

# Stop the Stigma ROC

## Vision Statement

*Stop the Stigma ROC* (STS) is an organization that seeks to promote suicide prevention and raise awareness about mental health, specifically in youth (ages 10-25).

## Mission Statement

As a youth-led organization we hope to do this through education and by providing a forum for open dialog. An important step toward preventing suicide is to reduce the stigma surrounding mental illness. Through conversation, barriers are lessened between those struggling with suicidal thoughts and needed professional help. We hope to connect those who need help with those who are able to provide professional help. The STS organization volunteers will not offer counseling services. In all cases for counseling we will refer any and all individuals to trained mental health professionals.

Through our events and professionally-led workshops we plan to

- educate our community to reduce the stigma of mental illness
- connect people to resources
- increase awareness of warning signs and causes
- teach coping skills to youth and their support systems
- fundraise for *Stop the Stigma ROC* and organizations with a mental health and suicide prevention focus

## Proposal

Stop the Stigma ROC (STS) will file a Certificate of Assumed Name (DBA) with NYS to allow EMP exclusive, legal use of the name in Monroe County.

STS will acknowledge contributions in a timely manner in accordance with IRS policies. We will have an STS specific letter for this purpose.

STS will adopt prudent fiscal procedures including those for receiving cash and maintaining receipts matching expenditures from the checking account. We will maintain complete records. See attached finance reports for past events.

STS will submit name(s) of treasurers to EMP for director approval.

STS will submit quarterly or timely financial and program reports including annual reports for the fiscal year ending June 30 so EMP can prepare its annual report to churches and the community as well as file tax reports. An officer or leader will attend EMP meetings during the year to answer any questions directors may have, especially if presenting something for approval like a major fundraising request.

STS will submit an annual budget for review and approval at the directors meeting prior to June 30.

STS will submit fundraising plans for review and approval of the EMP board of directors (no raffles or gambling).

STS will continue to maintain a steering committee and elect officers to carry on the mission. We have a succession plan for future leadership to assure stability and continuity. Specifics as follows:

#### Board Membership

- Adult members will serve two year terms, July 1-June 30, renewable at the end of each term.
- Youth members will serve one year term, July 1-June 30, renewable at the end of each term.
- Officer positions will be voted on by the board to serve the minimum term – adult 2 years, youth 1 year.

#### Current Board Members

- Maeve Reed (youth) - President
- Pamela Renfro - President
- Marie Kamp - Treasurer
- Susan Reed
- Clara Manley (youth) - Secretary
- Becky Angus
- Marlee Angus (youth) - Treasurer
- Karen Braun – website development
- Lisa Silver – Secretary

#### Recruitment will be ongoing through

- the organization's programmatic participation
- local church and other youth organizations
- school guidance offices and career exploration departments

STS Officers annually sign conflict of interest forms and disclosures provided by EMP.

STS will pay for any additional insurance specific to the ministry as required by the EMP board of directors. We will work with PEM-EMP to determine insurance needs.

STS will adopt policies regarding youth and vulnerable persons at risk working with adults. If suggested STS Board Members will participate in an accredited training program.

STS will accept accountability to and ultimate authority of the directors and officers of EMP who may, for example, remove an officer or volunteer or arbitrate disputes between volunteers.

STS will utilize EMP's name in all literature and advertising such as web sites, brochures, letterhead, etc. i.e., "a program of Ecumenical Ministries of Perinton, Inc."

Category	Item	Cost
Website	Domain	\$12.00
Website	Hosting	\$100.00
Website	Design	\$100.00
Supplies	Paper	\$40.00
Supplies	Envelopes	\$30.00
Supplies	ink	\$100.00
Supplies	postage	\$50.00
Membership	Partners for Suicide Prevention	\$75.00
Advocacy	Gas	\$100.00
Advocacy	Tolls	\$15.00
Advocacy	Attendee support - 6 people	\$300.00
Marketing	Logo	\$60.00
Marketing	Brochure - printing	\$200.00
Marketing	Signage	\$100.00
Insurance	Event coverage	TBD
Special Events	Separate budget	~
Fundraisers	Separate budget	~
<b>Total</b>		<b>\$1,282.00</b>

**Stop the Stigma ROC  
2017-18 Budget**

# Stop the Stigma ROC Outreach Events

Possible outreach events

## **Open Mic Event – to be scheduled Fall 2018**

Location – local coffee shops, restaurant (FairPour, Boulder Coffee)

Anticipated attendance – 20-35

### Activities

- Solo artist performances – walk-ins welcome
- Mental health resources distributed by STS volunteers
- Conversation starting suggestions
- Speaker – one professional speaker (speaking very briefly) from a local organization such as The University of Rochester, American Foundation for Suicide Prevention or NAMI for example

Funding – few up-front costs covered by general budget

Advertising – posters and flyers, social media, announcements at local schools, promotion by participating organizations

Fundraising – encourage donations to *Stop the Stigma ROC* by attendees, possible donation of percentage of sales from event location

## **Workshop Event – scheduled for January 14, 2017**

Location – local coffee shop, library, community location (2018 location - FairPour)

Anticipated attendance – 20-35

### Activities

- Mental health focused activity, emphasis on education – for example stress reduction
- Mental health resources distributed by STS volunteers
- Small group conversations facilitated by STS volunteers with oversight by professional
- Leader of program – one professional speaker from a local organization, such as The University of Rochester, American Foundation for Suicide Prevention or NAMI for example (2018 – NAMI)
- Enrichment activity possible
- Refreshments supplied if necessary

Funding – few up-front costs covered by general budget or sponsorship. Depending on program expenses; for example paying a speaker, a small registration fee may be requested.

Fundraising – encourage donations to *Stop the Stigma ROC* by attendees

Advertising – posters and flyers, social media, announcements at local schools, promotion by participating organizations

# **2018 Stop the Stigma Awareness Concert**

Date – Tentative - June 8, 2018

Note - Weather issues – if storms prohibit us the event will be cancelled and all proceeds will be sent to AFSP. Weather issues will not affect finances as costs will be covered up front by sponsors.

Location – Perinton Recreation and Parks Amphitheater

Timing – 6-9:30pm (with set-up beginning at 3pm and clean-up completed by 10pm)

Anticipated attendance – 600-800

Parking – upper parking lot at the Recreation Center – we will have volunteers to direct parking

## **Activities**

- 4 food trucks
- Sales of water and soda
- Sales of t-shirts and merchandise
- Silent auction
- Bands and solo artists
- Mental health agency representatives distributing resources
- Speakers – University of Rochester, Veteran's Outreach Center, American Foundation for Suicide Prevention

Funding – up-front costs to be covered by corporate sponsors. Proceeds from merchandise and silent auction will be donated to AFSP or similar organization.

Advertising – banner at 4 corners in Fairport, posters and flyers, social media, mainstream media including news coverage, announcements at local schools, promotion by participating organizations

Submission of application to Perinton Zoning Board of Appeals for fundraising permission

Budget attached

<b>Sponsorship</b>	<b>2018 Plan</b>	<b>2017 Actual</b>
Corporate Sponsors	\$2,500.00	\$1,875.00
<b>Total</b>	<b>\$2,500.00</b>	<b>\$1,875.00</b>
<b>Donations</b>	<b>\$</b>	<b>\$</b>
Wegmans	\$100.00	\$100.00
Tops	\$25.00	\$25.00
2017 Donations		\$575.00
<b>Total</b>	<b>\$125.00</b>	<b>\$700.00</b>
<b>Revenue</b>	<b>\$</b>	<b>\$</b>
Merchandise - t-shirts, beverages	\$2,500.00	\$2,485.00
Food Trucks	\$400.00	\$359.00
Silent Auction	\$500.00	\$731.00
Cash drawer starter change	\$200.00	\$200.00
<b>Total</b>	<b>\$3,600.00</b>	<b>\$3,775.00</b>
<b>Total Income</b>	<b>\$6,225.00</b>	<b>\$6,350.00</b>
<b>Expense Name</b>	<b>\$</b>	<b>\$</b>
Perinton Rec Amphitheater	\$350.00	\$340.00
Zoning Board of Appeals Filing Fee	\$50.00	\$50.00
Portapotties - 1 standard, 1 ADA	\$300.00	\$300.00
Cash drawer starter change	\$200.00	\$200.00
Promotion - banner	\$100.00	\$194.40
Promotion - Facebook promo	\$100.00	\$100.00
Promotion - flyers, posters	\$150.00	\$150.00
T-shirts	\$1,000.00	\$1,075.00
Beverages & ice	\$200.00	\$190.70
Wristbands	~	\$141.00
Misc.	\$100.00	\$81.64
<b>Total</b>	<b>\$2,550.00</b>	<b>\$2,822.74</b>
<b>Income - expenses</b>	<b>\$3,675.00</b>	<b>\$3,527.26</b>

**2018 Stop the Stigma  
Concert Finance Proposed**