

# Sketch

**-MEDIA ALERT-**

**Bell Let's Talk Community Fund  
donates \$25,000 to SKETCH in  
support of Young Women in Mind**



**FOR IMMEDIATE RELEASE**  
**January 31<sup>st</sup>, 2014**

**Bell's Let's Talk Community Fund donates \$25,000 to SKETCH in support of Young Women in Mind**

Toronto – **SKETCH** Working Arts for Street-Involved and Homeless Youth is honoured to receive a \$25,000 grant from the **Bell Let's Talk Community Fund** to support **Young Women in Mind** – a new mental-health initiative to help young women who are homeless or street-involved.

“The Bell Let's Talk Community Fund is dedicated to improving access to mental health care at the grassroots level in communities from coast to coast to coast,” said Mary Deacon, Chair of Bell Let's Talk. “This year, SKETCH is one of more than 50 local groups we're supporting as they provide much-needed help to people living with mental illness while working to reduce the stigma surrounding this pervasive national health issue.”

**Young Women in Mind** emerged from Minds at Ease program where Program Coordinators discovered the unique mental health challenges that young women face. Using art-based programs in community health centres, drop-ins, and shelters, **Young Women in Mind** will focus specifically on the outreach to young women who face mental health, addiction, and trauma issues.

“SKETCH is honoured to be a recipient of the Bell Let's Talk Community Fund,” said Rudy Ruttimann, Executive Director for SKETCH. “This unique program is created by women, for women that will afford access to recovery with those living with mental health issues and the barriers that they experience. We could not be more pleased to have this opportunity to continue to cultivate leadership with young women through **Young Women in Mind**, so that they may have equal citizenship in our city. ”

The project is based on three core deliverables: community outreach and partnership creation with seven women's shelters and drop-in centres, creative programming with a focus on using the arts to assist young women with recovery from trauma and mental health issues, and leadership training of a select group of women to provide ongoing peer support in the community. Through these three phases **Young Women in Mind** will reach 200 women across the GTA between the ages of 13-25.

The Bell Let's Talk mental health initiative is a national charitable and awareness program promoting mental health across Canada with the Bell Let's Talk Day anti-stigma campaign and significant Bell funding of community care and access, research, and workplace initiatives. To learn more about The Bell Let's Talk mental health initiative, please visit [Bell.ca/LetsTalk](http://Bell.ca/LetsTalk)

**About SKETCH:**

Founded in 1996, SKETCH is recognized locally, provincially, and nationally for its unique, capacity-focused approach to youth engagement and organizing through the arts. As a community-arts initiative, SKETCH engages young people who live homeless or on the margins to experience the transformative power of the arts, to build leadership and self-sufficiency in the arts, and to cultivate social and environmental change through the arts. SKETCH's Admin Hub is now located in the Artscape Youngplace building at

180 Shaw Street in Toronto. Their programs are currently facilitated in various locations throughout the GTA until construction of the 7,500-square-foot multi-discipline creative hub on Artscape's lower level is completed in March 2014.

For media inquiries, please contact: Hayley Hoskins, Public Relations Administrator  
[hayley@sketch.ca](mailto:hayley@sketch.ca) or call (416) 516-1559 ext. 2601

The logo for Sketch features the word "Sketch" in a bold, black, sans-serif font. The letters are slightly irregular, with some thin lines extending from the top and bottom of the characters, giving it a hand-drawn or sketched appearance. The 'S' is particularly large and has a thick, rounded top. The 'k' has a long, thin vertical stroke that extends downwards. The 't' has a thin horizontal stroke at the top. The 'c' is a simple, rounded shape. The 'h' has a thin vertical stroke on the right side. The 'e' has a thin horizontal stroke at the top. The 't' has a thin horizontal stroke at the top. The 'c' is a simple, rounded shape. The 'h' has a thin vertical stroke on the right side. The 'e' has a thin horizontal stroke at the top.