



Shop & Dine • October 5 to 12, 2019

in support of For All Seasons suicide prevention work

Campaign Launch: Friday, October 4, 2019 • 5 to 8pm • Bartlett Pear Inn, Easton

Every 13 minutes someone dies by suicide.

Suicide does not discriminate, affecting people of all genders, ages, and ethnicities with many different factors that may contribute to someone making a suicide attempt, depression being one of the lead reasons. Suicide is the 3rd leading cause of death for 10 to 34-year-olds, and 5th for 35 to 44-year-olds in Maryland.

Through the *No Matter What...You Matter* campaign, **For All Seasons and its partners aim to amplify the conversation about suicide prevention**, its link to mental health, and teach the signs and symptoms associated with suicide. Because family and friends are often the first to recognize the warning signs of suicide, they can be critical in helping an individual find treatment with someone who specializes in diagnosing and treating mental health conditions.

We are asking businesses to **dedicate a week to promote the importance of our community's mental health**, share *You Matter* cards, and donate a percentage of sales to For All Seasons' suicide prevention work. All proceeds will support same-day mental health crisis appointments.

Tell a Friend – You Matter to Me

During the campaign, everyone should visit a participating business to pick up a *#YouMatter* card or sticker to pass along to a friend, letting them know they matter to you – ***No Matter What!*** This campaign is about taking the time to **Ask** how a friend is doing, **Listen** to what they have to say, and **Share** that you care about them and you know where to find help.

Will You Join Us to Amplify this Conversation?

For All Seasons operates as a 501(c)(3) non-profit, non-sectarian organization established in the Mid-Shore area to assist individuals, groups, and communities by providing trauma-certified Mental Health and Psychiatry Services, Rape Crisis Services including advocacy and crisis hotlines, and education and outreach to the community.

Contact: Denae Spiering 410-822-1018
300 Talbot St, Easton, MD 21601 • dspiering@forallseasonsinc.org





Business Participation Opportunity

We ask the Business to:

- Share literature about suicide prevention with their customers (materials will be provided)
- Dedicate % of sales from at least one day during the campaign week to For All Seasons suicide prevention work (*10% of sales is a popular amount but each store can decide their level*)
- Share their store's participation on social media and in-store leading into and throughout the week

For All Seasons offers to:

- Include business name on all campaign printed material and advertisements
- Provide materials necessary to activate campaign on social media and in-store
- Promote each business the day prior and day-of their sales day via social media
- Invite participating businesses to attend the launch party
- Provide a tax-deduction for contribution
- Provide post-campaign impact report

Count Us In! Participating Business(es): _____

Business Address: _____

Contact Person: _____

Phone #: _____ email: _____

*We will donate _____% on these campaign day(s) in support of **No Matter What...You Matter.***

Saturday, October 5

Tuesday, October 8

Friday, October 11

Sunday, October 6

Wednesday, October 9

Saturday, October 12

Monday, October 7

Thursday, October 10

THE WHOLE CAMPAIGN – we want to participate on ALL of the campaign days.

We would like to become a SPONSOR with a donation of \$_____ and share campaign materials.

Make checks payable to For All Seasons and mail to the address below.

Or donate: <http://www.forallseasonsinc.org/youmatter>

Thank You! #YouMatter to Us!

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