

**I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET**

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.

Note: If Philanthropy Network Greater Philadelphia's Common Grant Application is used, the CCCF's Summary Sheet MUST accompany application. To obtain an electronic version of this application, visit www.chescocf.org

Date:

Contact Information:

Organization Name: Minding Your Mind
Address: 124 Sibley Ave Ardmore, PA 19003

Contact Name: Trish Larsen
Contact Title: Executive Director
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Year Incorporated: 2007

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Has your nonprofit ever applied to the Community Foundation? Yes No Not Sure
Has your nonprofit ever received funding from the Community Foundation? Yes No Not Sure
 ___ Donor Advised Fund(s) ___ Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Organization Information:

Geographic Area Served *(If not all of Chester County, specify primary Chester County regions served):*
All of Chester County

Describe Population Served and Annual Number of People Served:
Middle School, High School and College age students their parents teachers and caregivers

Mission:

The mission of Minding Your Mind is to reduce stigma and destructive behaviors associated with mental health issues and to promote help seeking behavior in youth through education.

Proposal Summary:

Minding Your Mind offers an evidence based, contact strategy through in-school and community wide mental health education programs aimed at middle school, high school and college age students. Through our professionally crafted presentations, students hear stories of hope and recovery from young adult speakers who successfully and productively cope with their mental health issues. Our educational programs move away from crisis based response to prevention through education.

If Capacity Building Proposal:

Mission, Vision & Strategy Governance & Leadership Strategic Relationships
 Fundraising & Development Operations Other: _____

Annual Budget \$ <u>689,000</u>	<u>4</u> # of Full-Time Equivalent Paid Staff
<u>65%</u> of budget for program expenses	<u>15</u> # of Board Volunteers
<u>25</u> % of budget for administrative expenses	<u>75</u> # of Active Non-Board Volunteers
<u>10</u> % of budget for fundraising expenses	<u>1,000</u> # of Volunteer Hours
<small>100 % total</small>	

Top 3-5 funding sources:

Annual Gala \$350,000
Tzaedakah Foundation \$25,000 Beneficial Bank \$20,000

Grant Amount Requested from CCCF: \$ 5,000

Mission: Minding Your Mind is a 501c3 not-for-profit organization with a mission of reducing stigma and destructive behaviors associated with mental health issues while promoting help-seeking behavior in youth through education.

Minding Your Mind offers an evidence-based, contact strategy through in-school and community-wide mental health education programs aimed at middle school, high school, and college-age students. Through our professionally crafted presentations, students hear stories of hope and recovery from young adult speakers who successfully and productively cope with their mental health issues. Our educational programs move away from crisis-based response to prevention through education. Programs create a safe space for communication and aim to normalize the conversation around mental health.

Our goal is to help reduce the incidence of substance abuse, self-harm, isolation, bullying, and suicide in teens and young adults. Suicide is now the second leading cause of death for teens and young adults aged 15 to 24. Suicide almost always is the result of an untreated or under-treated mental health condition. Stigma and shame are the greatest barriers to treatment. Our goal is to create a culture of openness and advocacy.

Since 2007, through our young adult speaker program, Minding Your Mind has reached hundreds of thousands of high school, middle school, and college-aged students, their teachers, families, and caregivers. The programs occur during school assemblies, health classes, and workshops. Issues addressed in these presentations range from mood disorders, suicide ideation and eating disorders, to addictive behavior and bullying.

Our speakers all have received training to ensure that their presentations are delivered in a professional and knowledgeable fashion. These inspiring presentations provide students with a better understanding of the signs and symptoms of mental health disorders, emphasizing that they are common, treatable, and that help is available. Last year, Minding Your Mind completed over 800 presentations to schools and community organizations. Additionally Minding Your Mind offers two Best Practice Registry Suicide Prevention Education Programs for school faculty and staff, which fulfill the requirements mandated by PA House Bill 1559. These presentations often take place during teacher in-service days, at conferences, or during parent nights. All programs are age appropriate, and can be tailored to meet the needs of an individual school or community demographic. Our “**Be the One**” initiative <http://youtu.be/wdRjDigdAHI> promotes awareness and teaches students how to best take action if their friends or family members are suffering.

The importance of open dialogue regarding mental health has become central among school counselors, teachers and administrators. Minding Your Mind has experienced an incredible surge in inquiries and requests for information as parents, teachers and school administrators react. This past spring, Minding Your Mind was inundated with requests, as schools and community members are eager for mental health education. Now more than ever, we are reminded of our good work in the community.

Methods:

Speaker Program: Minding Your Mind’s primary objective is to provide mental health education to adolescents, teens, and young adults, as well as parents, teachers, and school administrators. Our goal is to break the silence, reduce the stigma and destructive behaviors often associated with mental health issues and illnesses, and move away from crisis-based response to prevention through education.

Our educational programs provide information regarding signs and symptoms of mental health issues and illnesses, in addition to stressing that they are treatable and help is available. It is essential that the proper information be brought to the attention of secondary school educators, counselors, students, and their parents.

- One in four teens will experience a mental health issue, yet less than 20% will seek treatment.
- Mood disorders have been identified by the World Health Organization as the third leading cause of disability worldwide.
- Research studies have demonstrated that over 90% of people that die from suicide have one or more psychiatric disorders at the time of their death.
- Suicide is now the second leading cause of death of individuals between the ages of 15-23.
- The age of onset of most psychiatric disorders is typically during adolescence.
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HOW IT IS EFFECTIVE

Our speakers - dynamic young adults who have struggled with mental health issues - visit schools and community organizations to share their stories and recovery. The presentations, which are **free of charge** to the school, occur during school assemblies, health classes, and workshops. Issues that are addressed in these presentations include: mood disorders, suicide ideation, eating disorders, addictive behavior, self-harm, and bullying.

Through our Speaker Program, Minding Your Mind has reached over hundreds of thousands of high school and middle school students. Our outreach is greatest in the Delaware Valley, yet every year our purview expands further throughout the Northeast and Mid-Atlantic regions. Our speakers all have received training to ensure that their presentations are delivered in a professional and knowledgeable fashion. Inspiring sessions with our speakers provide students with a better understanding of the signs and symptoms of mental disorders, emphasizing that they are treatable and that help is available.

In addition to our student presentations, our program includes an evening platform, which provides an opportunity for the parents, teachers, and other school personnel to meet and listen to the same speaker that the students heard earlier in the day. While the speakers are very knowledgeable, they are not trained licensed mental health professionals. Many times parents want answers to questions for which the speaker is not qualified; therefore, mental health professionals are present at the evening sessions.

Minding Your Mind's Speaker Program has received laudatory responses from area schools and organizations, and our speakers are routinely invited back to speak at the same school on multiple occasions. For the 2014-2015 school year, we completed over 800 presentations.

Teacher, Staff and Administrator Trainings

Minding Your Mind offers Two Best Practice Registry Suicide Prevention Teacher Trainings that meet the PA state mandate requirements for suicide prevention training for teachers and staff.

“Just Talk About It” - created by CONTACT

This suicide prevention toolkit is designed to train both adults and youth on how to assist adolescents who exhibit signs of suicide ideation. “**Just Talk About It**” has been approved by

the Best Practices National Registry, Section III: Adherence to Standards, which is mandated by Pennsylvania House Bill 1559.

The interactive presentation is designed to promote factual knowledge, promote discussion, and ease communication. The information enlightens teachers, parents, and students to the warning signs of mental health issues in adolescents and teens.

Why it Matters

Research studies have demonstrated that over 90% of people that die from suicide have one or more psychiatric disorders at the time of their death. Suicide is the second leading cause of death of individuals between the ages of 14 to 23, and the sixth leading cause of death for 5-to-14-year-olds. It is thought that at least 25 attempts are made for every completed teen suicide. Suicide ideation is treatable when the warning signs and symptoms are recognized and addressed.

How it is Effective

The primary goal of the awareness process is to increase the knowledge about anxiety, depression and suicide while increasing the number of times a student self-reports and engages in help-seeking behavior.

At the completion of the training program, individuals are able to identify the following:

- What a crisis is
- How stress affects a teenager
- Symptoms of depression
- Warning signs most often associated with suicide
- How to help a student and/or friend

After identifying an adolescent who is at risk for suicide, trained adults or students are able to approach and question the individual about their condition and encourage them to seek help. Following adolescent acceptance of help, the trained individual is able to take the proper measures to refer the person for treatment and/or to the appropriate trained adult, counselor or teacher.

This program is regularly presented during teacher in-service days, at educational conferences, and to Parent Teacher Organizations. Minding Your Mind is able to tailor the program presentation for specific age levels, from middle school through college-level students. All Minding Your Mind speakers are certified to facilitate the "**Just Talk About It**" toolkit.

QPR QPR stands for Question, Persuade, and Refer -- 3 simple steps that anyone can learn to help save a life from suicide. Just as people trained in CPR and the Heimlich Maneuver help save thousands of lives each year, people trained in QPR learn how to recognize the warning signs of a suicide crisis and how to question, persuade, and refer someone to help. **As a QPR-trained Gatekeeper teachers and staff will learn to Recognize the warning signs of suicide, Know how to offer hope, Know how to get help and save a life.** Like CPR, With QPR, the following Chain of Survival elements must also be in place:

Early recognition of suicide warning signs. The sooner warning signs are detected and help sought, the better the outcome of a suicide crisis will be.

Early QPR. Asking someone about the presence of suicidal thoughts and feelings opens up a conversation that may lead to a referral for help.

Early intervention and referral. Referral to local resources or calling 1-800-Suicide for evaluation and possible referral is critical, as most people thinking about suicide are suffering from an undiagnosed and/or untreated mental illness or substance abuse disorder for which excellent treatments exist. Also, the offering of hope and social and spiritual support can often avert a suicide attempt

Early professional assessment and treatment. As with any illness, early detection and treatment results in better outcomes and fewer lives lost to suicide.

Outcomes: In 2015 in collaboration with the Thomas Scattergood Foundation, Minding Your Mind gathered data to prove an **evidence-based program** in both stigma reduction and help seeking behavior. We now have proof that the programs are working. The success of our programs is also largely due to multiple state and countywide collaborations. Some of the most note worthy program partners are, AFSP, PA Systems of Care, NAMI, PaTTON, SADD, Red Ribbon Week, Need In Deed, City Year, State Wide Student Assistance Coordinators and county wide SAP counselors. All programs grew through word of mouth and teacher testimonials. Last year we experienced a 96% return request rate and completed 812 programs compared to 602 in 2014 and 335 in 2013. MYM continues to use new and innovative ways to engage young people in open conversation around mental health issues. The increase in request for our in school program speaks to the growing need and readiness for change. MYM has a well-developed fundraising and program execution plan in place. Programs will be sustained as we continue to pursue new and increased funding from grants, corporations, community groups and individual donors to support all programs. Please consider funding our programs in the amount of \$5,000. Each individual program costs approximately \$500 depending on size and scope.