

5 ways to get involved in Mental Health Month

May 2025

Founded by MHA in 1949, Mental Health Month is celebrated during the month of May. It is a time that we come together to turn awareness into action, and advocate for the mental health of all.

Here's how you can get involved.

1 Donate

- **Help us fundraise** by making MHA your corporate matching organization for the month. Employees can double their impact by donating in the month of May.
- **Make a donation** to MHA in honor of your staff. For gifts over \$5,000, we will send green ribbon stickers that can be distributed to employees and worn on a day of your choosing.



2 Sponsor

- **Sponsor a day** during May. On your chosen date, MHA can align with your internal corporate initiatives and provide exposure by sharing content with our 1 million social media followers.
- Or, **sponsor our resources**. Each year MHA releases a new Mental Health Month guide that includes information, tips, and worksheets to help people learn more about mental health. Become a sponsor, and the guide can include your company name and logo.

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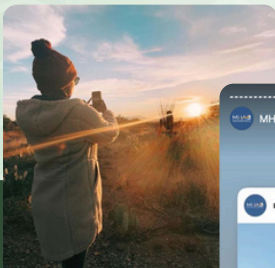
Go Green

Green is the color of mental health awareness. Take action by **going green** during one day, week, or the full month of May. You can:

- **Turn a product green**, like Pacific Shaving Company's green shaving cream, and donate a percentage of sales.
- Join hundreds of stadiums, landmarks, and buildings around the country by **lighting up green**.
- **Wear green ribbons** during a game or event, like the New York Yankees.

Design a Campaign

- Showcase your support in a **product campaign**. MHA can help you design the right message. In the past, MHA has worked with Burger King on its "Real Meals" campaign, Rhone on its "(MEN)TAL HEALTHY" Men's Health Month campaign.
- Or, **do a proceed campaign** and donate a portion of your proceeds to MHA. For example, Pura Vida donates 5% from select bracelets.



- You can also incentivize your customers to put their mental health first and **design a challenge campaign**. If the challenge is met, donate to MHA in recognition of the achievement.

In 2023, L.L.Bean and Strava challenged people to work together toward a goal of 500,000 hours outside in May.

5 Activate Employees

- Encourage staff to **wear green** to work and match any donation they make to Mental Health America.



- **Hold an event**, like a walk or tournament, that combines raising awareness with taking action in the form of exercise.
- You can also help employees put mental health first by **building and distributing wellness kits** that include self-care items and merchandise from the Mental Health America store.



- Or, **hold a workplace mental health workshop**. Our experts work with over 250 employers to create mentally healthy work environments. Book a member of our staff to lead a session on best practices and employee well-being.

If you are interested in one or more of these opportunities, contact Stuart Allen at: sallen@mhanational.org