



Your Life Counts

11:00 AM to 2:00 PM | Live Presentation every 20 mins

Marketing for Good
Charity Trade Show

marketing4good.ca/yourlifecounts

What is Your Life Counts?

Your Life Counts works towards helping people reconnect to their reason for living and say "no" to suicide. Their global community has directly helped steady the lives of over 2,800 individuals since its founding in 2000 by Ruairaidh Butler.

What makes YLC unique?

Your Life Counts focuses on using methods of support that do not rely on prescribed medication, as they have the potential to increase the likelihood of suicidal thoughts in some cases. Instead, their support helps nurture healthy connections and communities to support those at risk of suicide through counselling and therapy.

COVID-19

Since the start of the outbreak, YLC has seen a **50% rise in suicide prevention calls**, a statistic that will continue to rise as the pandemic continues. **By donating today, you can provide help to others in the time they need it most.**



Ruairaidh Butler
YLC Founder & CEO

THEIR IMPACT

+2,800 Lives Helped

+250 Families Supported

700 Volunteers

220,000 Online Communications