



MENTAL  
HEALTH  
FIRST AID

# MENTAL HEALTH FIRST AID-USA

## Webinar

# Creative Fundraising: Return of the Telethon!

January 18, 2012

Michael Flora, President and CEO, Ben Gordon Center

Webcast presented by the National Council for Community Behavioral Healthcare

*Program content based upon Mental Health First Aid USA*





# **Bryan Gibb**

Director of Public Education, National  
Council for Community Behavioral  
Healthcare



# U.S. Adults with a Mental Disorder in Any One Year

Type of Mental Disorder	% Adults
Anxiety disorder	18.1
Major depressive disorder	6.7
Substance use disorder	3.8
Bipolar disorder	2.6
Eating disorders	2.1
Schizophrenia	1.1
<b>Any mental disorder</b>	<b>26.2</b>



# What Is a Mental Disorder?

A **mental disorder** or **mental illness** is a diagnosable illness that:

- + Affects a person's thinking, emotional state, and behavior
- + Disrupts the person's ability to
  - Work
  - Carry out daily activities
  - Engage in satisfying relationships



# What Is Mental Health First Aid?

**Mental Health First Aid** is the help offered to a person developing a mental health problem or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.



## Why Mental Health First Aid?

- + Mental health problems are common.
- + Stigma is associated with mental health problems.
- + Many people are not well informed about mental health problems.
- + Professional help is not always on hand.
- + People often do not know how to respond.
- + People with mental health problems often do not seek help.



## What You Learn

- + Overview of mental health problems
  - Depressive/Mood disorders
  - Anxiety disorders
  - Disorders in which psychosis occurs
  - Substance use disorders
  - Eating disorders
  
- + Mental Health First Aid for crisis situations
- + Mental Health First Aid for non-crisis situations



# The Mental Health First Aid Action Plan

- + **A**ssess for risk of suicide or harm
- + **L**isten nonjudgmentally
- + **G**ive reassurance and information
- + **E**ncourage appropriate professional help
- + **E**ncourage self-help and other support strategies



# Recovery from Mental Illness

“Recovery is the process in which people are able to live, work, learn, and participate fully in their communities.”

“For some, this is the ability to live a fulfilling and productive life despite a disability.”

“For others, recovery implies the reduction or complete remission of symptoms.”

— *President’s New Freedom Commission on Mental Health, 2003*



# Potential Audiences

- Colleges & Universities
- Hospitals and health centers
- Employers / HR / EAP
- Faith communities
- Law enforcement/first responders
- Nursing home staff
- Consumers, families and caring citizens
- Mental health authorities
- Policymakers



## By the Numbers

- + 45,000+ Mental Health First Aiders
- + 1800+ instructors certified
- + 45 states (and counting!), DC and Puerto Rico



# Mental Health First Aid in the News



*National Public Radio, Morning Edition,*

October 10, 2011

[Mental First Aid: How To Help In An Emotional Crisis](#)

by KELLEY WEISS



*National Public Radio, "Talk of the Nation"*

October 18, 2011

[Mental Health First Aid in the Workplace](#)

by NEAL CONAN

*The New York Times*

*NEW YORK TIMES, January 23, 2011*

[Positives With Roots In Tragedy On Campus](#)

By MICHAEL WINERIP



*ABC TV News "For your Health" segment,*

October 18, 2011

*THE WASHINGTON POST,*

JAN 18, 2011

[Shooting in Tucson sparks interest in](#)

['mental health first aid' courses](#)

By RACHEL SASLOW

*The Washington Post*



# **Creative Fundraising: Return of the Telethon!**

January 19, 2012



## Creative Fundraising for Mental Health First Aid: Return of the Telethon

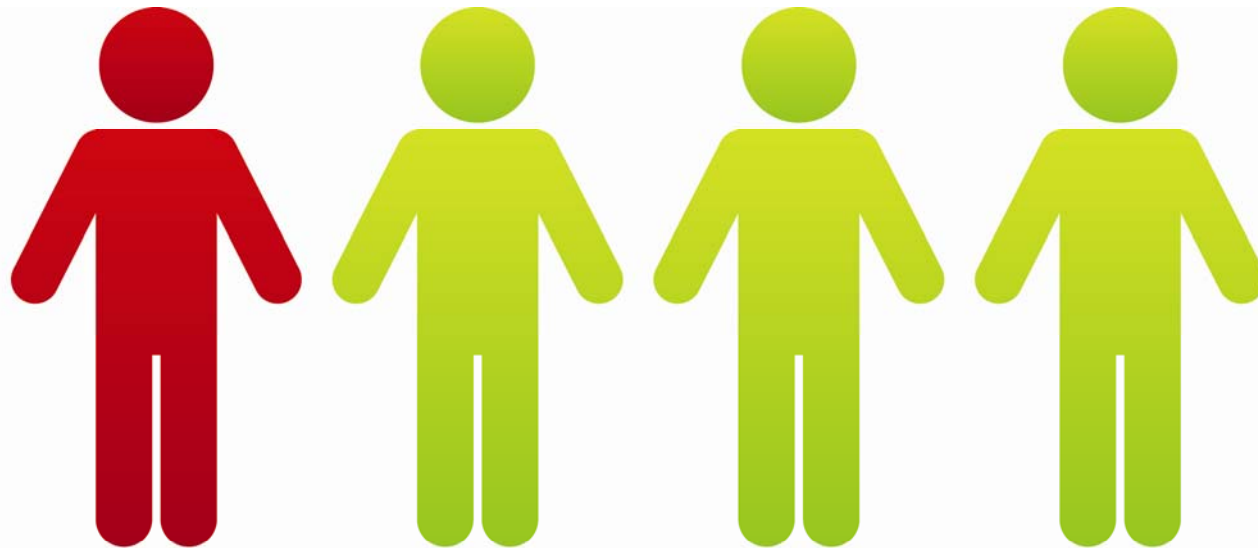


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DeKalb Illinois



Michelle La Page  
Development Director  
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# CALL FOR HELP TELETHON



One in four people has a **mental illness**.  
You can be the **one** that helps.



## Challenge

- + Decrease in funding for Uninsured and indigent clients
- + Decrease in funding for prevention and education
- + Increase in Uninsured and indigent clients
- + Increase need for prevention and education in our community to promote emotional health and wellbeing



## Purpose of Event

- + Create an event to raise donations & pledges for the Uninsured and Indigent clients of the Ben Gordon Center
- + Create an event that would raise awareness of the impact the Ben Gordon Center has on the community
- + Create an event that would have little to no overhead so all donations and pledges could be directed straight to the cause



# Telethon Timeline

## 6 MONTHS OUT

- ❖ Solicit for Sponsorships
- ❖ Line Up Media Coverage
- ❖ Secure Phone Company to Set Up Phones

## 3 MONTHS OUT

- ❖ Send Out Press Releases
- ❖ Recruit Volunteer Groups

## ONE MONTH BEFORE

- ❖ Market the Event
- ❖ Secure the Testimonials



One in four people has a **mental illness**.  
You can be the **one** that helps.

The stress on today's families, the strained relationships due to alcohol or drug addiction, and the struggle to cope for those with depression, anxiety or bi-polar disorder are a few of the issues our team of specialists address.

Each year one in four members of our community will need mental health or substance abuse services. Since we began serving our community in 1968, the Ben Gordon Center has served over 38,000 DeKalb county area adults and children. Each month over 300 new requests for services are scheduled with one of our caring professionals.

This year we have witnessed over a 30% increase in the requests for services. With unfunded mental health and substance abuse care totaling over \$400,000.00 annually at Ben Gordon Center, this need is real and any gift you can provide goes directly to help those most in need.

**\$1,000**

Provides 12 counseling and treatment sessions for a child with depression

**\$800**

Provides 4 hours of psychiatry and medication monitoring services for a new mother with post partum depression or a child with AD/ID

**\$500**

Provides 7 sessions of drug and alcohol treatment for someone with chemical addictions

**\$100**

Provides one mental health emergency service for someone who is suicidal or in crisis or an evaluation for an adult or teen in need of services

**\$50**

Provides one individual access to group therapy for eating disorder treatment

**\$25**

Provides outreach or case management services for an adult, teen or young child



**Donate now** to support mental health and substance abuse services.

To make an immediate gift, visit [www.bengordoncenter.org](http://www.bengordoncenter.org) to donate online.

Your donation is tax deductible, and your support helps a neighbor or friend in our community obtain the care they need. Thank you very much for your consideration.



**Call for Help  
Telethon**

**May 20/21**

Live coverage provided by  
**B95 and WLBK!**

Time: 10am - 6pm each day

**TRUST THE EXPERTS IN BEHAVIORAL HEALTHCARE**

**WWW.BENGORDONCENTER.ORG 815.756.4875**



Ad  
For  
Local  
Publications



# EVENT RECAP

## Attendance:

- + Speakers – 16 speakers that spoke or recorded messages on both WLBK & B95
- + Volunteers – 20 people from community, Kiwanis group, board members & past clients





## **Results:**

- + 160 donations or pledges received
- + 5-10 phones calls actually came in
- + B95 live coverage from 10 – 12 Friday & played messages throughout Friday & Saturday
- + WLBK live coverage from 11 -1 Friday & replayed live coverage on Saturday 8 – 10 a.m.
- + Ad & article in May Invironments
- + Ad in Daily Chronicle 5/14 and Midweek 5/18
- + Article in Chronicle & Midweek early May pre-telethon
- + Article in Chronicle & Midweek post-telethon
- + Guest on B95 Spectrum and WLBK morning show
- + Email blast to 1,000 DeKalb Chamber members 5/20
- + On DeKalb & Sycamore Chamber calendars



# Telethon Report

Sponsorships	32,799
Pledges & Donations	<u>12,566</u>
	<b>45,365</b>
Expenses	300

**GRAND TOTAL** **\$45,065**



### **Reactions:**

- + Positive response to volunteers, many who donated said they heard radio coverage or saw article or ad
- + Donors liked not having to participate other than making the donations

### **Learning points:**

- + Some type of tracking donations being made during the telethon
- + How to update volunteers on who has been contacted to avoid duplicate calling
- + Have volunteers bring in their own contact lists/networks/cell phones or address books
- + Encourage volunteers/board members/staff/etc to market their participation in telethon thru texts, Facebook, Twitter for an increase in donations
- + May not need bank of 10 phones due to the small amount of incoming calls (could have 10 cell phones for call to be made out and 1 to 3 phones designated for incoming)
- + 2 hour shifts were perfect amount of time
- + Minimal Expenses, Short Planning & Organizing Period
- + Need to secure Local Radio Stations involvement possibly for longer





# SCRIPT TO ASK FOR DONATIONS

- + **I need your help, and so does our community!** Did you know that this year alone One in Four people in our community will need mental health or substance abuse help? You can be the One person who makes a difference. I'm very proud to be a part of the first annual Ben Gordon Center Call for Help Telethon.
- + The Ben Gordon Center provides unfunded mental health and substance abuse care totaling over \$400,000.00 annually. This need is real and any gift you can provide goes directly to help those most in need. This year the Ben Gordon Center has witnessed over a 30% increase in requests for services.
- + There are three easy ways for you to make a donation.
- + You can make a donation now with your credit card - (Fill out Donation Form completely)
- + Pledge to send in a donation to: Check payable to Ben Gordon Center Foundation, mail to 12 Health Services Drive, DeKalb, IL 60115
- + or Go to [www.bengordoncenter.org](http://www.bengordoncenter.org) and make an online donation via PayPal.
- + Thank you for your support! We couldn't do it without you!



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**Support the Ben Gordon Center Foundation Call for Help Telethon!**

Did you know that this year alone one in four people in our community will need mental health or substance abuse help?  
Let's be the ONE that helps today!

Listen today, May 20<sup>th</sup> to B95 FM or WLBK 1360 AM and  
**CALL 815-756-7316** to pledge your donation.

Remember even \$5 adds up and can help those most in need.  
The phone lines will be open from 10 – 6 on both May 20/May 21  
or go to [www.bengordoncenter.org](http://www.bengordoncenter.org) and make a donation now!

Thank you for your support. The Ben Gordon Center provides unfunded mental health and substance abuse totaling over \$400,000.00 annually.

We will be the **ONES** that help!



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**SIGN UP NOW!**

# DODGEBALL

*IS COMING*

**BGCC** *Providing Direction in Life* **6TH ANNUAL CHARITY EVENT**  
Ben Gordon Center @ DEKALB HIGH SCHOOL  
[WWW.BGCCDODGEBALL.COM](http://WWW.BGCCDODGEBALL.COM)

A promotional poster for a dodgeball event. The background is a stylized orange and yellow sunburst pattern. A large red dodgeball is shown in motion, with a yellow and orange trail behind it. The text "DODGEBALL" is written in large, white, bold, block letters with a black outline. Below it, "IS COMING" is written in a smaller, white, cursive font. In the top left corner, a yellow banner says "SIGN UP NOW!". At the bottom, there is a white rectangular box containing the BGCC logo (with the tagline "Providing Direction in Life"), the event name "6TH ANNUAL CHARITY EVENT", the location "Ben Gordon Center @ DEKALB HIGH SCHOOL", and the website "WWW.BGCCDODGEBALL.COM".



**Event Schedule/Agenda  
SATURDAY, NOVEMBER 12th  
DeKalb High School Field House**

**8:00 a.m. Doors Open**

**8:00 a.m. Registration for Youth ages:**  
4-5 grades  
6-8 grades

**8:00 a.m. Opening Ceremonies**

**8:15 a.m. Games Begin**

**8:30 a.m. Business Division**

**8:30 a.m. Youth Registration for grades**  
9-12 grades

**11:30 a.m. Adult Registration**

**3:00 p.m. Results of Best Dressed & Team Award!**





## Contact Information

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Questions?

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# Mental Health First Aid in your Community



- + A recording of this webinar & the power point will be available on the National Council website 48 hours after it has ended.
- + Visit [www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org) for further information on the course and to find an instructor near you.
- + Become a fan of Mental Health First Aid USA on Facebook & get updates and information on a variety of mental health topics.
- + For any further questions, contact Bryan Gibb at [bryang@thenationalcouncil.org](mailto:bryang@thenationalcouncil.org) or Susan Partain at [susanp@thenationalcouncil.org](mailto:susanp@thenationalcouncil.org) or 202.684.3732.