

PROMOTIONAL PACKAGE

Empowering youth through
story and song since 2012.

never give up

2020 - 2021

NO TIME FOR THAT

Featuring award-winning
Canadian country singer,
songwriter and keynote
speaker Elsie Morden.



NTFT.CA

Visit our website
for more
information about
our organization,
shop our online
merchandise, and see
upcoming events in
your area.

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ABOUT

No Time for That (NTFT) is a registered Canadian charity founded by singer, songwriter, and speaker Elsie Morden.

MISSION

To advance education about bullying prevention, mental health awareness, and youth empowerment by delivering seminars, workshops and presentations with personal stories and music to children, youth, educators, and the public.

VISION

A future where Canadians have no time for bullying, no time for stigma, and no time for the negative.

VALUES

Inclusion – we celebrate diversity and equality, and honour the inherent worth and dignity of all individuals.

Passion – our presentation has been and always will be offered free of charge. We genuinely care about everyone affected by bullying and mental illness and want to make a positive difference in their lives.

Leadership – we strive to be the best role models possible. As leaders, our goal is to inspire more leaders and world changers that will represent models of integrity to their peers, community, and the greater world.

CHARITY REGISTRATION #: 803861988RR0001

617

PRESENTATIONS

154,250

STUDENTS DIRECTLY IMPACTED

462,750

PEOPLE INDIRECTLY IMPACTED

THANKS TO SUPPORTERS LIKE YOU, WE'VE BEEN ABLE TO DELIVER OVER 600 PRESENTATIONS ABOUT BULLYING PREVENTION, MENTAL HEALTH AWARENESS, AND YOUTH EMPOWERMENT TO SCHOOLS ACROSS CANADA FREE OF CHARGE AND HAVE DIRECTLY IMPACTED OVER 150,000 STUDENTS.

ELSIE MORDEN

**CANADIAN COUNTRY RECORDING ARTIST
FOUNDER & CEO OF NO TIME FOR THAT
KIDS HELP PHONE AMBASSADOR**



MUSIC

Full length, debut album co-produced and written solely by Elsie reached #28 on the iTunes chart, had a top 100 song on Canadian country radio, and has over 650,000 streams on Spotify. She has performed at Canadian Country Music Week and participated in the 2019 SOCAN Song House at the East Coast Music Association Awards.



COMMUNITY

Loves performing as much as she loves helping people. Identifies as bisexual and continues to advocate for equality and LGBTQ+ visibility, living and maintaining a healthy lifestyle, and is keen on respecting and protecting the environment.

Elsie's an ideal role model.



AWARDS

Recognized as one of Atlantic Canada's Top 30 Under 30 and has received the CAMH 150 Leading Canadians for Mental Health Difference Makers Award, Shaw's 50 Outstanding Canadians Award, the Mental Health Foundation of Nova Scotia's Outstanding Individual Award, and a Music Nova Scotia "Country Recording of the Year" Award Nomination.



2020 - 2021 OBJECTIVES

As an organization, we use the following objectives to guide our efforts:

- To provide support, educate, and empower youth, teachers, and parents who are suffering from or dealing with bullying or mental illness
- To virtually visit schools across Canada in both rural and urban communities (bullying and mental illness are not only close to home)

Our goals for 2020 - 2021 are as follows:

- Move our in-person programming to a virtual format
- Increase the number of speakers and performers on our roster
- Establish long-term relationships with donors/sponsors to provide security for future tours (and allow booking)
- Continue to promote our “Never Give Up” line of merchandise
- Partner with organizations to provide additional resources to schools visited (e.g. Kids Help Phone)

BULLYING IN CANADIAN SCHOOLS

(HOW BAD IS IT?)



**AT LEAST 1 IN
3 ADOLESCENT
STUDENTS IN
CANADA HAVE
REPORTED
BEING BULLIED
RECENTLY.**

The effects of bullying can last a lifetime.

Whether you are a victim of bullying, or you knew someone who was – there is no doubt that it has an impact on the mental wellbeing of a child. According to the Canadian Institutes of Health, at least 1 in 3 adolescent students in Canada have reported being bullied recently and 40% of Canadian workers experience bullying on a weekly basis ^[1].

With the emergence of the internet and social media, it's not only happening on the playground. Teachers, parents, and communities must provide the support that these kids need whether they know how to or not. A study done by the Canadian Red Cross showed that 89 percent said bullying and violence are serious problems in our public schools ^[2].

We must stand together and have no time for bullying, no time for stigma, and no time for the negative and let kids know that they are not alone. We must give them the tools and encouragement to overcome tough times, be proud of who they are, and reach their full potential.

<http://www.cihr-irsc.gc.ca> ^[1]
<http://www.redcross.ca/> ^[2]

“THE “NO TIME FOR THAT” PRESENTATION RESONATED IN THE MINDS AND HEARTS OF OUR STUDENTS...

Through personal vignettes along with her music and kind heart, she explains that we all need to stand up against unkind acts. We need to embrace and reassure our self that we are good so that we can develop and maintain a healthy sense of identity. She also explores ways that she combated anxiety, depression and other barriers to personal acceptance. You need to make time for “No Time for That” anti-bullying presentation by Elsie!”

Kevin Veinot, Principal

OUR PRESENTATION

FT. ELSIE MORDEN

The “No Time for That” Virtual Tour presentation with Elsie Morden is a professional, full production 30 minute presentation about bullying prevention, mental health awareness, and youth empowerment that includes speaking and live music.

Educational materials and activities are provided to staff and students.

Elsie shares her own personal stories and experiences and performs songs that she has written.

After the presentation, students are able to meet and talk with Elsie during a live 15 minute virtual Q&A session.

All students and staff have access to resources from Kids Help Phone.

In addition to school visits we also do community events for all ages including parents and the public!

The presentation is always free of charge.

“WE ARE ALL GOING TO HAVE SOME REALLY BAD DAYS, BUT WE ARE ALSO GOING TO HAVE SOME REALLY GOOD DAYS, AND THOSE GOOD DAYS ARE THE DAYS WORTH FIGHTING FOR.”

- ELSIE MORDEN



MERCHANDISE

We're happy to announce the launch of our new "Never Give Up" line of merchandise designed by Elsie Morden, featuring a signature tee, socks, handmade pewter keychains, bracelets, and necklaces made by Amos Pewter, wristbands, and guitar picks. All proceeds from the sale of merchandise go towards funding school visits across the country.

To see our full catalogue of NTFT merchandise visit: www.NTFT.ca/store





**THINKING OF SUPPORTING
OUR VIRTUAL TOUR?**

REACH OUT

EMAIL: [INFO@NTFT.CA](mailto:info@ntft.ca)



@ntftcanada

Thank you for your
consideration.

