

INTERNATIONAL DAY OF HOPE

JULY 12 | MARCHING GUIDELINES



MARCHING FOR HOPE, UNITED IN ACTION

THE CRISIS DEMANDS ACTION:

- In the US, Suicide is the 2nd leading cause of death for youth ages 10–24 in the U.S.
- 42% of high school students report feeling persistently hopeless.
- Over 108,000 overdose deaths were recorded in the U.S. in 2021.
- Globally, 14% of 10–19-year-olds live with a diagnosed mental health disorder.
- Suicide is the 4th leading cause of death among teens worldwide.
- 90% of youth in low-income countries receive no mental health care.

These numbers are more than statistics — they are a call to action. We cannot wait. We must rise.

GUIDING PRINCIPLES FOR MARCHES

- ✓ Stay peaceful and respectful
- ✓ Focus on what we want to build, not what we want to tear down
- ✓ Create uplifting, visionary, and creative signage
- ✓ Include people from all walks of life
- ✓ Keep the message of Hope front and center

WHY WE MARCH?

We are not marching against each other — we are marching to transform our despair and hopelessness into purpose and Hope.

The world is facing a global crisis of mental health, addiction, violence, and suicide — especially among our youth. Hope is not a luxury. It is a lifeline. A science. A human right. Hope is achievable if we teach the skills.

We march to ignite a new conversation: one centered on action, vision, and unity. We march to say that despite our differences, we are united in building a better future — and we choose Hope.

This movement is bipartisan, inclusive, and forward-looking. We do not allow hate, blame, or vulgarity. We call on every marcher to channel pain into purpose and rage into results. Let's rise — not divided, but united.

This is our moment. The children are watching. Let's give them something to believe in.

Learn How to Get Involved at www.internationaldayofhope.org

MARCH SIGN THEMES & IDEAS



MENTAL HEALTH & WELL-BEING

- Mental Health for All
- Hope Is a Human Right
- Healing Begins with Us
- Let's Talk. Let's Listen. Let's Heal.
- Emotional Wellness Matters
- Shine a Light on Hope

HUMAN RIGHTS & FREEDOM FOR ALL

- Human Rights Are Not Optional
- We All Deserve Dignity
- Rights Without Exceptions
- Freedom Means Freedom for Everyone
- My Rights Shouldn't End Where Yours Begin
- Protect All Rights — For All People
- Hope Grows Where Rights Are Honored
- No One Is Free Until Everyone Is
- Human Rights = Mental Health
- Stand Up. Speak Out. Shine Hope.
- I Don't Shine If You Don't Shine

COMPASSION FOR ANIMALS & LIFE

- Kindness to All Living Beings
- Protect the Voiceless
- All Creatures, Great and Small, Deserve Care
- Compassion Is a Universal Value

EDUCATION & OPPORTUNITY

- Quality Education for Every Child
- Learning Is the Foundation of Hope
- Every Student Deserves a Chance
- Teach Hope. Fuel Dreams.
- Invest in Minds, Empower the Future

ENVIRONMENT & SHARED RESPONSIBILITY

- Protect What Sustains Us
- A Clean Future for All Generations
- Healthy Planet. Healthy People.
- Nature Is Not Partisan
- Let's Leave the World Better Than We Found It

HOUSING & HUMAN NEEDS

- Everyone Deserves a Place to Call Home
- Dignity Starts with Shelter
- A Safe Home Is a Foundation for Hope
- Build Communities, Not Barriers

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www.internationaldayofhope.org



MARCH SIGN THEMES & IDEAS



DIGNITY, RESPECT & BELONGING

- Every Life Has Value
- Respect Is the Foundation of Peace
- Lead with Kindness. Act with Respect.
- We All Belong Here
- Dignity for All — No Exceptions

SELF-WORTH, IDENTITY & HOPE

- You Are Enough
- Hope Begins Within
- Shine as You Are
- Your Life. Your Light. Your Legacy.
- I Belong, and So Do You

CHILDREN & THE FUTURE

- Let Kids Be Kids
- Raise Hope, Not Fear
- Their Future Deserves Our Best Today
- Give Children a World Worth Growing Into
- Hope Begins with Our Youth

WORK, PURPOSE & VALUE

- Every Job Deserves Respect
- Work with Purpose. Live with Hope.
- Dignity in Every Role
- Fair Work. Bright Futures.

PEACE, SAFETY & COMMUNITY

- Peace Is a Practice We All Share
- Safety Is a Right, Not a Luxury
- Strong Communities Are Built on Connection
- Together, We Create Belonging

CORE HOPE MESSAGES

- Hope for All
- Create Sparks of Hope
- Let's Shine Hope Together
- Act on Hope
- Hope Is the Seed. We Are the Gardeners.
- Together, We Rise in Hope

HEALTHCARE & HUMAN DIGNITY

- Everyone Deserves Access to Care
- Health Is Hope in Action
- Caring for Each Other Is Not Political
- Stronger Communities Start with Well-Being

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Mental Health
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Rights
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Let's Talk.
Let's Listen.
Let's Heal.

**MARCHING FOR HOPE,
UNITED IN ACTION**

SHARE YOUR OWN VISION

“What does the world you want to live in look like?”
MAKE YOUR OWN SIGN:

I MARCH FOR

MY VISION FOR
THE FUTURE:

IN MY AMERICA,
THERE IS
_____.

I BELIEVE IN
_____.

I HOPE FOR
_____.

MARCH DAY CHECKLIST

- ✓ Wear bright, uplifting colors. Yellow is often associated with Hope.
- ✓ Bring signs, cameras, and courage
- ✓ Practice your message and your intention
- ✓ Appoint speakers to share personal Hope stories
- ✓ Register your event at internationaldayofhope.org
- ✓ Use hashtags: #InternationalDayofHope #IDOH2025 #LetsShineHope #Hope



We are facing a generation at risk. Despair is not an option. Division is not a solution.
Let us march for our children. For ourselves. For our communities.
Let us march to create the world we all want to see —
one built on courage, compassion, and commitment.

Hope is measurable. Hope is teachable. Hope is action. And this is where we begin.

JOIN THE MOVEMENT. MARCH FOR HOPE. JULY 12, 2025.

Concept inspired by N'deye Thiome, Communications and Social Media Chair, Dayton United for Human Rights.