

The header features a collage of film strips. One strip shows a person holding a camera. Another strip contains the text "Stronger TOGETHER" and a quote: "Life is always better when you have a friend who's got your back." A third strip says "help a friend." To the left of the film strips is a colorful paint splatter with the words "Hope & Justice" overlaid. To the right is a silver video camera on a tripod.

Hope & Justice

Directing Change Program & Film Contest

At A Glance

Who we are

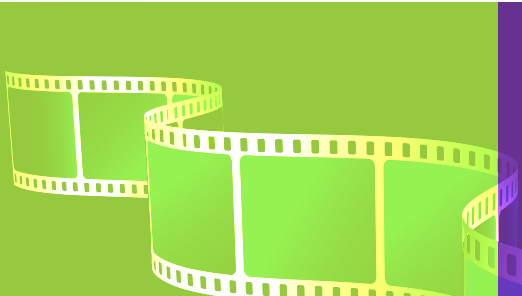
Directing Change is a nonprofit organization devoted to training and amplifying the voices of young people in support of mental health awareness, suicide prevention and other critical health and social justice issues.

What we do

The organization takes a youth-centered approach to equip young people with the facts, skills, confidence and supports they need to cope with tough times; provides curriculums and trainings to educators and school administrators to impact school climates, policies and practices; facilitates parent workshops; and offers crisis support to schools after a student suicide.

How we do it

Our programs and initiatives prepare young people ages 12-25 to recognize signs of distress and how to seek help for themselves or a friend through the process of following submission guidelines for a film and art contest; asking youth to create their own unique message about suicide prevention and mental health for their peers. As a result of the program, young people create short PSAs "by youth, for youth" that apply effective messaging and are used to raise awareness as part of media campaigns and outreach.

The footer features a decorative graphic of film strips in green and yellow on the left side.

"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

For Youth (ages 12 to 25)

- Directing Change Program: Suicide prevention and mental health curriculum delivered through annual film contest.
- Hope & Justice Initiative: Social emotional learning and healthy coping skills delivered through monthly art and film contest.
- Mental Health Thrival Kit
- Youth development through Youth Council and Youth-Led Events
- Storytelling

For Districts, Schools, Community-Based Organizations, Educators and Parents

- Mini grants
- Lesson plans and educational resources
- Training: Suicide Prevention Policy into Practice, Screening and Assessment, Postvention, and more.
- Parent resources and workshops
- Crisis response after suicide loss
- “Teaching Resilient Students and Raising Healthy Teens” newsletter

For Professionals from the Entertainment Industry

- Messaging consultation for mental health and suicide prevention storylines
- Youth mentorship
- Celebrity Judge volunteer opportunities
- Amplify youth-created work by giving it a shout out on social, traditional and earned media

For Public and Private Partners

- Library of 30 and 60-second PSAs created “by youth for youth” about mental health, suicide prevention and other critical health and social justice topics that can be downloaded for free and used in media campaigns, for outreach, as part of trainings and presentations, on social media, and more.
- Curated virtual exhibits featuring selections of youth-created films, art and written works submitted to our Hope and Justice initiative.
- Resources, social media toolkits, activity tips sheets, and youth-created PSAs for Mental Health Matters Month in May and Suicide Prevention Week in September.

Why partner with us?

Our organization has dedicated over a decade to building partnerships with young people, educators and community organizations.

We are committed to deepening community ties, and strengthening existing relationships with public and private organizations, foundations, districts, schools, county offices of education, behavioral health agencies, community organizations, arts groups and more. Our model makes partnering an easy option because we have so many kinds of access points to our organization. Donations, grants, and event sponsorships support the staff, and keep the lights on, the schools and organizations implementing our program sustain our growth, and our volunteer judges – giving the gift of their time – provide transparency to our contest process. At the center of it all, youth offer their creativity and stories to make a difference in their communities.

Since its launch during the 2011-12 school year, more than 15,000 youth have received mental health awareness and suicide prevention training through participation in the program and have applied what they learned to the more than 6,000 films and 1000 pieces of original art they created.

During the 2021-22 School Year..

2,579 youth participated in the program and **176** schools and organizations implemented the program.

1,242 films, art, and other media projects about mental health, suicide prevention, and various social justice issues were created by youth for youth.

More than **40,800** youth, parents, and community members reached through awareness activities created by youth and educators through mini grant funding to **49** schools and organizations.

17,191 parents reached through webinars and Facebook Live events.

42,388 Mental Health Thrival Kits distributed to schools, students and young people across California.

308 people applied principles of suicide prevention and mental health messaging to the judging of films.

1,908 people viewed virtual events, including the awards ceremony.

13,785 views of the newsletters for educators and parents and **11,156** visits to the links.

665,724 and counting... number of times films have been viewed online.

FY 2021/22 Outcomes

Why we do it

Every year we receive a number of personal notes from teachers that share their appreciation for the program and the impact it had on the young people they work with. These notes mean the world to us and we are happy to share this note we received in 2022.

“This year we really needed to get into some of these topics because it’s been an emotionally brutal year for so many students. One thing that has already happened was one of my students came to me after being concerned about seeing the signs of suicidal thinking of one of her best friends. She took the right steps, went outside of her comfort zone and got her friend help. It was one of those rare moments where we see a direct relationship between what we are talking about and the students applying it right in front of us.

Thank you Directing Change.”

These kinds of notes let us know that our reason for doing this work is paying off. Plain and simple we want to prepare youth, schools and communities to create live saving change. Our model makes partnering an easy option because we have so many kinds of access points to our organization. Donations, grants, and event sponsorships support the staff, and keep the lights on, the schools and organizations implementing our program sustain our growth, and our volunteer judges – giving the gift of their time – provide transparency to our contest process. At the center of it all, youth offer their



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, school or entire district-
Sponsorships start at \$5,000

SPONSOR OUR EDUCATOR NEWSLETTER

With 10 editions per year, this important newsletter is vital to the thousands of 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!

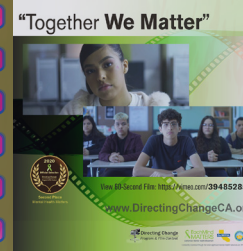
SPONSOR A SUBMISSION CATEGORY - \$15,000 TO \$75,000

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, Suicide Prevention, Walk In Our Shoes, Through the Lens of Culture, and Suicide Prevention Animated Shorts!

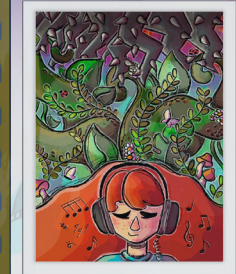
SPONSOR OUR ANNUAL AWARDS CEREMONY

- \$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.



Self-Care



Life in Black and White



Hope

A Life Worth Living



Justice

Are Social Justice Issues Important to Your Brand?

Hope & Justice

Our Hope & Justice category focuses on the social justice issues of our time and on elevating youth voices as part of these critical conversations.

BECOME A MONTHLY PROMPT SPONSOR - \$5,000 - \$25,000

Several months a year, youth are given a prompt to base their art and films on. Recognition includes your logo on promotional materials and youth-created content to share through your social media channels.

SPONSOR YOUTH GALLERY WEBSITE - \$250 - \$25,000

Sponsor a piece of youth-created art in our Hope & Justice virtual gallery. Additional opportunities include sponsoring your own virtual exhibit or a series of youth story projects. www.Gallery.DirectingChange.org.

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

This virtual event is hosted in the Fall as young people return back to school and celebrates the art and films made by youth that deal with social justice. The event is co-hosted by a youth artist and incorporates a "Paint My Piece" youth development activity. We will work with you to find the recognition that suits your social responsibility goals.

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 **7,000** 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

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!