



BE STRONG

BESTRONG.ORG

help anytime, anywhere in the US

Join 100,000+ followers

@bestrongglobal

LEVEL SET

A mental health crisis is exposing questions of meaning, purpose, and connection, resulting in fear and violence. And the world is only getting more complex.

Youth were facing alarming and rising mental health challenges even before the COVID-19 pandemic.

Prior to the pandemic, mental health issues were the leading cause of disability in young people.

Suicide is one of the leading causes of death among adolescents.

Between 2007 and 2018, suicide rates among youth ages 10–24 increased by 57%.

From 2009 to 2019, suicidal behaviors among high school students increased, with 19% considering suicide, a 36% increase.

16% of high school students made a suicide plan, a 44% increase.

Children as young as seven years old are dying by suicide in the U.S.

Data from 2019 CDC Youth Behavior Survey captured every two years; 2021 YRBSS Data Release Coming Spring 2023



44%

of teens in the United States report feeling persistently sad and hopeless, up from 37% in 2019.

The Pandemic has only added more challenges that U.S. youth were facing

WHO'S IMPACTED?

CONTRIBUTING FACTORS

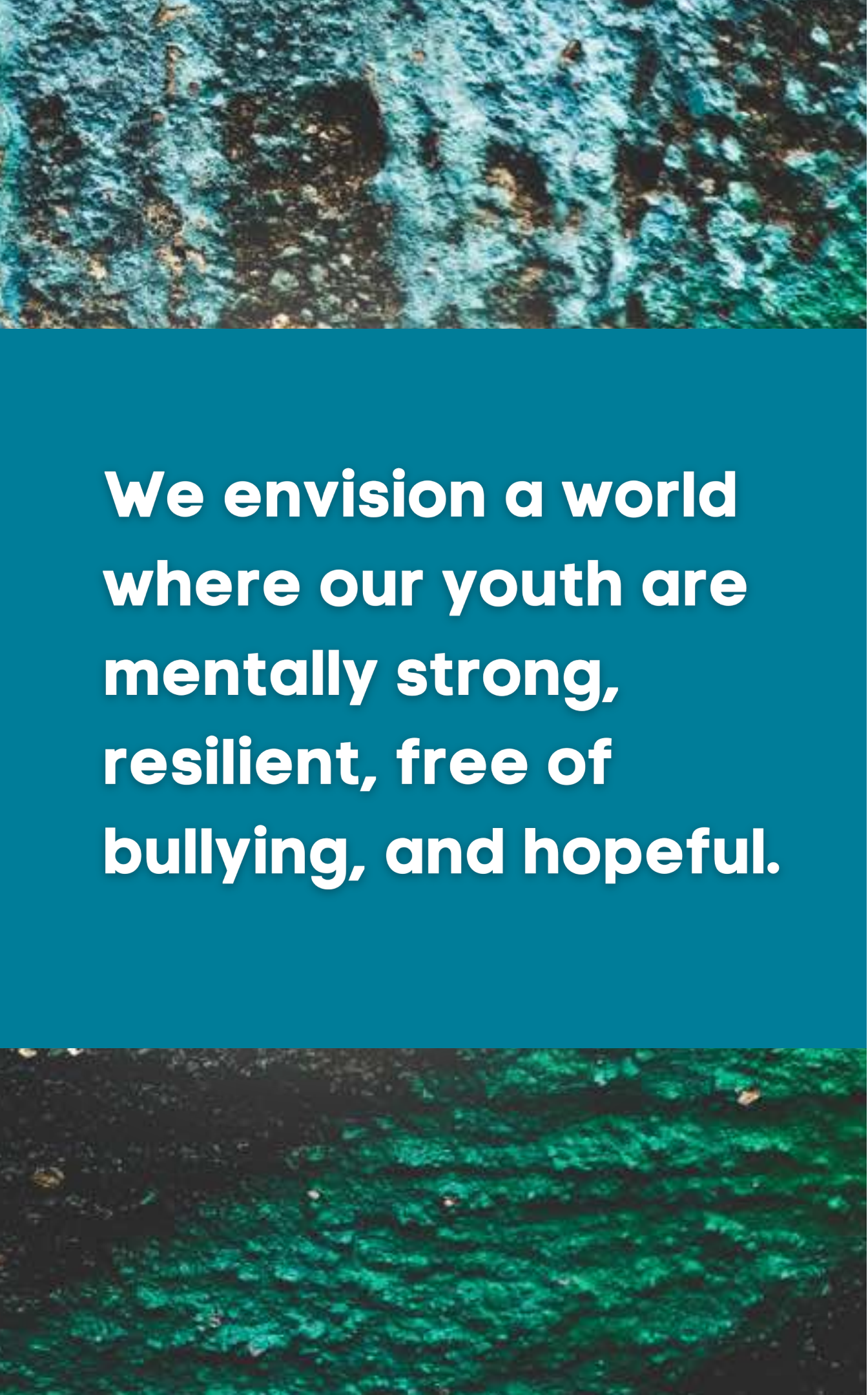
include loss of a caregiver, financial difficulty, hunger and food insecurity, less socialization, physical and emotional abuse at home, and larger systemic issues

RISK FACTORS

major depression, anxiety, bipolar, family history, lack of support network, loss of parent, divorce, physical abuse, sexual abuse, social isolation, bullying

“

Mental illness, suicide, and bullying don't discriminate. They plague every community.



**We envision a world
where our youth are
mentally strong,
resilient, free of
bullying, and hopeful.**

This moment of flux is also a moment of opportunity.

What if students take the pain they experience from anxiety, depression, bullying, isolation and hopelessness, and used it as motivation to create strong communities?

What if instead of being the reason they don't go to school, become violent, or harm themselves, **it's the reason they find resilience, hope, happiness and purpose?**

67% of young people will not tell an adult but will tell a peer about challenges they've been facing. This generation is the most technologically advanced, interested in mental health and wellness, and they desire to have a sense of belonging, acceptance and community.

If you can't find it, then build it.

The lack of institutional trust from young people has uniquely positioned Be Strong as a trusted, safe environment for all young people to be connected to immediate and long-term help.

OPPORTUNITY: STRONGER SOCIETY

Be Strong's mission is to save and improve the lives of our youth using a peer-to-peer approach to strengthen mental, emotional, and relational health, build resilience, and prevent bullying.

Be Strong is a pioneer in developing, implementing, and leveraging the power of peer-to-peer dependency...for good!

By partnering with brands and organizations that feel relatable (Mountain Dew & LG Electronics) to our target demographic, Be Strong Representatives are boots on the ground-from the largest cities to the smallest and most rural towns in America.

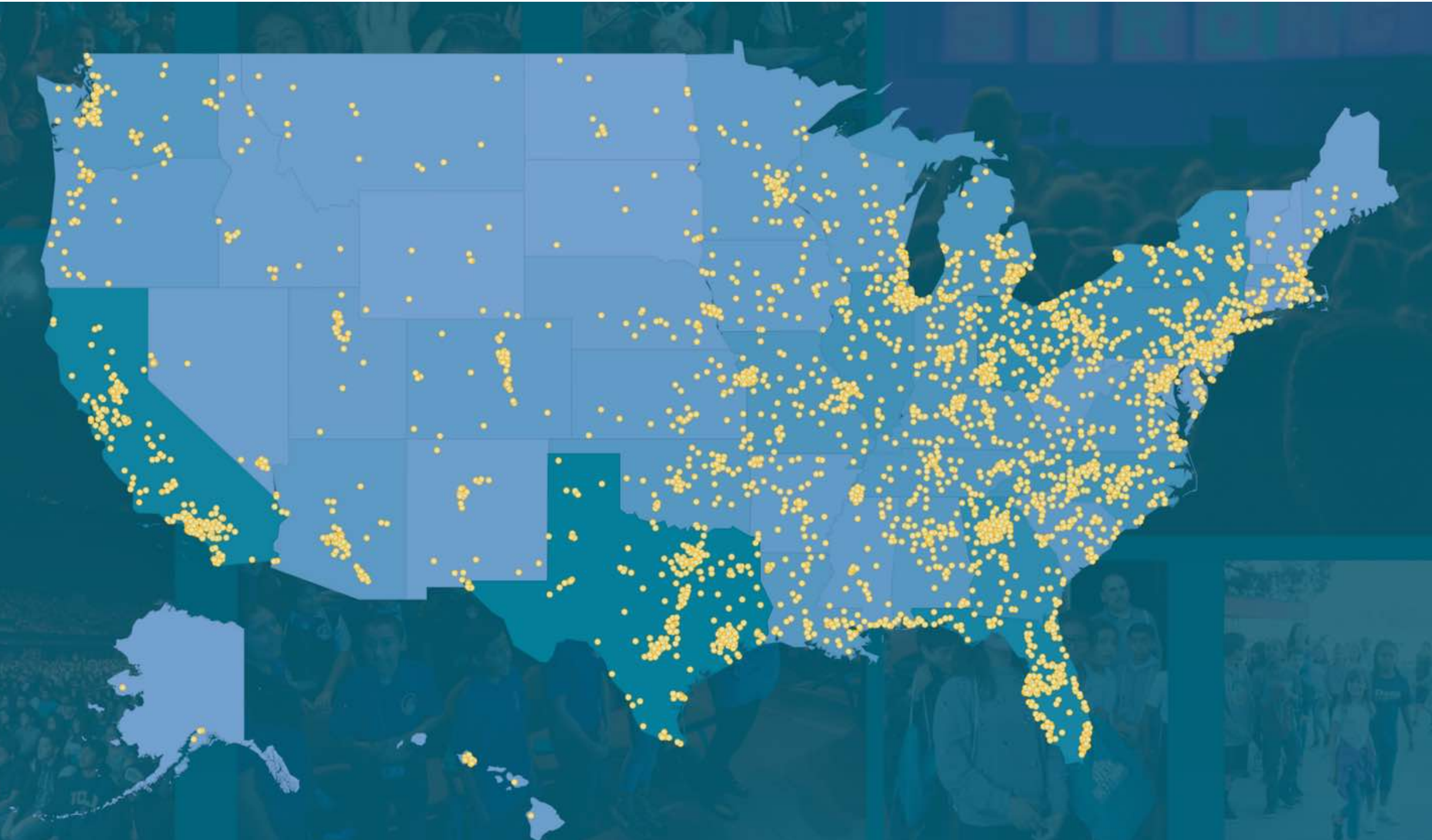
Be Strong Live Tour
Houston, TX



IMPACT

Against all odds, 2022 was a year of unparalleled growth brought to communities by 4,398 Be Strong Student State Representatives (student volunteers 8-17-years-old), impacting 2M+ community members through monthly social impact volunteerism and peer groups. **Over two thirds of Be Strong Student Representatives represent Title 1 schools (low-income families make up at least 40% of enrollment)**

Each dot in the map below reflects our active student representatives' zip codes:



Be Strong is a charity
that serves young
people,
parents/guardians,
educators, and
communities

Below represents the 2022 impact through our digital bridge, supporting schools and community organizations:

Be Strong App
10,000+
Downloads

Website
7,000
Average Monthly Traffic

Top Searches
Access to Food
Escaping Violence
Therapy
Housing

Checklists
11,800
Downloads
Anxiety, depression, suicide
prevention & wellness checklists

Social Media
111,400 +
Followers

Newsletter
50,000
Subscribers

Educated through simulcast and
replays of the Be Strong LIVE
Tour, the Be Strong Documentary
& Be Strong's speakers bureau
since 2015:

5.2⁺MM



WHY YOUR SOCIETAL INVESTMENT MATTERS

Decades of research confirm: young people benefit from social & emotional learning

BOOSTS ACADEMICS

Student academic performance increased by 11 percent

IMPROVES MENTAL WELLNESS

Helped students manage stress and depression, and improved their attitudes about themselves, others, and school

SUPPORTS LIFETIME OUTCOMES

Increased well-being up to 18 years later and decreased likelihood of receiving public assistance

BENEFITS ALL STUDENT GROUPS

Shows an impact on development across all demographics and backgrounds

RETURN ON INVESTMENT

On average, for every dollar invested in social & emotional learning, there is an \$11 return of benefits

Growing up, Sonny faced homelessness and hunger — as his parents became victims of the opioid epidemic, Sonny often had to fend for himself and his brothers, doing anything he could to find food and essentials for living.

As a Be Strong Student State Representative from Oklahoma, Sonny has a mission inspired by the challenges he’s faced in his life.

“I remember I had these toy magnets that I loved, they were my favorite,” Sonny said. “But me and my brothers were going hungry, and we didn’t have anything else as we were living in a car. I found a stranger to sell my toy to, and he gave me money so I could buy one hamburger for me and my brothers to share.”

His childhood struggles inspire his work now, helping others get the food and items they need to survive.

To help others in need, Sonny uses the Be Strong App to locate resources like food, shelter, and counseling. While volunteering at a food pantry in Downtown Oklahoma City recently, Sonny was asked by a man where he could find food moving forward. Sonny was able to use the Be Strong App’s location-based services to provide those in need with nearby food resources for ongoing help.

Caring for others goes beyond meeting physical needs, too. Sonny believes in being a friend to everyone, spreading positivity, and teaching resilience.

“Be Strong has allowed me to use my platform to share my story and help people who face similar situations,” Sonny said. “Together, we learn important lessons of resilience and positivity, and work toward a stronger community and better mental health for everyone.”

PROVE TO IMPROVE

Well-being and peer influence outcome based research is currently being captured in the Broward County School District. It will be completed in Fall 2023. We are focusing on Broward County, Florida due to a few key insights:

6th largest district in the country

11% of high school students have attempted to die by suicide one or more times in the last 12 months
**2% higher than the last reported national average*

1 in 5 students living in poverty

1 in 5 students living in poverty have a mental, behavioral, or developmental disorder



Be Strong was awarded the 2022 Family and Community Engagement Group of the Year Award after being nominated by school partners.

2023 PRIORITY PROGRAMS TO SAVE & IMPROVE LIVES

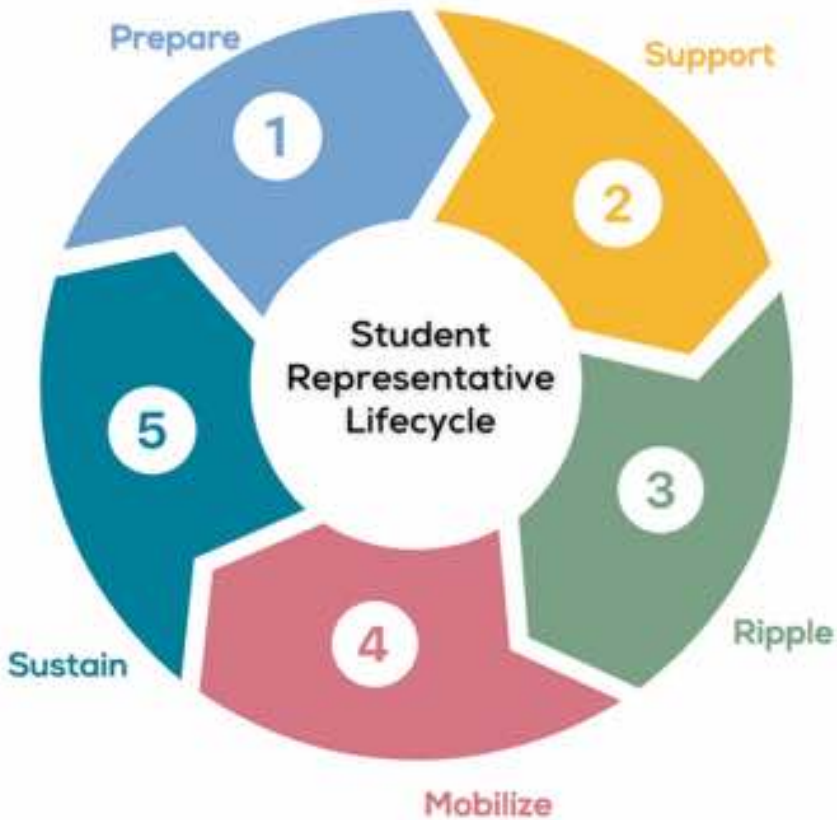
Below are two of our key, proven programs, primed for scalability and in need of your help!

STUDENT REPRESENTATIVES

Be Strong’s innovative student (8-17 years old) volunteer program: nominated students are trained, equipped, supported and mobilized. These resilient leaders are the frontline of strengthening mental, emotional, and relational health. Once accepted into the program:

5,000

Be Strong Student Representatives at year-end



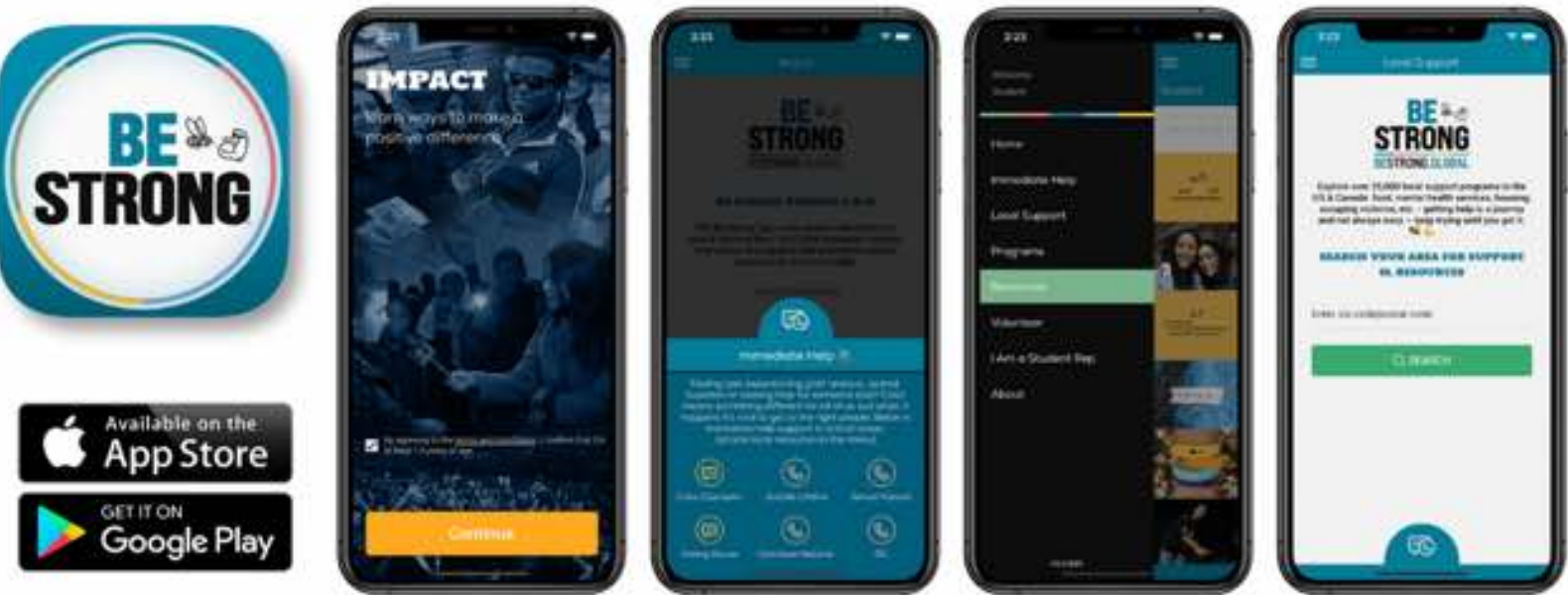
- 1 Prepare:** Reps receive initial on-boarding training and are shipped community starter kits, which include their monthly peer impact materials for the year.
- 2 Support:** Reps receive ongoing monthly training and quarterly need assessments from Be Strong staff members, many of whom are Rep alumni.
- 3 Ripple:** Reps recruit a peer group in their community to meet twice a month and lead the same meetings they experience with Be Strong staff.
- 4 Mobilize:** Reps and peer groups work within social impact volunteerism each month, seeking out those that are suffering and getting them to help.
- 5 Sustain:** Graduating Reps nominate the next Rep for their community.

BE STRONG APP

50,000

New Be Strong App Downloads

help anytime, anywhere in the US



The Be Strong App unites access with choice that saves & improves lives. You'll find resources, local support, intervention & programs that strengthen mental, emotional & relational health. People in crisis need to know how and where to get help, and you can help with the Be Strong App.

Receiving a minimum of (25) Student Nominations per day
(100) people in crisis per day Download the App
*this impact is calibrated based on limited financial resources

"What was once purely thought to be a nice to have, a thoughtful ESG program and DEI strategy is now commonly viewed as a must-have for companies, as companies are now routinely being evaluated on these non-financial metrics alongside with more common financial ESG metrics."

Mike Stiller, Nasdaq ESG Advisory

(ESG) Environmental, Social, and Governance. Investors are increasingly applying these non-financial factors as part of their analysis process to identify material risks and growth opportunities.

(DEI) Diversity, equity and inclusion is a term used to describe policies and programs that promote the representation and participation of different groups of individuals.



HOW YOUNG PEOPLE VIEW SOCIAL IMPACT & COMPANIES

69%

are more likely
to buy from a company
that contributes to
social causes

33%

have stopped
buying from a company
that contributes
to a cause they disagree with

75%

will do research
to see if a company
is being honest when it
takes a stand on issues

There's a clear demand from young people that brands be socially accountable.

Young people (Gen Z and Gen Alpha) reject traditional forms of marketing and education, much like their millennial parents did. They possess increasing levels of interest in personalization, humanized messaging, and social shopping.

Young people are increasingly drawn to social media, and are more likely to purchase and engage with an influencer, trusted page, or friend. It has become the most essential tool for marketers in the modern age.

The good news is that young people want to be a part of the brand experience. If you can provide them with an authentic experience, they'll participate. If you're successful, they won't just join your journey, they'll bring you along on theirs, becoming brand ambassadors through their own social influence.

In addition, younger generations are increasingly aware of mental health and are more likely to seek help for challenges with theirs when needed. They expect the companies from which they purchase and their workplaces to offer mental health coverage and resources.

On the brand side, this means staying compassionate, empathetic, and investing in mental health can greatly improve overall brand integrity, loyalty, and sustainability.

"To continue winning the internet marketing game, your content has to be more than just brilliant – it has to give the people consuming that content the ability to become a better version of themselves."



CASE STUDY



LG Partnership

The Challenge: LG was losing market share among the millennial demographic and needed to drive brand and product awareness. With a strong tie between millennial brand preference and corporate social impact, LG and Be Strong expanded their partnership to drive authentic and credible awareness to the LG Experience Happiness platform with product tie-ins during the important and competitive Q4 holiday window.

Case Study by: Matchfire Agency

"With keen understanding of corporate CSR programs, public relations and brand marketing, Be Strong designed and executed a purpose-led and impactful cause marketing campaign. Despite an extremely tight schedule and challenging logistics due to the global pandemic, Be Strong delivered one of our most authentic and meaningful campaigns to date. I highly recommend Be Strong and I am very proud to be supporting the incredible work of Be Strong - making a real difference in people's lives every day."

Christine Ackerson

Former Director, Sustainability & CSR at LG Electronics USA

Be Strong Solution for LG

#GiveHappiness Thanks & Giving: a social media and YouTube based product placement campaign designed to drive brand and product awareness during the Q4 holiday window by elevating the human interest stories of Be Strong families. Be Strong created all content and managed all media buying.

- Target Audience: millennial parents
- Content Creation by Be Strong: Facebook/Instagram/YouTube
 - (3) :15 GFX Videos
 - (6) :30 Commercials
 - (3) 4-6 Minute Family Features
 - Photo Assets
 - Free Gift Card - generated national earned media pick-up



- Campaign Results:
 - Total Social Media Impressions: 3.5 million+
 - Total Earned Media Impressions: 3.3 billion+

STRATEGIC, LIFE-SAVING & IMPROVING CORPORATE PARTNERSHIPS

Organizations of all sizes have discovered the power of shared values, demographic alignment, and relevancy of a cause to customers, employees and stakeholders. Dynamic corporate partnerships are essential in solving challenges and deepening customer loyalty. We have an opportunity to work closely together to enhance your reputation while helping build a stronger society.

Our expertise includes identifying and developing impact programs; creating compelling marketing and branding initiatives; providing exposure and thought leadership opportunities; and offering meaningful consumer & employee support, volunteerism, and engagement. Whether it's a one-time activation or a multi-year partnership, sponsorships are beneficial to both nonprofits and corporations alike.



INVEST

Contribute to specific projects or make an investment in Be Strong's mission.

Corporate Contributions

Cause Marketing

Operations & Scale Support

Current Communities

New Communities

Pro-bono & Gifts in Kind



ENGAGE

Engage consumers and employees so that they can benefit & learn.

HR Activity & Resources

Employee & Consumer Campaigns

Employee & Consumer Insights
example: send a survey about your desired insights and for every question answered, your company will make a donation to Be Strong.

Advocacy & Outreach

AMPLIFY

Showcase Be Strong's work and the impact of our partnership.

Co-branded Media Support & Inventory

Co-created Assets
(all Be Strong student leaders are media cleared)

Influencer Engagement



\$1

gets the life saving and
improving Be Strong App in the
hands of someone in crisis

\$20 a month

supports a
Be Strong Student Representative
for a year

\$240 a year

supports a
Be Strong Student Representative
for a year



Angel, 9

Be Strong Student Representative
Atlanta, GA

BE 
STRONG
BESTRONG.ORG

WAYS TO GIVE

- [Give Online](#)
- Check: Be Strong 692B S. Military Trail, Deerfield Beach, FL 33442
- Charitable Gift of Securities
- Legacy Gift to Be Strong

Thank you for your sacrifice and generosity! All gifts are tax deductible as allowed by law.

2028 ASPIRATIONAL JOURNEY

THRIVE: IMPACT & BUDGET

Number of Reps
100.0K

Number of Counties
3,070
All US Counties

Potential Number of Peers Impacted
39.0M

Number of App Downloads
1.77M

Cumulative Cost
\$ 14.92M

ALIVE: IMPACT & BUDGET

Number of Reps
9.2K

Number of Counties
1,843

Potential Number of Peers Impacted
3.6M

Number of App Downloads
211.09K

Cumulative Cost
\$ 3.63M

SURVIVE: IMPACT & BUDGET

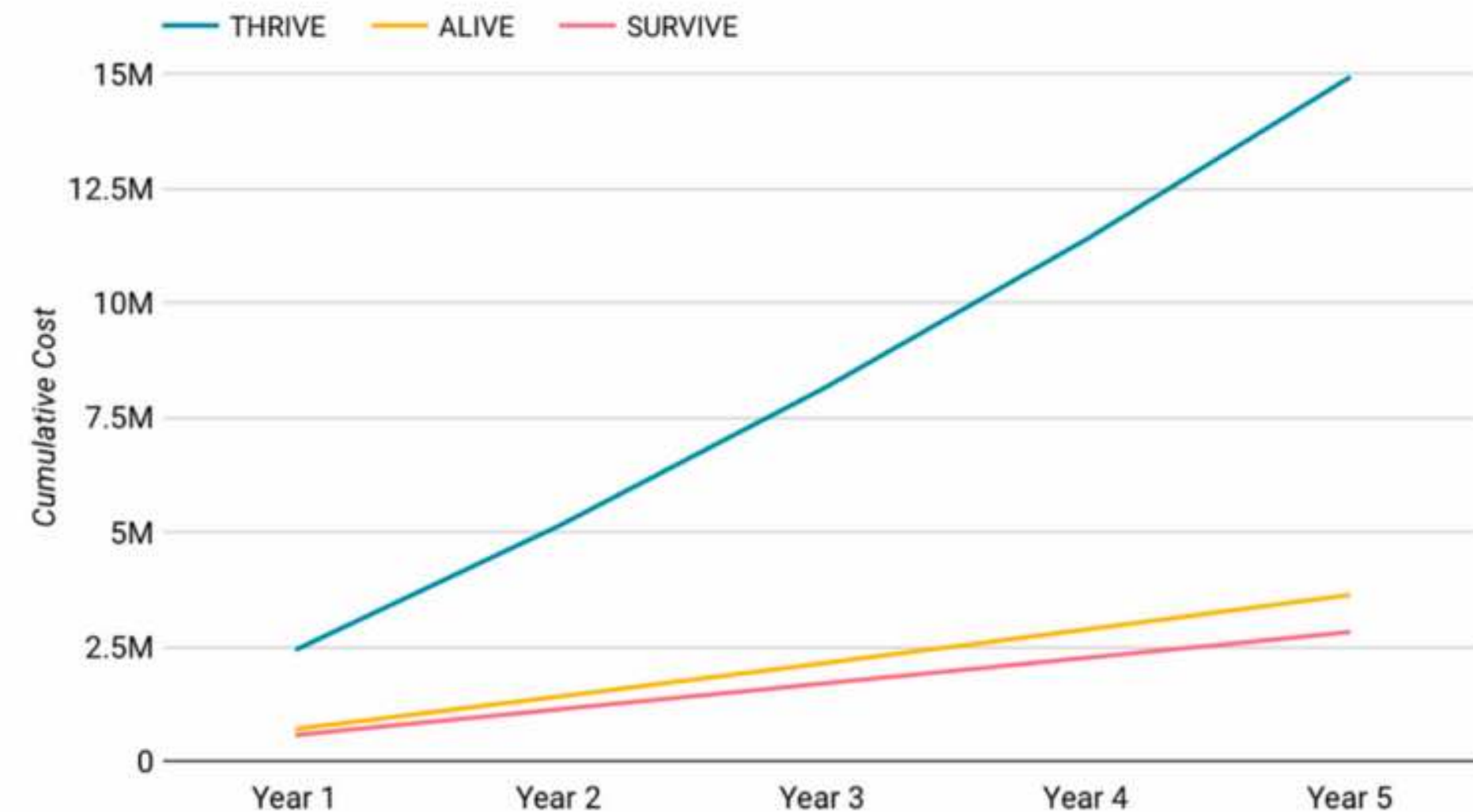
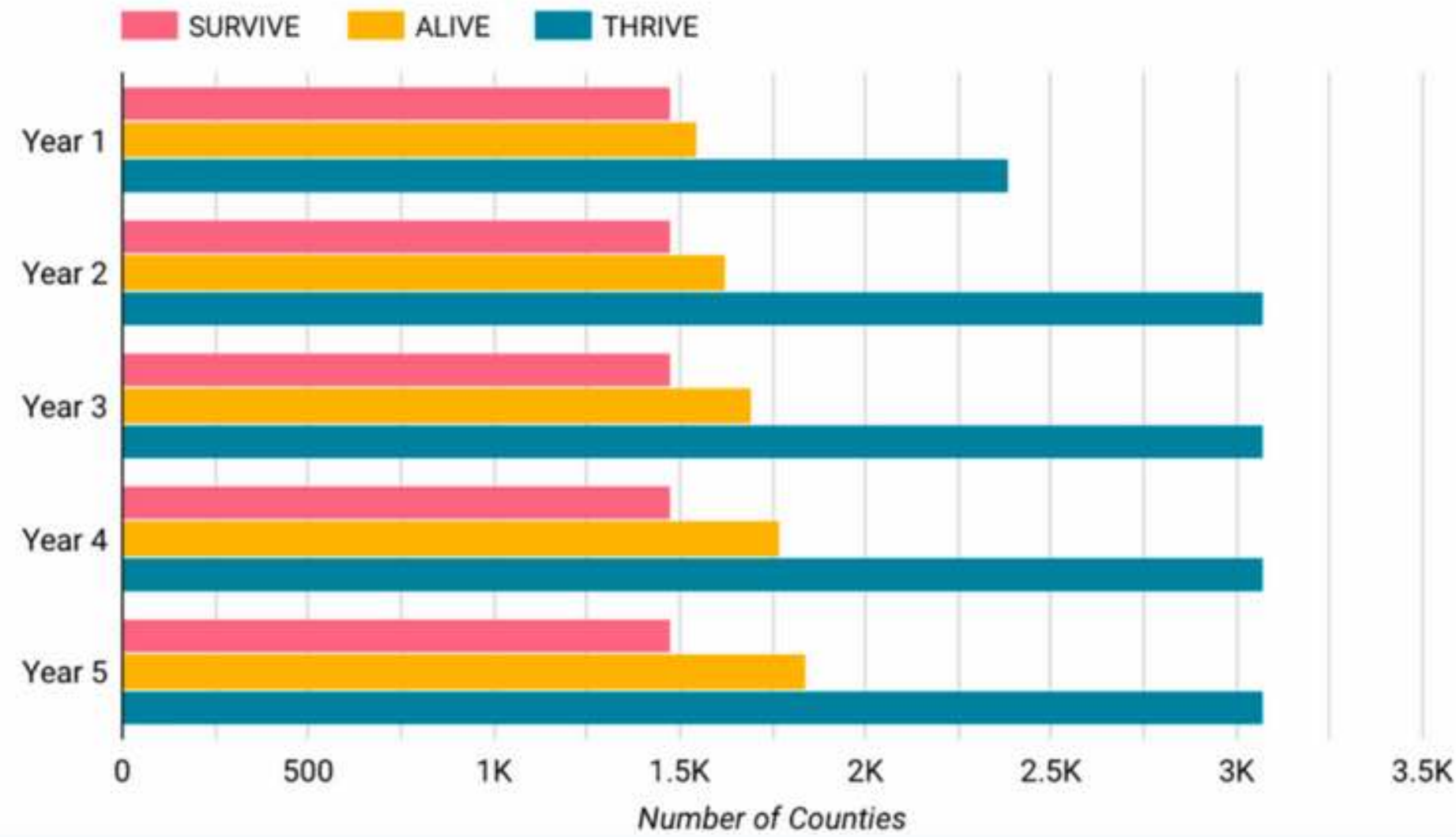
Number of Reps
4.0K

Number of Counties
1,475

Potential Number of Peers Impacted
1.8M

Number of App Downloads
100.00K

Cumulative Cost
\$ 2.82M



[BACK TO SPONSOR PAGE](#)



[MEET OUR BOARD OF DIRECTORS](#)

[MEET OUR TEAM](#)

[MEET OUR ADVISORY BOARD](#)

HISTORICAL & CURRENT INTERVENTIONS, PROGRAMS, AND ADVANCEMENTS

- Top down vs. peer-to-peer
- Traumatic crisis mental health intervention
- Belief that mental health is a one-time fix vs. a journey to finding the tools you need
- Utilizing overworked and understaffed school staff vs. mobilizing the student body with help they champion
- Forced help vs. personal agency and self-reliance
- Having a one-time resource vs. a pipeline of help, meeting contributing and risk factor needs
- Training school staff to be mental health experts vs. being the expert at relationships and knowing where to guide someone in need
- Research, Institutes and Hospitals
- Federal & State Laws
- AND A LOT of awareness