Canada, next to road accidents. Rory and his team have taken a positive and effective approach to the whole problem and they attack the root causes, boosting self esteem and self confidence and in turn building stronger individuals who feel able to contribute and function in their community. I am delighted to support this worthy cause and encourage you to help in any way you can. Please lend your support today."

J Wayne Knox
General Manager, Grand Erie Business Centre Inc, Caledonia, Ontario

"Youth from around the world are stronger and safer for the work that Rory Butler and his team at Lamplight have been doing in partnership with a range of organizations and agencies. I respectfully submit that the work and dedication of Rory Butler in the service of youth is exemplary and exceptional and I encourage you to help in every way that you can."

Eddie Williamson
Lamplight UK

Helping Save Teen Lives!
www.lamplight.org
Testimonials - *Every Minute Counts!*...

"In an age such as ours, when the secure social framework of conventional family or community life is not always there for wayward teens seeking help, I commend the vision and actions of Rory Butler and Lamplight."

Dr Paul Davis (Author/journalist/broadcaster/pastor – Leighton Buzzard, Beds, England, UK)

In a day of growing confusion and helplessness, especially among our youth, the message of Lamplight is desperately needed. I have watched this vision seek to find wings. Today, under the leadership of Rory Butler, I am more confident than ever that Lamplight is positioned for take-off. This is a vision worthy of your support."

Glen R Pitts; former Vice President, The Tyndale Foundation

'We know that Lamplight has the ability to reach out in a way that is like none other and is completely appealing to youth. Historically we have struggled to provide youth with supports that they will actually go for. They go for Lamplight! They can access support in the way that they know best...online! This instantly takes the fear and complexities out of ‘getting help’ We know from the experience with our suicide crisis line and our community outreach initiatives that adolescents do not always feel comfortable verbalizing their feelings in person over the telephone. Sometimes having to do so is an actual deterrent to getting help. They really like the concept and we witness first hand the positive responses and sense of relief when we tell them what Lamplight is all about and how they can so easily access support. The best part is that many, many Youth are actually reaching out, being helped and empowered in ways that enable them to survive and claim their life back. We are grateful to have Lamplight, we rely on them and need them. We are privileged to have the ongoing opportunity to collaborate with Lamplight in the provision of service.‘

Stephanie Oliver, Director of Program; Suicide Prevention Service,
The Salvation Army; Ontario Great Lakes Division
What People Are Saying About Lamplight:

"The challenges facing today’s youth are greater than they have ever been yet the resources and support programs for youth seem fewer. It is our experience that severe problems exist with many of today’s youth and Victim Services searches out the best program referrals that make sense and can really make a difference. Lamplight is that resource and support for today’s youth. Victim Services is pleased and privileged to have Lamplight as a resource for our youth."

Sheri MacDonald, Executive Director, Victim Services of Haldimand-Norfolk
An agency of the Attorney General and the Ontario Provincial Police.

"I believe that the goals and ambitions that Lamplight puts forward are of great value to the youth and the community."

Paul Griffin, former Animation Director, Industrial Light & Magic, San Raphael, USA & Canada

"Adolescence is a time of profound change. Teens must adjust to changes that are physical, emotional, spiritual and social. During these years, it is easy for a person to feel disoriented, lost, abandoned and desperate. Where can our teens turn for help and direction in these turbulent times when families are so rarely safe and stable places? I’m glad that Lamplight has seen this need and is now reaching out to teens to give them hope.

I encourage you to assist them in this important task."

Grant Mullen, MD, Orchardview Medical Clinic, Burlington, Ontario
Published author and internationally known authority in the field of mood disorders
“I have known Rory Butler for nearly 38 years and have seen how he and his wife have dedicated their lives in the service of the youth of our world. Rory has been exploring with me ways in which Webster University based in Geneva, Switzerland can assist Lamplight in providing a second level online counseling facility for youth utilizing the latest web technology. As an alumnus of Webster and a practicing psychologist I have been delighted to have this opportunity to partner with one of my longest standing friends in assisting youth around the world to cope with the pressures of everyday living.

Switzerland has one of the highest suicide rates among our youth in the world and the strategy that Rory has been developing makes a lot of sense. Rory has my full support. As momentum gathers under the relationships that are now building thanks to Rory’s efforts I have no doubt that Lamplight will secure the funding support it needs. I submit that the work and dedication of Rory Butler in the service of our youth is exemplary and exceptional and I encourage you to come alongside him and Lamplight with whatever support you can offer. He needs your help. Please help him to move forward with this much needed resource for our youth.”

David Lawson MA
Lamplight Ambassador; Switzerland; France & UK (Scotland)
Member; Lamplight Advisory Cabinet

“We have many endorsements with more being added every day. Every moment counts! Please join us in our efforts today!”

Dr Ian Buckley, Chair, Lamplight New Zealand; Member; Lamplight Advisory Cabinet
How To Participate:

There are many ways you can get involved with LAMPLIGHT! We currently have over 250 people working with us in a variety of roles worldwide.

- Become a sponsor or donor ....please see our detailed Sponsorship & Donor Program brochure.
- Special expertise – Design/web/ technology/Medical/ Professional/Events/Fundraising/Grant writing etc.
- Introduce Lamplight to business people who could consider sponsoring Lamplight or making a donation.
- Introduce the Lamplight strategy to your company/local community/school/leadership – help us build a core of monthly supporters.
- Introduce Lamplight to people of influence whose lifestyles are consistent with the Lamplight mission ie: sports world/entertainment etc..
- Write articles for the website - source articles/become a reporter of news & events for teens in your area.
- Become a volunteer – there are many ways to help; for instance: training for our email response line; help us arrange a special event in your community..
- The opportunities to get involved are limitless - please get in contact with us
We Need Your Help – Please Contact Us:

Can teens and families count on your help?  
For more information please contact:

Rory Butler  
President & CEO  
Lamplight Canada & International Head Office  
Box 2187, Caledonia  
Ontario, Canada, N3W 2G6

Tel: 1-888-789-LAMP  
Local: 1-905-765-0775  
F: (905) 765-0212  
rbutler@lamplight.org  
www.lamplight.org

To sign up for the Lamplight quarterly newsletter, please email info@lamplight.org to register. Thank you!

Lamplight Communications Inc is a federally registered charitable organization  CCRA ID # 13587 1259 RR0001 and is registered as a charitable organization in the USA, UK (Scotland) and New Zealand.

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