

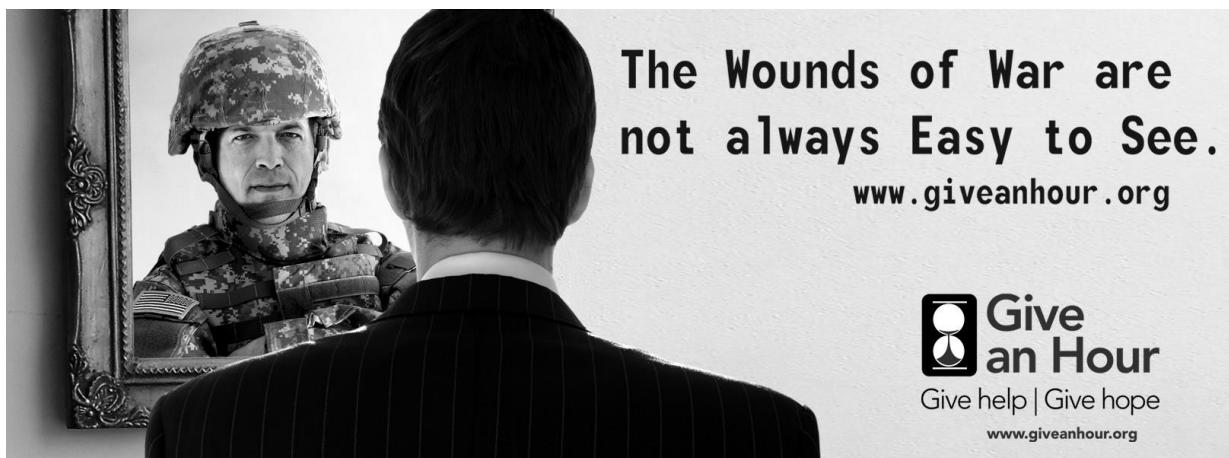


**giveanhour**  
Giving help and hope

## Provider Media and Fundraising Supplement

We have created this Provider Media and Fundraising Supplement for you -- our volunteer mental health professionals. We invite you to look over the following tools and ideas and use them to help spread the word about our efforts to ameliorate the psychological impact of the current military conflicts on U.S. military members, veterans, and their loved ones. Give an Hour's growth is truly a grassroots effort. You are in the best position to promote the organization within your own communities: you know your media, your local businesses, your community calendar, and so on.

We welcome your ideas and your creativity. If you have a suggestion for other ways that we can promote Give an Hour, please let us know. We are happy to hear from you.



## Working with the Media: Tips and Templates

### Media Guide

- ✓ Respond as quickly as you can to a reporter's request for information or interview. Reporters are often on tight deadlines, and not returning a phone call or email can result in a missed opportunity for a story.
- ✓ Do not say “no comment.” If you do not have an answer, you may offer to help the reporter by finding the answer or directing him or her to a more appropriate source for the answer. It is okay to say “I'm not sure” or “I'll find out and get back you.”
- ✓ Remember that Give an Hour is a nonpartisan organization. Your personal views on the military conflicts and the administration should not ever be perceived to be the views of Give an Hour.
- ✓ **NEVER** give out personal information about your patients.
- ✓ Reporters often want a personal story and will ask if you have clients who have received or are receiving services through Give an Hour. If you do have a client or two you think might be willing to talk to a reporter, it is okay for you to ask them. However, always make sure that they understand there is no requirement to do so and this is merely an opportunity for them to share their story, possibly helping others come forward to receive help. No one is ever obligated to talk to the media. They may choose to talk to the media to get a better sense of the angle of the story before deciding to proceed with the interview.
- ✓ Building a good rapport with the media is good business practice. If you are helpful, courteous, and honest, reporters may come to you when they need an “expert” on other stories.
- ✓ Please send links/copies of articles to Give an Hour. We will post them on our website and on social media.
- ✓ Contribute to military blogs and mental health blogs.
- ✓ Use the media documents in this toolkit to send announcements and releases to your local news outlets.
- ✓ Send a letter to the editor about Give an Hour, connecting to timely news (return or deployment of troops from your area, Veterans Day, Memorial Day, other military news).
- ✓ If a reporter is asking general questions about Give an Hour or any question that you feel is best answered by Dr. Van Dahlen, please direct him or her to our [press@giveanhour.org](mailto:press@giveanhour.org) email address. He will answer their questions and schedule an interview with Dr. Van Dahlen.
- ✓ Submit a general article to your local newspaper and mental health association(s).

## Media Alert Template

A media alert is used to publicize events to the press ahead of time. It serves as an invitation to an event, encouraging a reporter to attend and giving sufficient notice for the reporter to plan to attend. Media alerts are written and sent before events.

---



**Media Contact:**

{YOUR NAME}

{YOUR PHONE NUMBER}

{YOUR EMAIL ADDRESS}

**MEDIA ALERT \* MEDIA ALERT \* MEDIA ALERT**

**{YOUR NAME} TO SPEAK ABOUT {TOPIC}**

**WHAT:** Information about topic/speaker/event

**WHEN:** Day, date, and time

**WHERE:** Location and full address

**WHO:** Names/titles of key speakers or guests

**WHY:**

*{Consider adding local stats—how many veterans or military members are in your area? How many Give an Hour providers are in your area (we can give you this information)? Are there units from your area currently deployed, about to deploy, or due home? Do you know of other important/interesting stats?}*

**About Give an Hour:**

Give an Hour is a nonprofit 501(c)(3), founded in September 2005 by Dr. Barbara Van Dahlen, a psychologist in the Washington, D.C., area. Give an Hour has been instrumental in the development of the community-based approach to address the challenges that face our nation's military community, having created a successful model for harnessing skill-based volunteers eager to offer their services. Thus far, the network of nearly 7,000 licensed mental health professionals have provided more than 200,000 hours of care and support to those in need. Give an Hour is now working to change the story about mental health and wellness in America through its Campaign to Change Direction. By leading a collective impact effort to support the coordination and collaboration among those working to optimize mental health care, Give an Hour and its partners will address common barriers to understanding mental health and raise awareness about the signs of emotional suffering. To learn more, visit [www.giveanhour.org](http://www.giveanhour.org). To learn more about the Campaign to Change Direction, visit [www.changedirection.org](http://www.changedirection.org).

## News Releases

**Why Send a Release?** Sending a news or press release to your local media serves many purposes: it alerts your local community to your philanthropic efforts, it lets patients know that you are a participating provider, it lets people who may not be aware of Give an Hour know about our organization and services, and it provides “free advertising” for your practice. Please remember, if you send a release, you are inviting reporters to contact you for additional information. If you do not wish to talk to reporters, please don't send a release.

**How to Send a Release** – Fill in the news release template, customizing it with your name and location. Proofread your release to ensure that you have filled in all of the blanks and removed the brackets; they are in place to indicate to you where to insert your information. You may add additional pertinent information about yourself or your practice, but please remember to keep the release short and to the point. It's best to keep the release to a single page.

**Where to Send a Release** – Send to your local media via email, fax, or regular mail. You can easily find contact information for media outlets by looking online, in the publication itself, or in your phone book. Consider the following likely outlets:

- Local community papers (both where you live and where your office is located): send attention “editor”
- Daily newspaper: send attention “news room” or to health or military editor
- Local/regional lifestyle or city magazines: send attention “editor”
- Local TV stations: send attention “news room”
- Local news/talk radio stations: send attention “newsroom”
- Consider sending to professional associations or social organizations for inclusion in newsletters; alumni publications (remember to include your school/class year); and hometown newspapers: send attention “editor.”

**Including Photos** --- if you have a “head shot,” you may consider including that with your release (send via regular mail). Place a photo caption on a label on the back. The caption can simply state your first and last name, title, city, state, and the phrase “\_\_\_\_\_ Joins Give an Hour Network.” Add a line stating where you can be contacted for more information (your phone number and email address).

## News Release Template

A news or press release is more comprehensive than a media alert. Think of news releases as a way for you to write the article for a reporter. Reporters often take directly from releases for their articles, making them extremely important.

**Media Contact:**

{YOUR NAME}  
{YOUR PHONE NUMBER}  
{YOUR EMAIL ADDRESS}



**For Immediate Release**

**{YOUR FIRST and LAST NAME/TITLE} PROUDLY JOINS GIVE AN HOUR NETWORK**

***Provides Free Counseling to Troops and Families***

{YOUR CITY, YOUR STATE} {(DATE YOU WILL SEND OUT RELEASE)} – {YOUR FIRST and LAST NAME, TITLE} announces that {he/she} has joined Give an Hour™ (www.giveanhour.org), a national nonprofit organization providing free mental health services to members of the military, veterans, their loved ones, and their communities.

Give an Hour offers free mental health services to military, veterans and their loved ones including married or unmarried partners, parents, siblings, aunts/uncles. Services are available anonymously, where it is needed, for as long as it is needed.

{YOUR LAST NAME/TITLE} has office(s) located in CITY {and CITY, if more than one location} and is trained to provide {list types of counseling or specialty areas}. People interested in receiving services through Give an Hour are encouraged to call {your number} or log on to [www.giveanhour.org](http://www.giveanhour.org) to determine availability or to locate another provider in your area.

“Currently, we have almost 7,000 licensed mental health professionals in our Give an Hour network,” notes Dr. Barbara Van Dahlen, founder and president of Give an Hour. “What those who serve and their loved ones are experiencing—from combat stress to traumatic brain injuries to the strain of frequent relocations—can be unfamiliar to the general population. The sheer number of people affected makes it virtually impossible for the very competent but overtaxed military health care system to provide help to everyone who needs it,” says Dr. Van Dahlen. “We are so proud that {YOUR LAST NAME/TITLE} has joined our efforts.”

# # #

**About Give an Hour**

Give an Hour™ is a nonprofit 501(c)(3) with a mission to develop national networks of volunteers capable of responding to both acute and chronic conditions that arise within our society. By harnessing the skill and expertise of volunteer professionals, we are able to increase the likelihood that those in need receive the support and care they deserve. Give an Hour has been instrumental in the development of the community-based approach to address the challenges that face our nation's military community, having created a successful model for harnessing skill-based volunteers eager to offer their services. Thus far, the network of nearly 7,000 licensed mental health professionals have provided more than 200,000 hours of care and support to those in need. Give an Hour is also working to change the story about mental health and wellness in America by leading the Campaign to Change Direction, a collective impact effort to address common barriers to understanding mental health and raise awareness about the signs of emotional suffering. To learn more, visit [www.giveanhour.org](http://www.giveanhour.org). To learn more about the Campaign to Change Direction, visit [www.changedirection.org](http://www.changedirection.org).

## General Article

### Give an Hour Provides Free and Confidential Mental Health Care

According to the VA, in May 2016 there are over 23 million living veterans. In recent years, over 2.6 million troops have been deployed to Iraq and Afghanistan. Not all veterans will be adversely affected by their service experience, but some will understandably return with mental health consequences of repeated and lengthy deployments and exposure to war. According to a poll conducted by the Washington Post and the Kaiser Family Foundation, the wars have caused mental and emotional health problems in 31% of veterans—more than 800,000 total. And while deployment is a major part of military culture, other aspects of military service take a toll on the physical and psychological well-being of service members and their families: frequent relocation, separation from loved ones, lack of support networks, trauma and loss, among them.

It is commonly estimated that a service member's experience will directly affect at least ten people within his or her social networks—spouses and significant others, children, mothers, fathers, and friends. There has been an alarming increase in suicide, domestic violence, divorce, and behavioral difficulties among military children over the last decade of war. Nearly half of OEF/OIF veterans report problems with chronic pain, an affliction that may have a psychological component. All of which suggests that over 20 million Americans might need assistance with the complicated process of reintegration as service members come home. Those transitioning from active duty to civilian life can also benefit from the services Give an Hour provides.

“Locating and accessing this assistance is not always easy. Cost is often an issue as is availability of appropriate care within communities where service members, veterans, and their families live. While there is more acceptance of the importance of mental health care for those who serve and their families today, there are still many who are suffering unnecessarily because they lack an understanding of the issues that affect them or are unaware of options available to them,” says Dr. Barbara Van Dahlen, founder and president of Give an Hour, a national nonprofit organization providing free mental health services to the military.

Give an Hour, founded in 2005, has created a network of volunteer mental health professionals pledging an hour a week of their services, free of charge, to members of the military—including active duty, reserve, and guard—veterans of Afghanistan and Iraq, their families, and their communities. Give an Hour now also provides this service to veterans of wars of all eras. Their services range from one-on-one counseling to substance abuse treatment, addressing the many needs of the individuals and families of the armed services. Give an Hour provides services to assist in the treatment and care of all those affected for as long as it is needed.

In addition, Give an Hour providers are available to consult to other organizations about the mental health issues affecting those who serve. They are also available to give presentations at community gatherings and reintegration events. The approximately 7,000 licensed mental health professionals working with Give an Hour have contributed over 200,000 hours, with an estimated value of \$20 million, in support of our troops, their families, and their communities. These volunteers include psychiatrists, psychologists, social workers, pastoral counselors, and other mental health professionals. Providers are located across the country—in all 50 states, Washington, D.C., Puerto Rico, and Guam.

“We are proud of the opportunity to bring the military and mental health communities together as we strive to provide critical services to these deserving men, women, and families,” notes Dr. Van Dahlen.

Give an Hour's website, [www.giveanhour.org](http://www.giveanhour.org), allows service personnel, veterans, and their loved ones seeking support to enter their zip code and search for available providers in their area; even if there aren't mental health professionals volunteering in that region, there are services available by telephone.

Licensed mental health professionals interested in joining the Give an Hour network can log on to [www.giveanhour.org](http://www.giveanhour.org) to register as a provider.

## Fact Sheet

### What is Give an Hour™?

- Give an Hour is a nonprofit 501(c)(3) that develops national networks of volunteers who are capable and committed to responding to acute needs within our society, beginning with the mental health needs of military service members and their loved ones affected by their time of service. In addition, GAH's **Campaign to Change Direction** is a collective impact effort to change the culture of mental health in America.
- Give an Hour's network of volunteers includes nearly 7,000 licensed mental health professionals across the nation—in all 50 states, D.C., Puerto Rico, and Guam. To date, they have donated approximately 200,000 hours of free counseling, valued at over \$20 million.
- Dr. Barbara Van Dahlen, a licensed clinical psychologist and the current president of the organization, founded Give an Hour in 2005. In 2012, Dr. Van Dahlen received international recognition for her work with Give an Hour as one of *TIME Magazine's* 100 Most Influential People in the World. In 2014 she was honored by the Chief of Staff of the U.S. Army as an outstanding civilian who has made significant voluntary contributions to our military. She also recently received the 2016 American Foundation for Suicide Prevention Lifesavers Gala Public Service Award.

### What does Give an Hour do?

- Give an Hour provides free mental health services to military personnel, their loved ones, and hometown communities affected by conflicts abroad. To do this, the organization mobilizes a national network of mental health professionals who pledge to “give an hour” of their time each week to support these individuals.
- In addition to direct counseling, Give an Hour's network of volunteer professionals are working to reduce the stigma associated with mental health treatment by participating in and leading education, training, and outreach efforts in schools, communities, and military bases.
- GAH's **Campaign to Change Direction** has created a common language that allows us to recognize five key signs of emotional suffering in ourselves and others and encourages us to care for our mental well-being and the mental well-being of others.

### Why does Give an Hour do this work?

- As of May 2016, there are over 23 million living veterans. Over 2.6 million have been deployed to Iraq, Afghanistan, and the Persian Gulf since September 11, 2001. In addition to the physical injuries sustained by veterans, countless servicemen and servicewomen are experiencing mental health conditions directly related to their deployment.
- Our military leaders are attempting to address the mental health needs of service members through a variety of programs, but the capacity of government and military health resources is overwhelmed by the large and growing mental health needs of service members.
- Because of the stigma associated with mental health issues, and for fear of jeopardizing their career, returning combat veterans who suffer from depression, anxiety, and post-traumatic stress often avoid mental health treatment services offered by the military. By providing separate services, Give an Hour offers an essential option for men and women who might otherwise fail to seek appropriate mental health care.
- Moreover, mental health is not a veteran issue. One in five Americans has a mental health condition; and in 2011, more people died by suicide in the United States (39,518) than in motor vehicle crashes (32,367).

## Find out more:

- If you or a loved one would like to get help, visit [www.giveanhour.org](http://www.giveanhour.org) and type in your zip code to find a provider in your area, or contact [info@giveanhour.org](mailto:info@giveanhour.org). If you are a licensed mental health professional interested in serving those who serve, click “For Providers” on our website to register to join our network.
- There are numerous opportunities to volunteer in other areas, such as outreach, education and administration. Please contact [info@giveanhour.org](mailto:info@giveanhour.org) or visit [www.giveanhour.org](http://www.giveanhour.org) or [changedirection.org](http://changedirection.org) to learn more about volunteer opportunities near you.
- If you are a member of the media interested in talking more with Give an Hour, please email [press@giveanhour.org](mailto:press@giveanhour.org).

## Key Messages and Talking Points

### About Give an Hour

- Give an Hour is a nonprofit organization providing free mental health services to military members, veterans, their loved ones, and their communities.
- Give an Hour currently has nearly 7,000 volunteer providers nationwide—in all 50 states, the District of Columbia, Puerto Rico, and Guam.
- Give an Hour's services include individual, marital, and family counseling, as well as treatment for postP traumatic stress and traumatic brain injuries, substance abuse, depression, anxiety, and grieving.
- Give an Hour hopes to recruit to its network 10 percent, or 40,000, of the approximately 400,000 licensed mental health professionals in the United States.
- With an average fee of \$100 an hour, a network of 40,000 has the potential to save the military and taxpayers \$4 million per week in mental health services costs.
- Give an Hour's goal is to supplement rather than supplant the psychological services the military offers.
- The match between therapist and client is made online through the Give an Hour website, [www.giveanhour.org](http://www.giveanhour.org). Potential clients search for providers by zip code. Listings include information about specialty or expertise, such as grief counseling, marital therapy, or substance abuse, as well as willingness to participate in telephone sessions or video counseling in the event that inP person meetings are not feasible.
- Give an Hour verifies that all providers are licensed in their state.
- Give an Hour's network of mental health professionals includes psychologists, psychiatrists, social workers, marriage and family therapists, licensed professional counselors, pastoral counselors, psychiatric nurses, and substance abuse counselors.
- Though it is not required, Give an Hour offers individuals who use our services the opportunity to give back to their own community.



## Impact of War on Military

- Since 1775, 42 million veterans have served our nation during wartime. As of 2016, there are over 23 million living veterans of all eras.
- Over 2.6 million troops have deployed to Iraq and Afghanistan since September 11, 2001. More than eight in 10 served at least one tour in Iraq or in support of that war. Of those, 47% had two or more tours, and 29% (more than a half million service members) spent two years or more there. Of those deployed to Afghanistan, 29% had two or more tours, and 16% spent at least two years there.
- More than 730,000 deployed as members of the Reserves or National Guard, forcing them to place their civilian lives on hold for as long as a year, sometimes more than once. It was the largest use of both forces since World War II.
- Of the servicemen and servicewomen deployed to Iraq and Afghanistan, more than 800,000 are parents with one or more children. Of these, 40 percent have been deployed more than once. Almost 35,000 troops have been separated from their children for four or more deployments.
- There are no rules preventing a child's mother and father from heading off to war at the same time.
- More than 2 million children have a parent who has been or is serving in Iraq or Afghanistan; 40 percent of these children are younger than age five. At least half of the children who have lost a parent in Iraq are under the age of 10.
- There have been more than 6,880 war zone deaths and more than 52,400 wounded, including more than 1,500 amputations.
- In addition to physical injuries, according to a poll conducted by the Washington Post and the Kaiser Family Foundation, the wars have caused mental and emotional health problems in 31% of veterans—more than 800,000 total.
- Military experts suggest that for each military member deployed, 8P 10 family members are directly affected by his or her service.
- Children whose parents who have postP traumatic stress are at a higher risk of themselves developing symptoms of postP traumatic stress, anxiety, and depression.
- Researchers estimate that postP traumatic stress and depression among returning service members will cost the nation as much as \$6.2 billion in the two years following deployment—an amount that includes both direct medical care and costs for lost productivity and suicide. Investing in more highP quality treatment, such as what Give an Hour offers, could save close to \$2 billion within two years by substantially reducing those indirect costs.
- While deployment is a major part of military culture, other aspects of military service take a toll on the physical and psychological wellP being of service members and their families: frequent relocation, separation from loved ones, lack of support networks, trauma and loss, among them. From 2008 to 2011, 52 percent of military suicides were by those who did not deploy to a combat zone.
- Transitioning out of the military comes with its own challenges. Between 240,000 and 360,000 service members leave the U.S. military each year. The military environment is structured to provide for many fundamental needs such as housing, healthcare, employment, and community, while also providing a sense of identity rooted in what it means to serve the nation. As service members transition from the military community, they are faced with the challenge of finding new avenues for meeting these needs while also navigating a civilian community unfamiliar to them and often illP equipped to receive them.

## Fundraising

- ✓ Consider making donation requests on behalf of Give an Hour (see the fundraising letter in this toolkit). Many local businesses might be willing to contribute financially to Give an Hour for such things as brochures and posters to be distributed within the community, as well as for advertising and for trainings. Some businesses and organizations require a copy of our IRS letter/statement of 501(c)3 status. Contact Jessica Grove at [jgrove@giveanhour.org](mailto:jgrove@giveanhour.org) if you need a copy.
- ✓ Consider hosting your own special event to raise awareness and funds (this can be anything from a cocktail party with your friends and colleagues to a screening of a war--related movie or a gathering at an art exhibit). We can provide you with a PowerPoint presentation, Give an Hour tablecloths, and collateral materials. For materials, write [info@giveanhour.org](mailto:info@giveanhour.org).
- ✓ Create a fundraising goal through social media—send links to Give an Hour’s donate page and post on Facebook and Twitter. Some examples:
  - Help me celebrate my birthday with a donation to an organization near to my heart: @Give an Hour.
  - In honor of Veterans Day, I am donating to @Give an Hour one hour of my salary. Who will join me?
  - This Veterans Day, in honor of the 11<sup>th</sup> Day of the 11<sup>th</sup> Month, will you join me in donating \$11 to @Give an Hour? <http://bit.ly/QXOLFe>
  - In honor of {insert name/relationship}'s {service, deployment, retirement} please join me in making a donation to @Give an Hour.
  - Pledging to raise {insert amount} for @Give an Hour. Will you help me reach my goal? Donations of any amount are welcome.

## Fundraising Letter

Dear \_\_\_\_\_,

Over the past several years, it has been heartening and inspiring to experience the almost universal outpouring of support for the men, women, and families serving our country.

You may already know that Give an Hour, founded in 2005, is a highly innovative and extraordinarily committed nonprofit organization working to develop a network of volunteer mental health professionals to give an hour of mental health services each week, free of charge, to members of the military—including active duty, reserve, and guard—veterans, their families, and their communities.

Since its inception, Give an Hour not only has developed that network of volunteers, but also has become the rare organization that has transcended its original mission. The organization has worked valiantly to develop a multisector model of community engagement that embodies a spirit of collaboration, knowing that no one organization can do this work alone.

Here is just a sampling of what Give an Hour has accomplished since it began providing services in 2008:

- Increased its volunteer network by 700% from 1,000 providers in February 2008 to nearly 7,000 currently.
- Increased volunteer hours given by mental health providers by over 13,000% from 1,415 in August 2008 to 200,000+ hours currently.
- Created with other nonprofit leaders, the Community Blueprint, a national initiative bringing together community, military, and veteran service organizations to provide effective services on a local level; Give an Hour now manages our own Community Collaboratives at multiple sites.
- Launched the Campaign to Change Direction, a national initiative to change the way mental health is viewed in our country.
- Developed strategic alliances with Departments of Defense and Veterans Affairs.
- Developed partnerships with the major national mental health associations (American Psychiatric Association, American Psychological Association, National Association of Social Workers, American Association for Marriage and Family Therapists, American Association of Pastoral Counselors, Anxiety Disorders Association of America, American Mental Health Counselors Association, American Psychiatric Nurses Association, Mental Health America, North American Association of Christians in Social Work, and Therapeutic Communities of America) and numerous regional associations.
- Developed a multimedia national public awareness campaign resulting in coverage in *TIME*, *Newsweek*, *USA Today*, *Washingtonian*, and *Sports Illustrated*; on television and radio stations across the country; and on the CBS jumbotron in Times Square.
- Selected as one of five winners of the White House’s Joining Forces Community Challenge in April 2012.
- Founder and President, Dr. Barbara Van Dahlen, chosen as one of *Time Magazine*’s “100 Most Influential People in the World” in 2012.

I am proud of the accomplishments of Give an Hour. But I can’t help wondering what could be accomplished if more of us came together to help fund this critically important work. Please join the growing number of individuals who show their understanding of the needs of military families by supporting Give an Hour. Gifts can be made by going to <http://www.giveanhour.org>, clicking on the “Donate Now” button, and following the easy instructions. Your tax-deductible contribution to Give an Hour embodies a spirit of giving, a commitment to others, and the realization that together we can—and must—support those who have already given so much.

Sincerely,  
{Your Name}

## For Questions or Additional Information

For all provider related questions, please contact Jessica Grove at [jgrove@giveanhour.org](mailto:jgrove@giveanhour.org) or (240) 668-4365

If your question is media related, please contact [press@giveanhour.org](mailto:press@giveanhour.org)