

Ways to get involved in Mental Health Month

May 2024

WHERE TO START

Mental Health in a Changing World

You have already made mental health a priority at your company—now it's time to show it off! Founded by MHA in 1949, Mental Health Month is celebrated during the month of May. It is a time that we come together to continue the tradition of promoting awareness, offering vital resources and education, and advocating for the mental health of everyone. **Here's how you can join us.**

BE A SPONSOR

Each year MHA releases a new resource guide during Mental Health Month that includes information, tips, and worksheets to help people learn more about their mental health. Show off your commitment to mental health by **sponsoring this "toolkit,"** which would include recognition and your company logo.



Your company can also **sponsor a day** during Mental Health Month.

On your chosen date, MHA would highlight your organization or product on social media.

HOLD AN EVENT

Hold an event that combines raising awareness for workplace well-being with the mental health benefits of exercise. This could include an employee exercise class, a tennis (or pickleball) tournament, a golf outing, a 5K walk/run, or even a dodgeball game (last photo below). MHA can help you with ideas and set up a fundraising page for your event.



MHA
Mental Health America

WHERE
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GO GREEN →

Help raise mental health awareness by going green during one day, week, or the full month of May. Your company can:

- **Turn a product green**, like Pacific Shaving Company's green shaving cream, and donate a percentage of sales.
- Join hundreds of stadiums, landmarks, and buildings around the country by **lighting up green**.
- **Wear green ribbons** during a game or event, like the New York Yankees.
- **Encourage staff to wear green to work** and match any donation they make to Mental Health America.



← DONATE PROCEEDS



Show your commitment to mental health and help your consumers feel good about what they purchase by **donating a percentage of proceeds** from a product. For example, Pura Vida donates 5% of the proceeds from select bracelets.

LAUNCH A CAMPAIGN

↓ Stand up for mental health by showcasing your support in a **major product campaign**. In the past, MHA has worked with: Burger King on its "Real Meals" campaign (below, left), Rhone on its "(MEN)TAL HEALTHY" Men's Health Month campaign (below, second from left), and Revlon on its "Caring for Your Mental Wellness is Beautiful" campaign (below, right).



BUILD WELLNESS KITS

Help your employees put their mental health first by **building and distributing wellness kits** that include self-care items and merchandise from the Mental Health America store. Items might include a planter, journal, tote bag, T-shirt, sticker, awareness ribbon and a copy of our book. MHA can ship these items to you or directly to your employees.



DO A CHALLENGE



Incentivize your customers to put their mental health first during the month of May by **challenging them with a mental health goal**. If the challenge is met, donate to MHA in recognition of the achievement.

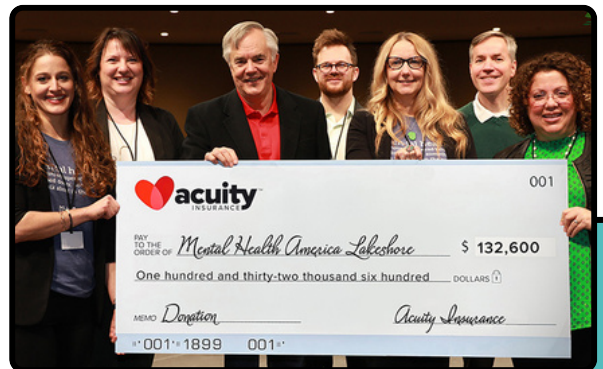
In 2023, L.L.Bean and Strava challenged people across the country and work together toward a collective goal of 500,000 hours outside during May.

MAKE A COMMUNITY IMPACT



Make an impact in the places where your employees live and work. MHA can leverage our network of nationwide affiliates to identify a local mental health project that aligns with your goals. We can assist you donating time and funds to that project.

FUNDRAISE OR DONATE



Establish yourself as a mental health-friendly organization by **doing a fundraiser** during Mental Health Month, or, by **making a donation** to MHA in honor of your staff. For gifts over \$5,000, we will send you green ribbon stickers that can be distributed to employees and worn on a day of your choosing.



If you are interested in one or more of these opportunities, contact Stuart Allen at: sallen@mhanational.org