



VISION

To create a world where everyone's child makes it home safely.

One where every parent has the peace of mind knowing their child has the confidence and the wisdom to make the right choices.

Make it Home: Someone who loves you is waiting for you. You are loved.

VALUES

Perseverance | Community Connection | Courage | Authenticity | Wholeheartedness

Since losing my daughter Layla on May 5, 2024, my mission has been clear and unwavering: to honor her life by helping others make it home. I am writing to you not only as a mother, but as someone who has lived through a tragedy that I hope no other family ever has to face. A series of preventable choices, including underage drinking, reckless driving and peer pressure, took her life far too soon.

Through raw storytelling, community connection, and honest conversations about choices, I have built the **Love for Layla – Make It Home** movement to protect youth, support families, and inspire safer decision-making.

I'm reaching out today to offer myself, my voice, and our movement to your community. Whether by welcoming me to speak at your location or simply helping to share the Make It Home message, my hope is always the same: that Layla's story touches someone who needs it, and that together, we help more people make it home to the ones who love them.

What began from grief has grown into a powerful, expanding effort to save lives, one story, one pledge, one classroom, and one conversation at a time. The list below reflects the work I've carried forward in Layla's memory as the movement continues to grow.

- I've shared Layla's story with thousands of youths across New Brunswick, speaking at school assemblies, youth conferences, classrooms, and community events.
- Delivered keynote speeches for large youth gatherings, educators, community audiences, and special events.
- Presented to youth at Woodstock First Nations with MADD
- Attended the MADD Canada National Conference and participated in the National Candlelight Vigil, honoring Layla and standing alongside other families who lost loved ones to impaired driving.
- Created the Make It Home Teen Driving Contract, now used by families around the Maritimes.
- Created the Make It Home Pledge, collecting hundreds of pledges from teens, families, and community members.
- Produced a full suite of campaign materials including posters, yard signs, decals, toques, hoodies, banners, and presentations.
- Spoken to adult groups navigating alcohol use, parenting challenges, grief, and community responsibility, using empathy rather than judgment.

- Connected with business sponsors, donors, and community organizations.
- Built a website (www.loveforlayla.ca), featuring:
 - Teen Voices & Real Choices stories
 - The Make It Home Pledge
 - School & community resources
 - A Speaker's Bureau
 - Partnerships and ways to get involved

The sessions I have created are delivered based on a deep personal experience in which I provide my experience on:

- The impact of teen decision-making
- Peer pressure and responsibility
- Alcohol-related risks and safe driving
- How adults and parents can do better for their children
- How communities can work together to prevent tragedy

I continue to share Layla's story by creating memorials, attending community events, and designing meaningful ways to keep her message alive, like the Fredericton Santa Claus Parade Make It Home float, complete with branded visuals, banners, and friends/family members who walked with me, sharing our resources, helping me carry her love through the streets of Fredericton.

With gratitude,

Becky Arseneault, Layla's Mom



Love for ♥ Layla

Fredericton, New Brunswick, Canada

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