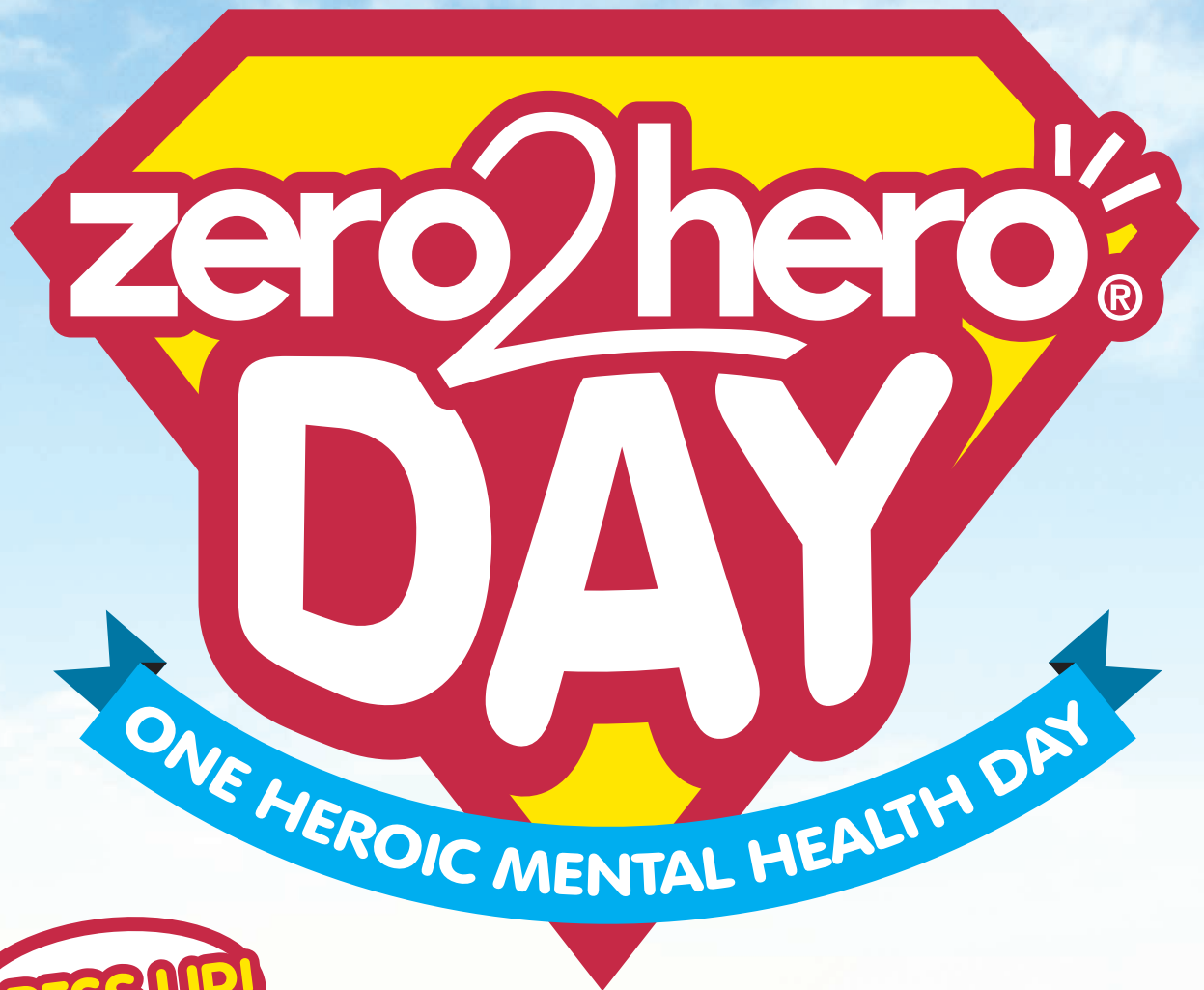


**5 SEPT 2025**



**DRESS UP!**

**STAND UP!**

**SPEAK UP!**

**INFORMATION KIT**



**Congratulations on standing up for young minds in your school!**  
**This information kit will serve as your guide on how to host an**  
**interactive, informative and successful zero2hero Day.**

zero2hero is a youth charity dedicated to increasing the understanding of mental health issues among young people. In 2021-2022, we educated and empowered more than 30,000 students throughout 248 schools across WA with our mental health based school programs.

All funds raised on zero2hero Day will go towards zero2hero's school mental health programs and youth leaderships camps. Both these initiatives aim to unleash the heroes of today, to become the leaders of tomorrow in the campaign to promote good mental health throughout their communities.

Provided in this information kit is everything you will need to plan and promote your zero2hero Day, including mental health fact sheets, fundraising ideas and internal and external communication suggestions to ensure your day is as successful as possible.

Please know the zero2hero team may visit your school on the day to hand out prizes and interact with your students, potentially accompanied by a photographer. A photo and video consent form is attached for parents to sign in case any visuals are used for marketing purposes such as on our social media or in external promotional documents.

Thank you for registering for zero2hero Day. We can't wait to have you dress up, stand up and speak up for youth mental health!

Kind regards,  
**zero2hero Schools Team**

If you have any questions, please contact us;  
**[schools@zero2hero.com.au](mailto:schools@zero2hero.com.au)**

Or visit our website **[www.zero2hero.com.au](http://www.zero2hero.com.au)**



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# Who is zero2hero?

We are a WA based youth mental health charity that is dedicated to improving the mental health and wellbeing of young people and preventing suicide in Australia.

Our vision is to empower young people to positively manage their own mental health and wellbeing, and support others.

We deliver engaging school programs and host youth camps, emphasising the importance of prevention and early intervention in the mental health space.

Each year we educate, engage and empower thousands of young people, to unleash the heroes of today, to become the leaders of tomorrow!

## What we do:



...young people about mental health, mental illness and suicide.



...young people in open conversations to eliminate the stigma surrounding mental illness and suicide.



...young leaders to become mental health heroes.





# What Is zero2hero Day?

On **SEPT 5TH 2025**, we are inviting your school to take part in zero2hero Day to help to reduce the stigma associated with mental illness.

This annual event encourages students to **dress up** as their favourite superhero or somebody that inspires them, **stand up** for their own mental health and encourage their peers to do the same in a safe environment, and **speak up** when support is needed.

We encourage teachers to incorporate mental health focused activities and fundraisers on the day, to allow students to become comfortable with talking about mental health.

All funds raised on zero2hero Day will go towards supporting zero2hero's schools programs and mental health leadership camps. Our Schools team will also visit some participating schools on the day, to hand out special prizes for the best dressed superhero!

“zero2hero Day is our first ever schools program that we launched in 2012. The event was designed to start a conversation about mental health in a way that would be fun and engaging for students. We wanted to create an interactive way to prove to our youth that we can all be mental health heroes in our communities.”

Ashlee Harrison, CEO, zero2hero





# How To Dress Like A Hero!

**We encourage students to dress up, stand up and speak up by coming to school as their favourite superhero. Remember a superhero can be anybody or anything who inspires them!**

They may want to go all out in dressing like their favourite superhero from a movie, or maybe dressing up isn't for them.

That's okay! We encourage students to choose what they're comfortable with, because at the end of the day it's not the costume that's important, it's the conversation.

Here are some ideas you can suggest to students who are interested in dressing up;

- A nurse, firefighter, soldier or police person.
- A cape and a mask
- Their fave socks that make them feel super
- Their favourite sports team
- Superhero face paint
- Their favourite movie character
- Dress as someone influential in their life (a grandparent, for example)
- A crazy, colourful hair-do



# FAQs

Here are some of the most frequently asked...

## **Where does the money for zero2hero Day go?**

All funds raised on zero2hero Day go towards supporting our school programs and our mental health leadership camps.

## **Do we need to dress up?**

No. It is not compulsory to dress up for zero2hero day. The option of dress up or free dress is entirely up to the school/student. It is only one component of our mental health awareness vision.

## **Will zero2hero Day interrupt the school curriculum?**

Typically, all the fundraising events for zero2hero day occur during the students recess and lunch times. However, the school may decide to use some curriculum time for mental health education.

## **What does 'Dress up, Stand up, Speak up,' mean?**

'DRESS UP' encourages young people to consider who their heroes are and spend a day outside of their comfort zone in costume.

'STAND UP' gives students the opportunity to stand up against the stigma that exists around mental illness and put an end to bullying.

'SPEAK UP' highlights the importance of reaching out for help if a young person or someone they know needs it. We also promote the mental health services that are available for students to speak up to.

## **Who should plan zero2hero Day in our school?**

We suggest both teachers and students having a say in planning your zero2hero Day. We find that the more student involvement there is in the planning, the greater the success this program has in your school.





# Mental Health Statistics

The mental health of our youth in Australia is in a critical situation, as you can see from the statistics below.

You can incorporate the following information into your lessons as conversations starters on zero2hero Day, to start educating your students about mental health.

Each year zero2hero impacts  
**thousands of young people**  
and trains hundreds of mental health  
ambassadors in suicide first aid



**One in four**  
children in Australia  
were assessed as having  
a mental disorder in  
the previous year

**75%**  
of mental illness  
is formed before  
the **age of 25**



Adolescents are more  
likely to **talk to their**  
**friends** when they  
are struggling



**Suicide is the leading**  
**cause** of death for  
Australians under  
the age of 44

**45%**



**of Australians**  
will experience a  
mental illness in  
their lifetime

# Get support

Kids Helpline is a free, confidential 24/7 online and phone counselling service for young people aged 5 to 25. Qualified counsellors at Kids Helpline are available via WebChat, phone or email anytime and for any reason.

What happens when you call Kids Helpline?

- You'll receive professional support from someone outside the situation.
- No question or problem is too big or too small.
- Evidence-based counselling from qualified experienced counsellors.
- Strategies tailored to suit your needs.
- Referrals to other services if needed.
- Support in a crisis plus ongoing counselling
- Support with issues online such as cyberbullying



kidshelpline  
Anytime Any Reason



Lifeline is a national charity providing all Australians experiencing a personal crisis with access to 24 hour crisis support and suicide prevention services.

Somewhere in Australia there is a new call to Lifeline every minute. People call Lifeline's 24 hour crisis line 13 11 14 about:

- Suicidal thoughts or attempts
- Personal crisis
- Anxiety
- Depression
- Loneliness
- Abuse and trauma

**IF LIFE IS IN DANGER CALL 000**

Headspace is the National Youth Mental Health Foundation. They help young people who are going through a tough time.

Looking for someone to talk to? If you're 12-25, you can get health advice, support and information from headspace. With more than 70 centres around Australia, headspace can help you with:

- General health
- Mental health and counselling
- Education, employment and other services
- Alcohol and other drug services.



Youth Focus is an independent West Australian not-for-profit working to stop youth suicide.

Youth Focus works with young people aged 12-25 to help them overcome issues associated with depression, anxiety, self-harm and suicidal thoughts through the provision of free, unlimited and professional face-to-face individual and family counselling and other mental health services.

If you are a young person seeking support or if you know of someone who may need some help please call Youth Focus on 6266 4333.

# Plan Your zero2hero Day

1

**IMMEDIATE:**  
Ensure your school  
is registered via  
our website



2

## **JULY:**

Meet with the organising  
team to plan out what  
you'd like to do on your  
school's zero2hero Day.



3

## **AUGUST:**

Now's the time to send out  
external documents, such as  
the community speaker  
letter and the parent letter  
and photo consent form.

Start the conversation  
with your students about  
zero2hero Day, and display  
the poster in your classroom  
and around the school.



4

## **LATE AUGUST:**

We're a few weeks away  
from zero2hero Day!  
You can use your mental  
health fact sheet and  
statistics as conversation  
starters in class to get your  
students feeling comfortable  
talking about mental health.



5

## **1 WEEK OUT:**

One week away! Let's get  
to work ensuring details for  
your fundraising initiatives  
are confirmed, parents have  
received reminders, consent  
forms have been collected  
and you've touched base with  
your community speakers.



6

## **3 DAYS BEFORE:**

Last few details! Arrange for PA  
announcements to be scheduled,  
print out your activity books and  
remind students in class. Don't forget  
to organise your own superhero  
costume for the day! Adults are  
welcome to dress up too!



7

**ZERO2HERO DAY**  
SEPT 5 2025



8

## **DAY AFTER:**

We hope you had a fun and  
successful zero2hero Day!  
Please send your donations to the  
zero2hero team. Your support will  
allow us to continue empowering  
young people to take control  
of their mental health.





# zero2hero Day Runsheet

Below is a suggestion of how your zero2hero Day could look based on what schools in WA have done in the past. You can tailor your day for your school, create your own events and make your zero2hero Day as unique as possible!

## Morning of zero2hero Day:

- Collect gold coin donation from students
- Mental Health Assembly with community speakers
- School parade to show off all the awesome dress ups

## Recess/Lunch:

- Bake sale
- Sausage sizzle
- DJ and dance party
- Mental health awareness games
- Dunk the teacher
- Bouncy castle
- Teacher and student competitions
- DIY craft
- Raffles
- Photo wall

## During Class:

- Use activities included in the Student Activity Book to engage your students in mental-health focused conversation

## End of Day

- Give out prizes for best dressed
- Announce total amount raised over PA

## Other ideas:

- Mental health day breakfast
- SLAM poetry competition
- Photo booth with superhero themed props.
- Information stalls
- Student entertainment i.e., band/choir etc



# PA Announcements

## 1 WEEK PRIOR:

"Hello everyone. Just a quick reminder that next Friday is zero2hero Day. Make sure you remember your gold coin donation and to dress up as a hero for youth mental health!"

## 1 DAY PRIOR:

"Hello everyone. Reminding you that tomorrow is zero2hero Day. Remember to bring a gold coin donation! Looking forward to seeing all the heroes tomorrow ready to dress up, stand up and speak up for youth mental health!"

## MORNING OF ZERO2HERO DAY:

"Good morning everyone. It is fantastic to see all the heroes at school today! Today is a big day and we have lots of events coming up such as \_\_\_\_ (enter activities) \_\_\_\_\_. Hope everyone has a great day and everyone here at \_\_\_\_ (school) \_\_\_\_ is so proud of you for dressing up, standing up and speaking up about youth mental health!"

## BEFORE END OF DAY:

"Good afternoon heroes. We hope you have enjoyed learning about mental health today. Today we all raised \_\_\_\_ (enter fundraising amount) \_\_\_\_\_ for youth mental health! Remember you don't have to dress up to be a hero and we encourage you to keep having conversations about mental health with your loved ones after today. Have a great weekend!"



# Donation Payment Form

Thank you for participating in zero2hero Day. Your donation will provide much needed support for our youth mental health and suicide prevention programs.

There are 3 ways you can make a donation;

## EFT:

Bank Account Details:

**Bank Name: National Australia Bank**

**Account Holder: zero2hero Inc**

**BSB: 086-006**

**Account Number: 788498229**

## CHEQUE:

Please make your cheque out to:

**zero2hero Inc**

**96 Outram Street**

**West Perth**

**WA 6005**

## CREDIT CARD:

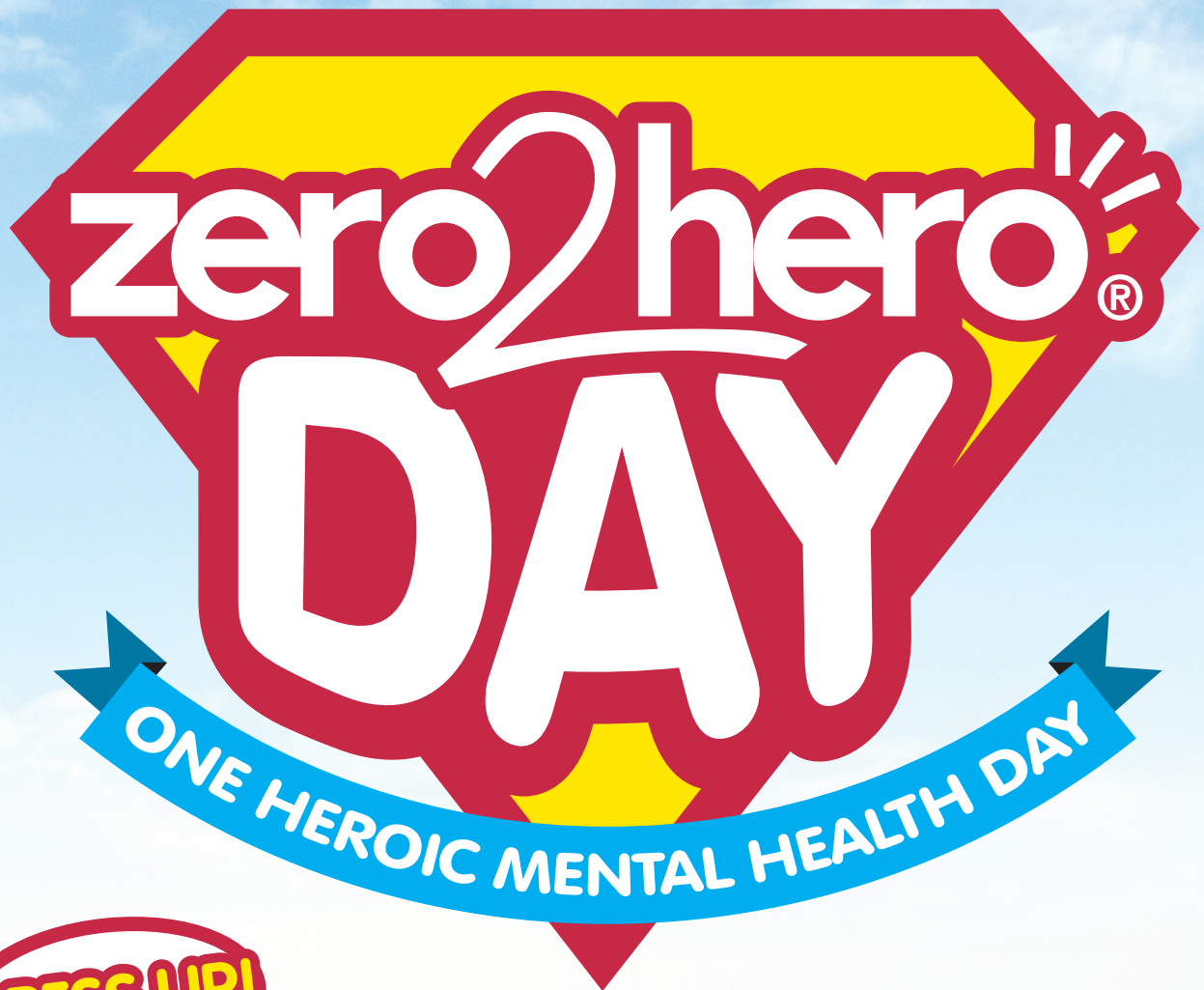
If you would like to make a payment using a credit card, please click the "donate" button at the bottom of the homepage on our website [www.zero2hero.com.au](http://www.zero2hero.com.au)

A big thank you from the zero2hero team! We look forward to working with your school again in the future!





**5 SEPT 2025**



**DRESS UP!**

**STAND UP!**

**SPEAK UP!**



**SUPPORTING YOUTH MENTAL HEALTH  
& SUICIDE PREVENTION PROGRAMS**

Dear Parent/Guardian,

On **Friday Sept 5 2025**, our school is taking part in zero2hero Day, a mental health awareness day. This annual event encourages students to **dress up, stand up and speak up** for youth mental health - dress up as their favourite superhero or somebody that inspires them, stand up for their own mental health and encourage their peers to do the same in a safe environment, and speak up when support is needed.

**WHAT:** ZERO2HERO DAY

**WHEN:** FRIDAY 5TH SEPTEMBER

**TO DO:** Encourage your child to dress up, stand up and speak up by coming to school as a superhero. Remember a superhero can be ANYBODY who inspires them.

Here are some dress up ideas;

- A nurse, firefighter, soldier or police person.
- A cape and a mask
- Their fave socks that make them feel super
- Their favourite sports team
- Superhero face paint
- Their favourite movie character
- Dress as someone influential in their life (a grandparent, for example)
- A crazy, colourful hair-do

We recognise mental health as being an important conversation to have with our youth. Every week in Western Australia, a person under the age of 18 suicides. With stigma often suppressing open discussion of mental health issues for young people, we want to take part in zero2hero Day to encourage the discussion of these issues in an open and safe environment.

zero2hero is a WA based youth mental health charity that is dedicated to improving the mental health and wellbeing of young people and preventing suicide in Australia. Each year they educate, engage and empower thousands of young people, to unleash the heroes of today, to become the leaders of tomorrow.

We ask that your child brings with them a gold coin donation which will go towards supporting zero2hero's mental health programs. Please also sign and return the following photo/video consent form.

We respect the role of parents/guardians as the primary educators of their own children, particularly on topics that may be deemed sensitive. We trust that with careful preparation, open dialogue, and age-appropriate teaching – we can assist parents/guardians in educating their children to make healthy and safe choices as early adolescents.

Parents/guardians with questions or concerns are encouraged to contact the classroom teacher or school admin team.

Thank you for supporting zero2hero Day!

Signed: \_\_\_\_\_



Dear \_\_\_\_\_

Have you, or someone close to you, experienced a mental health issue? If you'd like to share your story and inspire the students at {ENTER SCHOOL} \_\_\_\_\_ we'd love for you to join us on zero2hero Day as a community speaker.

On Sept 5 2025, we will be hosting zero2hero Day, a mental health awareness day. This annual event encourages students to dress up, stand up and speak up for youth mental health - dress up as their favourite superhero or somebody that inspires them, stand up for their own mental health and encourage their peers to do the same in a safe environment, and speak up when support is needed.

By sharing your story, we hope to create a community where addressing mental illness is normal and our youth feel empowered to effectively deal with mental health issues.

Getting real stories into the community will help to raise the awareness of mental health issues amongst youth and eliminate the stigma surrounding mental illness. It'll also show our students that anyone can be a hero!

We are very excited to be a part of the day and we believe that with your help, together we can make a difference. If you are interested in sharing your story, being an inspirational speaker, or require further information, please do not hesitate to contact us.

Thank you for your time, we hope to hear your story soon.

Kind Regards,

{INSERT NAME} \_\_\_\_\_

{INSERT SCHOOL LOGO}







## STUDENT PHOTO/VIDEO CONSENT FORM

I, \_\_\_\_\_ (NAME), of  
\_\_\_\_\_ (ADDRESS)  
in my capacity as parent/guardian' of \_\_\_\_\_ (STUDENT NAME)  
hereby:

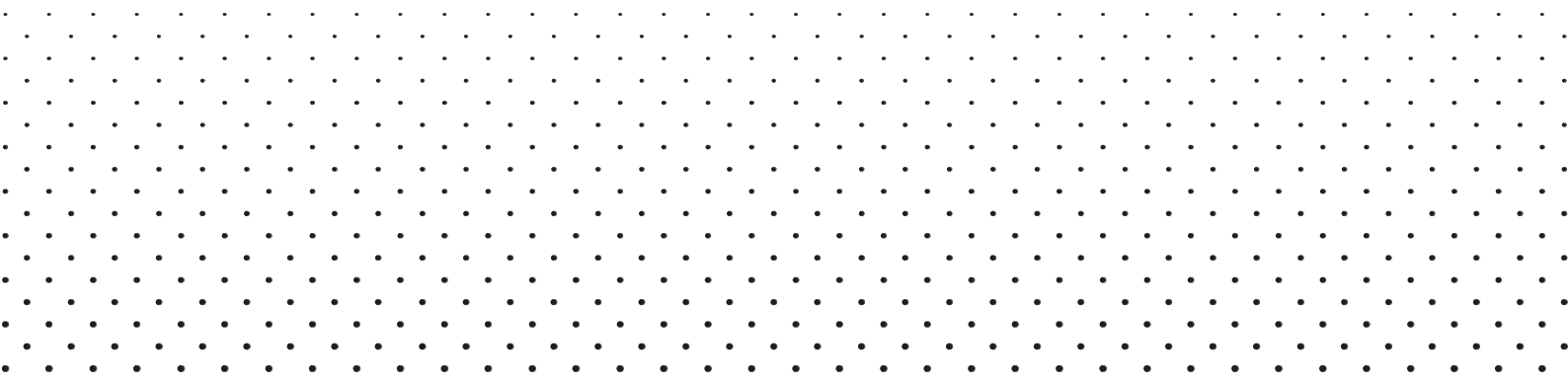
- 1) give permission for my child to be photographed as an individual or together with other persons by representative of zero2hero® (by still or video camera).
- 2) give permission for such photographs to be used by zero2hero® for promotional use, specifically:
  - i. promotional materials including signs, posters and otherwise, for external publication in the print or electronic media.
  - ii. collation in a promotional video for external publication in the print or electronic media to promote future events such as those held at other schools.
  - iii. social media promotions.

PARENT/GUARDIAN SIGNATURE:

\_\_\_\_\_

DATE:

\_\_\_\_\_





[www.zero2hero.com.au](http://www.zero2hero.com.au)