

## Step 2: Fundraise



**110 fundraisers x \$1,000 raised per fundraiser = \$110,000  
for MHC and its health and wellness programs!**

MHC is so excited that you are joining us on this yearlong journey to raise funds for MHC and its health and wellness programs!

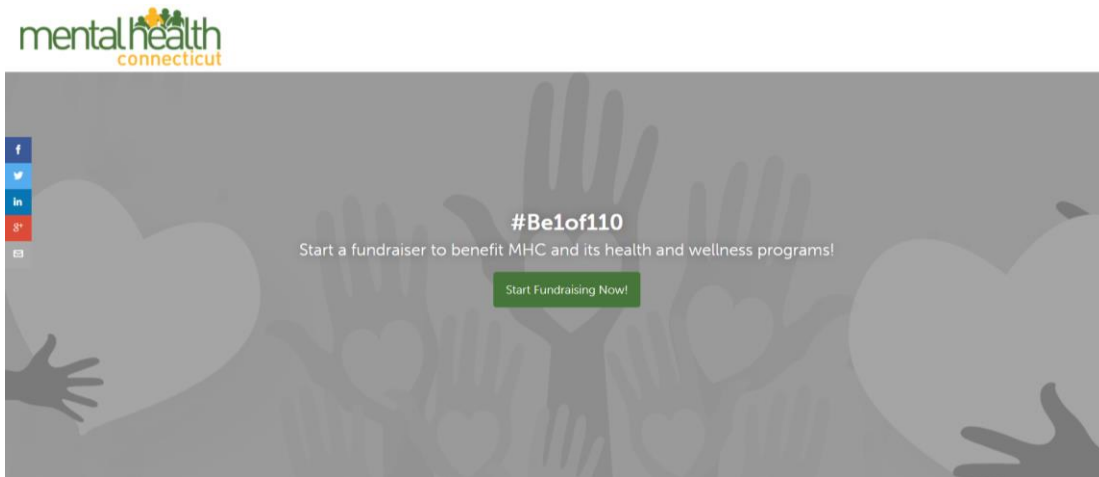
To reach your goal you can raise funds as an individual or as a group. Groups can be businesses, organizations, schools, families, civic groups, religious groups, or any team that wishes to fundraise together. With your help, we can expand programs like:

- **Mending Art** – Mending Art, now has over 100 program participants through our Waterbury-based Independence Center. Participants regularly participate in art shows and meet with other groups in the community to discuss the healing power of the arts. Many attribute their wellness to bringing art into their lives.
- **GROW (Gardening, Recovery, and Opportunities for Wellness)** – GROW is a skills-building and social enterprise program with the goal to improve the health, wellbeing and work skills of our program participants, while producing fresh vegetables, herbs, and plants for their friends and neighbors.
- **WHAM (Whole Health Action Management)** - WHAM is a peer-led intervention program that helps individuals create sustainable new whole health behaviors. Through small, dynamic groups and effective self-management techniques, individuals take charge of their health and successfully adopt new healthy habits.
- **Write On!** – MHC’s creative writing and advocacy program helps young adults find their voice and write their truth. Writers learn how to share their personal journey with mental health with the world to fight stigma and inspire hope.
- **Sensory Rooms** – In 2017, MHC built its first sensory room at HOPE House in Torrington and with your help, we can create similar spaces in other MHC facilities. Sensory rooms help individuals to build a mental and physical framework to properly process emotions and regulate responses in a safe environment.
- **Yoga, Meditation, and More** – Based on the interests of our program participants, MHC is looking to bring in more wellness activities to Stamford, Bridgeport, Danbury, Waterbury, Torrington, and West Hartford.

On the following pages, you will find everything you need to have a successful and fun fundraising experience.

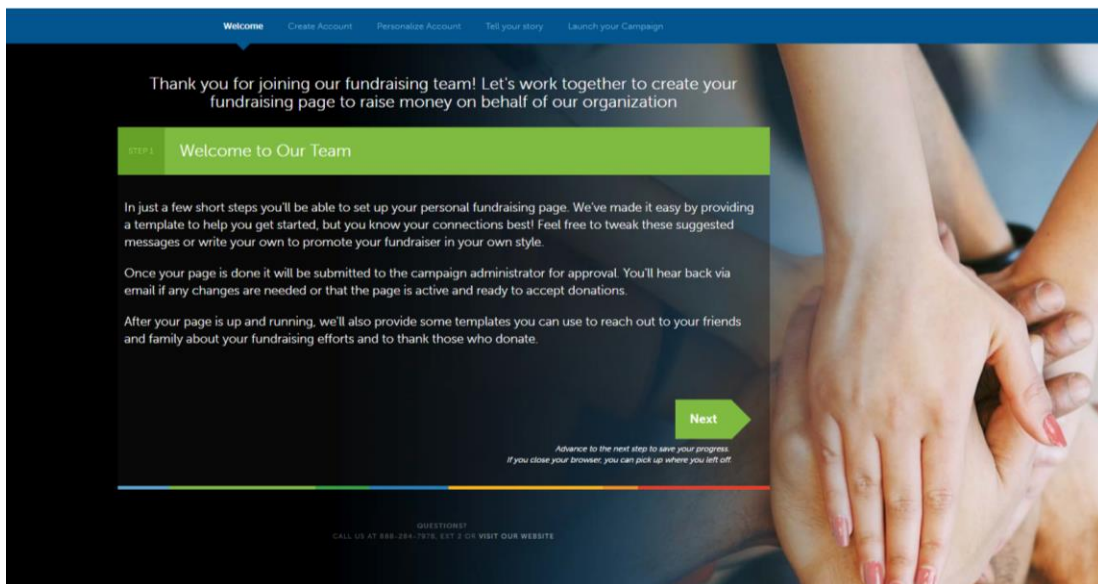
## Create Your Personal Fundraising Page

Getting started is easy to do and it's fun. Click the below image to take you to the #Be1of110 campaign website.



Click the “**Start Fundraising Now!**” button to get started and our site will guide you step-by-step to set up your very own fundraising page.

When creating your personal page, be sure to include your personal story. Donors will want to know why you chose to fundraise for MHC, #WhatMovesYou to raise \$1,000 (or more) in 2018, and your personal connection to MHC’s mission. You can also update your page at any time to add information to any in-person fundraising events you are hosting.



Once you have launched your page, you can go back and edit it at any time when logged into the site. If you would like to add a custom header photo or video to your page, you may do so from the “Edit Page” button at the top of your fundraising page.

## Meet your #Belof110 Team

If at any point in your fundraising journey – you find yourself stuck on how to write an email to potential donors, set up a fundraising event, or create your online fundraising page – reach out to the staff at MHC! We are happy to help.

**Suzi Craig** (*pictured right*)

Senior Director of Strategic Partnerships and Policy

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**Jackie Davis** (*pictured left*)

Executive Coordinator

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860-529-1970, ext. 110



## MHC's Development Committee

MHC staff also can connect you to a member of our hard working Development Committee for assistance with your fundraising efforts. Together, we will make a difference!



Dear Friend,

Thank you for giving your time and energy to fundraise for MHC. As we collect stories and inspire others to join the movement Clifford W. Beers started in 1908, know that your efforts will support the long-term wellbeing of our program participants and the educational endeavors that help to make mental wellness a priority.



With the funds you raise, you will make it possible to further our mission of improving mental health for all Connecticut residents. Together, we WILL make a difference.



Luis B. Perez, LCSW  
MHC President & CEO