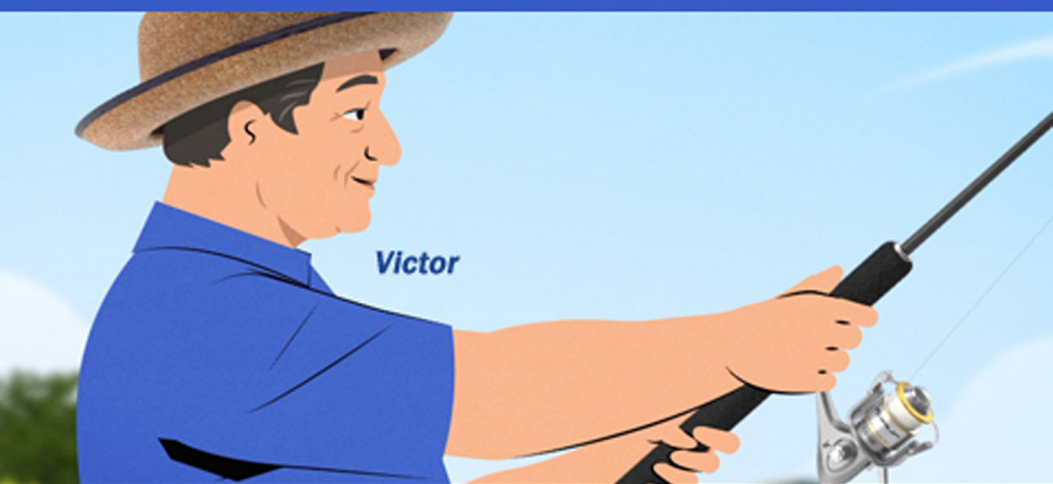




Mental health care works when

You Make the Call



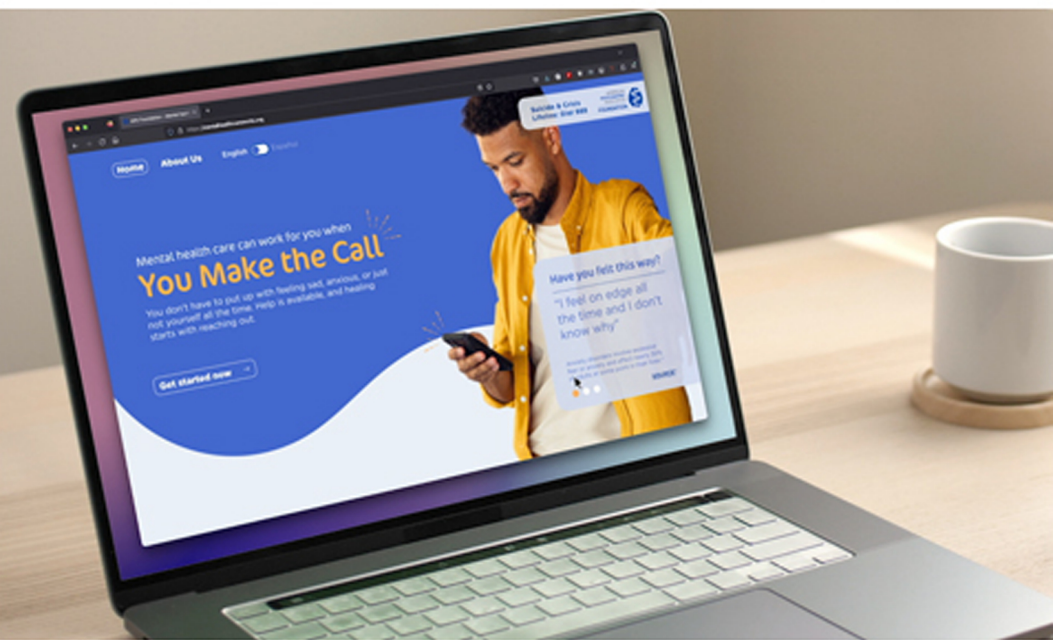
TV PUBLIC SERVICE CAMPAIGN

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.



Learn more about the American Psychiatric Association Foundation

MENTAL HEALTH CARE WORKS



FACEBOOK



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Dear Public Service Director,

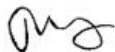
America is still in the midst of a mental health crisis. While millions are struggling, far too few are seeking and receiving treatment. According to a recent national tracking poll conducted by the American Psychiatric Association Foundation (APAF) in collaboration with Morning Consult, less than half of respondents indicated they would be absolutely certain or very likely to seek out resources about mental health conditions if they were struggling with their mental health. Additionally, only 36% of respondents strongly agreed they could discuss mental health openly and honestly with their primary care provider. These findings from the APAF's polling prove that it has never been more important to provide the public with the tools they need to prioritize their mental health and well-being.

The APAF promotes mental health literacy and connects underserved communities to services and support. APAF also influences behaviors and attitudes toward mental wellness. We hope your station will join APAF in helping to bridge the gap between wanting help and finding it by airing the new PSAs that are part of the **"Mental Health Care Works"** campaign. The [Mental Health Care Works](#) campaign strives to empower as many Americans as possible to make the call to care providers and access resources that can help them begin their mental health journey. The campaign raises awareness around the signs and symptoms of mental health disorders and highlights the benefits of seeking help.

The public service campaign features **new animated testimonial-style PSAs** inspired by real people who are seeing (and feeling) the benefits of mental health care. The new PSAs include **"Becca" (:30, :15)**, **"Naomi" (:30)** and **"Victor" (:30)**. 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 the campaign's informational website, [mentalhealthcareworks.org](#). The website features personal storytelling and information along with a robust selection of condition-specific resources, providing viewers with even more ways to take an active role in their care.

We hope you can share these important messages with your viewers by airing these PSAs as soon and as often as possible. Thank you in advance for your support.

Sincerely,



Rawle Andrews Jr., Esq
Executive Director, APA Foundation

"Mental Health Care Works - Becca" (:30)

BECCA V/O: For the longest time, it was hard for me to even get out of the house much less do a Backside 180. That's when I made the call. With my doctor's help I was diagnosed with anxiety. Now I'm finding better ways to cope. Sure, some days are better than others, but the whole thing about getting out of the house, that's not really an issue anymore. Mental Health care works when you make the call.

"Mental Health Care Works - Becca" (:15)

BECCA V/O: Anxiety used to hold me back. Now I'm finding new ways to cope. Mental health care works when you make the call.

"Mental Health Care Works - Naomi" (:30)

NAOMI 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 am supposed to be feeling. That's when I made the call. My doctor told me I have postpartum depression and treatment is available. These days, things are feeling right, even if they don't always go that way. Mental Health care works when you make the call.

"Mental Health Care Works - Victor" (:30)

VICTOR V/O: After my wife died, 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. That's when I made the call. I got referred to a psychiatrist and she explained depression can happen to anyone. I'm learning that getting help doesn't make me weak. It makes me stronger. Mental Health care works when you make the call.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

Mental Health Care Works - Becca (:30, :15)

Mental Health Care Works - Naomi (:30)

Mental Health Care Works - Victor (:30)

No end date for use

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

Holly Mulé via email at 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 990-EZ
- 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 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,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

AMERICAN
PSYCHIATRIC
ASSOCIATION

FOUNDATION

