

iFred Mobilizes Global Action for First-ever International Day of Hope on July 12

iFred Launches Worldwide Effort to Teach Hope as a Science-backed Strategy for Mental Health, Resilience, and Sustainable Development Goal (SDG) Progress



New York City, New York Jul 1, 2025 ([Issuewire.com](https://www.issuewire.com)) - 161 COUNTRIES VOTED YES. TIME TO MOBILIZE.

In a world grappling with despair, from youth mental health crises to widespread societal burnout, a powerful new force is stepping forward: Hope. On July 12, 2025, individuals, schools, cities, and companies around the globe will unite for the first-ever International Day of Hope, a newly designated United Nations observance aimed at combating rising hopelessness through science-based, practical tools. In response, the International Foundation for Research and Education on Hope (**iFred**) is launching a sweeping global campaign to activate the day, offering free resources, evidence-based strategies, and simple actions that anyone—anywhere—can take to build emotional resilience and foster collective wellbeing.

With **161 nations voting** to establish the International Day of Hope, it is time to mobilize, especially in the **United States**, where there is growing concern over record levels of hopelessness among American youth, with more than **1 in 3 high school students reporting persistent feelings of despair**.

“This vote underscores the urgency of grassroots movement,” said **Kathryn Goetzke**, Founder of iFred and UN Representative for the World Federation for Mental Health. “Hope is nonpartisan. Hope is action. **Hope starts with each of us—now.**”

Hope Is Not Just a Feeling. It’s a strategy.

Led by Goetzke, the campaign draws from decades of psychological research, particularly **Charles Snyder’s Hope Theory**, which defines Hope as the combination of goals, pathways, and motivation. Goetzke’s expanded model addresses both **emotional despair** and **motivational helplessness**—the core ingredients of suicide, depression, violence, addiction, and disengagement.

“Hope is a strategic, teachable, and measurable process,” said **Dr. Myron Belfer**, Professor of Psychiatry at Harvard Medical School and Advisor to iFred. “It’s one of the most cost-effective ways to prevent mental health crises and improve public health outcomes.”

Why Hope Works

Studies show that higher levels of Hope are linked to:

- Reduced violence, addiction, and suicidal ideation
- Greater academic and workplace performance
- Better mental and physical health
- Stronger community resilience

“Hope is not sentimental—it’s clinical,” said **Dr. Edward Barksdale Jr.**, Chief of Surgery for Chicagoland Children’s Health Alliance. “In communities burdened by violence and underinvestment, hopelessness becomes the soil where despair and destruction grow. **Teaching Hope gives people the skills to choose a different path forward.**”

Free Global Toolkit Available Now

To empower broad participation, iFred has launched a **no-cost Global Activation Toolkit** that includes:

- **Hopeful Minds® curriculum** for schools
- **Validated Hope Scale** for youth and adults
- **Hopeful Workplace tools**, co-created with One Mind at Work
- **Parent’s Guide to Hope** for use at home
- Templates for **proclamations, posters, rallies**, and **social media**
- A shareable **campaign video** and official hashtags:
#InternationalDayofHope #IDOH2025 #LetsShineHope #Hope

3 Simple Actions to Join the Global Movement

iFred is asking everyone—schools, companies, nonprofits, families—to take just **three actions** from the toolkit to make Hope visible and actionable in their community and add the activation to the global map to be part of the movement. Examples include:

- Measuring your Hope level
- Creating Sparks of Hope in self and others

- Posting on social media
- Teaching a Hope lesson
- Planting a sunflower as a living symbol of Hope
- Hosting or joining a nonpartisan Hope rally or march
- Activating the workplace
- Submitting a city proclamation

About the International Day of Hope

The UN resolution establishing **July 12** as the International Day of Hope was introduced by **Ambassador Teburoro Tito** of Kiribati and passed with overwhelming global support. Though not initiated by a government, the **activation effort is being led independently by iFred** and a coalition of partners committed to advancing mental health, equity, and resilience.

“We are witnessing a historic rise in hopelessness—and while governments debate, people are ready to act,” said Goetzke. **“This day gives the world something positive to rally around. And the tools are already here.”**

Join the Movement

Mark your calendar for July 12, 2025

Visit www.internationaldayofhope.org

Watch the campaign video: [Watch here](#)

Use the hashtags: #InternationalDayofHope #IDOH2025 #LetsShineHope #Hope

Let’s shine a light on hopelessness—and teach the world how to Hope—together.

About iFred

The **International Foundation for Research and Education on Hope (iFred)** is a 501(c)(3) nonprofit organization dedicated to reducing the global burden of **hopelessness** through **research**, **education**, and **public awareness**. Founded in 2004 by **Kathryn Goetzke**, iFred began by leading international efforts to **rebrand depression** and eliminate stigma—using positive imagery, the **sunflower**, the **color yellow**, and **celebrity engagement** to shine a light on mental health. Today, iFred focuses on **reframing and operationalizing Hope** as a critical protective factor for mental health, emotional well-being, and resilience, including the **global activation of the July 12th International Day of Hope**. Learn more at www.ifred.org.

Campaign Website: www.internationaldayofhope.org

Campaign Video: [Watch here](#)



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