To whom it may concern,

I am a student at \_\_Your School or Community\_\_ and I think the PASS kit would be a great addition to our mental health activities to promote proactive attitudes and mental health discussion. I came across the PASS kit when I was looking up stress management tools and I really appreciate their company’s practical and empathetic perspective.

The PASS kit is a ‘first aid kit for mental health’ created by PASS (Panic, Anxiety, & Stress Support Inc.) a social venture in Kitchener, Canada, and is used by campuses and workplaces worldwide. Each kit includes evidence-backed items to help during times of overwhelming stress like earplugs and an eye mask to help reduce anxiety by blocking external stressors (e.g. noise and light), gum and a squeezable stress star to help stimulate the muscles and senses to help “snap out of a bad thought pattern”, and flash cards that contain straightforward advice and relaxation techniques based off of Cognitive Behavioural Therapy.

In order to fund this initiative, \_\_\_\_Your Organization Title\_\_\_\_\_ is requesting $500 - $1500 ($5-15 per person. About the cost of a mug or t-shirt.) $500 will cover the cost of distributing only flashcards and $1500 will cover the cost of distributing full PASS kits to 100 community members. Any additional support will support our efforts to engage the community with the mental health dialogue including educating our members on available resources like the provided PASS kit.

With the kits, \_\_\_Your Organization Title\_\_\_\_\_ is hoping to foster the mental health culture at

\_\_Your School or Community\_\_ by providing an initiative that raises awareness and teaches healthy coping skills.

Our objectives with the PASS kit are to:

1. Teach sustainable stress management skills to our members through accessible and credible tools which can be used immediately in a moment of overwhelming stress.
2. Reduce the stigma of stress management by reinforcing that everyone experiences stress and it isn’t something to be ashamed of through positive discussion.
3. Bridge the gap between awareness and professional help with resources to manage symptoms of anxiety and stress if formal support feels inaccessible.

Individuals worldwide have reported PASS kits’ aid in stress management and have adopted it into their lifestyles - with 48% users continuing its use after 4 months in an early pilot.

Users, ranging from students, and parents, to instructors and entrepreneurs, testify that:

“PASS kit does an excellent job of assisting anyone through symptoms of panic, anxiety and stress.”

* Mental Health First Aid trainer.

“It helped me get organized and gave me direction when I didn’t know what to do.”

* Undergraduate Student, Mathematics.

“PASS kit allows me to feel comfortable that we are providing a tangible resource.”

* Residence Life Manager.

“GREAT resource and re-minders for #mentalhealth. I've bought the @mypasskit for my family and for my team at work.”

* Director of International Assistance Research and Knowledge, Strategic Policy Bureau

On behalf of my fellow students, I highly urge you to incorporate the PASS kit as a resource at \_\_Your School or Community\_\_ to enhance the wellbeing of students and the mental health culture and conversation. For more information on PASS inc., visit mypasskit.com or you can contact Tina@mypasskit.com directly.

Sincerely,

\_\_\_Your Name \_\_\_