

UNMASKING

the Stigma of

MENTAL HEALTH

*It's okay to ask
for help*



Healing Arts Institute
of South Florida

THE UNMASKED GALA

2021



SPONSORSHIP PACKET



TEXT: "GIVE" TO 954-210-4512

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THE UNMASKED GALA

A COMMUNITY CELEBRATION OF WELLNESS!

Join Healing Arts Institute of South Florida as we step out in high fashion at our Unmasked “Masquerade” Gala.

SUNDAY, JULY 11 2021

*at a
luxurious ocean front destination*

**THE CONRAD HOTEL FORT LAUDERDALE
551 N FORT LAUDERDALE BEACH BLVD
FORT LAUDERDALE, FL 33304**

Join us as we “unmask” the stigma of mental health and embrace the opportunity to further strengthen our resilience, uncover our pain, bring healing, hope, and mental wellness to marginalized communities.

By working together, we can raise the funds needed to expand mental health services to underserved communities throughout Broward County.

Thank you for your interest in sponsoring our inaugural “Unmasking the Stigma of Mental Health Gala”

BECOME AN UNMASKED CHAMPION!

This will be a night to remember as we discuss how Healing Arts Institute can work together with other agencies to unmask the stigma of mental health.

Healing Arts Institute is growing larger every year, and we need your help to provide our no-cost mental health therapy and family services to underserved residents of Broward County. It’s not easy offering top-of-the-line mental and behavioral therapy without your help, but together we can make a difference in the lives of children and families who would otherwise not be able to afford these services.

THE EXPERIENCE STARTS 3:30PM AND ENDS 8:00PM.

**WE HAVE TWO SPONSORSHIP OPTIONS AVAILABLE TO YOU:
EVENT SPONSORSHIP AND ADVERTISING SPONSORSHIP**

**WE LOOK FORWARD TO PARTNERING WITH YOU
AND SEEING YOU AT THE GALA!**

To purchase sponsorship and learn more about our services,

**VISIT US ON OUR WEBSITE:
WWW.HEALINGARTSSFL.ORG/GALA**

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THE UNMASKED GALA

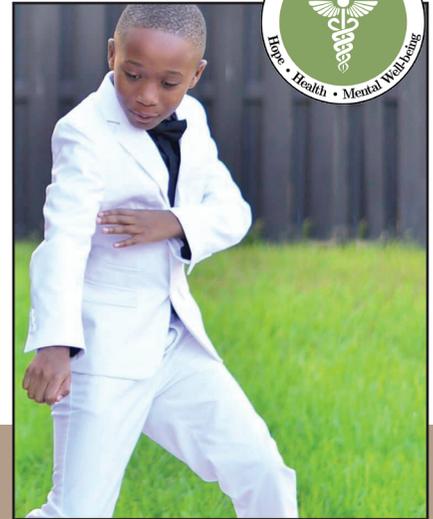


PRE-EVENT ACTIVITY

The experience begins with an Unmask Scavenger Hunt Challenge!

WWW.HEALINGARTSSFL.ORG/HUNT

Take the scavenger hunt challenge for the opportunity to win \$500 or \$1000 to donate to a mental health charity of your choice. The hunt begins July 1st, and the final clue will be revealed at 4:00pm on July 11th.



WHAT TO EXPECT AT THE UNMASKED GALA

A dual experience for adults and children. A summer night of festive fun for the whole community.

Children's Gala:

A unique experience for children at their own mini masquerade!

Structured and fun play therapy activities - Building social skills through therapeutic and interactive play including:

- Art therapy
- Music therapy
- Sand play therapy
- Puppet play
- Social / emotional Games
- Unmasking stigma mask painting activity

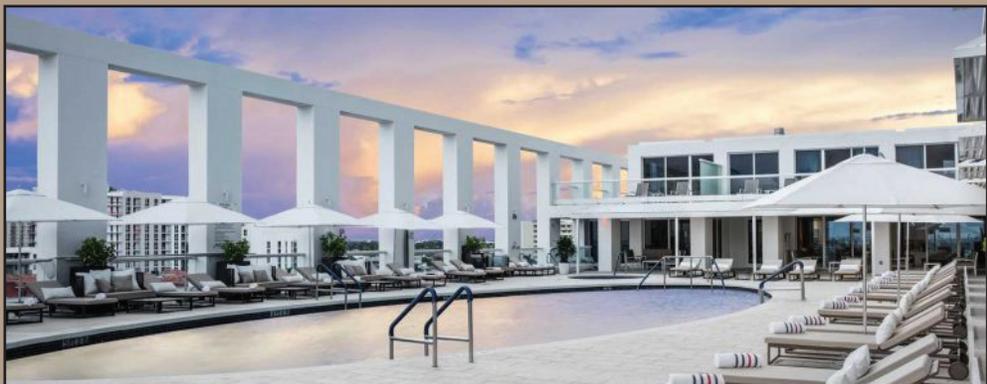
Adult Gala:

An elegant evening of festive masquerade fun as we release stress and move together learning the latest dance challenges.

- Dinner
- Dancing
- Live entertainment
- After party with DJ She-J Hercules. Music and drinks on the ocean front pool deck.



*Each child will receive an observation profile that highlights their strengths and abilities with strategies for consistent growth.



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Healing Arts Institute of South Florida International, Inc.

Dear Sponsor:

Healing Arts Institute of South Florida International, Inc. (Healing Arts) will host its inaugural Unmasking the stigma of Mental Health Gala, Sunday July 11, 2021 in honor of our 6th year anniversary! This will be a night to remember as we share how Healing Arts Institute can work together with you and other organizations to unmask the stigma of mental health.

The proceeds from the Unmasked Masquerade Gala will support our community mental health services and youth mentoring programs that Healing Arts Institute provides for South Florida.

To make our Unmasked Masquerade Gala a success, we are requesting your participation and your company's financial assistance by sponsoring our Mental Health Services.

Please review the attached information on our 501c3 organization and visit our website for sponsorship levels, the cost for participation, and the various community support you can provide at each level.

If you have any questions or if you would like additional information about how your business can become a Community Sponsor, or Partner, please contact the Unmasked Masquerade Gala Coordinator Dr. Thelma Tennie at (954) 459-1473 or visit our website:

www.HealingArtsSFL.org/GALA.

Together, we can continue to provide quality services in our community.

Sincerely,

Dr. Thelma Tennie, LMFT
CEO - Healing Arts Institute of South Florida International, Inc.



DR. THELMA TENNIE, LMFT
HEALING ARTS INSTITUTE

HEALING ARTS

Our goal at Healing Arts Institute is to ensure that no child or family is without the critical healing support systems that they need to be healthy and happy. We provide mental health therapy as well as emotional and behavioral guidance to children all throughout South Florida—at no or low cost. We provide our services in schools and at home to make sure that every child who needs help gets help.

WHY HEALING ARTS?

Matters of mental and behavioral health are difficult to approach for many people, and even more so among many minority communities. Cultural norms and generational poverty can prevent people from admitting that they need help which can lead to worsening behavioral problems and emotional states in young children.

Healing Arts Institute is committed to removing barriers for children in minority and underserved communities to make sure that they receive the help they need. We go directly to the schools and homes of at-risk children to provide their care and position ourselves as a pillar of trust and support.

Our traditional talk therapies, supportive behavioral counseling, and family therapies help kids cope with difficult life circumstances and provide them with the tools they need to become well-adjusted adults.



“

LESS THAN
2% OF THE
SCHOOL-AGED
POPULATION
RECEIVES THE
SUPPORT THAT
THEY REQUIRE.

”

JOURNAL OF RATIONAL-
EMOTIVE AND COGNITIVE-
BEHAVIOR THERAPY

THE PROBLEM

One of the biggest challenges we face as mental health professionals is reaching the children who need our help.

Our nation has been affected by a global pandemic as well as social and racial injustice trauma. Part of the problem is that the community does not know that culturally competent therapists who look like them exist.

Empirical data points to a direct correlation between trauma in poverty-prone communities and a significant increase in mental and behavioral health challenges in children and young adults.

These behavioral health challenges include ADHD, difficulty with anger management, reduced development of social and interpersonal skills, and lowered performance in school.

OUR SOLUTION

Early intervention and treatment at a young age is crucial in helping these children grow up to be well-rounded happy and successful members of society.

At least 98% of our clients are from communities whose residents earn well below the individual median income in South Florida. Healing Arts offers a range of community programs that are built to help at-risk youth become active and functional members of their communities.

We strive to become known in South Florida to the marginalized communities who need our services. We are therapists who look like them, know their struggles, are well trained, culturally competent and capable of assisting them through their traumas.

HEALING ARTS INSTITUTE PROGRAMS

Awesome Kids Program (AKP)

The Awesome Kids Program (AKP) is designed to address social, emotional, behavioral, and anger management issues in children and young adults. Behavior is caused by complex interactions of psychological, sociological, economic, and biological factors that encourage some individuals to rebel against societal norms. We have identified that children who grow up in poverty-stricken communities are more likely to practice negative behaviors—in most cases as a mode for survival (i.e. theft, fighting, drug distribution and sales etc.).

AKP uses the evidence-based Thinking for a Change (T4C) model which teaches empathy, coping skills, problem-solving skills, anger management, communication, and active listening.

The group's CBT systematic approach identifies flawed or negative thinking patterns, beliefs, attitudes, and values—and changes them to positive ones. This group is open to all school age children, age groups include: 6-9, 10-13 and 14-17.

Children Coping with Grief Program

The Children Coping with Grief group is an interactive and hands on cognitive behavioral therapy (CBT) mental health program designed to teach children how to navigate through their unique grief process. The program meets once a week and teaches:

- Different types of grief
- How kids can get in touch with their grief
- How children can tell their individual story
- Individualized self-care
- Restructuring relationships
- How to navigate special days such as holidays and developing a new normal

Amazing Families Program

The Amazing Families program is an interactive and hands on cognitive behavioral therapy (CBT) mental health program designed to teach family members empathy, problem-solving, and coping skills through fun group activities.

The 10-week program teaches the development of individual coping skills, problem-solving skills, empathy for others, anger management techniques, effective communication, active listening, and how to connect with oneself and others.

Community Mental and Behavioral Health Education _____

We provide mental, behavioral, and health education on an on-going basis through community events and workshops conducted at the Healing Arts clinic. The workshops provide insight and understanding of common mental health conditions and behavioral challenges while educating our participants on the best therapeutic practices for each topic. Each participant receives literature on self-care, proper mental and physical health practices, as well as medication management.

HEALING ARTS INSTITUTE NEW PILOT PROGRAMS

Urban Farm Program (Working Name) _____

We are currently working on developing a unique program where at-risk children can experience life outside of a dense urban environment without having to go far from home. With the help of generous local developers and real-estate investors, we are looking to establish a reserved area of land in the heart of Greater Fort Lauderdale that will become an oasis for urban children to learn about life beyond what their limited experiences have allowed for.

Children will be able to learn about growing food, eating healthy, planting trees, and developing wholesome habits. Children often turn to destructive behaviors when they feel trapped and hopeless —our Urban Farm Program aims to change the way they view the world by showing them that there are better ways to live, and it's all just around the corner.

Music and Art Therapy Program _____

Medical clinics and hospitals have been using art and music therapies in conjunction with traditional psychotherapies for at least 60 years. People are usually far more guarded with expressing themselves verbally but tend to be more open when communicating their message through art or music.

Art and music help children to better explore emotions that are associated with trauma and allow them to develop better methods of coping and eventually healing. Arts and music therapy will be used in conjunction with all the programs previously mentioned.

OUR FINANCIAL NEED

Healing Arts Institute needs your help to fund therapy programs free of charge to children and young adults who need them.

Awesome Kids staff to participant ratio is 1:60 annually and 1:20 during each four-six month service interval. This staff to participant ratio allows Awesome Kids clinicians to work with children and their families in a responsive and individualized manner with adaptable service intensity that aligns with moments of distress and transition to recovery and resiliency. The reasonableness of this ratio ensures manageable works, quality client care, and attention to participant empowerment.

The Awesome Kids cost per participant is \$1,518. The average private practice cost for the same array of mental health services - assessment, evaluation, and number of counseling sessions - is \$1,694 (based on collected insurance rates) which reflects the reasonableness of Awesome Kids participant cost and service model. Through Awesome Kids, Healing Arts seeks to bring accessible and welcoming mental health care to at-risk children and their families.

ESTIMATE OF PROGRAM COSTS BASED ON 2021 PROJECTED GOALS

Program	Fiscal Year	Projected Clients	Cost
Awesome Kids, Children's Grief, Amazing Families	2021	75	\$113,850
Free Community and Family Workshops	2021	60	\$91,080
Urban Farm Program	2021	40	\$60,720
Music and Arts Therapy	2021	30	\$45,540
Total:			\$311,190

Table 1. Total program cost estimate for fiscal year 2021 based on projected client participation goals.

Your investment in Healing Arts Institute helps us to hire more experienced full-time therapists and give them the tools that they need to go directly to the schools and homes of children who need our help.

We want to be able to hire and maintain AT LEAST two full-time professionals for each program that we offer and allow them to work directly with children who live in at-risk communities without having to split their time with other endeavors.

It is so important to us that we have staff who can fully commit to our mission and provide the help and care that the children in our community needs.

BECAUSE OF YOU...

THERE WILL BE MORE

COMMUNITY AND FAMILY WORKSHOPS

EXPERT THERAPISTS TO HELP OUR KIDS

STRONGER AND LONG-LASTING PROGRAMS

STRENGTH AND HOPE IN POVERTY-STRICKEN COMMUNITIES

SUCCESSFUL AND WELL-ADJUSTED CHILDREN AND YOUNG ADULTS

GRADUATIONS FROM SCHOOL

HEALTHY AND HAPPY ADULTS

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WHEN YOU DONATE TO HEALING
ARTS INSTITUTE, YOUR DONATION
GOES TOWARDS PROVIDING TELE-
HEALTH, IN HOME, AND SCHOOL
BASED THERAPEUTIC SERVICES FOR
STUDENTS AND THEIR FAMILIES WHO ARE
UNINSURED OR UNDERINSURED

**AT NO COST TO THE CHILDREN AND
FAMILIES WHO NEED US.**

BE A HERO TO THOSE WHO WOULD
OTHERWISE BE FORGOTTEN – YOUR
DONATION WILL PROVIDE ACCESS AND
CARE TO THOSE IN OUR COMMUNITY
WHO NEED OUR HELP - AND FOR THAT,
WE THANK YOU SINCERELY...

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