

INVESTING IN MENTAL WELLNESS



Advocacy | Education | Prevention



Past Annual Events L to R, top to bottom: MHA's Chocolate Therapy Recognition Event, Art In Mind, Legislative Breakfast and Wake Up for Wellness Breakfast

Save the Date for 2024 MHA Events and Sponsorship/Recognition Opportunities:

- Chocolate Therapy is February 8, 2024 at The Morehead Inn
- Art in Mind is February 29, 2024 at Cabarrus Arts Council, event collaborator
- Legislative Breakfast is March 8, 2024 at the Embassy Suites Concord
- 10th Annual Wake Up for Wellness is May 20, 2024 at the Hilton University

Mission Statement

MHA is dedicated to providing help, offering hope and promoting mental wellness through advocacy, education and prevention in Mecklenburg and Cabarrus Counties.

www.mhaofcc.org

Visionary—\$10,000

Benefits to the Community:

- More than 1,000 community members each year will gain knowledge about recognizing mental health signs and symptoms each year, through evidence-based Mental Health First Aid and QPR Suicide Prevention training, increasing their willingness to act to prevent suicide with skills gained.
- Individuals living with a chronic mental health diagnosis have the support needed through MHA's Compeer program, which decreases loneliness, as well as improves health outcomes, benefiting more than 100 participants and volunteers each year.



Compeer
Mental Wellness Starts With Friendship

Benefits to the Investor:

- Corporate Logo on MHA's *Wake Up for Wellness* event promotional materials on May 20, 2024. Opportunity for CEO/spokesperson to create 30-second video highlighting your support, shared during event.
- Invitation for two to attend MHA's Chocolate Therapy awards & dessert event on February 8, 2024.
- Social Media recognition of your investment with your logo on MHA's Facebook, Twitter and Instagram pages representing 2,000 followers.
- One free Mental Health First Aid Trainings for your staff (10-25), this is an 8-hour training.
- One free QPR Suicide Prevention Training for your staff (10-25), a 2-hour training that can be done over breakfast or lunch.
- Recognition as a Mental Health Investor in monthly eNewsletters distributed to 7,000 constituents.
- Recognition on MHA's website.
- Corporate Logo in the agency's annual Impact Report



Advocacy Leader—\$5,000

Benefits to the Community:

- More than 100 community members each year will become more willing to correct misconceptions others have about mental health by attending monthly Coffee & Conversations, proven to reduce the stigma which makes individuals devalue those with mental illness.



- In 2021, MHA trained and certified 50 Charlotte-Mecklenburg school teachers and school psychologists as QPR Suicide Prevention Instructors. In 2022, MHA continued to train high school freshman in Charlotte-Mecklenburg and Cabarrus public schools, as well as private schools. In 2023, MHA's Youth Outreach & Education Specialist put out a call for Youth Advisory Council members.



Benefits to the Investor:

- Corporate Logo on MHA's *Wake Up for Wellness* event on May 20, 2024 promotional materials and on screen during event.
- Invitation for two to attend MHA's Chocolate Therapy awards & dessert event February 8, 2024 for volunteers and top donors.
- Social Media recognition of your investment with your logo on MHA's Facebook, Twitter and Instagram pages representing 2,000+ followers.
- One free Mental Health First Aid Training for your staff (10-25)-this is an 8-hour training , or one free QPR Suicide Prevention Training for your staff (10-25), a 2-hour training that can be done over breakfast or lunch.
- Recognition on MHA's website.
- Corporate Logo in the agency's annual Impact Report.



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Year Round Opportunities to Invest in Building Resilient Communities

www.mhaofcc.org

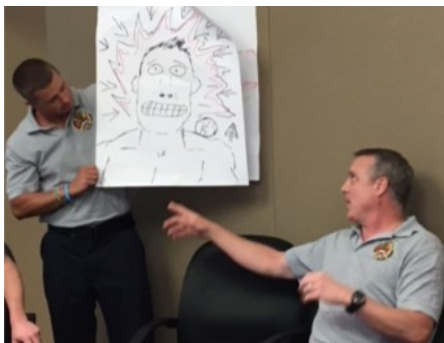
[Check out MHA's moving 10 minute video](#) sharing impacts delivering Mental Health First Aid (MHFA) - public safety version to all Mecklenburg County Sheriffs and Charlotte-Mecklenburg Police Officers, over the past few years. MHA continues to provide this 8-hour course to new recruits to teach warning signs of mental health problems, build understanding and compassion, and provide tools for helping someone in crisis or experiencing a mental health challenge.



Anti-Stigma Champion—\$2,500

Benefits to the Community:

- MHA arms every new Mecklenburg County Sheriff Recruit with Mental Health First Aid skills to help them better recognize mental health crises and know how to support, de-escalate, and protect individuals with awareness and compassion. [Learn more.](#)
- 1,100 Firefighters received free Mental Health First Aid training, equipping them with the tools needed to respond to individuals who may be experiencing mental health crises.



Benefits to the Investor:

- Corporate Logo on MHA's *Wake Up for Wellness* event promotional materials and on screen during the May 20, 2024 event.
- Invitation for two to attend MHA's Chocolate Therapy awards & dessert event February 8, 2024 for volunteers and top donors.
- Social Media recognition of your investment with your logo on MHA's Facebook and Instagram pages representing 2,000 followers.
- One free QPR Suicide Prevention Training for your staff (10-25), a 2-hour training that can be done over breakfast or lunch break.



MHA Emotional Toolboxes are virtual resource repositories curated for various audiences such as parents, faith leaders, people of color, LGBTQI+ and business owners.



Andy and Cecilia share how MHA's ParentVOICE program changed the trajectory of their daughter's life. [Check out MHA's 4 minute video](#) on the impact of the support their family received.

MHA's ParentVOICE program offers free support to families of youth with mental health concerns. Family Partners empower parents/caregivers to be their children's best advocates and Youth Engagement Specialists provide youth with tools and supports.

Andy and Cecilia share how MHA's ParentVOICE program changed the trajectory of their daughter's life

Corporate Wellness Circle—\$1,250

Benefits to the Community:

- Each year, more than 200 family members in Mecklenburg and Cabarrus Counties will become educated and better equipped to support their children experiencing emotional, behavioral or mental health challenges, through MHA's ParentVOICE family support program.
- Positive systemic change and increased awareness of mental health policy, access to quality care for all, and budgetary considerations through legislative events.

Benefits to the Investor:

- Business name on MHA's *Wake Up for Wellness* event promotional materials and logo on screen during May 20, 2024 event.
- Invitation for two to attend MHA's Chocolate Therapy awards & dessert virtual event February 8, 2024 for volunteers/top donors.
- Social Media recognition of your investment with your logo on MHA's Facebook, Twitter and Instagram pages representing 2,000+ followers.



Mental Health America of Central Carolinas (MHA) Investment Pledge Form

Print, complete and mail/scan/return:

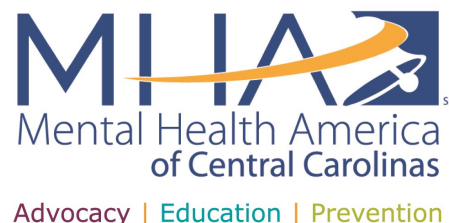
Contact Name

Company name—as preferred for recognition

Mailing Address

Email

Phone Number



Investment Level

☐ Visionary—\$10,000

☐ Anti-Stigma Champion—\$2,500

☐ Other Amount

☐ Advocacy Leader—\$5,000

☐ Corporate Wellness Circle—\$1,250

\$ _____

Return Form to: Mental Health America
3701 Latrobe Dr., Suite 140
Charlotte, NC 28211

Email preferred logo to: Development Director Andrea
Towner at atowner@mhaofcc.org

Fax: 704-365-9973 Phone: 704-559-2913

Method of Payment

☐ Check

☐ Please Invoice

☐ Visa

☐ MasterCard

☐ AMEX

☐ Discover

Credit Card # _____

Exp. date _____

3-digit code on back/4 for _____

Signature _____

**Checks should be made payable to MHA
or Mental Health America**

Payment may also be done through our secure website at
www.mhaofcc.org.

**“Click here to donate on-line” then complete Contact, Gift
and Payment information. Reference Corporate Investor in
Additional Comments section.**

Note: Tax Status of Investment: Mental Health America is a non-profit 501 (c)(3) organization, Taxpayer ID 56-0674267, as identified in the Internal Revenue Code. Your investment is tax deductible less any amount of goods or services received in return for your donation. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1.888.830.4989. The license is not an endorsement by the State.