



THE YOUTH
MENTAL HEALTH PROJECT™

Annual Report
2018

WORDS FROM OUR EXECUTIVE DIRECTOR



*Randi Silverman,
Founder and Executive Director, The Youth Mental Health Project™*

On behalf of the millions of families with children who struggle with their emotional and mental health, thank you for your support and confidence in our work. The Youth Mental Health Project has grown tremendously during 2018, and our messaging is resonating.

As I travel to communities across the country to speak and screen *No Letting Go*, I am inspired by those who are creating opportunities to improve the narrative around mental health so that those who are struggling can receive the support they need. We have worked with a multitude of community organizations, churches, temples, high school students, and many other dedicated individuals, to create meaningful and thoughtful mental health events that inform and inspire.

While increasing awareness is essential to changing the narrative, we believe that it is vital to support families with children who struggle. With the support of our community partners we were able to launch **The Parent Support Network**, a program developed to bring confidential, free, in-person, peer-to-peer support directly to communities. Our unique Facilitator Training Program has prepared and supported 5 volunteer parents to organize and manage parent support meetings in 5 different communities in the last quarter of 2018 alone. Our collaboration with Kimochis has enabled us to incorporate a social and emotional learning component to the program which Facilitators use as a Conversation Toolkit. We prepare to expand The Parent Support Network in 2019, adding an online database for parents looking for resources and offering an e-learning series for parents to help them navigate health, education, and insurance systems. Harnessing the power of parents-helping-parents, our goal is to take this turnkey program to communities across the nation.

With your support, The Youth Mental Health Project will continue to change the conversation, support and empower families, and improve mental health literacy. We rely on charitable donations to fund our work and would ask you to please consider donating to our organization; together, we can create lasting change.

With deepest gratitude,

Randi Silverman

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WHO WE ARE

The Youth Mental Health Project is a group of individuals who believe that:

- Mental health lies on a continuum and includes our emotional, psychological, and social well-being.
- A healthy mind is as important to a child's development as a healthy body.
- In order to address the devastating consequences of the current mental health crisis, early intervention and prevention must become the norm.

With an emphasis on the mental health of children, teens, and young adults, we believe that educating, supporting, and empowering families and communities to understand and care for the mental health of young people is crucial to the health of a compassionate society.

Mission.

We educate, empower, and support families and communities to better understand and care for the mental health of our youth.

Vision.

We envision a world made up of informed families and caring communities that realize and strengthen the mental health of our youth - a world where people are just as aware of their mental health as their physical health, where families are validated and able to readily access the care they need.

WHAT WE DO

EDUCATE. EMPOWER. SUPPORT.

Educational Materials.

With our partners, experts, and interns, we have developed free, downloadable educational materials focused on the mental health of our children, teens, and young adults, designed with parents and caregivers in mind.

We are dedicated to presenting information that is clinically and scientifically accurate in a way that serves to reduce the blame, shame, and misunderstanding generally associated with mental health disorders. Some of our new materials include *Mental Health 101 - How to talk to your kids about their emotions*, written in collaboration with Child Guidance Center of Mid-Fairfield County, and a suite of Fact Sheets, with contributions from Dr. Tara S. Levinson, Psychologist, PhD, NCSP of Westport, Connecticut.



Understanding and Supporting Youth Mental Health booklet, revised

Feelings and Emotions: Mental Health 101: Talking with Kids, created in partnership with Child Guidance Center of Mid-Fairfield County



*Fact Sheet Series
10 fact sheets free to download*



Events, Speakerships, Film Screenings.


CREATING LASTING CHANGE THROUGH COMMUNITY CONVERSATIONS.

Through keynote addresses, workshops, educational evenings, and film screenings, Randi Silverman and *No Letting Go* have traveled the country to help communities engage in conversations about the importance of understanding and caring for youth mental health.

Thanks to community organizations, such as affiliates of the UJA, YWCA, JCC, as well as schools, temples, churches, libraries, and professional conferences, Randi and *No Letting Go* have appeared in front of thousands of people.

Our message is one of hope; improving mental health literacy and bringing programs that support and empower families and communities will make early intervention and prevention a reality.





“
Our community has spent \$10,000,000 over ten years trying to solve addiction and it hasn't made a dent because we aren't talking about mental health. This is why we reached out to The Youth Mental Health Project. Yours is the smartest, kindest most gentle platform in the market.

”

Partner

Introducing The Parent Support Network™



A large part of 2018 was dedicated to the research and development of a scalable, replicable program to provide peer-to-peer support for parents who are concerned about their children's mental health. Parents CAN be at the forefront of the solutions for their children and for the community as a whole, but they CANNOT do it alone and in the dark! The Parent Support Network was built as a turnkey program that will harness the power of parents helping parents.

Imagine a world where parents had the tools, knowledge, and resources to care for and talk about their children's mental health in the same way they do their physical health without blame and shame. Ultimately, supporting our youth means supporting their parents.

Recognizing the utter lack of support for families, The Youth Mental Health Project has developed The Parent Support Network as a parent-driven, family focused program to provide parents who are concerned about their children's mental health with a dependable and caring network, valuable peer support, and access to peer-recommended resources in their local communities.

Thanks to a generous grant from The Monarch Family Foundation, The Parent Support Network launched five pilot affiliates in the last quarter of 2018 and will have two additional affiliates launched in the first quarter of 2019.

Each affiliate of The Parent Support Network holds monthly, in-person, parent support meetings run by volunteer, trained Facilitators who are parents with lived experience raising a child who has struggled with his or her mental health.

Parents also work together to gather a reliable and vetted list of invaluable community and regional resources to help each other and to enable other families to seek and find the help they need. Vetted for parents and by parents, there is no better resource than a referral from someone who shares your experience.

In the last quarter of 2018:

16 TRAINED parent volunteer Facilitators

6 staff members from **4** sponsoring organizations:

(NAMI MERCER, DARIEN YWCA, BROOKFIELD CARES, FUSION WESTCHESTER)

13 meetings in **5** locations serving **150** families

Locations 2018:

Brookfield, CT

Darien, CT

Central New Jersey, NJ

Westchester, NY

Western Suffolk, Long Island, NY

Launching Q1, 2019:

Yorktown, New York

Portland, Oregon

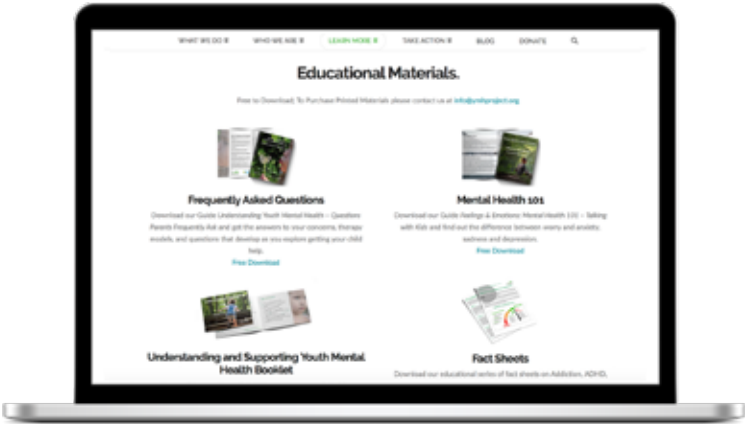
Extensive Training Materials and Manuals have been developed to support our Facilitators. Every affiliate also receives our “Conversation Toolkit” - created in partnership with Plushy Feely, Corp.

ONLINE REACH

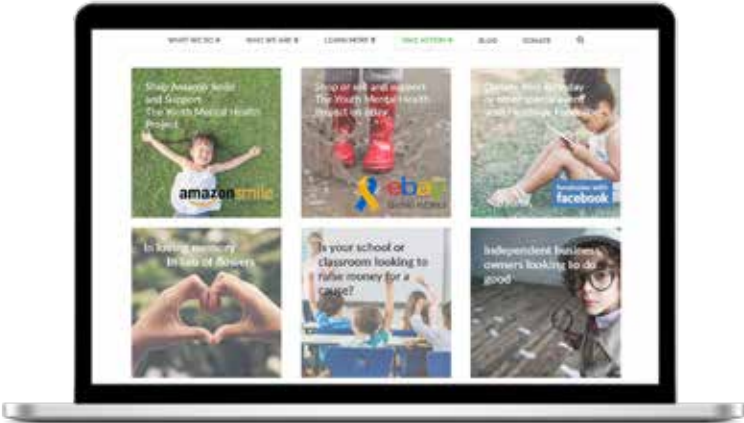
Website.

35,692 Pageviews (up 122% from 2017)

28,745 Unique Pageviews (up 124% from 2017)



Our website provides free access to downloadable, educational materials that help families and community members understand and find language to talk about youth mental health. Many organizations have found our approach to mental health so informative and refreshing that they have co-branded our materials for distribution in their communities.



For those who want to help, our website offers a variety of easy ways to make a difference.

Social Media.

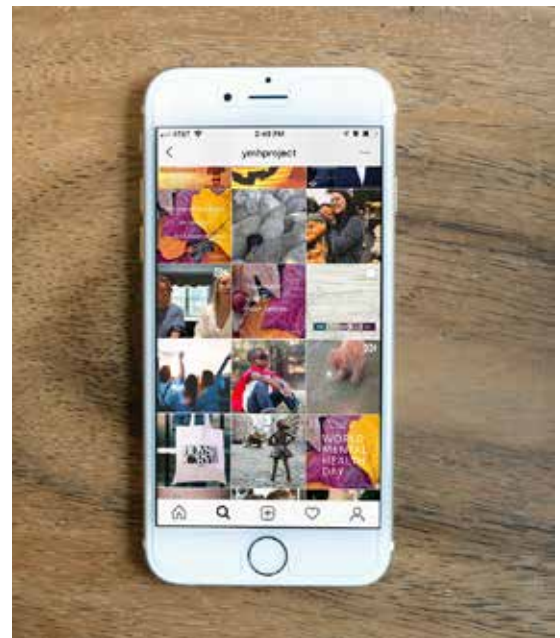
The Youth Mental Health Project introduced a new # weALLhaventmentalhealth.

weALLhaventmentalhealth.

Facebook donations up over **150%** from 2017

6,699 anonymous facebook donors (up from 2,299 in 2017)

26.7K people reached on Social Media



THANK YOU TO OUR DONORS

Lety Abbasi
Braden Abbott
Kaye Agee
Amy and Jim Allen
Danka Andersen
Monica Anderson
Susan Anderson
Lindsay and Richard Anfang
Janice Arone
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Amanda McBride
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Ellie Millan
Elaine Momofmead
Craig Moon
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Yvette Morin Keegan
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Sunny Shah
Nancy Sheed
Margaret Sicilian
Lynsey Skinner
Kelly Smith
Natalie Smith

James Spalding
Stephanie and Lee Spiegel
Bonni and Billy Stanley
Edd Juliet Suarez
Janet Susin
Jessica Swan
Mariella Sypa
Kaari Tattar
Anushri Thakar
Clarissa Tibbs
James Titus
Michele Turner
Jessica Urban
Mariela Valladares
Michele Vujovich
Wendy and David Ward
Wendy Webb
Josh Weber
Angela White
Laura Whitmore
Barbara Whitney
Brenda Williams
Donald Winters
Cristin Wipfler
Lisa Zappala
Ryan Zeller
Yuepu Zhou

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THANK YOU TO OUR PARTNERS

Kimochis/Plushy Feely, Corp.

NAMI Mercer

Laurel House- Resources to Recover

Brookfield Cares

YWCA Darien

Fusion Westchester

Flawless Foundation

National Federation of Families for Children's Mental Health

100 Percent Beads

Pro Bono Partners

333 NYC

KVO Collections

Clarity Child Guidance Center and 1in5Minds.org

Child Guidance Mid-Fairfield County, CT

Illness Productions

Vision Films

Silver Hill Hospital

Team Daniel

Proud to be a national partner of the National Federation of Families
for Children's Mental Health
ffcmh.org/our-affiliates

Honored with the 2018 platinum seal
of transparency from GuideStar







ymhproject.org