

Jer's Vision & The International Day of Pink present:

Day of Pink Guidebook 2012



Need help with
your Day of
Pink?

Contact us at:
DAYOFPINK.ORG



The International Day of Pink is a great opportunity to help raise awareness and show your support of diversity. It's an annual celebration of our differences and everyone's invited!

The international Day of Pink is a day of Action, born with a youth in a high school in Nova Scotia who was bullied because of his sexual orientation & wearing a pink shirt to school.

Fellow students who saw the incident intervened, but wanted to do more; so, they purchased pink shirts. Two weeks after the incident, hundreds of students came to school wearing pink to show support for diversity and stop bullying, discrimination, homophobia & transphobia.

Following the incident, Jer's Vision partnered with the students who started this day of action, and now share it with you, and the millions of people who will wear pink April 11, 2012.

Jer's Vision: Canada's Youth Diversity Initiative (the organization behind the International Day of Pink) works to stop bullying, discrimination, homophobia & transphobia in schools and communities in Canada, and abroad. Through workshops, presentations, conferences, and by supporting youth initiatives, we engage youth in celebrating diversity.

Our organization uses a model that is Youth Led; looks at concepts such as diversity Inclusively & Intersectionally; works to Customize Programming for communities; and seeks to Engage Everyone in a dialogue of diversity.

3 Easy Steps

1. Wear PINK!

Wear PINK on April 11, 2012, and get everyone you know to! Tell your friends, family, co-workers, people at school, and local politicians to join!

2. Get help!

Take advantage of our FREE resources (posters, stickers...), as well as our Day of Pink toolkit & Day of Pink shirts, that you can order online at DayOfPink.org

3. GIVE Back

Help the running FUNdraisers and donating to the International Day of Pink,. Your donation helps us grow and helps you!!



About the Day of Pink

How it all got started

In the Fall of 2007, a student in a Nova Scotia high school was being bullied for wearing a pink shirt, and being openly gay.

Two students saw the incident and intervened, but felt that it was not enough. So after some thought, they got every student in their school to wear pink 2 weeks later, as a way to say that: 'bullying stops with me; anyone can be bullied, but if we all stand together we can make it stop'.

Jer's Vision, the organization behind the International Day of Pink

Following the first Day of Pink, the Jer's Vision Youth Advisory Committee networked with students in Nova Scotia to internationalize the initiative. Today we manage the International Day of Pink and support over 7.2 million participants world wide.

Jer's Vision, Canada's national anti-bullying organization, works with schools and youth communities across Canada to stop bullying, homophobia, transphobia and

Order supplies & Shirts Now!

The International Day of Pink website:

DayOfPink.org is proud to offer your free resources (posters, stickers, guidebooks, and more) that you can download for FREE.

You can also **order a Day of Pink toolkit and Day of Pink shirts** at our website by clicking on the Resources tab.

Help the Day of Pink grow!

The International Day of Pink (and Jer's Vision) are registered charities, that rely on your support to make our work possible!

If you are organizing a bake sale, FUNdraiser or other activities for your Day of Pink, consider donating a portion of your proceeds back to the International Day of Pink. Your support will go directly to helping the Day of Pink grow, and running anti-bullying programs in schools and youth communities. Donate online at: JersVision.org or DayOfPink.org, or by contacting us (Info@JersVision.org).



Four Activities to Raise Awareness

Here are some of our favourite activities to raise visibility around Day of Pink. Be seen and heard supporting diversity.

Dress up your teacher, principal or boss

What better way to celebrate Day of Pink than by getting someone else involved? Especially if it means that your boss will finally wear that neon pink feather boa you've always wanted them to. Be sure to explain all about Day of Pink to anyone who asks about the crazy outfit.

Tie-Dye or Decorate your Day of Pink Shirt

If you want to look your sharpest on day of pink, why not throw a tie-dye party the night before? You can tie-dye anything and everything: socks, shirts, ties, blouses, scarves pants. You can also order a t-shirt to decorate LINK. Wear just one tie-dyed item or put them all together for extra pizzazz! No one will be able to overlook your Day of Pink statement.at: JersVision.org

Celebrate diversity with Art or a Flash Mob

Perform a play, paint a mural, put together an awesome karaoke night. Do whatever you love, but theme it around diversity. Being able to enjoy yourself, share your talents and raise awareness is a win-win situation for everyone. An especially interesting way to celebrate would be with the Flash mob. Check out Youtube for examples from around the world to inspire you and give you ideas for your own pink flash mob.

Day of Pink Scavenger Hunt

In the age of digital camera and high-tech phones, scavenger hunts can be more interesting and challenging than ever before and competition is fierce. There are many ways to execute a scavenger hunt, and this is just one: have teams take pictures with as many people NOT wearing pink as they can with an "I celebrate diversity" poster. The idea is to spread the message of Day of Pink to people who don't know what it is about.



Four Activities to Learn From

These are four of things to do on Day of Pink that might teach you something new, or let you teach someone else!

Read A Book

There's nothing like settling down after a long day of celebrating diversity in a soft bed with a good book. Or by having a book reading over your lunch break. At the end of this guide we have included a list of some of our personal favourite diversity-themes books, but there are millions of great books out there. Ask a friend, browse reviews online and find one just right for you.

Incorporate Diversity into your Dailiy Learning at school & work!

Ask your teacher if they can incorporate Day of Pink into their lesson for the day. At the end of the guide, we have included ways to incorporate diversity lessons into different subjects. If you're not in school, you can take a few minutes of your day and teach yourself something new. Why not use Wikipedia for something productive today?

Host a Movie Screening

Watching movies can do more than entertain—it can also inform! At the end of the guide we have included a list of our favourite diversity themed movies. Host your movie in a large room over lunch at school, or have friends over to a slumber party at night. Learn while you enjoy yourself with some great movies and don't forget—pink popcorn adds the perfect

Invite a Day of Pink Speaker

The world is full of people who have been through the harshness of discrimination. Many of them share their stories, letting others know the damage that bullying perpetuates. Inviting a speaker from your community to come into your school or work place is an amazing way to hear firsthand about the impacts of bullying and the hope that a commitment to diversity can bring.



Four Activities to Make a Difference

These are activities that help you get involved and let you have that warm fuzzy day of Pink glow you get from helping.



Write a Letter to Stop Discrimination or Start a Petition

There are discriminatory injustices going on every day and many letter-writing campaigns that you can participate in to show your support. Check Out Amnesty International's **Current Cases** or even **LGBT Specific Cases**. There are many guides to letter writing online. **Here** is one, but you can look and find one that suits you. Let your voice be heard.



Organize a Bake Sale to Raise Funds

Bake sales are fun and can serve many purposes. By baking and selling a pink cupcake you get the chance to make someone happy (cupcakes always do), inform them about Day of Pink and raise money for a good cause. Money raised from your bake sale can go to a local charity that supports diversity or to the Day of Pink itself.

Talk to a Local Politician

Contact your local MP, MPP or City Councilor and ask them to help you in supporting the Day of Pink. They can wear pink, make a donation to the Day of Pink program or put up Day of Pink posters in their office or around city hall.



Start a Pledge

Included in this guidebook is a pledge that you can sign. Pass it on to others, and have them sign it as well. Keeping true to this pledge all year long and encouraging your friends to is one of the greatest, and easiest, ways to make a difference.



How to Host Activities that Give Back

Here are some ways that you can turn your fun and amazing Day of Pink activities into fundraisers.

Collect Pledges

If your teacher, boss or principal is going to dress up, see just how much you can get them to. Collect pledges and have them promise a new pink item for agreed upon amounts of money (maybe it will cost you 50\$ for them to wear pink socks, 1000\$ for neon pink track pants and 5000\$ to dye their hair pink for a week). You can even collect pledges yourself! How much would your friends and family be willing to pay to see you with pink hair?

Sell It!

If you have a fun enough Tie-dye party or art night, then you should have some leftovers. Set up a craft stand or a Pink T-shirt booth to sell your masterpieces to those who came unprepared for day of pink, or just those who can't resist your mastery of Tie-dye.

Have tickets or Suggested Donation

If you are hosting a movie night, a book reading or a poetry slam sell tickets to attend. This can be a great way to raise money. Another option is have the event free with a suggested donation, this allows the event to remain accessible and give people the chance to donate as much or as little as possible.

Have a fee to compete

If you're offering an awesome prize or title (Such as a trophy or the title "Karaoke Queen" of your school or workplace) for your scavenger hunt/karaoke competition/any other event then you could charge an entrance fee for the people or teams who want to compete. Some of the entrance money can go to the prize (what Karaoke Queen doesn't want a sash?) and with the rest you can make a donation to a charity (why not consider the Day of Pink!)



Day of Pink Movies

(all ratings by the Ontario Film Review Board)

But I'm A Cheerleader (14A, Comedy/Satire)

When her straitlaced parents and friends suspect her of being a lesbian, a naive teenager is sent to "sexual redirection" school full of admittedly homosexual misfits, where she can learn to how to be straight.

If These Walls Could Talk 2 (Not Rated in Canada)

Three stories about lesbian couples in different eras, all at different points in their relationships. A lovely, lyrical examination of lesbian love - and indeed love and life in general - throughout three very different decades.

Milk (14A, Biopic)

The story of Harvey Milk, and his struggles as an American gay activist who fought for gay rights and became California's first openly gay elected official.

Paragraph 175 (Not Rated, Documentary)

Between 1933 and 1945, 100,000 men were arrested for homosexuality. Of them only about 4,000 survived. Today, fewer than ten of these men are known to be living. Five of them have now come forward to tell their stories for the first time in this documentary.

Beyond Gay: The Politics of Pride (Not Rated, Documentary)

Before the 30th anniversary, Vancouver's Gay Pride Parade director examines relevance of Pride celebrations internationally. He travels to places where Pride is steeped in protest to experience the powerful oppression that still exists. Pride is more than a parade, it's a giant step on the road to equality.

Fire (Not Rated, International Drama)

A tender story about two women struggling with the roles they are expected to play in the confines of their traditional Indian family. These wives, trapped in emotionally unfulfilling marriages, slowly draw closer and develop an unexpected relationship.

TIPS:

- Be sure that the movies you choose to watch are age-appropriate for the audience. If you are unsure, watch the movies before hand to see.
- Pink popcorn could add the perfect touch to a Day of Pink movie-a-thon





Day of Pink Books

The Name Jar by Yangsook Choi (Elementary)

Being the new kid in school is hard enough, but what about when nobody can pronounce your name? Having just moved from Korea, Unhei is anxious that American kids will like her. So instead of introducing herself on the first day of school, she tells the class that she will choose a name by the following week. Her new classmates are fascinated by this no-name girl and decide to help out by filling a glass jar with names for her to pick from.

Something Beautiful by Sharon Dennis Wyeth (Elementary)

This moving picture book offers a shining testament to the ability of human beings to find 'something beautiful' in even the most unlikely places.

Fly Away Home by Even Bunting (Elementary)

A small child narrates the facts of his homeless existence--sleeping sitting up, washing in the restroom, and above all, avoiding being noticed.

The Sissy Duckling by Harvry Fierstein (Elementary)

Elmer is not like the other boy ducklings. While they like to build forts, he loves to bake cakes. While they like to play baseball, he wants to put on the halftime show. Elmer is a great big sissy. But when his father is wounded by a hunter's shot, Elmer proves that the biggest sissy can also be the greatest hero.

Mr. Lincoln's Way by Patricia Polacco (Elementary)

In Patricia Polacco's new book, Mr. Lincoln's Way, a bully overcomes his prejudice when an African American principal invites him to help attract birds to the school atrium.

Infidel by Ayaan Hirsi Ali (High School)

In this profoundly affecting memoir from the internationally renowned author of *The Caged Virgin*, Ayaan Hirsi Ali tells her astonishing life story, from her traditional Muslim childhood in Somalia, Saudi Arabia, and Kenya, to her intellectual awakening and activism in the Netherlands, and her current life under armed guard in the West.

Debbi Harry Sings in French by Meagan Brothers (High School)

Johnny's had kind of a tough life so far. When he discovers Debbie Harry, the lead singer of Blondie, he not only likes her music but realizes that he kind of, sort of, wants to BE her. He'd like to be cool and tough and beautiful like her. He'd like to dress like her. He's not gay, at least he doesn't think so. So what does it mean? And what should he tell his amazing new girlfriend?

Things Fall Apart Chinua Achebe (High School)

Two intertwining stories. The first of these stories traces Okonkwo's fall from grace with the tribal world in which he lives. The second story concerns the clash of cultures and the destruction of Okonkwo's world through the arrival of aggressive, proselytizing European missionaries.

The Broken Cord by Michael Dorris (High School)

Michael Dorris' story of his adopted son Adam, born with fetal alcohol syndrome (FAS), explores the enormous scope of the disease and parallels one father's endless battle to overcome the problem.

TIPS

- Be prepared—plan to get your book ahead of time as some may take more than a day to read.
- If you are reading this book to a class, there are many lesson plans available online for the recommended books on our list
- Some of the books labeled 'High School' have mature content, as happens when dealing with matters of racism, homophobia, sexism, etc. Make sure that you are aware of the content of your book choice.
- No matter how old you are, reading a children's book can be fun and enlightening.

Need help?

Why not contact the Jer's Vision & Day of Pink Team? You can email us at: Info@Jersvision.org or call us at: 613-400-1875



Make a difference

Want to get involved in your community?

Join Jer's Vision & Day of Pink and make a difference in the lives of youth. As volunteer you will educate, engage and mentor youth in your community.

You can also make a difference by making a donation; donate online at: JersVision.org or DayOfPink.org

Keep up to date with us online:

www.jersvision.org

www.daypfpink.org



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