

The Walk for Mental Health Awareness

F23: Mid-Semester Review



Our team



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Emily



Will





Why is this problem space important?



1 in 13

Adults in Texas experience a major depressive episode



40% increase

In the number of suicides in Harris County from 2001-04 to 2017-2020

Yet mental illness is still stigmatized!



Design Problem



Many citizens in Houston experience mental health problems, yet there is still a stigma surrounding mental health issues. Groups like The Walk seek to destigmatize mental health, but face low rates of community engagement.



The Walk for Mental Health Awareness



C. Patrick McIlvain



- WMHD event to **destigmatize** mental health
- Only **3** employees
- **Long standing** history with the Houston Community
- Retains support of many **local politicians and high profile** individuals



Problem Spaces



Low growth

- Limited permanent volunteers



Outreach

- Difficulty reaching users
- Finding sponsors



Users



**Houston residents
with mental illness**



**Houston allies
of those with
mental illness**

**Mental illness affects everyone, so the
Walk aims to serve everyone!**

Stakeholders



Media Outlets

Increase The Walk's **digital presence** and outreach



The Walk volunteers

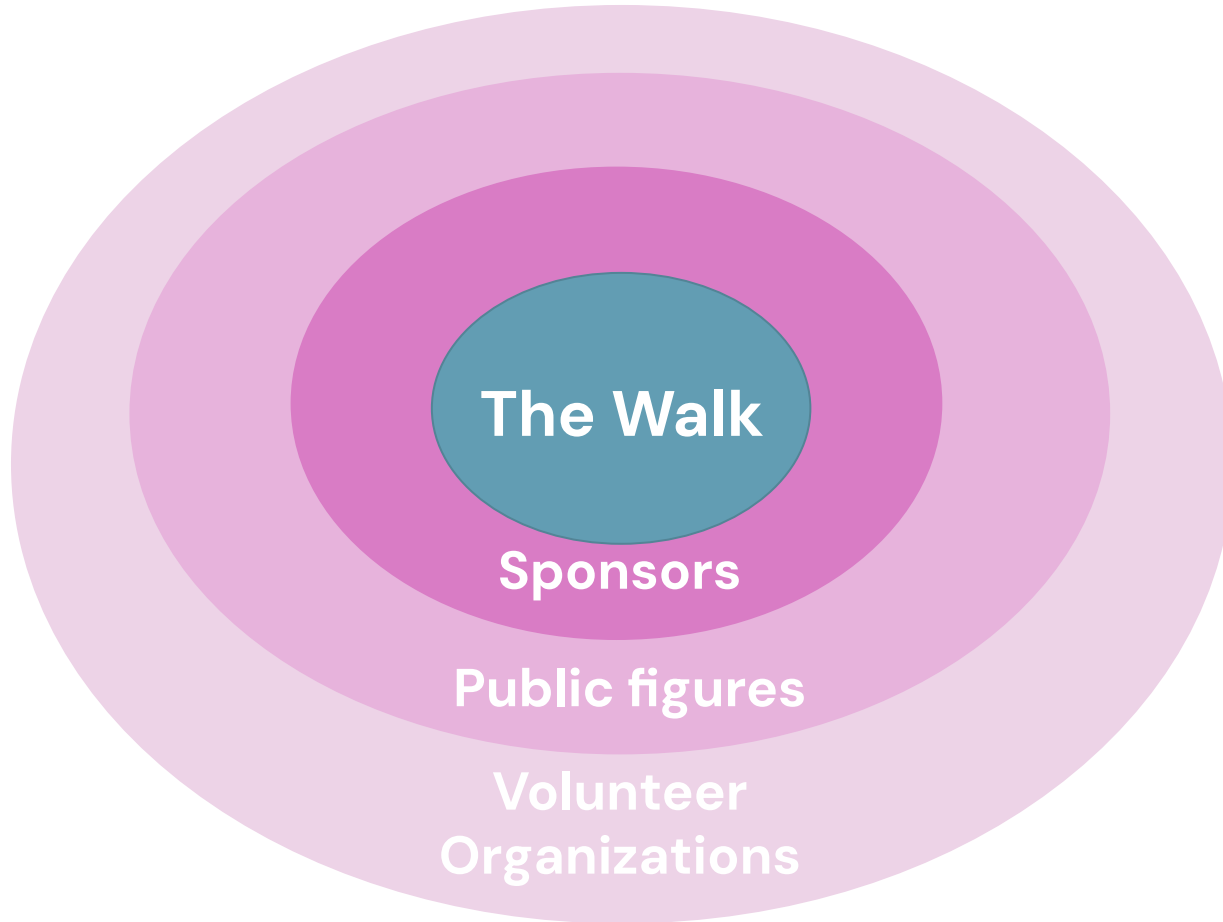
Influence how the Walk **redefines** their operations



Sponsors

Draw attention to the Walk

Community Partners





Initial Research Spaces



Outreach

arrange **new partnerships** with other Houston organizations to expand the Walk's programming and **impact**

Internal Growth

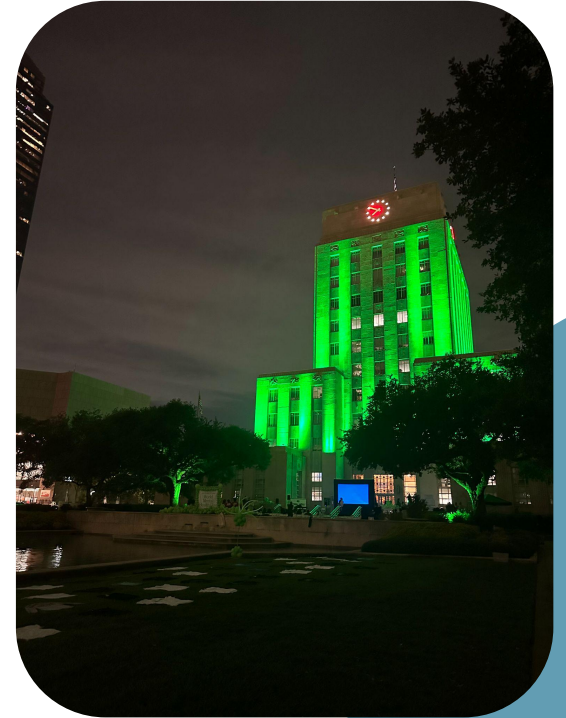
restructure **internal operations** to promote **growth** within the organization

Walk Day Programs

improve **event day** programs to be more **inclusive** of communities in Houston



World Mental Health Day



How do volunteers/attendees discover the Walk?

1

**Organization
Volunteers**

purposeful scouting of volunteering opportunities

internet search, social media (Facebook); typically students

**Individual
Volunteers**

2

3

Speakers

knew Patrick beforehand, drew from established community, friends

personal connections with speakers, came to support; a few passerbys joined

Attendees

4

What does the Walk's logistics and visibility look like?

1

Logistical Challenges

improvements on date; general logistics during event (lighting, organization)

limited personnel; types of speakers who are presenting at the event

Organization Limitations

2

3

Digital Presence

low social media presence, only on Facebook; limited media presence

limited outreach into established mental health communities on social media/from other orgs.

Engaging Communities

4

Become a Fundraiser

Be an advocate for those living with Mental Illness/ Neuropsychiatric Illness and become a fundraiser for The Walk Houston! Reach out to friends, family, neighbors, and co-workers and ask for their support in your Facebook birthday fundraising efforts. Fundraisers can select The Walk Houston on Facebook as their nonprofit you want to raise money for basis. Money raised can be directed to support The Walk Houston.



Current News



SOCIAL MEDIA

Current News

Please follow us on Facebook @www.thehoustonwalk.org for the most current news. Our Twitter and Instagram account is @mhwalkhouston.

SAME PICTURE



www.thehoustonwalk.org

#TimeToEndTheIndifference

Join us Tuesday, October 10th as we honor the 1000 college students that die by suicide each year.

DAY OF REMEMBRANCE

WORLD MENTAL HEALTH DAY PRESENTED BY THE WALK HOUSTON

Event Information:
 Ticket Cost: FREE
 Meet & Greet: 8:00 AM
 Race Start: 9:00 AM
 Race End: 12:00 PM
 Location: City Hall Ballroom Plaza
 1001 Bagley St., Houston, TX 77002
 Objective: Walk to be heard

Event Sponsors:
 The Houston Walk is proud to have the following sponsors:
 American Express, Bank of America, Capital One, Citigroup, Discover, Fidelity Investments, GEICO, Hilton Hotels, Marriott Bonvoy, Microsoft, Nike, Oldemark, PNC Financial Services Group, Progressive, Sun Life of Canada, UnitedHealthcare, Visa, Wells Fargo

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#23HouWMHD | 11710.780.7534 | @WMHDHouston

SPONSORS:





The 5K Walk

TWH is where local 501(C)3 non-profits join as one, to raise funds and awareness. This is done by advocating on behalf of people with a mental illness and by registering a "Walk Agency" team. The 5k walk is designed to invigorate mental illness sufferers to receive help and treatment.

TWH has no finish line and instead an "Arch of Breakthrough", symbolizing achievements' in mental health. TWH raises funds and awareness for mental health but more importantly, raises self-esteem, self-respect and worthiness in a sufferer.



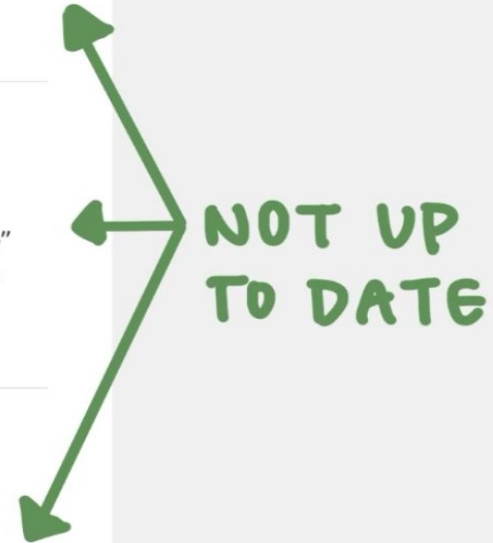
Mental Health Expo

After the 5K walk concludes, the "Mental Health Expo" begins. This is where mental health service providers network with participants of the walk.



The Children's Corner

The "Children's Corner" is a pro-active learning area offering information on childhood mental illnesses.



receive help by asking. The Walk for Mental Health Awareness–Houston is a celebration of the hope of life after mental illness and a call to action by people in our community.



Donate



Donate Now

Can't attend The Walk Houston? Make a donation to support our efforts instead! Donate directly to The Walk Houston. All donations are tax-deductible to the extent of the law. Make a positive difference in supporting education and awareness of Mental Illness/ Neuropsychiatric Illness with a donation today!



WRONG PAGE



The Walk Houston will return in 2023. See you all next year. Thanks for all the support.

Please follow us on Facebook for registration updates.



NOT UP TO DATE



SPONSORS:



Sponsors

The Walk for Mental Health Awareness – Houston (TWH) a non-profit organization that hosts an annual event during the World Mental Health Week. TWH works alongside other non-profit agencies which provide mental services to those in the Greater Houston area. These agencies make up our list of “Walk Agencies” teams. Our main initiatives is to foster an environment of health and safety within our community.

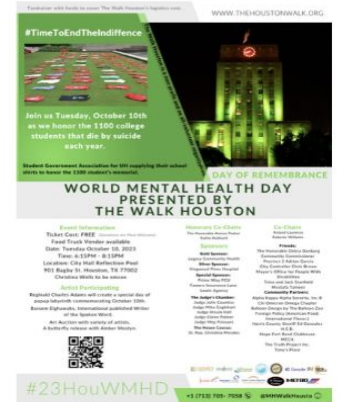
We are asking for your support as a sponsor at one of the generous giving levels below:

- **Presenting Sponsor** – \$10,000
- **Platinum Sponsor** – \$6,000
- **Gold Sponsor** – \$4,000
- **Silver Sponsor** – \$2,000
- **Supporter Sponsor** – \$500
- **Individual Sponsor** – \$300

**Download
Sponsorship
Package Here!**

Thank you for your help in supporting of The Walk for Mental Health Awareness – Houston project and programs for the 2023 calendar year! For more information, please email Patrick@thewalkhouston.org or call [713-705-7058](tel:713-705-7058).

2023 Sponsors



SPONSORS:



Help Us Raising The Volume
of our #PositivePublicDialogue



THE WALK

**FOR MENTAL HEALTH
AWARENESS**

H O U S T O N

TWELFTH ANNUAL 5K WALK &
MENTAL HEALTH EXPO

SATURDAY, OCTOBER 15TH 2022



SPONSORSHIP PLEDGE FORM

Please select the contribution level desired: PRESENTING PLATINUM GOLD SILVER SUPPORTER INDIVIDUAL

Name (printed): _____ Amount: \$ _____

Name of Company/Organization (as applicable): _____

Billing Address: _____

Email Address: _____ Phone Number: _____

Payment Method: Check Enclosed MasterCard Visa American Express Discover

Name on Credit Card: _____ Date of Expiry: _____

Credit Card Number: _____ CVV [3-4 digits]: _____

OR

Check Number: _____ All Checks Made Payable to The Walk for Mental Awareness - Houston

Signature: _____ Date: _____

Please print and mail this form to:

The Walk for Mental Health Awareness - Houston
Attn: C Patrick McIlvain, Founding Director
5535 Memorial Drive, Suite F-209
Houston, TX 77007

Thank you for your help in supporting of *The Walk for Mental Health Awareness - Houston* project and programs for the 2022 calendar year! As a designated 501(c)(3) charitable organization, your contribution to us is 100% tax deductible. Please email patrick@thewalkhouston.org or call 713-705-7058 to request a donation receipt.



How can we

engage both attendees and volunteers at the Walk Houston through increasing digital engagement and implementing rigorous outreach strategies?



Short Term Measures of Success



Triple the website views/social media engagement



Double the number of attendees to event

Short Term Measures of Success



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Short Term Measures of Success



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Double the number of attendees to event

Long Term Measures of Success



**20% increase in
media opportunities
and coverage**



**3 long term
volunteers**



**50% increase in
sponsorships**

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Design Goals



Feasible

to implement and maintain
with current resources



Strategic

in promoting long-term
growth within the organization



Engaging

for new users to participate in
mental health programming



Personalized

for outreaching to diverse
communities in Houston

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Initial Solutions



Streamline Operations

- Website redesign
- Post-event follow up for **logistical feedback**





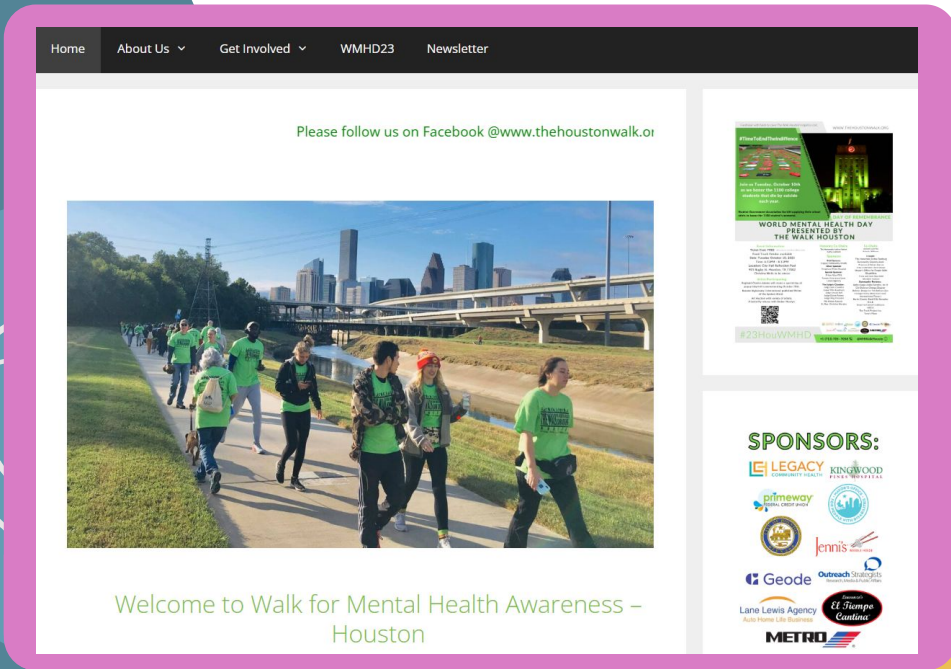
Digital Presence

- **Increase** social media presence
- Marketing campaign strategy
 - Outreach to local **high schools and colleges**



Initial Solutions

- 
- Website redesign
 - Increase social media presence
 - Marketing campaign strategy
 - Outreach to local high schools and colleges
 - Post-event follow up for logistical feedback to improve for future years
- 



Website Redesign

- ★ Event logistics
- ★ Documentation on previous events
- ★ Sponsorship package
- ★ Easy way to donate



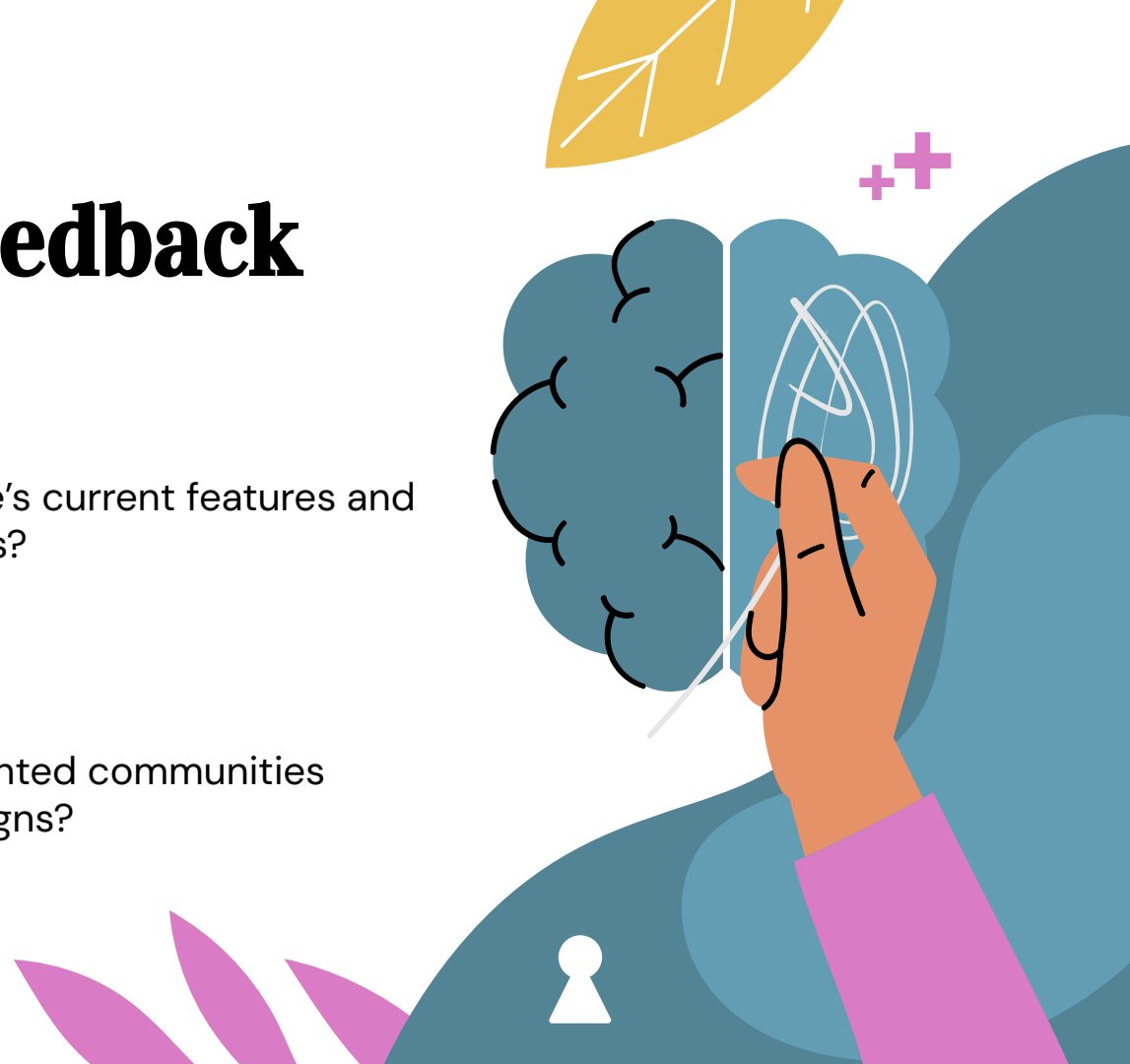
Thank you: Feedback

Website Redesign

How can we improve the website's current features and possibly implement new features?

Outreach

How can we reach underrepresented communities besides using marketing campaigns?

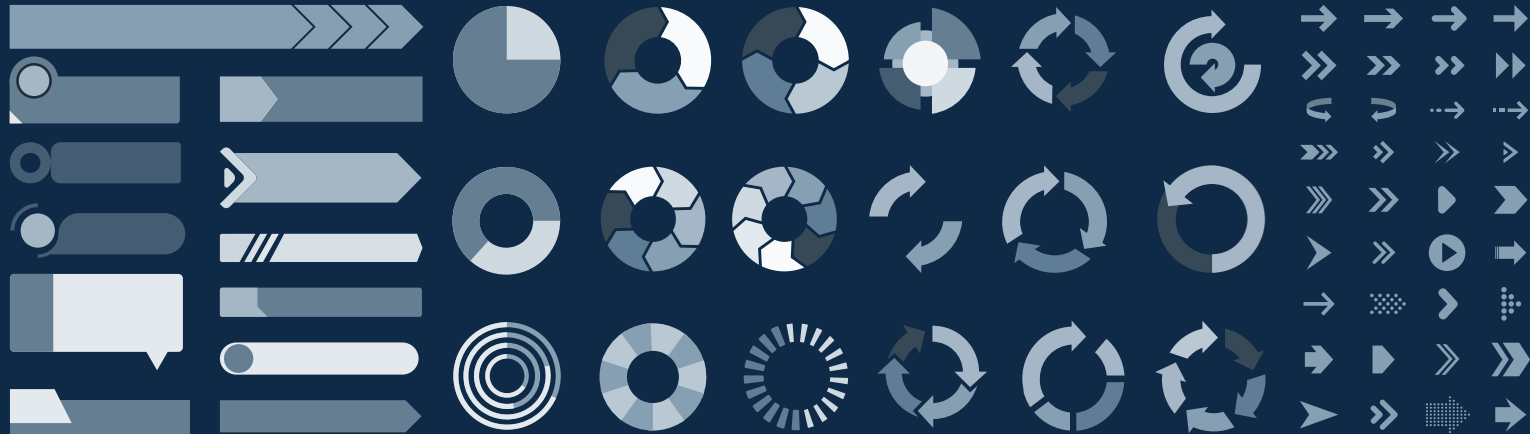


The background is white with various colorful elements. There are several puzzle pieces in yellow and pink scattered around. A large blue cloud-like shape on the left contains a white atom symbol and several puzzle pieces. There are also pink leaves at the top, a yellow starburst at the top right, and a white person icon on a blue circle at the bottom center. A yellow leaf is at the bottom right.

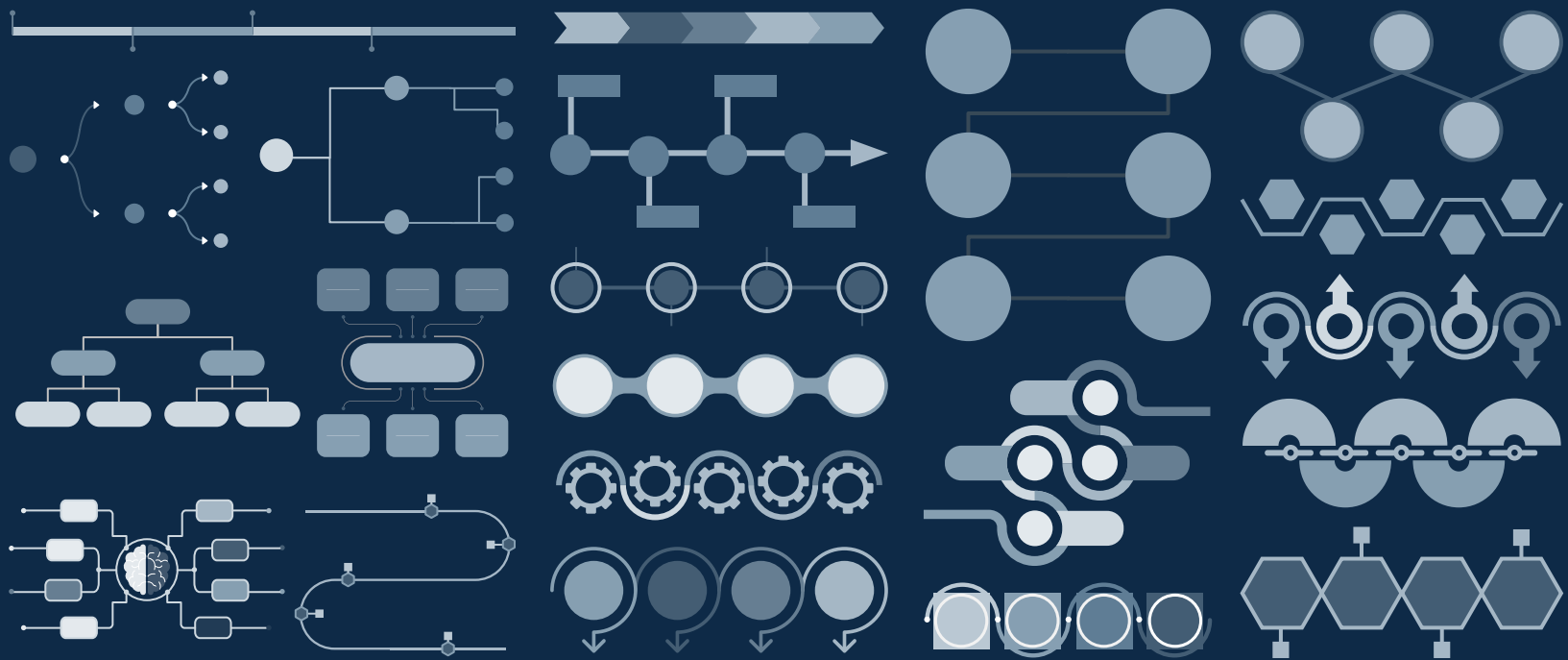
Questions?

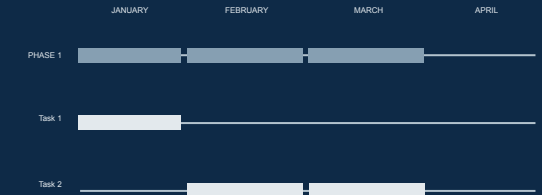
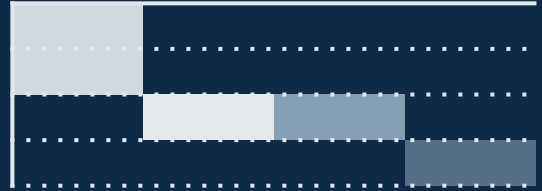
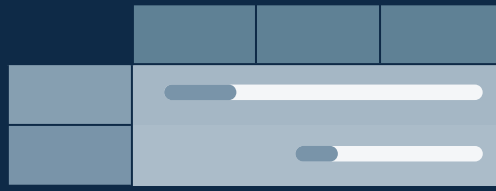
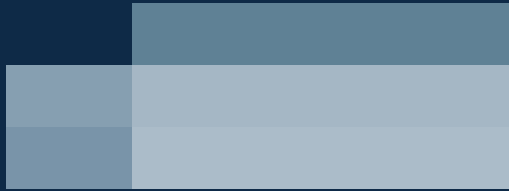
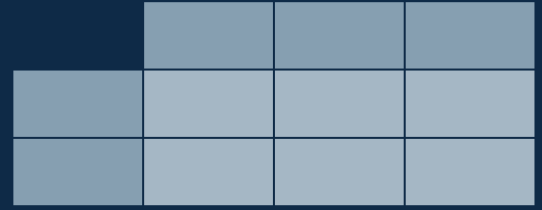
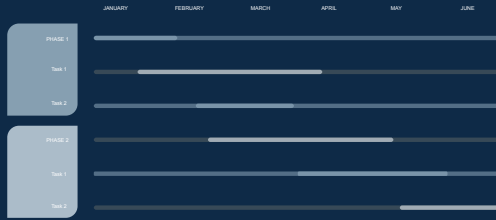
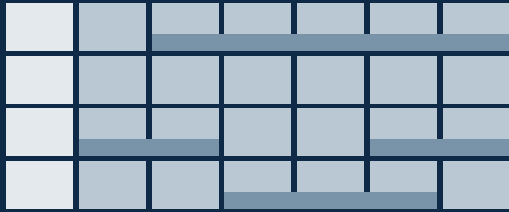
Use our editable graphic resources...

You can easily [resize](#) these resources without losing quality. To [change the color](#), just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Group the resource again when you're done. You can also look for more [infographics](#) on [Slidesgo](#).

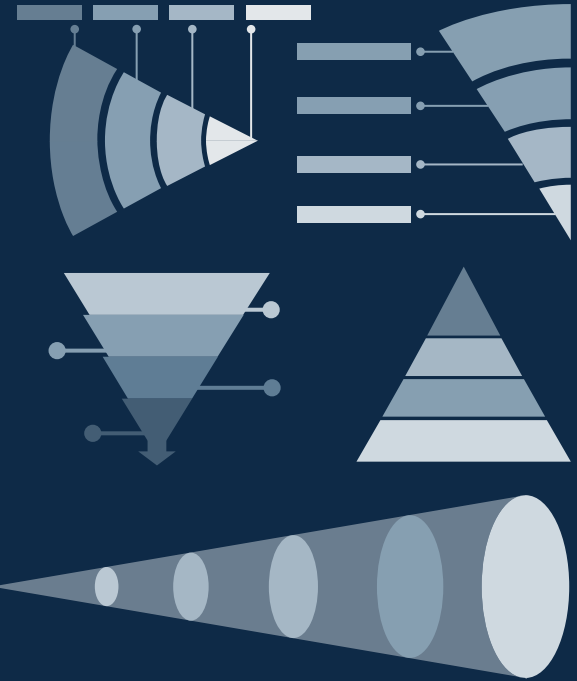
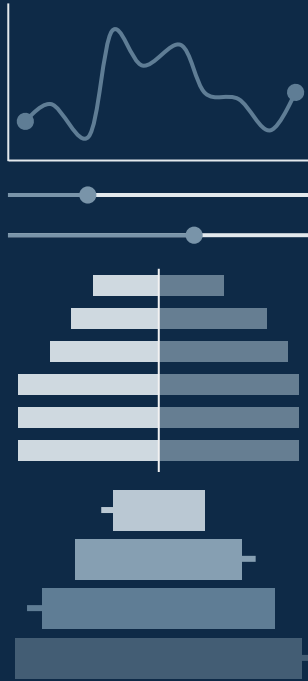
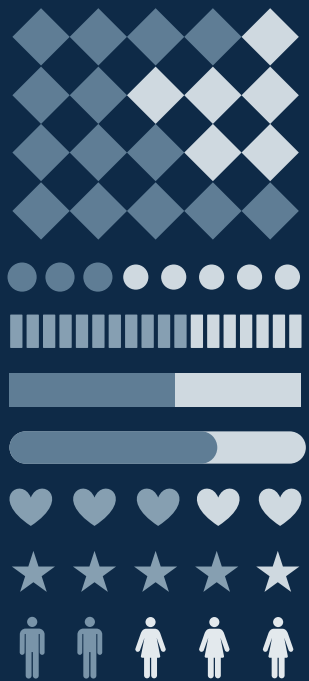
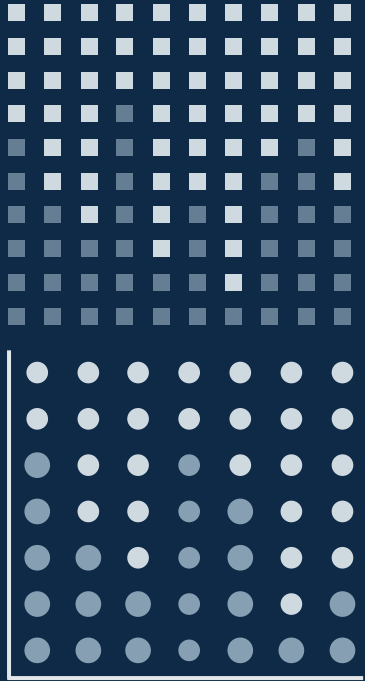












...and our sets of editable icons

You can resize these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



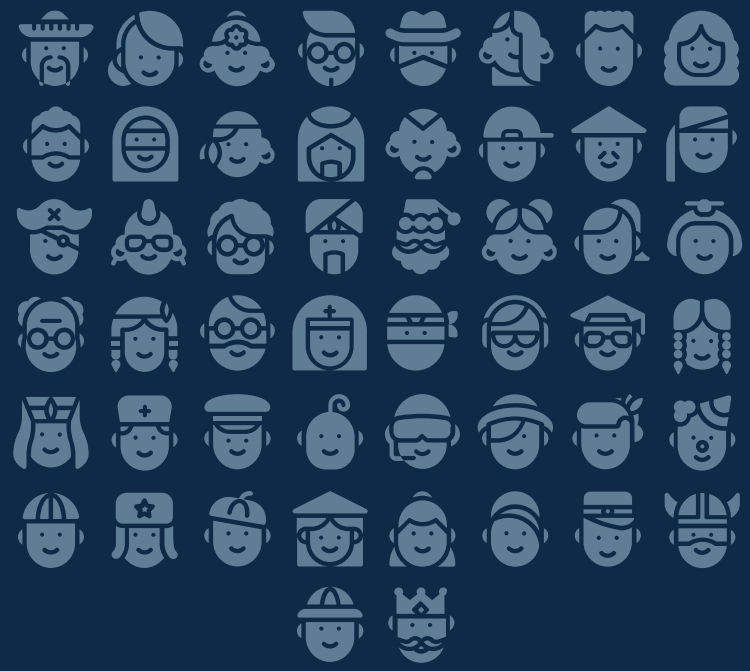
Teamwork Icons



Help & Support Icons



Avatar Icons



Nature Icons



SEO & Marketing Icons



