



## LIVINGWORKS

### **LIVINGWORKS DONATES \$50K ON GIVINGTUESDAY IN SUPPORT OF CANADIAN NON-PROFITS COMMITTED TO SUICIDE PREVENTION AND AWARENESS**

CALGARY, November 30, 2021 -- LivingWorks is pleased to announce that on GivingTuesday a portion of the proceeds from its LivingWorks Start registrations during COVID-19 will be donated to non-profits [Crisis Services Canada](#) and [Kids Help Phone](#).

LivingWorks Start is a 90-minute, online training program designed to teach foundational skills to support safety from suicide. During the COVID-19 pandemic, while in-person training was unavailable, LivingWorks reduced the price of the Start program to make it more accessible. Five dollars from every \$20 LivingWorks Start enrollment was either set aside or given back to organizations in need.

In Canada, LivingWorks is donating \$38,000 to Crisis Services Canada and an additional \$12,000 to Kids Help Phone; organizations both aligned with the LivingWorks' vision of a world free from suicide loss.

"Crisis Services Canada is grateful for the generous donation from LivingWorks that will help us to do our part of the crucial frontline work to lessen the impact of suicide in Canada," says CEO Stephanie MacKendrick. "More than ever, people of all ages, from all walks of life, can benefit from the timely support of peers trained in suicide prevention. CSC appreciates LivingWorks continued dedication to providing education on suicide safety. Together we can collectively build a more suicide-safe society."

"At Kids Help Phone, we connect with youth each and every day, and with approximately 10 - 12 active suicide rescues daily, we know firsthand how deeply the COVID-19 pandemic has impacted their mental health," says Aaron Sanderson, Senior Vice President, Advancement & Chief Development Officer. "With conversations around suicide-ideation on the rise, we are grateful for LivingWorks' donation as we continue to dedicate our efforts to support all people in Canada."

With approximately 11 deaths by suicide every day in Canada, LivingWorks is proud to support the work of suicide prevention, intervention, and postvention by organizations like Crisis Services Canada and Kids Help Phone.

"LivingWorks has spent almost 40 years training people in suicide prevention, and a critical part of that strategy is connecting those with thoughts of suicide to the appropriate helping resources," says CEO Lance Armstrong. "Crisis Services Canada and Kids Help Phone are two examples of organizations ready to respond 24/7 with hope and support."



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For more information about LivingWorks' training programs, please visit <https://www.livingworks.net/>. For media inquiries, please contact Communications Director Julie List at [julie.list@livingworks.net](mailto:julie.list@livingworks.net).

### **About LivingWorks:**

LivingWorks is a social enterprise dedicated to saving lives from suicide through effective skills training. LivingWorks provides an integrated suite of training programs that empower people to work together in their communities so they can recognize those in need and provide them with life-saving support. LivingWorks strives to create change at the population level using an innovative community-wide model called a Network of Safety, creating support where people live, work, play, and learn. LivingWorks trains over 200,000 people each year to become part of these networks, and its programs have been rigorously evaluated and proven by over 50 government reports and peer-reviewed studies.