



## JOIN THE MOVEMENT!

Corporate Sponsorship  
Information Packet

### Sponsorship Opportunities with LEAD, Inc.

- General Funding
- Youth Mental Health First Aid (YMHFA) Camp Sponsorship
- Health Educator Toolkit for High Schools
  - TriHealth Curriculum Supplement
  - HealthLab (Online)

### Corporate Benefits

- Featured on LEADnow.org as a “Community Partner”
- Spotlited in quarterly #LEADnow Newsletter and on social media platforms including Facebook and Twitter
- Announced and thanked at annual events, YMHFA trainings, and kickoff celebrations at participating schools
- Tax-deductible donations due to LEAD’s 501(c)(3) status



Contact Kyrrah Altman to  
join the #LEADnow  
Movement!

[KyrrahAltman@gmail.com](mailto:KyrrahAltman@gmail.com)  
(508) 717-1243

[LEADnow.org](http://LEADnow.org)

# General Funding

## Public Education

**Let's Empower, Advocate, and Do, Inc. (LEAD)** is a 501(c)(3) nonprofit corporation whose mission is to provide students, educators and organizations curriculum and training to promote mental health education and wellbeing.

LEAD's programs and school-based model focus on improving early intervention for mental illness in schools, preventing tragedy, and empowering students to seek treatment when suffering in silence.



## WHY?

- **One in five youth** (ages 13-18) suffer from a severe, diagnosable mental illness, raising the risk of substance use, suicide, school dropout, incarceration and self-harm (CDC).
- **70%** of youth suffering from mental illness **fail to receive treatment** (NAMI).
- **Suicide** is now the **second leading cause of death** for adolescents (NAMI).
- **50% of all lifetime cases** of mental illness expose themselves by age 14 (NAMI).

# Youth Mental Health First Aid (YMHFA) Camp Sponsorship

**\$5,000 (50 Certified Counselors/Staff)**

Just as CPR helps you assist an individual having a heart attack, Youth Mental Health First Aid helps you assist a young person ages 8-18 experiencing a mental health or substance use-related crisis.

Youth Mental Health First Aid is an eight-hour certification by the National Council for Behavioral Health that focuses on risk factors and warning signs for mental illness and addiction, strategies to help people (ages 13-24) in crisis and non-crisis situations, and resources for help.

In the wake of recent suicides and mental health crises occurring at camps, LEAD, Inc. provides certification to camp counselors in internationally-recognized Youth Mental Health First Aid.



**WHY?** After conducting a study with a population of camp counselors, we found that **92.4%** saw a camper struggling with a mental illness and **95.4%** believed they had missed warning signs and symptoms of campers in the past.

**Sponsor a community camp or public recreation department today!**

# Health Educator Toolkit for High Schools

\$15,000

- TriHealth Curriculum Supplement
- HealthLab

In the wake of the Newtown, CT tragedy, eight high school students transformed their creation of a Health Educator Toolkit into a nonprofit corporation, determined to **redefine health education nationwide**.

Using the expertise of clinicians, social workers, and school personnel, LEAD developed an evidence-based and user-centered model to maximize student learning, strengthen community resilience, and encourage self-advocacy skills through proactive health education in high schools.

LEAD's three-tiered model includes

1. **TriHealth Curriculum Supplement:** Providing health teachers with a curriculum guide to incorporate mental health and social & emotional learning into existing "comprehensive health education" classes. This supplement empowers students to overcome stigma, seek treatment, and utilize healthy coping mechanisms.
2. **HealthLab:** Providing school districts with an online platform subscription with screening tools, resources for students, parents, and educators related to adolescent mental health, and blended learning that coincides with the curriculum.
3. **YMHFA Certification:** Certifying high school educators and staff in Youth Mental Health First Aid (YMHFA), an international training designed for teachers to identify and properly react to high-risk behavior in students in crisis and non-crisis situations.

Schools currently piloting our model have shown significant increases in care-seeking behaviors, self-advocacy skills, and self-care strategies utilized by youth.

"This year, I had a student come to me realizing he was depressed and he asked for help. We, as teachers, are more than just educators, for some, we are a lifeline. We listen, we cry, and we hurt with them. For some we are their only source for nurturing and consistency."

-De wisuri, Health educator piloting LEAD's model in Leominster, MA

**Sponsor a public high school in your community today!**

# Did we say **Corporate Benefits?**

## Community Marketing, Publicity & Positive Branding

- Featured on LEADnow.org as a “Community Partner”
- Spotlited in quarterly #LEADnow Newsletter and on social media platforms including Facebook and Twitter
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## Directly Impact **YOUR** Community!



### Public Education

\$250 LEADership Presentation for high schoolers

\$250 Professional Development for educators and school administrators



### Youth Mental Health First Aid

\$20 Youth Mental Health First Aid Participant Manual (YMHFA)

\$100 YMHFA Certification Scholarship

\$3,000 YMHFA Certification of Thirty Student Leaders

\$5,000 YMHFA Certification of Fifty Camp Staff



### Health Educator Toolkit

\$500 Annual subscription to HealthLab

\$10,000 TriHealth Curriculum Supplement

\$15,000 Health Educator Toolkit (Subscription & Curriculum for high school)