**Your Name**

123 Your Street

Your City, ST 12345

m(123) 456-7890

no\_reply@example.com

4th September 20XX

**Name of Recipient**

Position, Company Name

123 Address St

Anytown, ST 12345

To whom it may concern,

My name is \_\_\_Your Name \_\_\_ and I am a \_\_\_Your Position Title\_\_\_\_ at \_\_\_\_Your Organization Title\_\_\_\_\_.We are currently fundraising for a mental health initiative, and funds would go towards distributing PASS kits for community members of \_\_\_\_Your Organization Title\_\_\_\_\_. We would love for \_\_\_Recipient Name\_\_\_ to collaborate with us as a sponsor, as we have shared goals of improving community wellness.

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 earplugs, an eye mask, chewing gum, a squeezable stress toy, and a set of flashcards with tweet-length mental health advice for easy comprehension during times of overwhelming stress. Each item included was carefully considered with scientific reasoning. The earplugs and eye mask help reduce anxiety by blocking external stressors (e.g. noise and light), the gum and squeezable stress star help stimulate the muscles and senses to help “snap out of a bad thought pattern”, and the flash cards 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 members face daily stress, and while \_\_\_\_Your Organization Title\_\_\_\_\_ supports mental wellbeing already, we always strive to do more to educate and show that we care.

\_\_\_Recipient Name\_\_\_’s sponsorship would make an immense impact in the \_\_Your School or Community\_\_ community and it would benefit all parties involved. Through our collaboration we would like to recognize \_\_\_Recipient Name\_\_\_ for boosting mental health projects and support for socially oriented small businesses such as PASS Inc. Outreaching to the \_\_Your School or Community\_\_ community would not only familiarize our members with your brand and products but also emphasize your dedication to community wellness and mental health and that your values align with the socially conscious values of our own members.

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.

The PASS kit has already been shown to have positive results. Individuals worldwide have reported PASS kits’ aid in stress management and have adopted it into their lifestyles - with 48% users continuing use after 4 months in an early pilot. We will measure \_\_\_Your Organization Title\_\_\_\_’s success through tools measuring for community well-being and mental health literacy.

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

Thank you for considering funding our mental health initiatives to improve community wellbeing at \_\_Your School or Community\_\_. We really value your organization’s dedication to building a better, and healthier community and look forward to opportunities to work together.

Visit mypasskit.com or contact Tina@mypasskit.com directly for more information on PASS Inc. and contact \_\_Your Organization’s Contact Information\_\_\_ for more information on the \_\_\_Your Organization Title\_\_\_’s project. We are also open to discussions for partial funding.

Sincerely,

\_\_Your Organization’s Contact Information\_\_\_