



May 2024

Dear Local Area School Administrator,

We are thrilled to announce an exciting new opportunity for mental health education within your school community. As leaders of Smiles for Jake and the Max Marvin Foundation, we are delighted to introduce Project 11 (P11), a comprehensive K-12 education platform focused on delivering age-appropriate mental health curriculum.

Project 11 is designed to equip students with the knowledge, skills, and resources they need to navigate the complexities of mental health in today's world. Developed by mental health experts and educators, the program offers 15 lesson plans per grade level, covering a wide range of topics including emotional regulation, stress management, healthy relationships, and stigma reduction.

We are pleased to inform you that Project 11 will be made available to your school FREE of charge, thanks to the generous support of the Max Marvin Foundation. Through our partnership with Smiles for Jake, we are committed to bringing this invaluable resource to schools across central Minnesota, with the goal of promoting mental wellness and fostering supportive learning environments for all students.

By integrating Project 11 into your school's curriculum, you will have the opportunity to address critical mental health topics in a structured and evidence-based manner. The program is designed to be flexible and adaptable, allowing educators to tailor lesson plans to meet the unique needs and interests of their students.

We believe that mental health education is essential for promoting the well-being of our youth and preparing them for success in school and beyond. By participating in Project 11, your school will join a growing community of educators and advocates dedicated to prioritizing mental health and creating a culture of support and understanding.

We invite you to explore the Project 11 platform and consider implementing it within your school's curriculum. To learn more about the program or to request a demo for your school, **please visit <https://www.projecteleven.ca/> or contact Lisa Byfuglien, Project 11 Coordinator for The Max Foundation directly at 218-242-3957 or Lisabyfuglien@gmail.com.**

Thank you for your dedication to the well-being of your students, and we look forward to partnering with you to bring Project 11 to your school community.

Smile On,

Sarah Smith, Executive Director
Smiles for Jake

Conway Marvin, Board President
Max Marvin Foundation

#WEAREALLJAKE

True North Youth Foundation's PROJECT 11

Project 11 is an engaging cross-curricular proactive mental wellness initiative to support students from **kindergarten to Grade 12**.

Lessons have been created by teachers for teachers using concepts such as practicing focusing the mind, increasing self-awareness of feelings and strengths, and building positive relationships. By using a strength-based approach this program hopes to help students:

- Establish a greater *holistic* understanding of *health*
- Develop greater *self-awareness* and build strategies that foster *resilience*
- Create a stage of *empathy* and encourage social awareness
- Increase interpersonal *connection*
- Build relationships and a sense of their own class as a *team*
- Strengthen *personal and social management skills*
- Enhance *academic performance*

The program includes video-based lessons and daily activities which have been designed and reviewed by mental health professionals to help support students and teachers in bringing mental health awareness, along with positive coping strategies, into the classroom and into their lives. In addition to lessons and activities, **Project 11** also offers *Intermission* videos that provide a brain and body break for students and give them an opportunity to try out different, positive coping skills.

Project 11 is a part of *True North Sports and Entertainment*, the *Winnipeg Jets* and *Manitoba Moose*, through it's **True North Youth Foundation**, which is the charitable arm of the *Winnipeg Jets*. When you purchase a 50/50 Raffle ticket online or at *Winnipeg Jets* or *Manitoba Moose* home games, half of each pot goes to support the TNYF, funding programming that benefits youth.

As a non-profit organization, TNYF also collaborates with external partners in business, government, education, and other sectors to reach more youth, more often in our community.

Project 11 is proud to have the **Max Foundation** of Minnesota championing mental wellness in classrooms and is an important partner in bringing **Project 11** to Minnesota schools. Thanks to the support of the **Max Foundation** this positive and empowering mental health initiative's curriculum and training is available at **no cost** to *Minnesota* teachers.

Reach out to Lisa Byfuglien via email at lisabyfuglien@gmail.com or by phone at 218-242-3957 to learn more about bringing **Project 11** to your school!

Scan the code to the left to visit the **Project 11** website, enjoy some of our podcasts or follow us on Instagram @TNYouthFDN!

PROJECT 11

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TRUE NORTH
YOUTH FOUNDATION

