

2023 Sponsorship Packages



Prepared for
#WeHealUS2023



ABOUT US

#WEHEALUS

Prolonged exposure to adversity, stress, and trauma - particularly in early childhood - can cause lasting harm and contribute to some of our nation's most pressing societal and health challenges. When trauma becomes a normal part of life that is embedded in communities it can destroy hope and make the change process even more difficult. Collaborative and comprehensive reform is needed across all systems and sectors of the United States to help heal us at the individual and collective levels.

#WeHealUS is a grassroots organization that honors May as Mental Health Awareness Month by amplifying the hard work of individuals, organizations, and local/state governments who are dedicated to resilience and healing. Through the #WeHealUS Campaign, individuals across the globe can access educational materials, mental health and trauma resources/supports, participate in healing-centered events, and even be empowered to join or start a movement in their own community. #WeHealUS is proud to be the vehicle that brings our voices together to create change through the Mental Health and Trauma Informed movement.

We are all in this together, and together #WeHealUS.



BACKGROUND

OUR STORY

Founded in Chicago, #WeHealUS emerged from the state trauma and mental health reform movement that had been building in Illinois for decades. After a series of successful healing-centered reform actions, support from partners across the United States led to the coordination of the first #WeHealUS May Mental Health and Trauma Awareness Campaign. The success of its first campaign launched #WeHealUS into the national spotlight, becoming an organization that now provides support at the individual and collective levels that promote healing-centered reform throughout the United States.

OUR FOUNDER

Heather Proctor

President and CEO

Heather Proctor has dedicated her life to serving others in a variety of capacities. Through her advocacy, Illinois passed SR0301, a resolution to become a healing-centered state. Heather's advocacy reach spans local, state, and national government. Her unique background led her to start #WeHealUS as grassroots, free marketing campaign for May as Mental Health and Trauma Awareness month. This unique campaign has helped remove the siloed approach to mental health and trauma informed awareness by creating public/private partnerships across multiple disciplines that fight stigma and promote change.



HEALING SPONSORSHIPS

LEADING WITH UBUNTU

u·bun·tu

Origin- South African

Meaning- "I am, because you are"

As a Sponsor with #WeHealUS, you embrace the interconnected nature of our nations well-being. You are dedicated to using your platform to lift up the voices of individuals and communities across the United States who advocate for Mental Health and Trauma awareness in a mission to heal our nation.

*WE ARE ALL IN THIS TOGETHER, AND
TOGETHER #WEHEALUS*



2023 SPONSORSHIP PACKAGES

WAYS TO SUPPORT

School Awareness Sponsor

Help us promote mental health and trauma awareness in our schools to destigmatize the need to ask for help! Fund the development and distribution of awareness bracelets highlighting the new 988 national crisis line, #WeHealUS, and your brands logo.

Cost: \$1,000-\$5,000

Day of Healing Sponsor

Each year our partnering coalitions work diligently to fund and host days of healing in their communities. Provide the financial support necessary to host a healing-centered event in a location of your choice with the support of our nearest state coalition.

Cost: \$10,000

Healing Capacity Center-Local Level

#WeHealUS can support the development of multi-disciplinary and multi-sectoral mental health response centers by working with local governments, private organizations, and people with lived experience to create 24/7 culturally responsive care for our communities. All care abides by the most recent WHO guidelines on community-based services and person-centered, human-rights approaches to mental health.

Cost: \$500,000 per year



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WAYS TO SUPPORT

Healing Capacity Coalition-State Level

State-wide mental health and trauma coalitions often struggle to maintain operations due to limited funding and messaging capabilities. Sponsor a state coalition of your choice that can enhance trauma informed policies and practices. If one doesn't exist in the state you wish to sponsor, #WeHealUS will identify key players, resources, and steps for development.

Cost: \$1.5M

National May Campaign Sponsor

Operations of the national May campaign are largely ran by volunteers across the United States, but expenses related to administrative needs can be supported by your contribution. Additionally, #WeHealUS recognizes May 25th as Mental Health and Trauma Awareness Day. Your contributions will support nation-wide Capitol events aimed at bringing the conversation surrounding healing-centered reform to policy-makers across the United States.

Cost Options: \$50, \$100, \$1000, \$10k, \$25k, or Donor Choice

Collaboration Sponsor

Collaborative events can be held virtually or in-person to bring together teams from a variety of States as a way of sharing best practices, evaluating data and trends, and considering solutions to barriers of reform.

Cost: TBD with donor based on event structure



CLOSING NOTE

"The only danger to our country is from within, that we forget our own power to be what we want to be. Let no American today take refuge in the willful helplessness which shrugs its shoulders and says "What can I do?"

- Pearl S. Buck

Nobel and Pulitzer Prize winning Author, Activist, and
Mother to many

**WE ARE ALL IN THIS TOGETHER, AND TOGETHER
#WEHEALUS**