



BLUE TREE PROJECT



SPREAD THE PAINT
SPREAD THE MESSAGE

RAISING AWARENESS FOR
MENTAL HEALTH

OUR PURPOSE

Blue Tree Project began as a grass roots project and has now flourished into a not-for-profit making impact.

Our mission is to help spark difficult conversations, and encourage people to speak up when battling mental health concerns.

By spreading the paint and spreading the message that "it's OK to not be OK", we can help break down the stigma that's still largely attached to mental health.

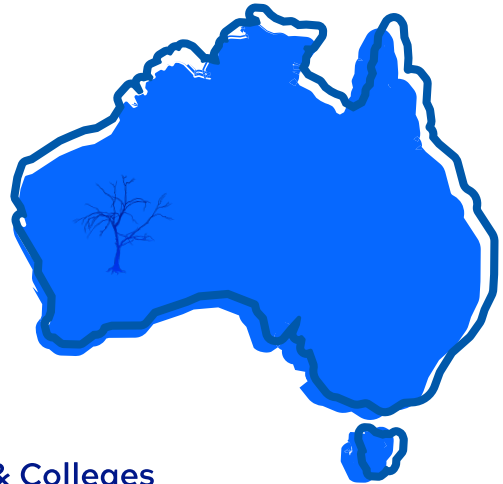


FACTS ABOUT

BLUE TREE PROJECT

300 +

trees painted as
part of our project



WHO'S INVOLVED?

- Schools, Universities & Colleges
- Health Centres
- Sporting and community groups
- Corporations
- Nursing Homes

Trees across
Australia, UK,
Europe & USA have
been given a
'blue lease on life'

2.2M

impressions on
socials

without
any paid
marketing

\$30,000

raised since Jan 2019

DID YOU KNOW?

Suicide is the leading
cause of death in
Australians aged

15 - 44

OUR GOALS

LOOKING TO THE FUTURE

BE THE CHANGE

- Become a part of the bigger picture and help kick the stigma around mental health
- Provide a hands on, visually engaging project to help start difficult conversations and create safer communities



EDUCATE THE FUTURE

- Help educate and develop mentally healthy younger generations
- Develop an education program to be implemented within schools

BE THERE FOR THOSE WHO NEED IT

- Provide community engagement activities
- Bring communities together and show people we all have our blue days & 'its OK not to be OK'



PARTNERS

Help us pave the way for mentally healthy future generations

We are looking for principal sponsors and on-going partnerships. If you are an individual or company wanting to make a difference, please get in touch.



THE STORY BEHIND

BLUE TREE PROJECT

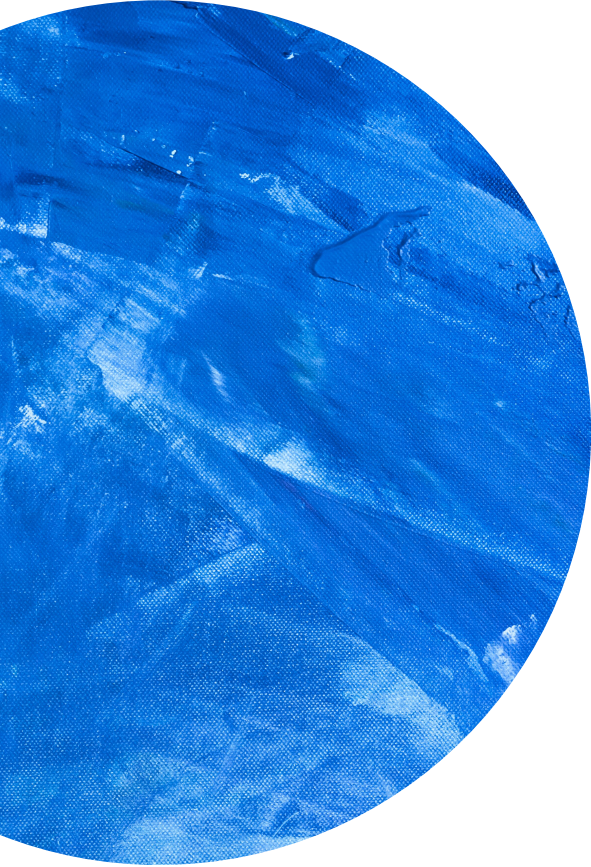
It is inspired by a story shared at Jayden Whyte's funeral, after taking his own life in November 2018. Jayden painted a tree blue on his family farm, in Mukinbudin WA, after sneaking out one night. He wondered just how long it would be before anyone noticed the deep blue tree on the horizon. This tree was painted in 2014 with a special friend out of love, mischief and friendship.

Jayden was overlooked in an overwhelmed system which is not made for today's mental health issues. He presented himself to hospital twice within one day fearing for what he might do. With this project, we not only hope to raise awareness, but also become a part of the change, and help highlight where people are being overlooked.

" We are stronger than we believe, braver than we think and loved more than we know "

"Problems can be fixed but people can't be replaced"

The blue tree once painted as a practical joke now holds a whole new meaning and acts as a beacon of hope for those struggling.



OUR SOCIALS

Explore the amazing trees painted so far by visiting our social pages below.



INSTAGRAM



FACEBOOK

CONTACT

EMAIL

bluetreeproject1@gmail.com

PHONE:

0428 744 366

Kendall Whyte

