

2024 Butterfly Ball



Greetings,

I appreciate you taking the time to read this as I know we are all busy with our day-to-day lives, thank you. For those of you that are unaware, my family lost our youngest daughter 8 years ago to suicide. Samantha was 15 years old at the time and had been a victim of bullying at school.

The Samantha Mason Foundation was created to work with Canadian youth, particularly those in crisis, and to help them receive the support needed to retake control of their lives and ensure positive outcomes. The Foundation also works to educate and to challenge adults and youth alike to choose empathy and action over silence, and to live their lives with purpose.

Through Sam's Foundation we support groups such as [LiveDifferent](#) in bringing support to youth all across the country, including Manitoba's northern most isolated indigenous communities; and [Toba Centre for Children & Youth](#), supporting kids who have been the victims of abuse and violent crime, helping them in their healing journey. To learn more about Samantha's story and what we do, please visit www.samanthamasonfoundation.ca.

Every year we host a gala, our Butterfly Ball, which raises funds to support mental wellness programs for Canadian Youth in crisis. Our Butterfly Ball, hosted by Ace Burpee offers laughter, tears, as well as a live auction and silent auction. We have raised over \$600,000 to date!

Our next gala is on May 2, 2024 at the RBC Convention Centre in Winnipeg. This year, we are expecting 1500 guests. Here are some recaps and keynotes from previous years. Please watch at a safe time, as vulnerable topics are discussed.

1. [2023 Recap](#) (2 min)
2. [2023 Keynote Speaker](#) - Kennedy Reilly
3. [2022 Recap](#) (2 min)
4. [2022 Keynote Speaker](#) - Brad Mason

We are building a community of likeminded people and businesses that understand the struggles of our Canadian youth, and want to make a difference. I am writing today to ask for your help and support by purchasing a table for this year's Butterfly Ball. With your help we will fund Canadian youth mental health initiatives to help ensure our kids are not battling alone.

Thanks again for your time, we're hoping you join us!

Thank You,

Brad Mason

On behalf of the Samantha Mason Foundation