



Hearts4minds.org

At its core, Hearts 4 Minds is about saving lives. Whether we are helping to connect people to medical providers or a supportive community, partnering to change the healthcare ecosystem, establishing scholarships for careers in mental health or developing innovative technology to create easier access to care, with your help we can continue to save lives.

Hearts 4 Minds began on the one-year anniversary of the loss of our son, Alex. It started as our way to honor a life lost too soon and make changes to improve the likelihood of a positive treatment outcome for those impacted by mental illness. One of our longest standing initiatives is our Wear One Share One pin program. This pin is based on a photo taken of Alex when he was 5 years old and a dragonfly landed on his nose. It is a moment that captured that very essence of who he was – a calm, sweet soul at one with nature. The dragonfly itself is a symbol of transformation and the basis of our mission to raise awareness – “It is OK. You can change your mind”. As a result of support from people around the world, there are over 3,000 pins in 5 countries helping to raise awareness and normalize conversation. A dragonfly can have many meanings, and its symbol of change guides us.

Mental illness can happen to anyone. It could happen because of genetics or a traumatic event. We don’t always know why. What we do know is that it is treatable if the person afflicted gets help. Yet almost 60% of those in the United States with a mental illness don’t get the help they need. And stigma is one of the largest barriers to getting help. People don’t want to be associated with the mentally ill. They don’t want to be labeled as “crazy” or “dangerous”. So, what if there was no stigma? What if it was OK? Changing beliefs is a war of attrition. We will continue to demystify mental illness, open conversation and build a bridge between those that need and those that provide.

With more than 51 million Americans suffering from mental illness, and over 1 million Floridians, this mission is critical. Saving lives by changing, transforming and breaking the stigma of mental illness will pave the way to the creation of critical connections, compassion, education and innovation. Remember this – the average American looks at their phone every 12 minutes and an American dies from suicide every 12 minutes.

In addition to ongoing campaigns, Hearts 4 Minds is currently focused on three (3) primary initiatives:

1. Alex’s Dragonfly Fund for Young Adult Mental Health: this is a partnership with Baptist to create and fund a specialized care role to wrap families impacted by mental illness in a system of care that guides them and creates a comprehensive and coordinated approach. This year we have an opportunity to raise funds against a \$750,000 match offered by the Jim Moran Foundation.
2. Educational Scholarships: this scholarship fund, to be launched in the 4th quarter of 2021, is targeted at encouraging graduate education in the field of mental health by providing financial assistance for tuition.
3. Provider Grants: This grant fund is being developed and will be utilized to provide funding to providers in the community that offer mental health services to residents that are uninsured or underinsured.



Golf Tournament

April 25, 2021

Marsh Landing Country Club

11:30 Registration/Lunch

1:00 Shotgun Start

Reception with food and open bar Saturday night before the tournament

Title Sponsor (\$10,000)

Feature your company and meet and greet with the golfers at the awards reception

- two foursomes in golf tournament
- "Reception sponsored by: *Your Company*" on all advertising, printed material and media releases
- "Reception sponsored by: *Your Company*" displayed at tournament reception.
- Company name and logo at tournament
- Listing of company in RCUF Social Media pages

Golf Cart Sponsor (\$5,000)

A 4" x 6" placard with your company name and/or logo will be affixed on the inside of each golf cart used by tournament recipients.

- One foursome in golf tournament
- "Cart Sponsor: *Your Company*" signage in every golf cart
- "Cart Sponsor: *Your Company*" on all printed material
- "Cart Sponsor: *Your Company*" displayed at tournament Lunch and reception.
- Listing of company in RCUF Social Media pages

Putting Contest Sponsor (\$2,500)

Signage on the Putting Green will identify your company as the Official Sponsor of the Putting Contest. All golfers will see this sign as they putt for the chance to win

- One foursome in golf tournament
- "Official Putting Contest Sponsor: *Your Company*" on Hole #1
- "Official Putting Contest Sponsor: *Your Company*" on all printed material
- Listing of company in RCUF Social Media pages

Tee Sponsor (\$1,500)

Our most popular Sponsorship Level. Treat yourself, key staff, and your clients to a Sunday afternoon round at Marsh Landing Country Club

- One foursome in golf tournament
- Company Logo on 1 select golf hole
- Lunch, Reception, and Raffles
- Listing on event-day and post-event publications
- Listing of company in RCUF Social Media pages

Official Front or Back Nine Sponsor (\$1,000)

Signage on Hole #1 or Hole #10 will identify your company as the Official Sponsor of the Front Nine or Back Nine.

- “Official Front or Back Nine Sponsor: *Your Company*” signage on Hole #1 or Hole #10
- “Official Front or Back Nine Sponsor: *Your Company*” displayed at tournament and reception.
- “Official Front or Back Nine Sponsor: *Your Company*” on all printed material
- Listing of company in RCUF Social Media pages

Other Sponsorship Opportunities:

“Sponsor: *Your Company*” on all printed material and Bruch and Reception signage

- Wine Sponsor
- Beer Sponsor
- Soft Drink Sponsor

Contact information

Luke O’Steen (904) 339-3710

rivercityunitedfoundation@gmail.com



