

# SPONSORSHIP PACKET

**Invest in communities to keep  
mental health talkable.**



# ABOUT US



*The women behind Talkable Communities — five CEOs who turned a shared question into a lifesaving mission.*

Talkable Communities was born from a conversation that refused to stay small.

Five female CEOs from behavioral health nonprofits across Northeast Florida had spent years collaborating, sharing resources, and asking the same question: what would it look like if our communities truly knew how to talk about mental health? That question became a mission.

Today, Talkable Communities brings together more than 20 professionals across five partner organizations to expand access to mental health education, training, and resources. We started in Northeast Florida, but when we offered trainings online, something unexpected happened. People from across the nation found us and asked to learn. We welcomed every one of them. That's how a local mission became a national one.

Since 2021, we have trained more than 12,000 people, taught over 800 courses, and made more than 3,000 referrals to mental health services. Every one of those numbers represents a person who is better equipped to recognize a crisis, start a conversation, and save a life.

When you sponsor Hope Needs Help, you're standing behind work that teaches people across Northeast Florida and the nation to recognize struggle, start a conversation, and show up for someone in crisis. Because the healthiest communities are built by the people who choose to invest in them.

# SIX TRAININGS.

ONE MISSION: MAKE MENTAL HEALTH TALKABLE.



**Mental Health FIRST AID**

from NATIONAL COUNCIL FOR MENTAL WELLBEING

## Adult MHFA

A full-day certification, in-person or virtual, that equips community members to recognize and respond to mental health crises in the adults around them.

## Youth MHFA

A full-day certification, in-person or virtual, that equips adults to recognize and respond to mental health crises in the young people in their lives.

## teen MHFA

Gives teens the skills to recognize when a peer is struggling and connect them to help.



## QPR: Question, Persuade Refer

1–2 hour training, in-person or virtual, that teaches anyone to recognize the warning signs of suicide and ask the question that could save a life.

## It's Time to Talk About It

2-hour training for caregivers, in-person or virtual, that builds the confidence to have life-saving conversations with the young people in their lives.

 **It's Time to Talk about it!** 



## ASIST

Our most intensive certification — a 2-day in-person training that equips participants to provide hands-on suicide first aid.

All programs are evidence-based and taught by trained professionals rooted in our partner organizations and communities

# THE CRISIS WE'RE SOLVING

This isn't a national problem happening somewhere else. It's happening here.

## Nationwide

Suicide remains one of the leading causes of preventable death in America, and the need for help is growing fast.

- 48,824 deaths by suicide in 2024
- 2.9 million attempts, that's roughly 60 attempts for every suicide
- ~8,000 people per day reaching a crisis point
- 988 Lifeline contacts nearly doubled since launching in 2022, now approaching 600,000 calls per month

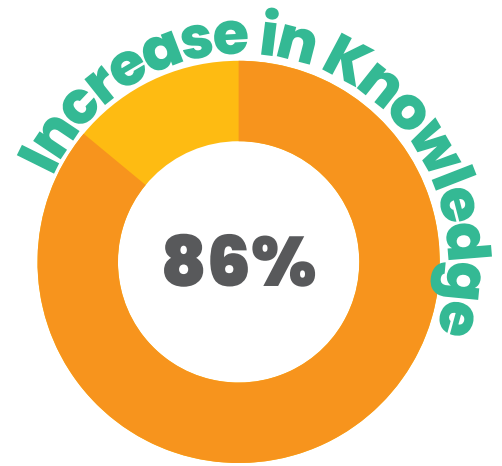
County	Deaths	Rate (per 100,000)
Duval	163	14.6
Nassau	24	17.5
Flagler	28	18.6
Putnam	15	21
Clay	36	14.3
St. Johns	52	15.3



## Our Backyard

In 2024, every county in our region recorded suicide deaths at rates above the Florida state average of 13.9 per 100,000.

# OUR IMPACT



## ➔ The Good News: The Training Works

**10,000+**  
trained QPR  
gatekeepers report  
using their skills daily to  
recognize warning  
signs and connect  
people at risk to care

*QPR Institute*

**up to 97%**  
of MHFA graduates  
used their skills in a  
real situation within 6  
months.

*MHFA USA*

**most**  
people in crisis reach out  
to a neighbor, friend, or  
coworker first, not a  
clinician. Training your  
community is the first  
line of defense

*LivingWorks*

Since 2021, Talkable Communities has trained more than 12,000 people across the nation, including neighbors, teachers, parents, caregivers, and first responders, who now know how to recognize a crisis and connect someone to care. Over 3,000 referrals to mental health services have been made as a direct result.

Talkable Communities has trained individuals across every sector of our community and in 48 states across the US.

*Healthcare and Behavioral Health*

*Higher Education*

*K-12 Education*

*Legal and Professional*

*Corporate and Workforce*

*Faith Communities*

*Nonprofits and Community Organizations*

*Government and Public Health*

# SPONSORSHIP PACKAGES

## COMMUNITY SPONSOR

\$1,000 - \$4,999

- Logo listed in sponsor section at bottom of the Talkable Communities website
- Logo listed in sponsor section of the Hope Needs Help fundraiser landing page
- Logo in footer of all training presentations for 6 months from sponsorship date
- 1 dedicated social media post within first 6 months of sponsorship

## TRAINING SPONSOR

\$5,000- \$9,999

- Logo + organization name with hyperlink in sponsor section of the Talkable Communities website
- Logo + name featured in sponsor section of the Hope Needs Help fundraiser landing page, larger than Community tier
- Logo on first slide and footer of all training presentations for 6 months from sponsorship date
- 3 social media spotlights within 6 months of sponsorship

## MISSION SPONSOR

\$10,000 +

- Logo prominently placed near top of Talkable Communities website, above all other sponsors, with name and optional tagline
- Logo placed at top of Hope Needs Help fundraiser landing page, above all other sponsors, with name and optional tagline
- Logo featured on first slide and footer of all training presentations for 12 months from sponsorship date
- 6 dedicated social media posts throughout year of sponsorship
- Your logo on Talkable Communities outreach materials, plus co-placement of your organization's materials at TC community booths and training events
- One private Mental Health First Aid training for up to 30 employees or community members
- Featured in year-end donor communications and impact report

All sponsorship benefits are honored for 12 months from your sponsorship date unless otherwise stated. For questions and custom arrangements, contact Mary Kelley at [mary@talkablecommunities.org](mailto:mary@talkablecommunities.org)

# Sponsor Agreement

## Hope Needs Help — Raising Community Funds to Prevent Suicide

This form may be completed by hand and mailed with your check to the address below, or filled out digitally and emailed to [info@talkablecommunities.org](mailto:info@talkablecommunities.org) — payment can be made via the link below.

### Sponsorship Level (select one)

- Community Sponsor** **\$1,000 – \$4,999** Contribution Amount: \$
- Training Sponsor** **\$5,000 – \$9,999** Contribution Amount: \$
- Mission Sponsor** **\$10,000+** Contribution Amount: \$
- Other / Custom Amount** Contribution Amount: \$

### Organization & Contact Information

Please print clearly or type before printing.

Organization / Company Name:

Mailing Address:

City:  State:  Zip Code:

Contact Name:  Phone (with Area Code):

Email:  Organization Website:

Social Media Handle (optional):

### Logo Submission

Please email your logo to [info@talkablecommunities.org](mailto:info@talkablecommunities.org). Preferred formats: PNG or JPG (website); EPS, PDF, or SVG (print). Max width 300px for web use.

### Payment Information

**Make checks payable to:** Starting Point Behavioral Healthcare

**Memo line:** Talkable Communities / Hope Needs Help

**Mail to:** Starting Point Behavioral Healthcare · 1541 S 14th Street · Fernandina Beach, FL 32034

**Online payment / credit card:** <https://www.paypal.com/ncp/payment/VRLAXGYVS4LTN>

**Questions?** We're here. Email [info@talkablecommunities.org](mailto:info@talkablecommunities.org)

### Authorization & Signature

I hereby authorize Talkable Communities to include our organization's name and/or logo on all Hope Needs Help campaign materials consistent with the selected sponsorship level and applicable deadlines. All sponsorship benefits are honored for 12 months from the sponsorship date unless otherwise noted.

Authorized Signature:  Date:

Printed Name:  Title: