



You can support our local community effort to reduce mental health stigma here in the Lakes Area!

Efforts are underway to reduce mental health stigma in our community. One in five adults in the U.S. experience a mental illness in a given year, and Crow Wing County's most recent Community Health Survey found that to be 1 in 4 (28.2%) for Crow Wing County adults.

People delay seeking treatment for up to 10 years due to stigma. By reducing stigma, we **encourage people to seek the help they need sooner**, and hopefully before things become a crisis.

The **Make It OK campaign**, created by HealthPartners, provides educational and presentation materials to help reduce stigma. Here in the Lakes Area, Crow Wing Energized has trained over 120 community leaders to be Make It OK Ambassadors, who can present the information locally. The United Way of Crow Wing & Southern Cass Counties has organized several community conversations around mental health and has formed task groups to coordinate our efforts around this united approach to reducing stigma. Bridges of Hope is acting as the group's fiscal host and is also hosting a webpage for our local efforts: <http://bit.ly/LAMOK>

Will you come alongside the numerous volunteers, ambassadors, and leaders throughout this community to help support reducing mental health stigma? Your financial contribution will assist us in our communications efforts, our Make it OK marketing to the public, and with educational materials provided during the FREE Make It OK community presentations. With your help, we can reduce mental health stigma in our community and encourage people to seek help!

Thank you for considering support of this important initiative.

Sincerely,

A handwritten signature in purple ink that reads "Kassie".

Kassie D. Heisserer

Executive Director of Bridges of Hope, fiscal host for the Lakes Area Make it OK effort



Local Brainerd Lakes Area Efforts

Yes, we will support community efforts to reduce mental health stigma in the Lakes Area!

ORGANIZATION NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CONTACT PERSON: _____ PHONE: () _____

EMAIL: _____

SPONSORSHIP AMOUNT (sponsorships are 100% tax-deductible)

- \$500 – Your organization will receive a Make It OK certificate, pen, bracelet, and button.
- \$1,000 – Your organization will receive items at \$500 level, plus 1 copy of Dr. Emmons’ resiliency-themed book, and organization logo included on Make It OK t-shirts if sponsor logo is received by December 31, 2018.
- \$2,500 – Your organization will receive items at \$500 level, plus 3 copies of Dr. Emmons’ resiliency-themed book, newspaper acknowledgement in Monday Motivator once per month over course of the next year, and organization logo included on Make It OK t-shirts if sponsor logo is received by December 31, 2018.
- \$5,000 – Your organization will receive items at \$500 level, plus 3 copies of Dr. Emmons’ resiliency-themed book, newspaper acknowledgement in Monday Motivator once per month over course of the next year, organization logo included on Make It OK t-shirts if sponsor logo is received by December 31, 2018; and logo and public acknowledgement at annual summit and community presentations (over 200 community presentations anticipated in next year).
- I would like to make an individual gift of \$_____.

PAYMENT OPTIONS

_____ **Check** Enclosed payable to **Bridges of Hope** (fiscal host for Lakes Area Make it OK efforts)

_____ **Credit Card** Card Number: _____ Exp Date: _____

Name on Card: _____ CRV code: _____

Signature: _____ Date: _____

Return to:

Bridges of Hope

PO Box 742

Brainerd, MN 56401, or fax to 218.825.9131

Email your logo to kassie@bridgesofhopemn.org by Dec 31 to guarantee inclusion on our t-shirt!