



CORPORATE SPONSORSHIP PROPOSAL – 2015

CONSIDER JOINING THIS NEW, FAST-GROWING, NON-PROFIT ORGANIZATION THAT
AIMS TO MAKE A POSITIVE IMPACT ON OUR PHOENIX-AREA COMMUNITY.

FHL is a proud recipient of a grant from:

[Kemper and Ethel Marley Foundation](#)

Other Corporate Sponsors recognized for their generosity:

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FHL directly supports counseling programs and services offered by:



JOIN THE MOVEMENT

INTRODUCING
FOUNDATION FOR
HEALTHY LIVING...

Our Mission: To increase awareness and educate the general public on mental health issues, by funding and supporting our partner clinical agency who provides clinical services and programs to our community.

The Foundation for Healthy Living (FHL) provides funding for discounted and pro-bono psychological counseling and programs to those suffering from financial hardship. Our mission as an organization is to increase awareness and education on mental health issues, with emphasis on directly supporting clinical services and programs to those in need.

Since its founding, FHL has been successfully supporting individuals and families on-site at [Family Strategies Counseling Center](#), our partner counseling agency in Mesa, AZ. FHL provides financial support through receiving sponsorships and grants for mental health treatment, services, and programs. FHL has assisted many individuals in meeting their personal goals while instilling within them a dedication to maintaining lifelong wellness.

The organization's projects, implemented by Family Strategies Counseling Center's well-trained staff, emphasize character development and change lives from the inside out. Supporting the development of self-confidence, healthful living, good judgment, and character, Foundation for Healthy Living provides many individuals with a robust foundation for their future success.

Just recently established in 2012, the organization was formed by a group of stakeholders who were able to see the correlation between the challenges faced by those suffering from mental ailments in the Phoenix area, and the lack of resources available to them through private and publicly funded programs. It's Executive Director, Floyd Godfrey is well qualified for his position as he possesses an extensive professional background in mental health counseling. In addition, his involvement with the community has provided him with many opportunities to enhance his communication and mentoring skills, both of which are vital to the success of the organization.

Located in Mesa, Arizona, FHL aims to provide assistance, through working with both volunteer and a licensed clinical agency, to make psychological support and care available to a community in need. Our support helps to provide specialized programs, tools and strategies in which to strengthen individuals and families.



CORPORATE RESPONSIBILITY

HOW YOUR SPONSORSHIP MAKES A DIFFERENCE

Did you know that lost workdays and lost productivity are the biggest siphons of business profitability we have? These siphons are usually created by things happening outside the workplace. Even the smallest changes have the biggest results, and employers are in the unique position to support making those changes.

Individual empowerment and self-determination have always been strong components of any company. FHL was developed and organized to address the psychological and mental health needs of the Phoenix community, to counteract failure, and to assist in the successful transition within a positive environment. Our mission is accomplished by addressing the critical issues of mental health, and by focusing on individual responsibility through programs and services that exercise high standards of ethics, coupled with best practices in management and accountability. We are dedicated to supporting programs that are helping each person reach his or her individual potential by encouraging a belief in personal responsibility, instilling habits of hard work, and demonstrating passionate commitment to excellence.

According to Teresa Amabile and Steven Kramer, authors of *The Progress Principle*, the best leaders are able to build a cadre of employees who have satisfying inner work lives: consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues.

Positive inner work life, achieved by addressing psychological issues such as trauma, anxiety, depression, stress, and addictive behaviors, not only makes employees feel happy and engaged in their work, it leads to better performance including higher creativity and productivity.

We seek to make our community a better place by positively affecting the lives of children and adults. In doing so, we will provide a stimulating environment that will foster the personal growth of individuals in our programs. When we address the health of an individual, we begin to address the health of our communities, which in turn creates a viable and productive workforce.



Some excerpts from our **Applications for Financial Support:**

"I am a single mom of 4 kids, and am going to school. My ex-husband stopped paying child/spousal support against court orders. I am working hard to better myself and my career. I want to continue my therapeutic work, but can no longer afford to continue."

"I'm currently working on past trauma issues and making progress, but financially, I just can't afford the full price. I really want to finish this program."

"I was receiving services, but lost my job. It's important to me to continue my counseling work, but I can no longer afford services."

"I'm no longer covered under my parent's insurance, and my insurance through my new job has a very large deductible. My income is not sufficient, but I still need help."

CURRENT EFFORTS

FOUNDATION GOALS

In 2014, FHL provided approximately \$15,000 to less than 50 individuals for mental health services. On average, 15-20 individuals per month were turned away due to financial hardship and/or insufficient insurance coverage. In order for FHL to address this large gap in the community need for counseling services alone, it needs to raise a minimum of \$78,000 in 2015.

The primary goal of FHL is to improve mental health within the community. Our mission as an organization is to increase awareness and education on mental health issues, with emphasis on directly supporting clinical services and programs to those in need.

FHL is a member of the Alliance of Arizona Nonprofits and participates in Arizona Gives Day. Our profile page can be viewed here: <https://azgives.givebig.org/c/GivesDay/a/f4hl>



FHL also sponsors a free annual community event, [Healthy Minds-Lives-Communities](#), to help inform, educate and inspire healthy living and well-being. FHL collaborates with several mental health agencies throughout the Phoenix area to reach a broader community, and to inform individuals of the healing and wholeness that would otherwise be out of reach.

Our goals will be accomplished through supporting the implementation of customized services that are organized around a well-developed prospectus. **In support of our goals, the organization aspires to:**

- ***To encourage and promote positive character development.***
- ***Reinforce positive behavior.***
- ***Stimulate self-motivation and self-discipline for personal excellence.***
- ***Build long-standing partnerships with community organizations that share the same vision.***
- ***Enrich the mental health services in our community.***

Objectives

In order to achieve these goals, we have developed the following specific objectives:

1. To provide annual funding for a minimum of 275 individuals to receive pro-bono or discounted counseling services/specialty programs.
2. To raise a minimum of \$100,000 in sponsorships for mental healthcare and education programs through grants, corporate sponsorships, and individual donations.
3. To provide a free annual community event, HEALTHY Minds, Lives, Communities -- A Day of Free Mental Health Resources and Workshops.

SPECIALTY PROGRAMS

FOUNDATION PROJECTS

The organization's projects, implemented by Family Strategies Counseling Center's well-trained staff, emphasize character development and change lives from the inside out. Supporting the following programs, FHL provides many individuals with a robust foundation for their future success. Funding needs for each specific project varies, up to \$10,000.

Specialty Programs Summary



LifeSTAR Pornography and Sexual Addiction Treatment

We are the only certified counseling center in Arizona to deliver this nationally recognized program.

LifeSTAR™ is a three-phased treatment program for pornography and sexually compulsive behavior. It is designed for adult, heterosexual men and their wives. The program is based upon the pioneering work of Patrick Carnes, Pia Mellody, Claudia Black, Jon Bradshaw, Rob Weiss, Don Hilton and other professional clinicians who have researched this topic over the past 30 years. Our program is superior to other interventions for three reasons:

1. We have an established system for participants to track their growth in recovery.
2. There is a high level of collaboration within our program between therapists.
3. The program is updated to reflect current science and research.

While other programs do not have an established system, we have a series of workbook materials and tasks that participants utilize to progress in recovery. This standardized process has been polished over the past fifteen years of working with hundreds of clients struggling with sexual compulsion. Additionally, we hire a team of "specialists" who already have experience with these complicated issues. Our specialists work together and regularly discuss the situation of all the participants, collaborating on the needs of those in the program. Finally, we attend the annual LifeSTAR™ conference to review current research and trends within the field of sexual addiction. The latest science is updated within the workbooks, and current techniques brought into our group interventions. In summary, our program has a polished system for treatment, bolstered by current research, and implemented by a team of specialists who collaborate and plan for individual participant needs.

Phase I: The "Getting Started Workshop" (Psycho-educational)

Phase II: The Recovery Group (Cognitive-Behavioral)

Phase III: The Advanced Group (Emotional Processing)

LifeSTAR Graduate Women's Group

This group is for women who have successfully completed the LifeSTAR program. It has been created to help graduates stay regularly connected to their recovery as well as receive ongoing support from those who have also been through the program. Activities include review of pertinent material, including trauma reduction work and recovery tool development. It also includes emotional processing and psychodrama techniques. It is a wonderful opportunity to review basic concepts, ask questions about ongoing recovery, and do any processing that may be needed. Women must pre-register to attend. There is a minimum registration of five participants for the group to take place. The group is facilitated by senior staff members.

SPECIALTY PROGRAMS

FOUNDATION PROJECTS (cont'd)

Band of Brothers

Pornography and Sexual Compulsion Treatment

Based on the LifeSTAR™ program above, and holding the same superiority to other programs, Band of Brothers is a group therapy experience developed for teenage boys who are compulsive in their use of pornography, or who have other sexual compulsions.

We use a system to help all the young men in the program move through the different steps necessary to achieve long-term success. We've established "ranks" which are like different levels. The more work put into the program, the further up the young man's rank. Graduation infers that a young man has completed the achievements of each rank. There are five ranks total.

Good recovery means more than simply NOT slipping. It means making internal changes. Each rank is structured around eight "pillars." These pillars relate directly to areas of growth that must be addressed in order for a young man to establish lasting recovery. The lesson worksheets are a component of the educational pillar, but not the sole focus of the program. Young men must make changes in themselves if they want lasting recovery, so each rank contains a task related to each pillar.

RANKING PILLARS

1. Support Network Development
2. Shame Reduction
3. Education (related to recovery)
4. Social Skill Development
5. Sobriety Skill Improvement
6. Self-Esteem
7. Family Systems
8. Emotional Awareness

Adventure in Manhood (A.I.M.)

Adventure in Manhood (AIM) is one of our signature programs. It is a very therapeutic, popular, and successful event developed to assist males with difficulty bonding with peers and mentors of the same sex. This difficulty may stem from sexual or emotional abuse, addiction, or a variety of other causes.

The weekend program is held in the woods, where the participants' canoe, hike, and feel safe to voice their issues and concerns without fear of humiliation. Our therapists design the activities for healing of emotional issues and wounds. We aim to create healthy bonding between the participants through masculine activity, teamwork, and socialization.

We aim to empower the participants in three ways. First, each participant is asked to bring a mentor who has agreed to help him through the therapy. Second, we develop strength and help participants overcome fear surrounding masculine activity and association. Finally, we help participants bond with other men and youth in emotional ways, thus creating a healthy masculine gender identity. The therapists take into account the needs of the collective group in order to tailor the activities and conversations in a way that give the participants the best possible outcome.

The Adventure in Manhood (AIM) project plan is designed with specific instruction and design needed to successfully plan and execute an Adventure in Manhood event. Proper planning and execution is necessary to successfully execute a meaningful and effective therapy weekend for males struggling with same-sex bonding issues. Participants who struggle with addiction issues, sexual/mental abuse, and more need a safe and professional environment in order to feel comfortable opening up and begin the healing process.

SPECIALTY PROGRAMS

FOUNDATION PROJECTS (cont'd)

Hold Me Tight - Marriage Enhancement

This 14-week workshop aims to teach couples the destructive patterns that are pulling them apart and preventing them from maintaining a secure emotional attachment with each other. The modality used is the Emotionally Focused Couples Therapy (EFCT) as developed by Dr. Sue Johnson. It is the most clinically proven method of couples therapy that currently exists. It teaches couples how to experience distress in real time and how to resolve conflict. The workshop shares with them the knowledge of how to be able to support and attach to each other in the moments of distress.

Once past destructive patterns are better understood, the couples can work with each other and their therapist in the workshop to use tools to remove themselves from the pattern and strengthen their bond. They begin to see the pattern as the enemy, rather than seeing the spouse as the enemy. When the couples see that their negative cycles are the problem and not their spouse, they are able to feel safer with each other and transition to creating an emotionally stable home.

We use a series of video presentations and lessons followed by group discussion. After each teaching block we allow individual attention from therapists as the couples break out into private rooms and discussions as partners. They are each given binders and worksheets to fill out together

Shame Resiliency Program

This is 12-week interactive group therapy experience based upon the research and curriculum of Dr. Brené Brown. The group will be facilitated by Angie Whitman, LAC. Angie has worked for several years with individuals whose life challenges have crushed their self-worth and confidence. The group is limited to 8 participants, and includes exercises to help diminish shame. The group is 12 weeks in length and requires a full commitment to attendance. Participants will be asked to purchase the book, *I Thought It Was Just Me (But It Isn't)* by Brené Brown, Ph.D. Other handouts will be provided.

- Improve self-confidence
- Decrease negative “core beliefs”
- Learn vulnerability
- Increase connection with others

DBT Adolescent Group

Dialectical Behavior Therapy is designed to help people learn better ways of regulating and managing their emotions. This is accomplished by helping clients learn to balance change with acceptance. It has been found to be especially effective in working with teens, as this is a stage of life when managing emotions can be especially difficult. This group is specifically designed to help teens, ages 13-18, who struggle with issues of depression, self-esteem, anxiety, self-harm, anger and other forms of emotional distress. Group curriculum will focus on four principle learning areas:

- Mindfulness
- Interpersonal Effectiveness
- Regulating Emotions and
- Dealing with Emotional Distress

Love & Logic Parenting

This 6-week interactive group aims to teach stress-free parenting & teaching skills that ultimately strengthens the relationship between parents and children. Parenting can be both a wonderful and frustrating experience. For parents of children between the ages of 7 and 12, this workshop will provide guidance in dealing with issues such as defiance, temper tantrums, homework, bad grades, responsibility, grief, and more. Solutions explored can help parenting using both love and logic. The results set the foundation for children to become respectful, reliable, responsible adults.

CORPORATE MEMBER BENEFITS

WHY BECOME A CORPORATE SPONSOR?

Partnering with **Foundation for Healthy Living** is not only a good community investment...it is also a good business investment!

- Align yourself with a growing, local 501(c)(3) organization that directly impacts our Phoenix area community.
- Create awareness of your corporate identity and portray a positive image to your stakeholders.
- Provide a great opportunity for employee involvement.
- Year-round promotional opportunities.

PROMOTION AND VISIBILITY

	BRONZE \$500	SILVER \$1,000	GOLD \$2,500	PLATINUM \$5,000+
Logo and Link on FHL Website and Social Media channels				
Recognition in FHL Newsletter				
Sponsorship plaque in Counseling Agency lobby.				
Recognition as a Major Sponsor with Banner at our community event(s)				
Recognition as a Major Sponsor in Event Promotional E-mail Blasts				
Blogpost highlighting your Company and its corporate responsibility efforts				
FREE educational presentation to your employees at your site (subject of your choice.)				

We would also be happy to discuss a customized **Promotion and Visibility** plan that meets your company needs.

CORPORATE SPONSORSHIP

CHOOSE YOUR CONTRIBUTION



We need your help! Your donation will make a significant impact in addressing the needs of our community.

Become a **Foundation for Healthy Living** Sponsor, please check one of the boxes below to provide general funding. To sponsor a specific program, please [contact us](#) to receive a detailed proposal that outlines project costs. Thank you for

your support and contribution. Your support helps us come one step closer to giving mental health services to families in need within the Phoenix area.

- Bronze Sponsorship = \$500 Supporter
- Silver Sponsorship = \$1,000 Supporter
- Gold Sponsorship = \$2,500 Supporter
- Platinum Sponsorship = \$5,000 Supporter
- Open Sponsorship

(For Sponsorships below \$500 or above \$5000) = \$ _____ Supporter

Payments can be made by check, made out to **Foundation for Healthy Living**, or by credit card online at www.f4hl.org, or at <https://azgives.givebig.org/c/GivesDay/a/f4hl>

We sincerely thank all those who are generously supporting our work through their annual patronage. If you are not already a sponsor, please consider becoming one. Please provide us with the following information:

Contact Name: _____

Company/Organization: _____

Address: _____

Phone: _____

E-mail: _____

The Foundation for Healthy Living, Inc. is a 501c3 nonprofit (tax ID#45-4582317) organization recognized by the IRS. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous financial donation.

The Foundation for Healthy Living provides financial support, education, and counseling services to individuals and families in need. ***You are making a positive impact on lives when you donate to the Foundation. On behalf of these individuals... thank you!***