



changing the conversation
about mental health

June 29, 2016

Tonda Humphress
Program Coordinator, UNL Parents Association
Division of Student Affairs
106 Canfield Administration Building
P.O. Box 880423
Lincoln, NE 68588-0423

Dear Ms. Humphress and Board Members of the UNL Parents Association,

On behalf of Active Minds at UNL, I would like to thank the UNL Parents Association for its support of the cause for mental health awareness at UNL. The Parent's Association grant awarded to our group last spring has already had an impact on our ability to "change the conversation about mental health" across campus and positions us to serve students for years to come. Specifically, the grant helped us fund three key aspects of our young group's branding: a banner, information cards, and shirts. Together these items helped increase the visibility of our events, promoted our cause, and positioned our campus movement for further development. The following pages provide specific examples of how we have used the materials purchased with the grant over the past few months.

Once again, thank you for your dedication to promoting mental health awareness and ongoing support for the students of the University of Nebraska-Lincoln.

A handwritten signature in black ink that reads "Brock J. Thompson".

Brock Thompson
Active Minds at UNL, Treasurer
402-618-5279
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BANNER

A portion of the grant monies funded a 2 foot by 7 foot vinyl banner branded with the Active Minds logo, contact information, and tagline: "Changing the conversation on mental health". Prior to the grant our group had been using a small, wrinkled paper banner that didn't reflect the importance of our cause and commitment of our members. The new banner is bright, bold and will, undoubtedly be a more effective outreach tool. This spring we've already used the banner to publicize our Valentine-making party for patients at Center Pointe Treatment Center and to advertise for the UNL Out of the Darkness Suicide Prevention Walk, which our group helped sponsor. Moving forward we plan to use the banner for events like the Big Red Welcome, Depression Screening Day, and the Homecoming Parade.

▲ Active Minds making Valentine's cards for CenterPointe Treatment Facility in Lincoln in February

INFORMATION CARDS

Active Minds at UNL used a portion of the grant monies to fund information cards for notifying students and potential members about our cause. This spring we have already put the cards to work during our advertising for the Out of the Darkness Walk, for example. Like the banner, these cards are a long term investment in our group's effort to promote the cause for mental health.





Photo Credit: Hannah Seyller



Active Minds UNL @ActiveMindsUNL Apr 17
Questions about Active Minds? Look for our shirts during the walk and on the Union plaza!



From our Twitter feed

The Parent's Association Grant also helped Active Minds at UNL offset the costs of t-shirts emblazoned with the message "The Mind Matters...Support Mental Health... End Stigma!" This spring our members wore their shirts at events like the Out of the Darkness Walk and Creative Minds Mental Health Forum. Moving forward these shirts position our group to have a more unified presence at events and individuals to be more effective ambassadors for mental health awareness.

SHIRTS