



COUNCILLOR BRIAN MAYES
ST VITAL WARD

MARK DICKOF MEMORIAL SCHOLARSHIP AWARD

General Background

The Mark Dickof Memorial Scholarship Award has been established to recognize the important role of mental health leadership and advocacy among youths aged 14 to 18 at the secondary school level in Manitoba, in terms of promoting action, awareness and greater sensitivity to / de-stigmatization of mental health and wellbeing, either within their school, local or provincial communities.

Instituted by Winnipeg City Councillor Brian Mayes, in partnership with the Manitoba School Boards Association and the Canadian Mental Health Association (Manitoba Chapter), the award will be presented annually to a student or team of students in the public education system according to two general categories: urban (Winnipeg) and rural/northern, with each category qualifying for one (1) \$250.00 prize each year.

Remembering Mark Dickof

The namesake of this award, Mark Dickof, speaks to the very different life circumstances that can be lived by two human beings— one of whom is affected by mental health challenges. Born on the very same day as Winnipeg City Councillor Brian Mayes (March 16, 1962) Mark was a fellow student with many of the same interests and qualities that Brian had: the difference being that Mark regrettably developed early signs of schizophrenia as a student.

Mark participated in chess club, played varsity basketball, graduated with an honors degree in English literature, and had hoped to go to Oxford University to do graduate studies. However, after he developed schizophrenia, his functioning, quality of life and ability to achieve his goals slid away. He ultimately took his life at the age of 30.

Throughout Councillor Mayes' own life pathway, going on to himself become a lawyer, school trustee and municipal councillor, Brian never forgot his childhood friend and fellow student. Given their shared date of birth, that life's pathway can be lived so differently by two kids who started out the same way,

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stands as a stark reminder of all too often devastating toll taken by mental illness, on those who must live daily with its effects and consequences.

To honour Mark's memory, this award therefore recognizes young people who have demonstrated significant leadership through advocacy for mental health and wellbeing while still in school, so that persons within their community do not have to experience the same pathway as Mark Dickof. In this way, it is the intention of the award to ensure that Mark's life and experience provides a meaningful legacy for future leadership by students across Manitoba.

Eligibility

The award is open to any student or team of students who can demonstrate positive leadership in addressing mental health and wellbeing among their peers through action, raising awareness, and or achieving greater sensitivity to and/or de-stigmatization of mental health and wellbeing.

To be considered for the award, a student (or students) must be between the ages of 14 and 18 and enrolled in a public school in Manitoba. To qualify, a student or team of students, meeting the age requirements, must complete an essay of no longer than 500 words. The essay should outline how the applicant or applicants have engaged in actions, raised awareness, or fostered greater sensitivity and/or de-stigmatization in relation to mental health and wellbeing. This leadership can be directed either to their school community, their local community or their provincial community.

The essay should be accompanied by a brief letter of reference from a member of the community who can attest to the leadership and advocacy that has been demonstrated by the student or team of students in relation to mental health and wellness.

Deadline for application

Whether applying to receive the prize for either the urban or rural/northern category, the deadline for application to be considered for the award will be May 15th, 2026. Selection of the final recipients will be comprised of an objective panel comprised of Councillor Mayes, as well as representatives from the Manitoba School Boards Association and the Canadian Mental Health Association (Manitoba Chapter).

Confirmation of award

Once the selection panel has arrived at its decision, the final recipient(s) will be notified of the award being granted to them, no later than May 29th, 2026.

Award ceremony

Students selected to receive the Mark Dickof Memorial Scholarship will be invited to hybrid presentation ceremony (to occur mid to late June, 2026) with Councillor Mayes at Winnipeg's City Hall (for those residing in or near Winnipeg), with virtual connection for recipients residing in rural and northern communities. Representatives of the Manitoba School Boards Association and Canadian Mental Health Association (Manitoba Chapter) shall also be in attendance at the presentation

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ceremony. All certificates of recognition for finalists, and all scholarship certificates and cheques for final recipients of the award, will be directly mailed to the household of each candidate.

Applications

All applications for consideration of the award should be sent according to the form that is attached, and accompanied by the applicants' 500 word essay and one letter of reference in support of the application. Applications may be sent by email to Andrea Kehler, Executive Assistant at: akehler@mbschoolboards.ca

Applications can also be mailed to:

The Executive Director
Manitoba School Boards Association
191 Provencher Boulevard
Winnipeg, MB R2H 0G4

We would like to thank all who apply for this scholarship, in recognition of your efforts and initiative to promote mental health and wellbeing for the betterment of Manitobans.

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Name of Applicant(s): _____

Grade Level of Applicant(s): _____

School in which applicant(s) are enrolled: _____

Graduation Date (if applicable): _____

Name of School Principal: _____

Email address for school principal (required): _____

Contact Information for Applicant(s):

- Telephone (including area code): (_____) _____

- Email: _____

- Home address (including postal code): _____

Brief description of leadership or advocacy demonstrated by applicant:

Name of Reference: _____

Contact Information for Reference:

- Telephone (including area code): (_____) _____

- Email: _____

- Address (including postal code): _____

Once completed, all applications should be accompanied by the applicant(s)' 500 word essay describing how they have demonstrated actions, raised awareness, or fostered greater sensitivity and/or de-stigmatization in relation to mental health and wellbeing, along with a brief letter of reference from a member of the community who can attest to the leadership and advocacy that has been demonstrated by the student or team of students in relation to mental health and wellness. Applications may be sent by email to: akehler@mbschoolboards.ca. Applications can also be mailed to: The Executive Director, Manitoba School Boards Association, 191 Provencher Boulevard, Winnipeg, MB, R2H 0G4. We would like to thank all who apply for this scholarship, in recognition of your efforts and initiative to promote mental health and wellbeing for the betterment of Manitobans.