

AMERICAN  
PSYCHIATRIC  
ASSOCIATION  
FOUNDATION



**Sandra**



Mental health care works when

**You Make the Call**



**Lizzie**



**TV PUBLIC SERVICE CAMPAIGN**

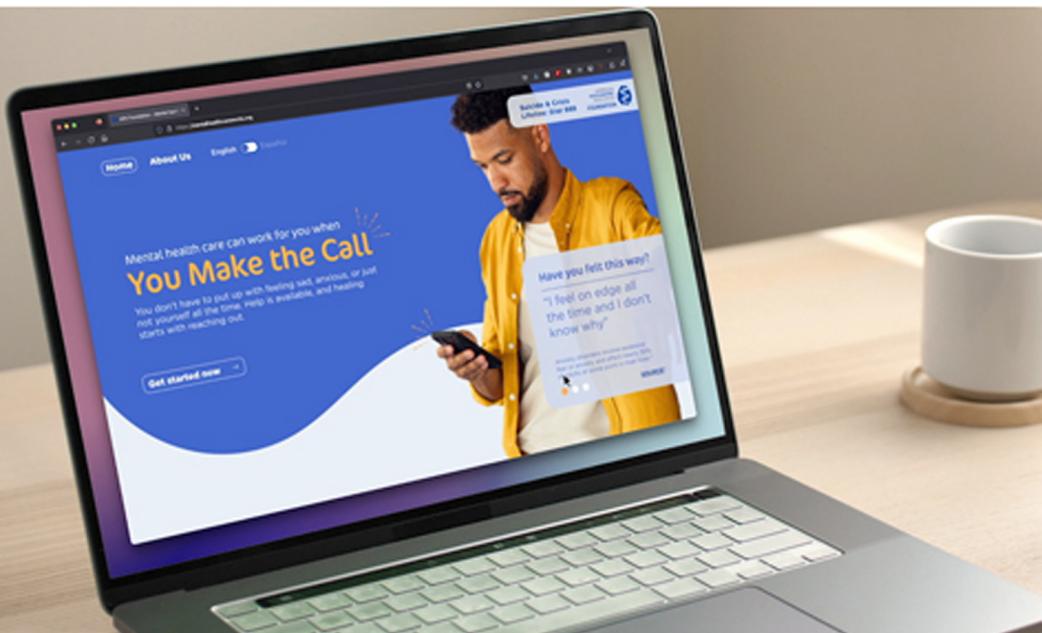
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## About American Psychiatric Association Foundation

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](https://www.mentalhealthcareworks.org).



## Learn more about the American Psychiatric Association Foundation

MENTAL HEALTH CARE WORKS



FACEBOOK



TWITTER



LINKEDIN

Dear Public Service Director,

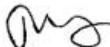
Every day, millions of family caregivers in the US provide daily care to adults and children with chronic illnesses or other support needs while simultaneously managing personal, professional, and household demands. Their efforts sustain families, strengthen communities, and make independent living possible for millions of older adults and individuals with disabilities. Yet, the demands of caregiving often come with personal emotional, physical, and financial costs. It is no surprise that millions of caregivers experience symptoms of anxiety and depression every year. But help is available.

The American Psychiatric Association Foundation (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 testimonial-style PSAs** inspired by real people who are seeing (and feeling) the benefits of mental health care. The new PSA titled "**Sandra**" (:60, :30, :15) portrays a caregiver overwhelmed by balancing family, work, and the needs of an aging parent—and highlights her decision to make the call to a mental health professional for support. Also available for use is "**Lizzie**" (:30) which features a young woman who overcame her struggles with anxiety thanks to mental health care. The PSAs, which have **no end date for use**, 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 - Sandra" (:60)

**SANDRA V/O:** I take care of the kids. And I take care of my dad. I take care of things at work. The groceries. The clean ups. The melt downs. The doctor's visits. The family events. Mealtimes. Bedtimes.

I take care of all the things everyone else needs. But I haven't made time to take care of...what I need.

**NARRATOR V/O:** Millions of caregivers experience symptoms of anxiety and depression. But help is available. Because there may only be ONE you. But you don't have to do it alone. Head to MentalHealthCareWorks dot org today to learn how to get the support you deserve.

Mental Health Care Works When You Make the Call.

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

**SANDRA V/O:** I take care of the kids. And I take care of my dad. I take care of things at work. Mealtimes. The doctor's visits.

I take care of all the things everyone else needs. But I haven't made time to take care of...what I need.

**NARRATOR V/O:** Millions of caregivers experience symptoms of anxiety and depression. But help is available. You don't have to do it alone. Head to MentalHealthCareWorks dot org today to learn how to get the support you deserve.

### "Mental Health Care Works - Sandra" (:15)

**SANDRA V/O:** I take care of the kids, my dad and things at work.

But I haven't made time to take care of...what I need.

**NARRATOR V/O:** Millions of caregivers experience symptoms of anxiety and depression. But help is available. Head to MentalHealthCareWorks dot org today.

### "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.

**NARRATOR V/O:** Mental Health Care Works When You Make the Call.

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

Mental Health Care Works - Sandra (:60, :30, :15)

Mental Health Care Works - Lizzie (: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](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 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](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

AMERICAN  
**PSYCHIATRIC**  
ASSOCIATION  
—  
**FOUNDATION**

