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Dear community partner,

As a part of our mission to promote education, advocacy, and support for families and individuals impacted by mental health concerns, we are organizing a county wide celebration for Mental Health Awareness month in May 2024. Through a variety of activities and events, we aim to increase awareness on the importance of mental health for all Cleveland County residents. This work includes eliminating the ongoing stigma associated with mental health concerns that so often leads to barriers to treatment and support.

See the attached calendar for a full overview of all we have planned for May including:

- "Paint the Market Green for Mental Health" at the Foothills Farmers' Market
- Art of Mind Exhibit at CCC's Pennington-McIntyre Gallery
- Mental Health Awareness Art Activity at the Eugenia H. Young Memorial Library
- Storyteller's Night at GotBooks
- And more!

As a part of our celebration of Mental Health Awareness Month, we are inviting organizations and businesses to sponsor these May events, along with MHA's year long programming. See the included brochure for a full overview of MHA's programming.

To become a sponsor, you can choose from a variety of tiers to show your support for mental health in Cleveland County. Each tier comes along with specific benefits and acknowledgement. The following page overviews full details and benefits for each of the sponsorship tiers.

You can submit your sponsorship by mailing a check with the enclosed form. Or visit our website to submit electronically at: <https://www.clevelandcountymha.org/sponsorships-2024>. *Please submit by April 30 to ensure that you are recognized in all of our promotional materials.*

Thank you for supporting mental health in Cleveland County!

All the best,

A handwritten signature in black ink that reads "Melodie McSwain Martin". The signature is written in a cursive, flowing style.

Melodie McSwain Martin
Executive Director

Sponsorship Tiers

TIER 1. Grassroots Collaborator	TIER 2. Individual Supporter	TIER 3. Mental Health Advocate	TIER 4. Mental Wellness Champion	TIER 5. Community Leader	TIER 6. Visionary Partner
FREE	\$100	\$250	\$500	\$1000	\$5000
<ul style="list-style-type: none"> • Sign a pledge and get a “We Believe Mental Health Matters” sticker to use at your place of business 					
<ul style="list-style-type: none"> • Name on MHA's website & social media promotion for the month of May 					
<ul style="list-style-type: none"> • Name of business on t-shirt and May promotional materials 					
<ul style="list-style-type: none"> • Logo on May 2024 awareness t-shirt and promotional materials 					
<ul style="list-style-type: none"> • Bigger logo on all promotions, spotlight feature in MHA's newsletter and blog • In-house presentation or training tailored to the needs of your organization 					
<ul style="list-style-type: none"> • Recognition as a main sponsor in our press release • Exclusive t-shirt design featuring Visionary Partners' logos • Recognition on MHA's website and promotional materials throughout 2024 					

To become a sponsor, you can choose from a variety of tiers to show your support for mental health in Cleveland County. At the baseline is our free tier, which includes a sticker to put up at your business or agency that says “We Believe Mental Health Matters.” Tiers 2 through 6 are our paid tiers and come with benefits that stack with each higher tier. For example, if you choose to sponsor us at Tier 4, you will receive all the benefits listed in Tiers 1 - 4.

Sponsors at Tiers 3 and up will have their logo printed on t-shirts designed for Mental Health Awareness Month 2024 and all promotional materials. Sponsors at Tier 6 will have their logos included on an exclusive Visionary Partners t-shirt design and will also be recognized throughout the year.

After submitting your sponsorship form, please email our community outreach coordinator, Lizz Grimsley, at egrimsley@clevelandcountymha.org with a high quality image of your logo.



You can submit your sponsorship by mailing a check with the enclosed form or follow the QR Code to submit a form electronically.

QR Code links to: www.clevelandcountymha.org/sponsorships-2024

We Believe Mental Health Matters Sticker: The QR Code links to our website with information about the sticker and all sponsors who signed the pledge. Please send us a photo or logo you would like us to use on this page to represent your business, organization, or agency by *April 30*.



Example T-Shirt Designs:

Please note:

- Logos will be listed on the back of the t-shirts - please send these by April 30
- T-shirts will come in multiple color options
- Tier 6 sponsors will be the only logos featured on Design 2

Design 1:



Design 2:



We Believe Mental Health Matters

Take the pledge!

We all have mental health, just like physical health. However, historically mental health has not been valued in the same way. This distinction has led to ongoing mental health stigma.

Stigma is the way people carry shame around a topic. When we talk about mental health, stigma can look like calling someone “crazy” or judging someone based on actual or perceived mental health concerns. Stigma can come in many forms, even ways that are unconscious to us. We may even carry stigma around our own mental health. The reality is that **we all have mental health**. Despite this, the way we have collectively treated mental health has caused many of us to have unconscious judgment and shame about ourselves and others.

Mental health stigma can cause:

- **Public misconception about mental health**, leading to unfair treatment in any aspect of life including: employment, housing, education, relationships, etc.
- **Social isolation & discrimination**, leading to individuals being unfairly labeled or defined solely by their mental health concerns.
- **Barriers to treatment**, leading individuals to be discouraged or feel too embarrassed to seek support in the same way they would for a physical health concern.

To show your commitment to being an advocate for mental health in Cleveland County, read the following statements. If you agree, sign below. You will receive a “We Believe Mental Health Matters” sticker that can be displayed in your personal life or workplace to help reduce mental health stigma in our community.

1. **Education** - I will educate myself on mental health conditions, available resources, and the lived experiences of those around me.
2. **Support** - I will prioritize my own mental health and help others access the resources to do the same.
3. **Anti-Stigma Culture** - I will work to build a culture in my life/business/organization in which mental health needs can be talked about openly.
4. **Language** - I will practice using de-stigmatizing language that does not unfairly label or define a person by their mental health condition.

Name

Signature

Date

Check here if you would like to be added to MHA's Volunteer E-Newsletter

Email: _____

Educational Resources

On this page, you will find a list of educational resources that discuss stigma and mental health:

Mental Health America

Each May, Mental Health America publishes a tool kit with informational guides on topics about mental health. The 2024 toolkit is live at mhanational.org/may. Past toolkits that we found to be very educational are:

- 2020 & 2021: Tools to Thrive (mhanational.org/tools-2-thrive). This toolkit provides practical information and tips to help people navigate mental health concerns.
- 2022: Back to Basics (mhanational.org/back-to-basics). This toolkit covers basic educational information about mental health including terminology and the relationship between mental health and physical health.

Mental Health America has many other resources available on a wide range of mental health related topics, including information on specific conditions, warning signs, screening tools, and worksheets. To learn more, visit mhanational.org.

Stamp Out Stigma

Stamp Out Stigma was created by the Association for Behavioral Health and Wellness. They aim to reduce stigma associated with mental illness and substance use disorders. You can find out more about them at stampoutstigma.com. Stamp Out Stigma has come out with several language guides over the years to help encourage the public to think about the language they use. Here are a few:

- Person-Centric Language Guide (abh.org/stampoutstigma/wp-content/uploads/2019/08/person-language-guide-2.pdf). This guide covers using language that centers the person and not their illness.
- How to Talk About Suicide (stampoutstigma.com/wp-content/uploads/2020/09/Stamp-Out-Stigma-Suicide-Language-Guide.pdf). This guide helps teach destigmatizing language around suicide. **Please note:** If you or your workplace/agency would like to learn more about suicide prevention, MHACC is happy to work with you to organize a QPR suicide prevention training.

Substance Abuse and Mental Health Services Administration (SAMHSA)

SAMHSA has an online webstore where individuals can download and order free resources, magnets, stickers and more regarding various topics on mental health and substance use. Visitors to the site can filter topics by language, audience, conditions, and more. Visit store.samhsa.gov to access them.

Community Resiliency Model Training

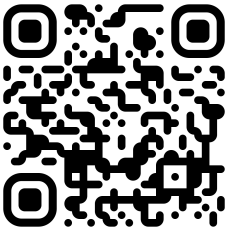
If you're looking for more ways to learn about mental health, consider joining us at our upcoming Community Resiliency Model (CRM) training. CRM's goal is to create "trauma-informed" and "resiliency-focused" communities that share a common understanding of the impact of trauma and chronic stress on the nervous system. CRM's skill-based approach teaches individuals concrete ways to restore or increase resiliency in themselves, as well as helping others.

CRM Workshops introduce wellness skills designed to help adults and children learn to track their own nervous systems in order to bring the body, mind and spirit back into greater balance. The workshops also encourage people to pass the skills along to family, friends and their wider community.

Join us on June 14, 2024 in the Brownie Plaster Meeting Room at the Eugenia H. Young Memorial Library (104 Howie Dr., Shelby, NC). Doors will open at 10:00 AM. The training will be approximately one hour.

To learn more about the Community Resiliency Model, please visit:

www.traumaresourceinstitute.com/crm



You can register by scanning the QR code or by visiting:
<https://forms.gle/YHtsj6eD3yvqmHag9>

Mental Health Association of Cleveland County

May 2024 Sponsorship Form

First & last name: _____

Name of business/organization (if applicable): _____

Email: _____

Phone: _____

Address: _____

Preferred contact method:

- Email
- Phone
- Either/Both

Would you like to be added to our e-newsletter list?

- Yes
- No

Which sponsorship tier are you submitting?

- Tier 1 - Grassroots Collaborator - free
- Tier 2 - Individual Supporter - \$100
- Tier 3 - Mental Health Advocate - \$250
- Tier 4 - Mental Wellness Champion - \$500
- Tier 5 - Community Leader - \$1000
- Tier 6 - Visionary Partner - \$5000

How are you paying?

- Payment enclosed - *Make checks payable to MHA of Cleveland County. Mail to:
MHA of Cleveland County
PO Box 623
Shelby, NC 28151*
- Payment submitted online

**Thank you for supporting mental health in Cleveland County.
Working together we can make a difference!**