



Global Development Foundation

Anti-Drug Awareness & Support Campaign

American & Global Armenian Diaspora

Together We can End the Silence

Community-driven prevention. Compassionate support. Measurable impact.

gdfcare.org | info@gdfcare.org | +1 (818) 770-2323



Why this matters

Behind every drug-related harm is a person we love: a child, a sibling, a friend.

- Prevention works best when it starts early and stays consistent.
- Stigma and silence delay help - and increase risk.
- Families need practical tools, not judgment.
- Communities need a trusted path to professional support.

**A single conversation can change a trajectory.
Asking for help is strength.**



Our mission

Reduce drug-related harm by combining prevention, education, and access to help - across Armenia and the diaspora.



Prevention first

- Bilingual public messaging
- Youth-focused stories
- Myth-busting content
- Positive role models



Skills for life

- School & youth sessions
- Refusal and coping skills
- Peer leadership programs
- Teacher/coach toolkits



A clear path to help

- Confidential guidance
- Referral to specialists
- Family support resources
- Follow-up and navigation

How we reduce the problem

We combine proven prevention principles with culturally Armenian, community-led delivery.

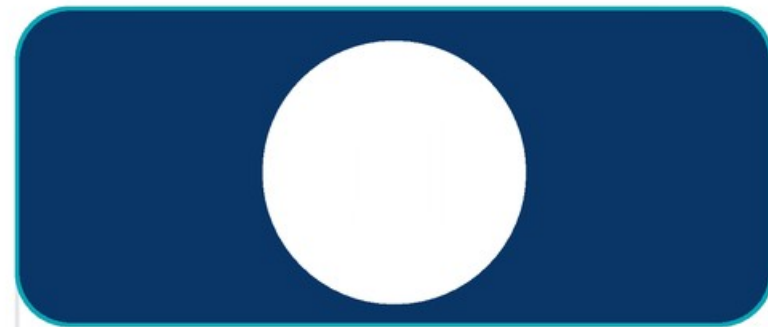


What this looks like in practice:

- A sustained media campaign that speaks to youth and parents without fear-based messaging.
- School and youth-center sessions focused on skills, identity, resilience, and healthy alternatives.
- Parent education that replaces shame with action: how to notice early signs and where to turn.
- A trusted navigation pathway so families can reach qualified specialists faster.

Program pillars

A single campaign - delivered through four coordinated work streams.



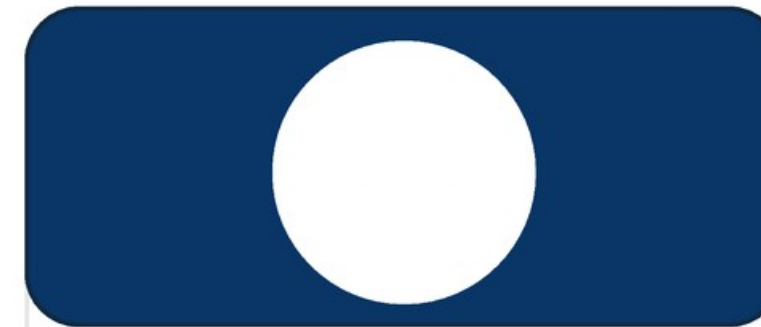
Public Awareness

TV, digital, and community storytelling that builds protective norms.



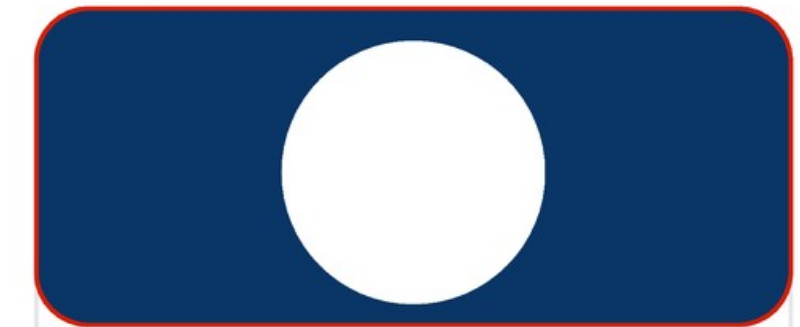
Youth Education

Skills-based sessions in schools and youth organizations.



Family Support

Parent toolkits and workshops: what to say, what to do, where to go.



Help Pathways

Confidential navigation to qualified specialists and local services.

Pillar 1 - Public Awareness & Storytelling

A hopeful, culturally relevant message - designed for Armenia and diaspora audiences.



- Short video PSAs for TV and social platforms (20-60 seconds)
- Radio voiceovers / podcast spots in Armenian and English
- Social media toolkit for schools, churches, and community groups
- Ambassador messages from respected public figures and local leaders
- Clear guidance: "If you or someone you love needs help, reach out"

Tone matters: no fear-mongering, no stigma. We focus on dignity, protection, and action.



Pillar 2 - Youth Skills & School Engagement

Practical, age-appropriate education that prepares young people for real-life pressure.



- Modules for ages 12-18 and 18-25 (schools, youth centers, clubs)
- Refusal skills, decision-making, coping with stress, and digital safety
- Peer leadership: youth ambassadors who promote healthy choices
- Toolkits for teachers, coaches, and youth leaders
- Healthy alternatives: sports, arts, volunteering, mentoring



We teach skills, not slogans.

Pillar 3 - Parents & Families

Equip adults with tools to respond early - without shame, panic, or silence.



- Community workshops (in-person and online) in Armenian and English
- Conversation guides: what to say, what to avoid, how to listen
- Early signs and risk factors explained in practical language
- Where to get professional help - and how to access it confidentially
- Support for families navigating recovery and reintegration

A parent who knows what to do can intervene earlier - and protect a future.



Pillar 4 - Clear Pathways to Professional Help

Awareness is not enough if families do not know where to turn next.



What we provide:

- Confidential guidance and navigation (phone and online intake)
- A vetted referral network of licensed specialists
- Clear next steps: assessment, counseling, family support, follow-up
- Partnerships with local clinics and trusted community institutions



Confidential

Respect privacy and reduce fear of reaching out.



Qualified

Refer to vetted professionals and trusted services.



Follow-through

Navigation and follow-up so help is not a dead end.

Armenia + Diaspora: one network

A unified campaign across communities - with bilingual content and local partners.

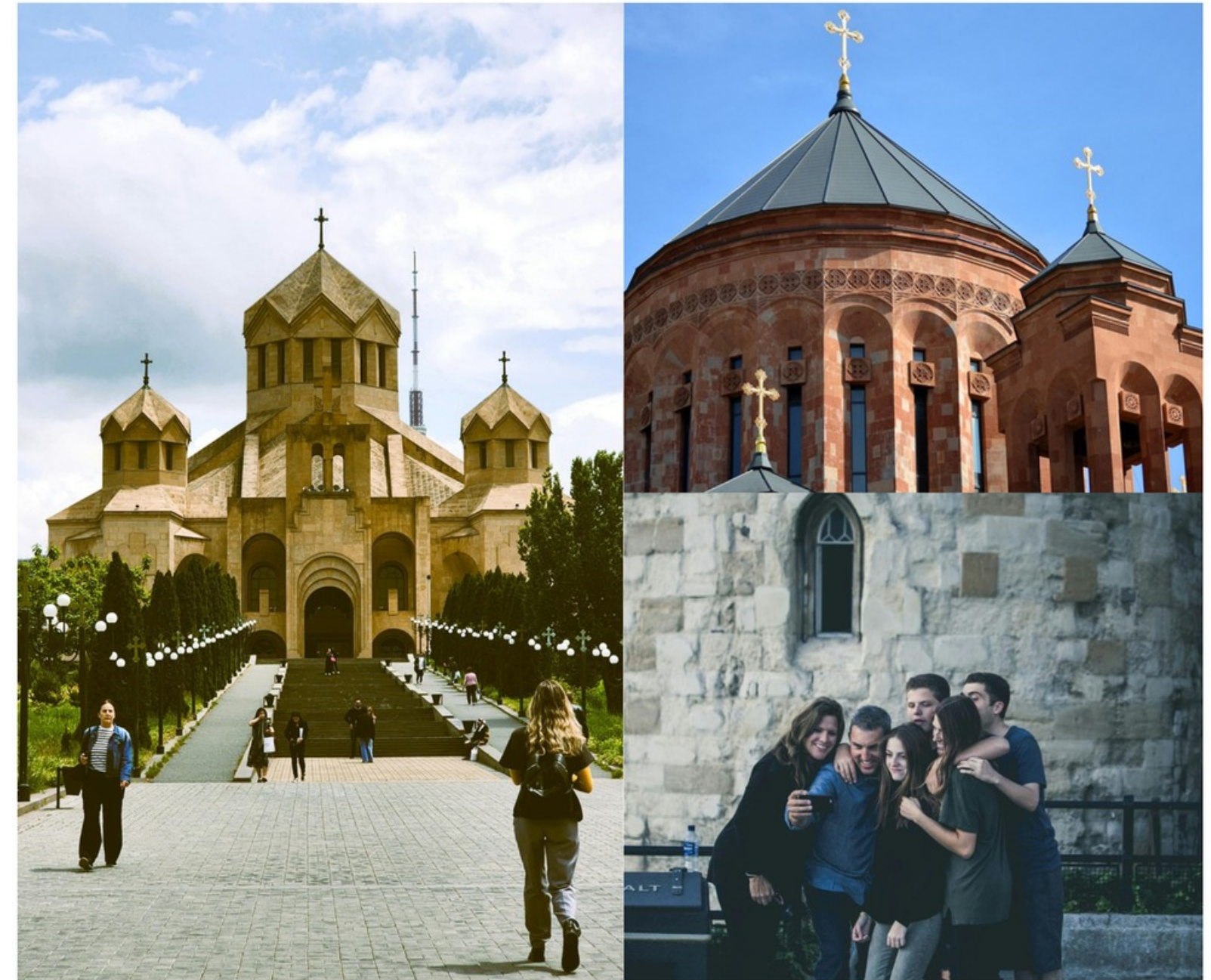


Where the campaign lives:

- Armenian TV, radio, and digital platforms
- Schools, universities, youth centers, sports clubs
- Churches and community organizations in diaspora hubs
- Social media channels with culturally Armenian storytelling

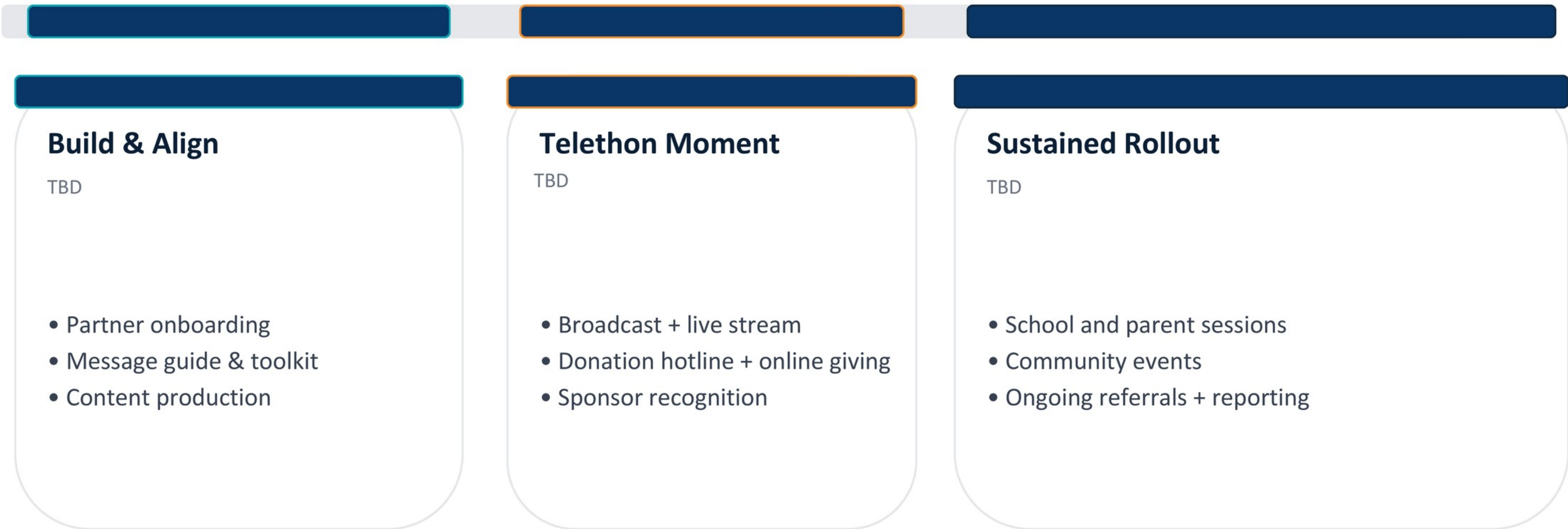
How we keep it consistent:

- Shared bilingual toolkit (Armenian + English)
- Coordinated calendar and partner briefings
- Central message guide to protect dignity and avoid stigma



Campaign timeline

A focused telethon moment (date TBD) backed by sustained prevention work before and after.



Build & Align

TBD

- Partner onboarding
- Message guide & toolkit
- Content production

Telethon Moment

TBD

- Broadcast + live stream
- Donation hotline + online giving
- Sponsor recognition

Sustained Rollout

TBD

- School and parent sessions
- Community events
- Ongoing referrals + reporting

Telethon - TBD



A unifying national and diaspora moment to fund prevention and support.

What viewers will experience:

- Short powerful stories (youth, families, recovery)
- Expert segments (prevention, mental health, practical guidance)
- Community voices from Armenia and diaspora
- Clear donation moments and sponsor spotlights
- A direct path to resources after the broadcast

Donation channels:

- Live donation hotline + online giving
- Transparent reporting and sponsor acknowledgment

How to participate: a short video message

Community voices make the campaign personal, credible, and hopeful.



Recommended structure (40-90 seconds):

- Greeting + who you are
- Why this matters to you and our community
- A clear call to action: donate / sponsor / share / seek help
- Closing: encouragement and solidarity

Technical guidance:

- Record in 16:9 (horizontal), good lighting, quiet background
- Look at the camera, speak clearly, keep it sincere
- Avoid triggering visuals or graphic descriptions

Example (short and human):

"Hello, I am [Name]. I am supporting GDF's Anti-Drug Awareness & Support Campaign.

Drugs steal health, future, and family peace - but prevention and help work.

Please join us: share this message, support the telethon in March 2026, and if you need help, reach out."

Sponsorship packages

A clear way for organizations and individuals to support the mission with visible impact.

SILVER
\$5,000

- Logo: website + social media
- 2 shout-outs during the telethon
- Certificate of appreciation

GOLD
\$10,000

- Logo on website + social media
- On-screen logo (telethon)
- 4 shout-outs during the telethon
- Certificate of appreciation

PLATINUM
\$25,000

- All Gold benefits
- Premium on-screen placement
- 6 shout-outs during the telethon
- Featured sponsor segment (optional)

DIAMOND
\$50,000

- All Platinum benefits
- Exclusive top-tier recognition
- 8 shout-outs during the telethon
- Co-branded campaign moment

Measuring impact & accountability

Sponsors and communities deserve clarity: what we did, who we reached, and what changed.



Reach & engagement

- TV and digital reach (views, impressions)
- Social engagement (shares, saves, comments)
- Website resource downloads
- Telethon donations and participation

Behavioral & service indicators

- Workshop attendance (youth + parents)
- Pre/post knowledge checks where feasible
- Requests for guidance and referrals
- Partner reporting and lessons learned

We publish a post-campaign report: activities, reach, outcomes, and financial transparency.

Join us.

Protect our youth. Support families. Build a stronger future.

Donate

- Support prevention and access to help
- Contribute during the March 2026 telethon
- Every gift matters

Sponsor

- Fund media production and education sessions
- Receive recognition and reporting
- Custom packages available

Partner

- Schools, churches, youth groups, media
- Host a session or share the toolkit
- Join the community coalition

Contact

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Telethon - TBD
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