



I've got **your** back.

Dear Friend,

Take the word “Aevidum” and sincerely look at it for a few seconds. Aevidum isn't just any ordinary word. It's a movement that was created by a teen who, after losing her friend to suicide, wanted to inspire others to be there for their friends. She wanted to inspire her peers to have each others' backs. So they spread the word around their school... then around their community... then...

Take a moment to think about Aevidum's “I've got your back” message. What does it mean to have someone's back? What does it mean to be a friend, an advocate? Aevidum is about creating a culture of kindness that permeates the classroom and hallways of your school. Aevidum is about empowerment and hope and fun. Its philosophy is present in the caring adults and inspired students who call the school home.

People often ask, “What is Aevidum?” Aevidum is empowerment. Aevidum is awareness. Aevidum is hope. Aevidum is being there when *no one* else is. Aevidum is being there when *everyone* is. Aevidum is youth. Aevidum is a good friend, a trusted advisor, a wise mentor. Aevidum is an educator or an adult or a friend who cares and inspires above and beyond what's in his or her job description. Aevidum is an administrator with vision, a coach whose passion remains long after the season ends, a secretary or a cafeteria worker whose caring voice is a constant reminder that your school is something special and that your students are truly surrounded by people who care.

Aevidum is creating a culture of kindness. It's a song a student writes about friendship, a PSA students film about advocacy, a poster that highlights the talents of students in your school. It's a sculpture. It's a painting. It's a short story. It's a poem, a photo, an online campaign. It's encouraging your principal to say it, empowering your students to live it, and inspiring someone famous to spread it. It's how the football team ends a huddle. It's a series of yellow hands that grace a hallway, each hand representing a student in that class. It's anything that promotes our “I've got your back” message. Aevidum is simple. Aevidum is powerful. Aevidum is real.

And now, Aevidum is you. I know it's in good hands.

Francesca

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