Stephanie Richardson
Founder, DIFD (Do It For Daron)

Stephanie Richardson is a woman on a mission to change the world.

Through the grassroots youth-inspired movement DIFD (Do It For Daron) she works tirelessly to create an open dialogue around suicide and youth mental health. She is driven to make change so that other families will be saved from the devastating loss that she, her husband Luke and older daughter Morgan experienced when their 14-year-old daughter Daron died by suicide.

The DIFD movement has changed how people of all ages in Eastern Ontario, across Canada and the USA think and talk about teen suicide and youth mental health. Through its annual Power to the Purple event, public donations, sale of DIFD merchandise, corporate philanthropic donations and sponsorships, and numerous community events, DIFD has been able to fund youth mental health awareness, education, wellness and research projects at The Royal Ottawa Mental Health Centre and CHEO.

Although Stephanie and her family never planned to be on this journey, they have turned a devastating loss into an inspirational example of how one mother and one family can truly change the world for better.