



DAYIDADS IMPACT FOUNDATION

TOGETHER WE CAN BE MORE

About The Founders



With 25 years of friendship, Curtis and Steve have supported and watched each other evolve. Each of them share a unique but connected journey through fatherhood and a life of individual and connected experiences.

Together, they cover a broad spectrum of learned life lessons and believe that hard work, sacrifice, accountability and continuous development is what it takes to put yourself and your family first. DAY1DADS began its journey due to the absence of an engaged community for dad's.

The Problem

Men are less likely to seek or receive emotional support when experiencing challenges in life which can contribute to poor mental health.

From research and personal experiences we found an opportunity to bringing access closer to dad's.



"Approximately 4,000 Canadians take their own life each year, of those suicides; 75% are men"

- Homewood Health

"Men who are 45 to 64 years old have the country's highest rate of suicide"

- Bay Shore

"Dad's are socialized to be tough, manly and not show their struggles. Rather than being encouraged to talk about their emotions or show vulnerability."

- Curtis Alexander, Co-Founder, DAY1DADS

The Solution



Hey Dad Care Card

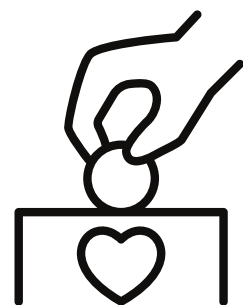
Hey Dad care card is an engaged wallet size card that connects services to dad's. The Card allows new or existing dad's to seamlessly access a network of trained professionals, providing a convenient, accessible and a unique way to get the help they need.



TRY IT OUT, SCAN HERE



Our Impact Plan



DAY1DADS Impact Foundation is a non-profit organization that aims to change the "stigma" of men's mental health and provide support and a community of like-minded men who are dad's or about to become fathers. Through fundraising events and other initiatives, the foundation works to raise funds and resources that can be used to support our Care Card services that promote mental wellness for dad's. DAY1DADS Impact Foundation is playing an important role in addressing the mental health needs of dad's and helping to create a more supportive and inclusive world for fathers.



DAY1DADS is a brand that uses apparel to create its brand identity. We design and sell clothing items such as t-shirts, hats, and accessories that feature our unique logo, fostering a sense of community among our supporters, instantly recognizable and closely associated with our values. All profits are donated to DAY1DADS Impact Foundation.



Impact Ambassadors



Our **ambassadors** are community leaders joining our impact mission to bring services, supports and funds to mens mental health services/organizations and communities in need.

Leveraging their personal experiences, life learnings and desire to do more for our Community, Impact Ambassadors play a vital role in expanding our networks within their communities.

Together, we're pushing forward to solutions based on the beliefs that hard work, sacrifice, accountability and continuous self development is what it takes to put yourself and your Family First.



2024 Initiative

Our efforts have made a difference and gaining momentum with men in our community through initiatives.

2024: Provide Access to Fathers

When Phase 2 on-boarding has achieved an acceptable level of support access, resources and impact partners for our Care Cards, The focus will shift to making access to fathers simple.

Hey Dad Care Card

- Increase Distribution: Expand Hey Dad Care Card distribution to more retailers, optimize online request channels and get them directly in the hands of dads
- Connected Services: Collaborate with organizations to offer access to Hey Dad Care Card services for fathers in need.



Fundraising Initiatives

Charity Golf Tournament 2021

Over \$20,000 raised & donated to Wood's Homes.

Charity Golf Tournament 2022 - [Recap Video](#)

Over \$25,000 raised in support of Wood's Homes & DAY1DADS Impact Foundation.

"School is Cool" Fundraiser 2022

Over \$10,000 raised to support families with back to school expenses

Charity Golf Tournament 2023 - [Recap Video](#)

June 15th, 2023 @ Cottonwood Golf & Country Club

Sold out 36 teams in 3 weeks with 40 volunteers

Over **\$30,000** raised in support of Wood's Homes &

DAY1DADS Impact Foundation



Wear With Care

All proceeds from the sale of apparel go back into D1D

When you wear the D1D badge or D1D Kids you're investing in the development of our Hey Dad Care Card & Impact Partnerships.



Impact Recycling

D1D Impact Foundation has created a program called social rewards. This impact initiative will work with our community partners to create an easy way them to donate their recyclables. We will continue to work with other partners to unlock the potential of the greater community at large.



DAYIDADS IMPACT FOUNDATION

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SKIPTHEDEPOT
DOOR-TO-DOOR BOTTLE COLLECTION

Impact Partners

With collaboration at the core of our impact strategy, we want to offer our support to other community impact partners both large and small; together we can do more!



WOOD'S HOMES
WORKING FOR CHILDREN'S MENTAL HEALTH
SINCE 1914

A handwritten signature in black ink that reads "Justin Hogan".



Contact Us

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 **@day1dads**

