



**Hope &  
Justice**



## Directing Change

Program & Film Contest

### WHO WE ARE

Directing Change is a nonprofit organization in its 10th year, devoted to educating young people about mental health, suicide prevention and other critical health and social justice issues through the medium of art and film and by changing conversations in schools and communities.

### WHAT WE DO

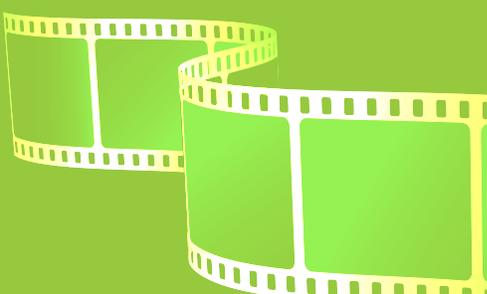
The Directing Change Program prepares young people to recognize signs of distress and how to seek help for themselves or a friend; provides curriculums and trainings to educators and school administrators to impact school climates, policies and practices; facilitates parent workshops; and offers 24/7 crisis support to schools after a student suicide.

### HOW WE DO IT

The Directing Change Program begins with exposing young people to knowledge about the topics of mental health and suicide prevention by providing instructional tools to educators and educational resources to students. From here, youth apply this knowledge to their own unique message about suicide prevention and mental health for their peers by creating short films, art pieces, songs, poems, PSAs, and spoken word.

### WHY WE DO IT

The Surgeon General has issued an advisory on youth mental health stating that "recent national surveys of young people have shown alarming increases in the prevalence of certain mental health challenges. In 2019, one in three high school students and half of female students reported persistent feelings of sadness or hopelessness, an overall increase of 40% from 2009." On average young people wait 6 to 8 years to get help from the first time they experience symptoms. One major reason that prevents young people from getting help is the fear of what others may think, and how this will impact their future.



"By involving a single classroom or after-school club, Directing Change has the potential to reduce stigma, open the conversation about suicide, foster youth leadership (including that of marginalized youth), stimulate school-wide interest in suicide prevention programming, and be a catalyst for school-wide change." – NYU

# Bring Mental Health Curriculum and Resources into More Classrooms

## SPONSOR OUR MINI GRANT PROGRAM! \$5,000 and up

Mini Grants are awarded to eligible schools or organizations to assist them in implementing the Directing Change Program in their classroom and planning an awareness event on campus.

## SPONSOR OUR STUDENT MENTAL HEALTH THRIVAL KIT



This notebook is full of prompts to keep youth engaged in their mental health wellness and is a back to school must have. The notebook includes grounding and breathing techniques, coloring pages, journaling prompts and crisis resources.

**Support a class – \$250**

**Support a school or district. Sponsorships start at \$5,000.**

## SPONSOR OUR EDUCATOR NEWSLETTER

With 10 editions per year, this important newsletter is vital to the 2,000 plus educators it reaches.

**Sponsor an edition - \$1,000**

**Sponsor the year (all editions, sole sponsor) - \$15,000**

# Help Youth Showcase Their Talent While Directing Change!

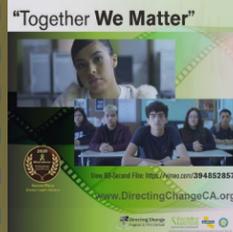
## SPONSOR A SUBMISSION CATEGORY - \$5,000 TO \$75,000

Contact us to choose a category that aligns with your organization's values and interests. There are regional and statewide opportunities. Categories include Mental Health Matters, Suicide Prevention, Walk In Our Shoes, Through the Lens of Culture, and even an animated category!

## SPONSOR OUR ANNUAL AWARDS CEREMONY

**- \$1,000 to \$25,000**

Each year youth are recognized for their achievements at a red-carpet award ceremony attended by youth and their parents, education and mental health professionals, and supportive community members.



# Are Social Justice Issues Important to Your Brand?

*Our newest category: Hope & Justice focuses on the social justice issues of our time.*

## BECOME A MONTHLY PROMPT SPONSOR - \$5,000 - \$10,000

Each month our youth are given a prompt to base their art and films on. Recognition includes your logo on promotional materials, as well as two co-branded social media posts for you to use!

## SPONSOR YOUTH GALLERY WEBSITE - \$250 - \$1000

Sponsor a piece of youth-created art in our Hope & Justice virtual gallery.. [www.Gallery.DirectingChange.org](http://www.Gallery.DirectingChange.org) (Limited to 25!)

## BECOME THE SIGNATURE SPONSOR OF OUR HOPE & JUSTICE EVENT - \$15,000

This virtual event, hosted during Suicide Prevention Week in September 2021, celebrates the art and films made by youth that deal with the social justice issues of our time. We'll work with you to find the recognition that suits your social responsibility goals. (Limited to 1)

## SPONSOR A 'PAINT MY PIECE' EVENT - \$5,000

This virtual event is our twist on the sip and paint. A youth artist teaches our guests how to recreate their work of art. This event is the perfect opportunity to showcase your art-focused business.

*We'll work with you to make sure your sponsor benefits are tailored to the unique needs of your business or organization.*

# IMPACT

More than **15,000** youth from more than **500** school districts around California have created over **6,500** film and art projects that have been watched over **500,000** times on our website and social media platforms.

*"I want to reach out and share with you that your video presentation in our English classes saved a life today. A student had a plan and was ready to act on that plan. He shared that he previously tried over spring break, but his little brother unknowingly interrupted him. He saw the video in class yesterday and learned about the National Suicide Prevention Lifeline. He said that he did not know about that resource prior to the presentations. He was really struggling this morning and he called the Lifeline. They were able to encourage him to go to school and talk to someone which he did. After a risk assessment and determining he had a plan and a means, I transported him to our behavioral health Crisis center and did a warm handoff.*

- School Psychologist, Butte County

With over **200** teachers involved in our program, they overwhelmingly report seeing the impact on students such as gaining skills for dealing with mental health issues later in life, noticing social isolation, increased sense of safety and sensitivity to the feelings of others, and knowledge of how to connect peers with resources.

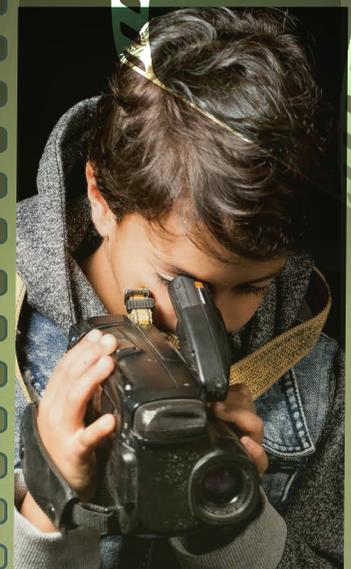
## OTHER WAYS TO OFFER SUPPORT:

- Volunteer as a film and art judge
- Set up an employer match for employee donations
- Donate online at <http://DirectingChangeCa.org>

For more detail about our organization and sponsorship opportunities please contact [latisha@directingchange.org](mailto:latisha@directingchange.org)

Sign-up for our newsletter: <http://eepurl.com/htlp8n>

# Directing Change is a box office SMASH!



Your support  
helps us keep  
this program

**FREE**  
to schools  
and students!