

# Yorktown Rotary Club

Club contribution	\$2,500
Partner contribution	-----
DDF grant sought	\$2,500
Total project budget:	\$5,000

## Project Cost:

List all items to be purchased	<u>Amount</u>
12 month license for unlimited community access to Youth Mental Health Project Film <i>NO LETTING GO</i>	\$2,500
Interactive Education and Awareness booklet to include Rotary Logos	\$1,500
Community signage and event promotion	\$ 200
Yorktown Stage sound technician/equipment engineer team (Yorktown Stage Facility: rental fee waived)	\$ 800
Total project budget:	\$5,000

- Note: Project Cost must equal Project Budget

## Publicity Plan:

Press Release to Yorktown News, Yorktown Patch, Yorktown Examiner, Burbio Yorktown and Lakeland School District

Town of Yorktown Municipal TV Posting

Town Board Presentation (televised)

School Board Presentation (televised)

District PTSA Presentation

Social Media release to Town of Yorktown, Yorktown and Lakeland School Districts, Yorktown Civic Groups and Yorktown Faith Based Organizations

Designated Yorktown Community Event Signs

Yorktown Chamber of Commerce LED Community Event Sign

Request for News 12 to attend *NO LETTING GO* Community Event Screening



June 5, 2018

## Proposal for Yorktown Rotary Club and Alliance for Safe Kids

ASK is a coalition representing all sectors of our community working together to provide a safety net for our youth and families.

### The Youth Mental Health Project

We empower families and communities to act with the knowledge, skills and resources they need to support the social, emotional, mental, and behavioral health of youth.

YMHP is a grassroots organization whose goal is to encourage individuals to be just as aware of their mental well-being as they are of their physical well-being.

### Partnership Opportunity

The Youth Mental Health Project is proposing a unique opportunity for partnership over a multi-year time frame. Like physical health, we believe mental health lies on a continuum and includes our emotional, psychological and social well-being. Important at every stage of life, mental health affects the way a person thinks, feels, relates to others and behaves. Your strong local connections and partnerships with stakeholders and experts together with the expertise of The Youth Mental Health Project provide an excellent collaborative framework to create awareness events and programming for the entire community.

### Year 1

#### Summer 2018 Community Access to Youth Mental Health Project literature

We can not solve what we don't understand. The Youth Mental Health Project has partnered with Silver Hill Hospital and Child Guidance Mid-Fairfield County to write family friendly guides addressing the basics about mental health and frequently asked questions. Distributing that literature in printed form in practitioner offices within a community is an easy way to spread the word.

Mental Health 101 and Understanding Youth Mental Health - Frequently Asked Questions with the Yorktown Rotary Club Logo and ASK Logo will be placed in stakeholder waiting rooms for parents and families.

20 Mental Health 101 and 20 Understanding Youth Mental Health - FAQ booklets with Yorktown Rotary Club Logo and ASK logo \$400 and a one-time \$50 design set up fee

#### Fall 2018 Community Event – NO LETTING GO Screening

Using community screenings of the powerful, award-winning feature film, *NO LETTING GO*, The Youth Mental Health Project is enlightening audiences and transforming hearts and minds through storytelling. Randi Silverman, co-writer and producer of the film based on her family's experience, will facilitate a candid and

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informative conversation and question and answer period following the film. Film license for unlimited screenings during a 12 month period will be included.

#### Screenings:

The nonprofit options for a Public Performance/Educational License of The Youth Mental Health Project's film NO LETTING GO are as follows:

- Option 1: License for one-time screening
- Option 2: License for unlimited screenings during a 12 month period (In quote)
- Option 3: License for unlimited screenings during a 36 month period

#### License Agreement:

Holding a License to screen the film requires the following:

- Copies of all marketing and promotional materials must be sent to The Youth Mental Health Project for final approval before use;
- All marketing and promotional materials must include The Youth Mental Health Project logo and website;
- Licensee agrees to complete a follow-up survey after each screening of the film. The survey is a vital component of tracking our collective impact and we appreciate your timely response.

This event lasts approximately 3 hours. The fee is \$2500, plus travel expenses.

## Year 2

### NLG Featurette Workshop

Using a 15 minute version of NO LETTING GO, The Youth Mental Health Project can provide professional development from the parent perspective in an impactful 45 minute work session.

Highlighting the key issues that arise when one family has a child who struggles, this workshop enlightens audiences to move beyond shame, blame, and misunderstanding and creates conversations that leave audiences feeling hopeful and capable. The workshop will include 20 Understanding Youth Mental Health booklets.

Workshops last approx 45 minutes. Cost for each workshop \$2250, plus travel expenses. Multiple events in a day can be priced accordingly.

### A Series of Professional Awareness Workshop

Teachers, coaches, practitioners, police and many other stakeholders will participate in the lives of children. As partners in prevention and early intervention of mental health issues that often are visible outside the home, these stakeholders can be educated and acutely aware to help a family.

Specifically, children spend the majority of their days in school and teachers are often on the front line when early warning signs emerge. Given that one out of every five children in every classroom (almost 18 million children) has a diagnosable mental health condition, and 50% of all lifetime cases of mental illness occur before



the age of 14 ( and 75% by the age of 24), teachers are essential partners in prevention and early intervention.<sup>1</sup> The National Association for Education of Young Children and many state teacher certifications do not require General Education teachers to learn about youth mental health developmental signs and symptoms before they begin teaching in the classroom. The statistics show, however, that nearly all educators will encounter the issue of mental health on a regular basis, even though they are not provided with the tools to effectively address it with children and their families.<sup>2</sup>

Our customizable awareness workshops will empower communities with the general knowledge they need to act with empathy, provide compassionate and helpful support, and, as a result, better manage their classrooms for all their students. The workshop will include 30 Understanding Youth Mental Health booklets.

Each event lasts approximately 1.5 hours. The fee is \$4000, plus travel expenses. Multiple events in a day can be priced accordingly.

**Just like physical health - we ALL have mental health**

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<sup>1</sup> NAMI

<sup>2</sup> Mental Health in America