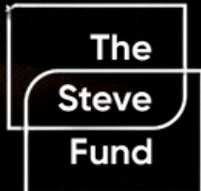


MENTAL HEALTH CAMPAIGN

"SPEAK YOUR MIND"



X



X





LEGACY
YOUTH
LEADERSHIP

Legacy Youth Leadership is building better leaders who will build a better world. Legacy provides FREE leadership programs and helps students take **ACTION** around the most pressing issues impacting the world today.



WANT YOU KNOW?
THE AVERAGE AMERICAN USE
20 JERRY CANS FULL OF WATER
DAY, YET OVER 700 MILLION PEOP
AROUND THE GLOBE STRUGGLE
FIND ACCESS TO JUST ONE?





The Steve Fund is the nation's leading organization focused on supporting the mental health and emotional well-being of young people of color.

The Steve Fund works with colleges and universities, non-profits, researchers, mental health experts, families, and young people to promote programs and strategies that build understanding and assistance for the mental and emotional health of the nation's young people of color.

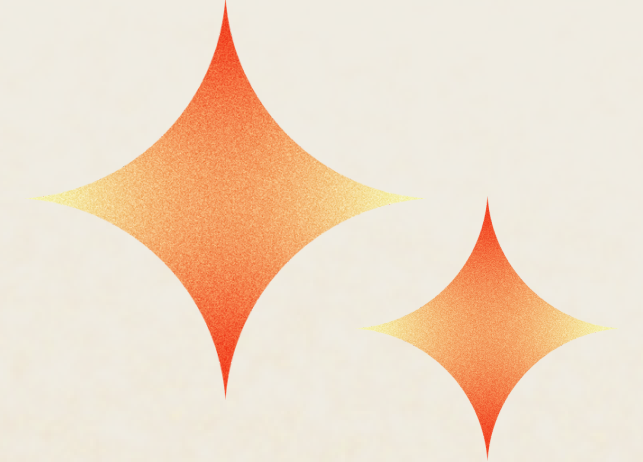


WHAT'S THE PROBLEM?

6.3 million young people aged 3-17 years old suffer from anxiety or depression. **STIGMA** plays a huge part in students not gaining access to the mental health resources they need.



WHAT WE DID



We teamed up with The Steve Fund which provides FREE mental health resources to young people all around the world, to make it as easy as possible to get into the hands of the young people who need it most!





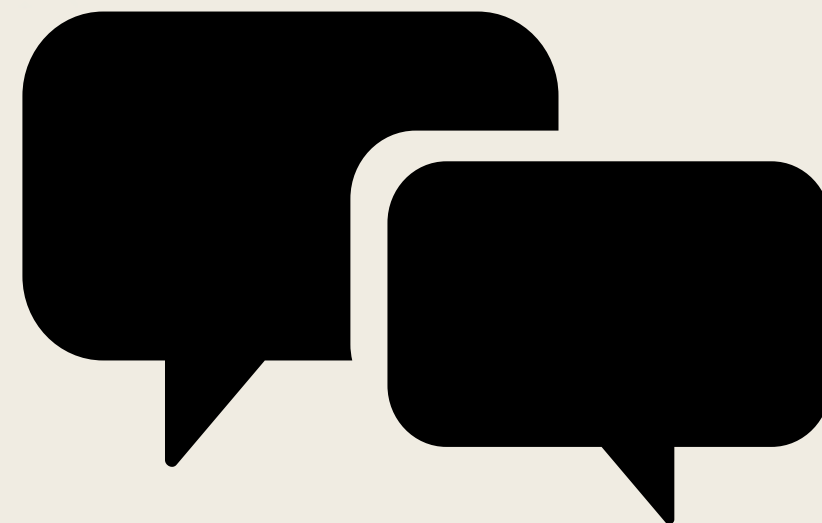
LEGACY
YOUTH
LEADERSHIP



betterhelp

HOW STUDENTS GAINED ACCESS

All students had to do was text the word "Speak" to 833-317-0721 to be sent FREE mental health resources. When they texted in, students received a link to an extensive collection of mental health resources including testimonials, podcasts, and toolkits.



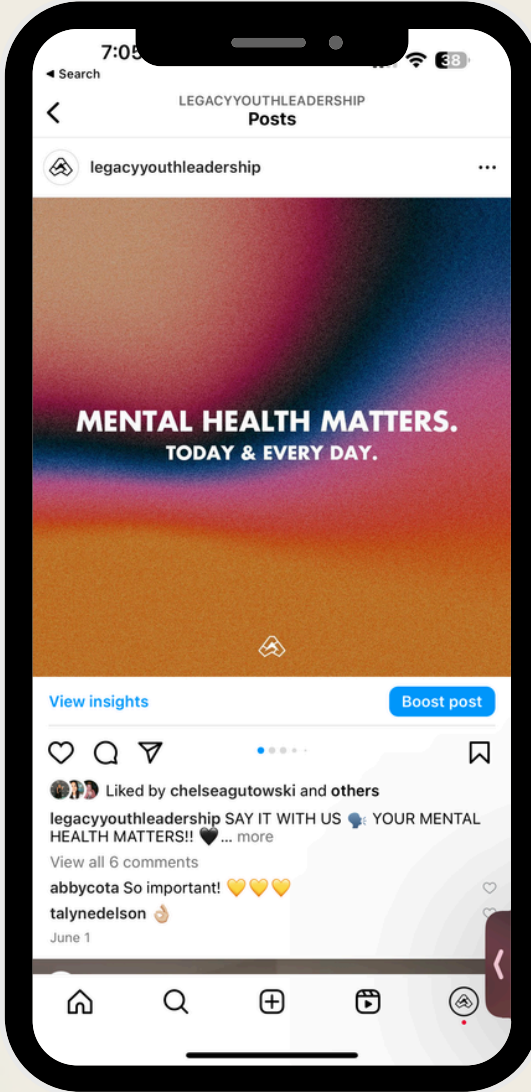
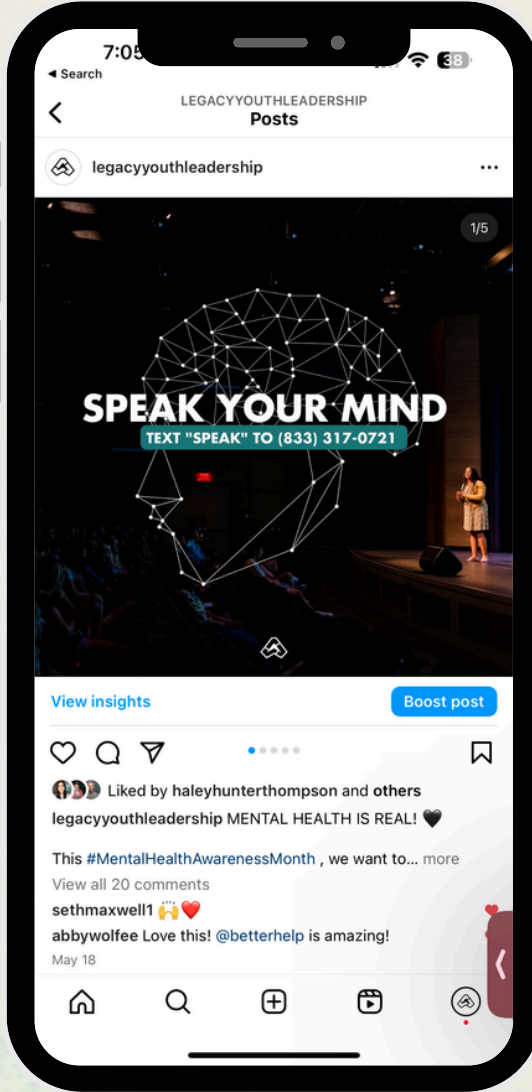
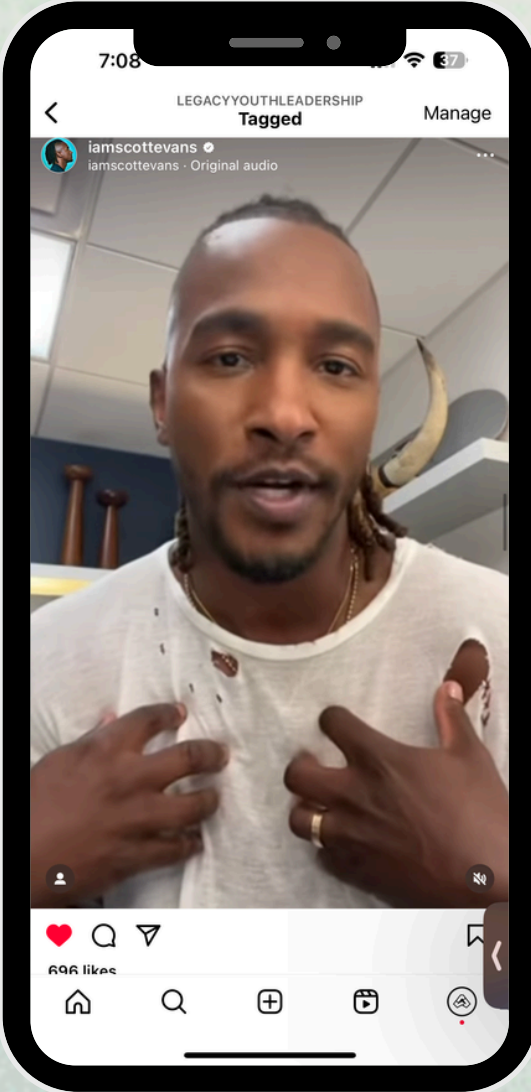
SHARE YOUR STORY

We then took that one step further and challenged students to share their stories about mental health to help break down the stigma. Three students who shared their stories were randomly selected to win a year's worth of FREE therapy sessions, thanks to our partner [BetterHelp!](#)

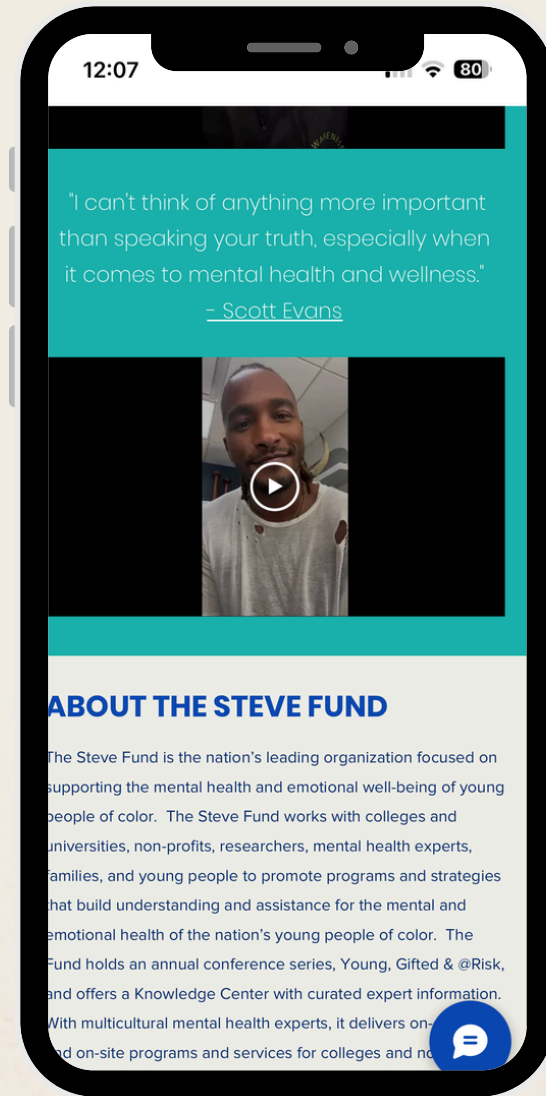




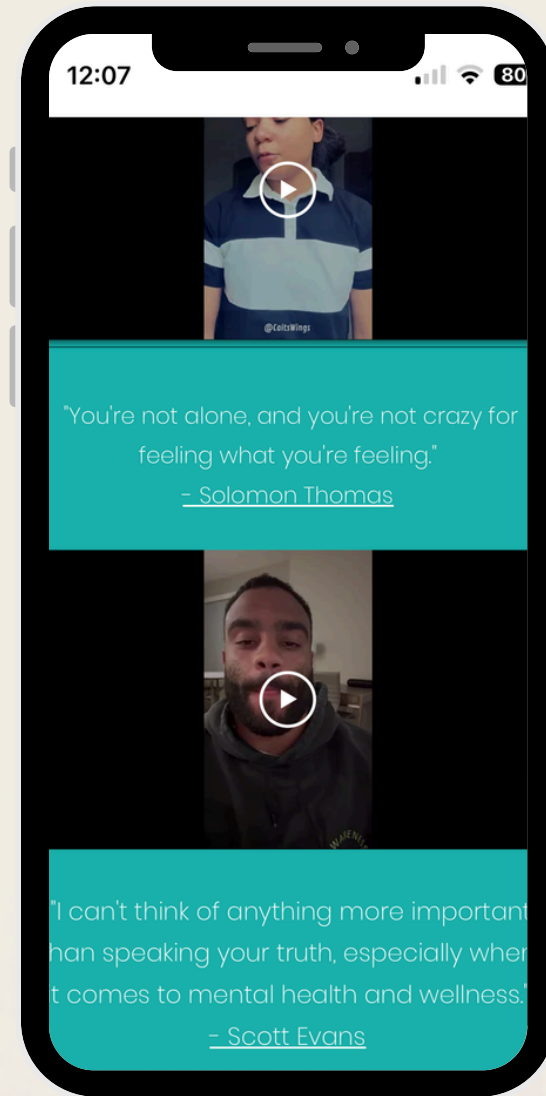
SOCIAL PROMOTION



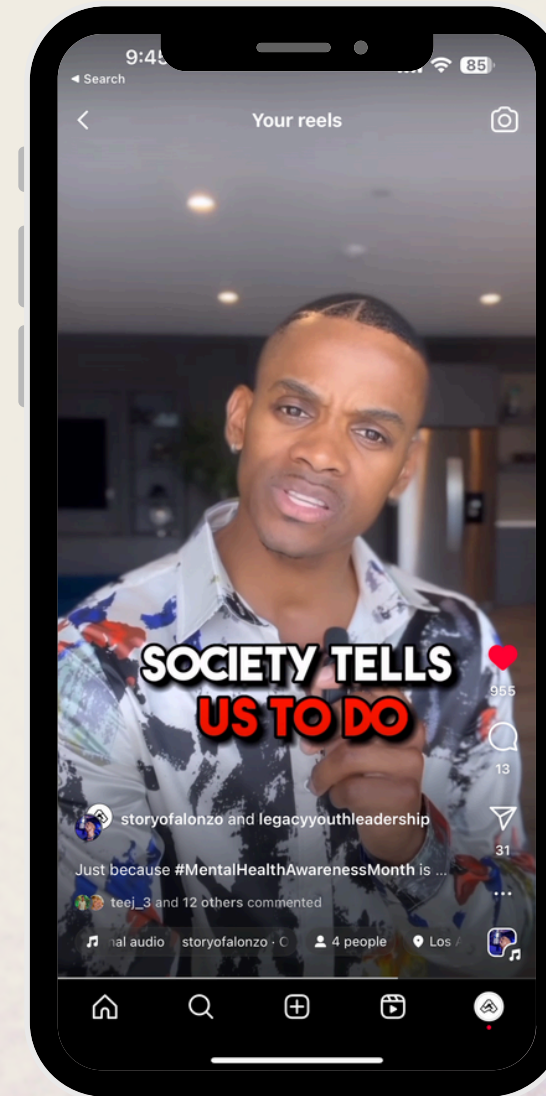
INFLUENCER + CELEB PARTNERS



@IAMSCOTTEVANS
173K

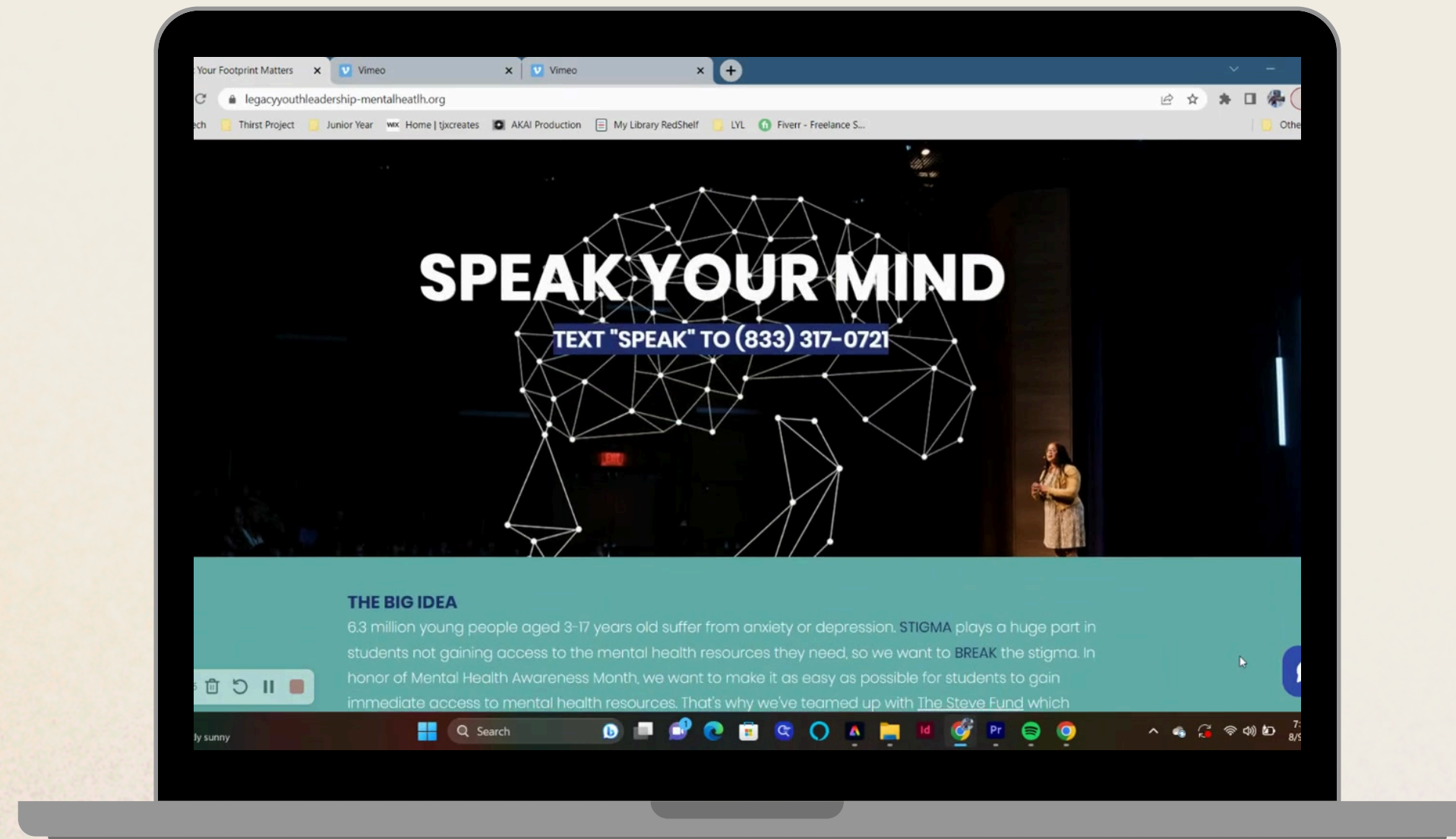


@SOLLYTHOMAS90
89K

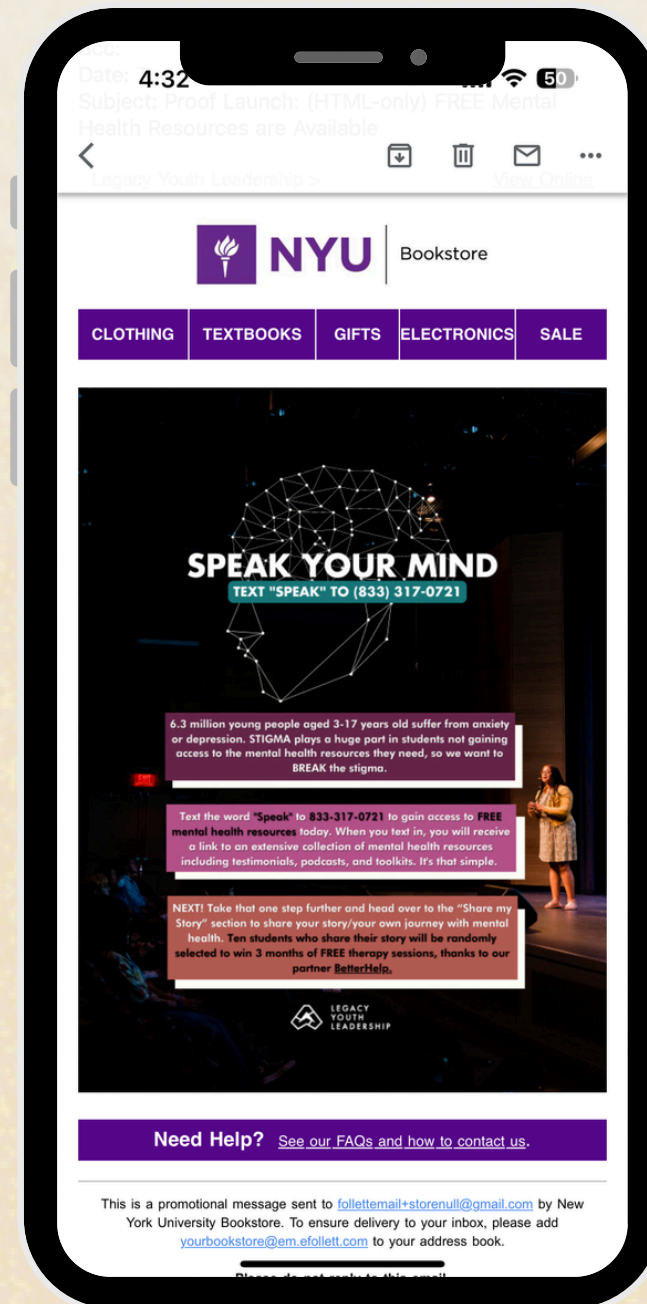


@STORYOFALONZO
29K

THE MICROSITE



PARTNER EMAIL BLASTS



4 MILLION PEOPLE REACHED



2 MILLION+ PEOPLE REACHED PARTNER IKES & BILLBOARDS




ORANGE BARREL | MEDIA



4 IKES

1 BILLBOARD

DOWNTOWN BERKELEY

 TOUCH SCREEN

SPEAK YOUR MIND

TEXT "SPEAK" TO (833) 317-0721 TO GAIN ACCESS TO FREE MENTAL HEALTH RESOURCES TODAY!!

6.3 million young people aged 3-17 years old suffer from anxiety or depression. STIGMA plays a huge part in students not gaining access to the mental health resources they need, so we want to BREAK the stigma.

Head over to the "Share my Story" section to share your story/your own journey with mental health. Ten students who share their story will be randomly selected to win 3 months of FREE therapy sessions, thanks to our partner BetterHelp.



ORANGE BARREL | MEDIA

THE STATS

32,992 SOCIAL REACH

41,483 SOCIAL IMPRESSIONS

4,125 CONTENT INTERACTIONS

4M+ EMAIL + MOBILE BLAST

2M+ BILLBOARD + IKE UVM'S

2,800 PEOPLE TEXTED IN



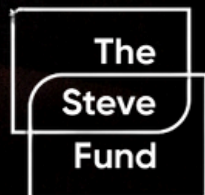
MENTAL HEALTH CAMPAIGN

"SPEAK YOUR MIND"



LEGACY
YOUTH
LEADERSHIP

X



X

