

AMERICAN  
PSYCHIATRIC  
ASSOCIATION  
FOUNDATION



*Simone*



*Lizzie*



**Mental  
health  
care  
works.**

*Diego*



**TV PUBLIC SERVICE CAMPAIGN**

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## About American Psychiatric Association Foundation

The American Psychiatric Association Foundation (APAF) believes there is no health without mental health. That's why APAF's mission is to promote the mental health and well-being of individuals and communities. Unfortunately, there are still many people in the nation who are underserved when it comes to getting the mental health care they need. But APAF is committed to solving this issue which is why we're doubling down on our efforts with a new public service awareness campaign.

The campaign, which is titled Mental Health Care Works, raises awareness around the signs and symptoms of mental health disorders, showcases the efficacy of seeking help and encourages individuals to start conversations and take action.

Learn more at [mentalhealthcareworks.org](http://mentalhealthcareworks.org).

Be/lie & Crisis  
Lifeline, 988

AMERICAN  
PSYCHIATRIC  
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FOUNDATION



*Mental health care  
can work for you.*

If you're feeling sad or anxious all the time, it doesn't have to be that way.  
Help is available. And it works.

#### DOES THIS SOUND LIKE YOU?

"I can't explain why  
I'm feeling nervous  
all the time."

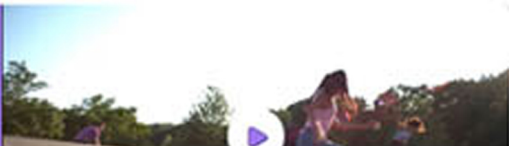
Anxiety disorders involve excessive fear or  
anxiety and affect nearly 30% of adults at  
some point in their lives.\*



SOURCE

#### LIZZIE'S STORY

**Anxiety held me  
back. Now I'm  
rising above.**



## Learn more about the American Psychiatric Association Foundation

MENTAL HEALTH CARE WORKS



FACEBOOK



TWITTER



LINKEDIN

Dear Public Service Director,

Nearly a third of those with mental health conditions are not seeking treatment. Although most say they are aware of the mental health services that exist in their area, it's still unclear to many where and how to access them.

That's why the American Psychiatric Association Foundation (APAF) has launched [Mental Health Care Works](#), a new campaign that empowers individuals to take the first step to address their mental health. As the country faces an ongoing mental health crisis, APAF is shifting the conversation to ensure that people prioritize their mental well-being on par with their physical well-being.

The Mental Health Care Works campaign raises awareness around the signs and symptoms of mental health disorders and showcases the efficacy of seeking help. The campaign also works to encourage individuals to start conversations and take action. The goal is to show people that mental health care works and that it can work for them.

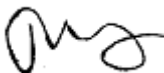
We hope your station can join us in our mission to build a mentally-healthy nation by airing the new PSA campaign titled "**Mental Health Care Works**". The campaign features three testimonial-style PSAs inspired by real people who are seeing (and feeling) the benefits of mental health care. The featured PSAs include "**Lizzie**" (:30, :15), "**Simone**" (:30, :15) and "**Diego**" (:30, :15). Each PSA highlights how these individuals overcame mental health conditions such as anxiety and depression thanks to mental health care. The PSAs also encourage audiences to learn more by visiting [mentalhealthcareworks.org](https://mentalhealthcareworks.org). **These PSAs are available for use through September 30, 2024.** We hope you can share these important messages with your viewers by airing these PSAs as soon and as often as possible.

The American Psychiatric Association Foundation promotes mental health literacy and connects underserved communities to services and supports. APAF also influences behaviors and attitudes toward mental wellness.

For any questions or additional information, please contact our distribution representative Holly Mulé at Connect360 Multimedia (email: [hmule@c360m.com](mailto:hmule@c360m.com); ph: 212-624-9196).

Thank you in advance for your support of this public service message.

Sincerely,



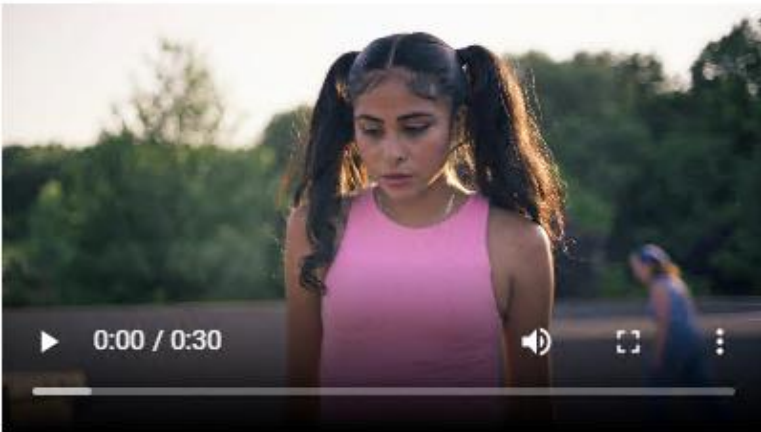
Rawle Andrews Jr., Esq  
Executive Director, APA Foundation



## Mental Health Care Works

While many are struggling with their mental health, far too few are seeking treatment. APAF's goal is to inspire more people to step forward and ask for help by showing them that mental health care works.

To learn more, please watch the new PSA below titled "**Mental Health Care Works - Lizzie**" (:30, :15). Also available for use is "**Mental Health Care Works - Simone**" (:30, :15) and "**Mental Health Care Works - Diego**" (:30, :15). **These PSAs are available for use through September 30, 2024.** We ask that you please air these PSAs as soon and as often as possible.



"Mental Health Care Works - Lizzie" :30

**"Mental Health Care Works - Lizzie" (:30)**

**LIZZIE V/O:** For the longest time, it was hard for me to even get out of the house much less do a Backside 180. It took me a bit to understand what was going on but eventually I learned I had anxiety. Now I'm getting help for it and feeling so much better. Sure, some days are better than others. But the whole thing about getting out of the house? That's not really an issue anymore.

**GRAPHICS:**

Mental health care is working for Lizzie.

See what it can do for you.

MentalHealthCareWorks.org

American Psychiatric Association Foundation logo

**"Mental Health Care Works - Lizzie" (:15)**

**GRAPHICS:**

Anxiety used to hold me back.

Now I'm rising above.

Mental health care is working for Lizzie.

See what it can do for you.

MentalHealthCareWorks.org

American Psychiatric Association Foundation logo

## "Mental Health Care Works - Simone" (:30)

**SIMONE V/O:** When I first had Jayden, I'd get comments all the time about how happy I must be. I remember thinking, there must be something wrong with me. Because I don't feel all this joy I'm supposed to be feeling. It was hard to admit that, even to my doctor, but she told me it was postpartum depression and that it's very treatable. These days, things are feeling right. Even if they don't always go that way.

### **GRAPHICS:**

Mental health care is working for Simone.

See what it can do for you.

[MentalHealthCareWorks.org](http://MentalHealthCareWorks.org)

American Psychiatric Association Foundation logo

## "Mental Health Care Works - Diego" (:30)

**DIEGO V/O:** After my wife died, it was like I lost myself, too. I didn't feel like doing anything or seeing anyone. Then my granddaughter called to say she misses me. And I realized, I had to make a change. I got referred to a psychiatrist and she explained depression can happen to anyone. I'm learning that getting help for my depression doesn't make me weak, it makes me stronger. I just wish it made me better at fishing.

### **GRAPHICS:**

Mental health care is working for Diego.

See what it can do for you.

[MentalHealthCareWorks.org](http://MentalHealthCareWorks.org)

American Psychiatric Association Foundation logo

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<http://psaconnect.c360m.com/apaf/>

### **Good for use through September 30, 2024**

Mental Health Care Works - Lizzie (:30, :15)  
Mental Health Care Works - Simone (:30, :15)  
Mental Health Care Works - Diego (:30, :15)

Please let us know your preferences on receiving  
PSAs by contacting:

Holly Mulé via email at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.

## 501 (c)(3) certificate



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

AMERICAN PSYCHIATRIC ASSOCIATION FOUNDATION  
800 MAINE AVE SW STE 900  
WASHINGTON, DC 20024

Date: June 30, 2022  
Employer ID number: 13-0433740  
Form 990 required: 990, Yes  
Person to contact: Name: Ms Whitehead  
ID number: 0777295

Dear Sir or Madam:

We're responding to your request dated December 15, 2021, about your tax-exempt status.

We issued you a determination letter in April 1982, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at [www.irs.gov/forms-pubs](http://www.irs.gov/forms-pubs) or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



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ASSOCIATION

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