



El Futuro

Mental Health Ambassadors Toolkit 2024

WELCOME HOME

www.elfuturo-nc.org

Overview of May Mental Health Ambassadors

May Mental Health Ambassadors are those who use their platform, voice, and networks to advocate for and promote mental health services and equitable mental health access to the Latino community. Additionally, Ambassadors will be well equipped to share about and advocate for the Latino/Immigrant community and how their mental health is affected.

- **Benefits of being a Mental Health Ambassador**

- a. Increase access to mental health services for Latino community
- b. Receive recognition at El Futuro May events
- c. Receive a Mental Health Ambassador self-care package full of goodies from one of our local partners, Burts Bees
- d. Be entered into a raffle for a self-care massage from our partners at Auroraflow
- e. Join with other Ambassadors and the Executive leadership of El Futuro for a Mental Health Month Launch zoom call

- **Role of a Mental Health Ambassador**

- a. Create your own fundraiser through El Futuro's peer-to-peer fundraising page or with our Facebook fundraiser
- b. Share your fundraising page with family, friends, co-workers, church members, or any person who would be interested in supporting equitable access to mental health for the Latino community
- c. Attend and encourage your networks to attend El Futuro's May Mental Health Month events – dates forthcoming!
- d. Read and share literature that tells the stories of the Latino Immigrant community:
 - ~ Solito by Javier Zamora
 - ~ Under the Mesquite by Guadalupe García McCall
 - ~ A Home on the Field: How One Championship Soccer Team Inspires Hope for the Revival of Small Town America by Paul Cuadros (A local book from Siler City, NC!)
 - ~ The Devil's Highway by Luis Alberto Urrea

- **Follow El Futuro (@elfuturonc) on all social networks** and re-post May Mental Health content

- **Connect with local businesses or corporations** that could serve as a Sponsor for El Futuro fundraisers and events

- a. El Futuro hosts two large fundraising events each year and to maximize the funds that go directly towards sustainability, we are grateful to Sponsors who support these events

- **Learn more and share news** about local agencies who serve Latino immigrants and refer clients to El Futuro



Dates	Activity
April 15-30	Ambassadors' sign-up and create their personalized fundraising page
April 30	Ambassadors will receive a fundraising toolkit that includes statistics around mental health, the Latino population in North Carolina, as well as stories, testimonies, photos, videos and suggestions for invitations to give to supporters
May 1	Official, public launch of the fundraiser with a mass email and a video from Luke
May 1 - 31	Ambassadors and El Futuro will build awareness for mental health and raise funds through mass emails, open house clinic tours, mission minutes, social media content, and anything else our ambassadors need to inspire their networks
May 19	Community Fiesta ("Kermés") at El Futuro from 4-7pm. The event is free and open to the public, but all ambassadors and donors will receive a special invitation to join us!
May 27 - 31	Last week to Friend-raise! Forward emails to any prospective supporters, grab coffee with a friend to talk more about how to support Latino immigrant families in our community, spread the word to a new person at your church, and many more possibilities to connect with new people and inspire to join El Futuro in our mission.



2024 marks 20 years of El Futuro nurturing stronger familias to live out their dreams.

What has El Futuro been up to?

El Futuro is a non-profit mental health clinic providing bilingual and culturally focused therapy, psychiatry, and case management services to Latino families in North Carolina since 2004.

El Futuro serves a vibrant and resilient community of largely low-income, Latino immigrants.

- +1 million Latinos in NC (over 10% of NC population) and steadily growing (2020 U.S. Census)
- 85% of our clients are either uninsured or underinsured
- More than 50% of our patients arrived in the United States as unaccompanied minors
- 70% of our patients have been victims of a crime. In fact, our patients' most common diagnoses -- depression, anxiety, PTSD, and substance use disorder -- all stem from trauma

Our approach is to both serve our community directly with culturally responsive services AND build the capacity and expertise of our robust community, including those directly impacted (i.e. parents, youth leaders, etc.) and institutional partners (i.e. school leaders, faith-based organizations, partner agencies, etc.).

Since 2004, El Futuro has continued its clinical services and created focus groups for additional support to clients where they can join others with similar experiences to create a sense that they are not alone in this journey. Any registered El Futuro client may join when registration slots are available. Groups rotate depending on availability of staff and our current groups are:

- VALOR: Support group for women with trauma.
- DALE: Support group around anxiety and depression.
- Lazos Fuertes: A group for parents of children and adolescents dealing with early signs of substance abuse and how to help your children control the balance of digital devices at home.
- El Faro (ADHD): El Futuro's ADHD team meets with and supports parents and children with ADHD (Attention Deficit and Hyperactivity Disorder). Topics include teachings about ADHD and strategies that can help children with ADHD.



El Futuro believes that healing is also created outside of the walls of our clinics and focuses on community engagement efforts that create a sense of belonging and cultural pride for Latino families.

Therapeutic Greenspace at Durham Clinic

In 2018, El Futuro in Durham moved to its current location in the Lakewood Shopping center, where it is easily located thanks to the beautiful Libertad (freedom) mural. The mural was conceived through a participatory, community-led process and painted by renowned artist Cornelio Campos and neighborhood Latino families. It is a safe and welcoming urban green space that, on any given day, is filled with a diverse cross-section of clients and community residents playing, gathering, relaxing, and simply enjoying the space.

La Kermés

Each year El Futuro hosts 3 Kermés community parties, where hundreds of people come together at El Futuro's Therapeutic Greenspace in Durham to dance, sing, eat delicious Latin American dishes and drinks, and enjoy an afternoon full of cultural pride.



Mentes Fuertes – El Futuro’s Community Health Workers

Mentes Fuertes or the Strong Minds Strong Communities intervention consists of 10, one-hour psychoeducation sessions using an integrative approach adapted from Cognitive Behavioral Therapy, including motivational interviewing, mindfulness, behavioral activation, psychoeducation, and self-management. These sessions are delivered by trained Community Health Workers.



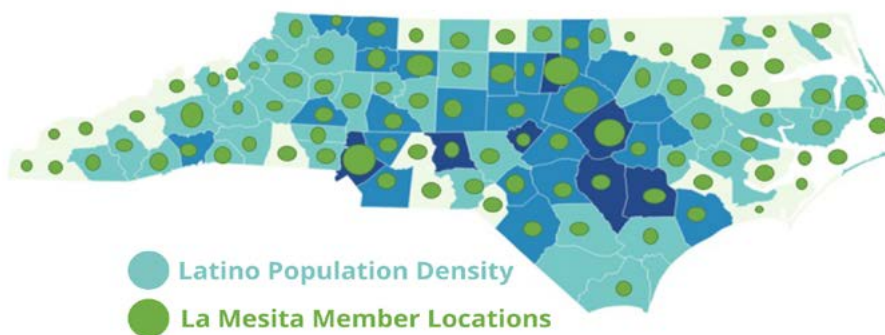
El Futuro’s Community Health Workers or Promotores de Salud, help El Futuro expand its reach to Latino’s in the community who need mental health support but may not have the means or ability to join at an El Futuro clinic.

La Mesita

El Futuro receives referrals and calls from providers and individuals seeking mental health care from across North Carolina. At this time, support for El Futuro is more important than ever as the need for mental health resources across North Carolina continues to rise each year. To combat some of the obstacle’s individuals seeking assistance from outside of the Triangle face, El Futuro has created a training course for licensed clinicians across North Carolina on how to provide bilingual and culturally attentive mental health care.

La Mesita is an El Futuro program that offers mental health training to licensed professionals across North Carolina so they can help Latino families around the state. Below is a chart of La Mesita member locations in 2022 and it has only grown since! El Futuro hopes to continue expanding the capacity of staff that are licensed professionals and can bring these necessary tools to providers across the state.

Latino Population Density and La Mesita Member Locations, 2022



Dream with us for the next 20 years!

El Futuro's hopes are to become a well-known resource for Latino mental health across North Carolina, and a national resource as well. Fundraising is key to sustainability! Most of our funds come from Grants and Contracts (62%), Fee-for-service (24%), and lastly individual and corporate giving (14%, us!). We rely heavily on the support of our community to be able to continue providing services to the Latino community, and we are so grateful to you all who are taking time to help us furthering our reach to Latino families across North Carolina and hopefully someday, across the country.

May Mental Health and Latino Immigrant Rights

Why focus on Latino/Immigrant rights as a mental health agency?

While El Futuro is a mental health agency, policies in North Carolina, and across the country, greatly affect the social and financial well-being of the Hispanic/Immigrant community that in turn, affects mental health. Many of the people El Futuro serves are immigrants or members of mixed status families. A [mixed status family](#) is where one or more individuals hold U.S. citizenship or residency and other members are undocumented without legal status.

El Futuro is a mental health agency that advocates for the rights of those we serve by working with agencies in our community to provide a holistic approach to mental health care through receiving referrals and collaborating for community engagement efforts. Each year El Futuro partners with many great organizations across the Triangle and we are grateful to their commitment to the Latino and Immigrant community. A few of our community partners include:

- [Church World Services](#)
- [World Relief](#)
- [Casa Azul de Wilson](#)
- [Respuesta Rapida de Durham](#)
- [Connecting Communities](#)
- [Dorcas Ministries](#)
- [LegalAid of North Carolina](#)

Check out these resources on the realities of Latino immigrants:

- [Latino Immigrants in NC by UNC](#)
- [NC Justice Center](#)
- [Latino/Hispanic Immigrants and Mental Health](#)
- [Hispanic Immigrants' Experiences in the United States](#)



Importance of Mental Health Advocacy

Mental Health is historically underfunded in North Carolina. In 2023, 93 out of the 100 counties in North Carolina were classified as Mental Health Professional Shortage Areas ([source](#)).

El Futuro is one of the only mental health agency in North Carolina providing bilingual and culturally competent services to the Latino community.

The Latino/Immigrant community experiences higher rates of mental health illness compared to non-Hispanic white counterparts ([source](#)).

Hispanic/Latin American adults reported higher rates of depression, substance use and suicidal thoughts during the pandemic.

- 1 in 4 Individuals in the Hispanic/Latin American community who reported having a mental health condition were categorized as having a serious mental illness.
- Hispanic/Latin American adults are 50% less likely to receive mental health treatment.

Local organizations are seeing an increase in Latino immigrants and in referrals they are sending to El Futuro. As the number of Latino immigrants increase, so does the need for mental health. **The need for volunteer Mental Health Ambassadors is more important than ever!**



Steps to be a Mental Health Ambassador

1. Create your personal fundraising page at [this link through Network for Good](#)

- Steps to create friend-raising page through Network for Good:

Mental health support is imperative for the Latino and Immigrant community

This May Mental Health El Futuro and Mental Health Ambassadors will be working towards raising funds to sustain El Futuro's clinics as well as spread awareness on the realities that our immigrant neighbors and friends face. El Futuro is a mental health agency, and we believe it is important to advocate for the rights and voices of clients and community members. As North Carolina's Latino immigrant community continues to grow, so does the need for mental health services!

Getting started is easy!

Start Fundraising

You will get these tools to help you run a successful campaign:



Pre-Built Templates

Send emails and social media messages to supporters based on expert-tested templates.



A Smarter Donation Page

Solicit more donations with proven-success templates established from industry best practices.



Automated Notifications & Emails

Keep your campaign on track with various automated features designed to get you closer to your goal.



Thank you for joining our fundraising team! Let's work together to create your fundraising page to raise money on behalf of our organization.

In just a few short steps you'll be able to set up your personal fundraising page. We've made it easy by providing a template to help you get started, but you know your connections best! Feel free to tweak these suggested messages or write your own to promote your fundraiser in your own style.

Once your page is done, it will be submitted to the campaign administrator for review. You'll hear back via email if any changes are needed or, if approval is needed, that the page is active and ready to accept donations.

After your page is up and running, we'll also provide some templates you can use to reach out to your friends and family about your fundraising efforts and to thank those who donate.

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Prev 1 Welcome 2 Create Account 3 Personalize Account 4 Tell Your Story 5 Review Next

Log in with Facebook, or create a new account.
 You are logged in as Lizbeth
 You may continue to the next step.

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Choose Your Photo
 People are more likely to give to those they know and trust — that's you! Make sure your friends and family know who is reaching out to them with a nice clear picture of you.

* First name

* Last name

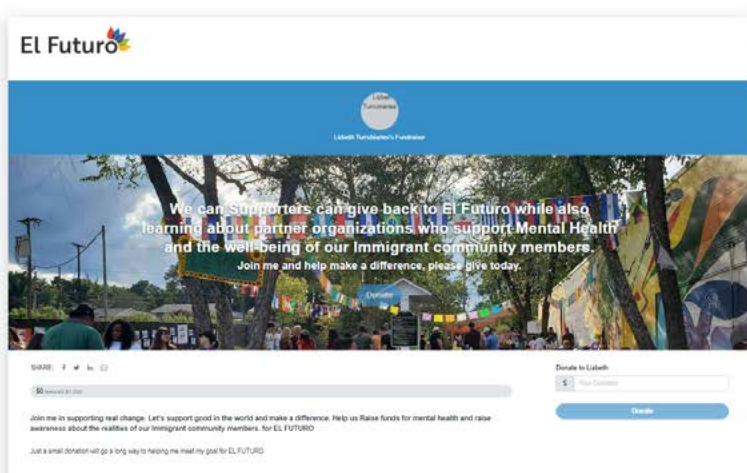
* Your Profile Picture

Use a square photo for the best resolution.



To use a different image, click the 'Browse' button and select an image from your computer.

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Tell your story! Add details to your fundraising page to help inspire donors to give.

* Your Fundraising Goal

How much would you like to raise? Think about how many donors you might be able to reach and how much each donor might give.

* Headline

What are you fundraising for? Start with a verb and write a short statement that will inspire more donors to give.

* Secondary Headline

Describe the next step you want donors to take.

* What's your personal story for this cause?

Just a small donation will go a long way to helping me meet my goal for EL FUTURO.



Prev



Congratulations!

One last step...

Here's a preview of your fundraising page! Like what you see? Great! Click the "Submit for Review" button below to let us know you are ready to begin asking your friends and family to support your fundraiser. You'll get an email to let you know if changes are needed or that the page is active and ready to go.



Submit for Review

2. Share across all networks, add to your social media profiles, or to a new friend!

How to create your personal Facebook fundraiser:

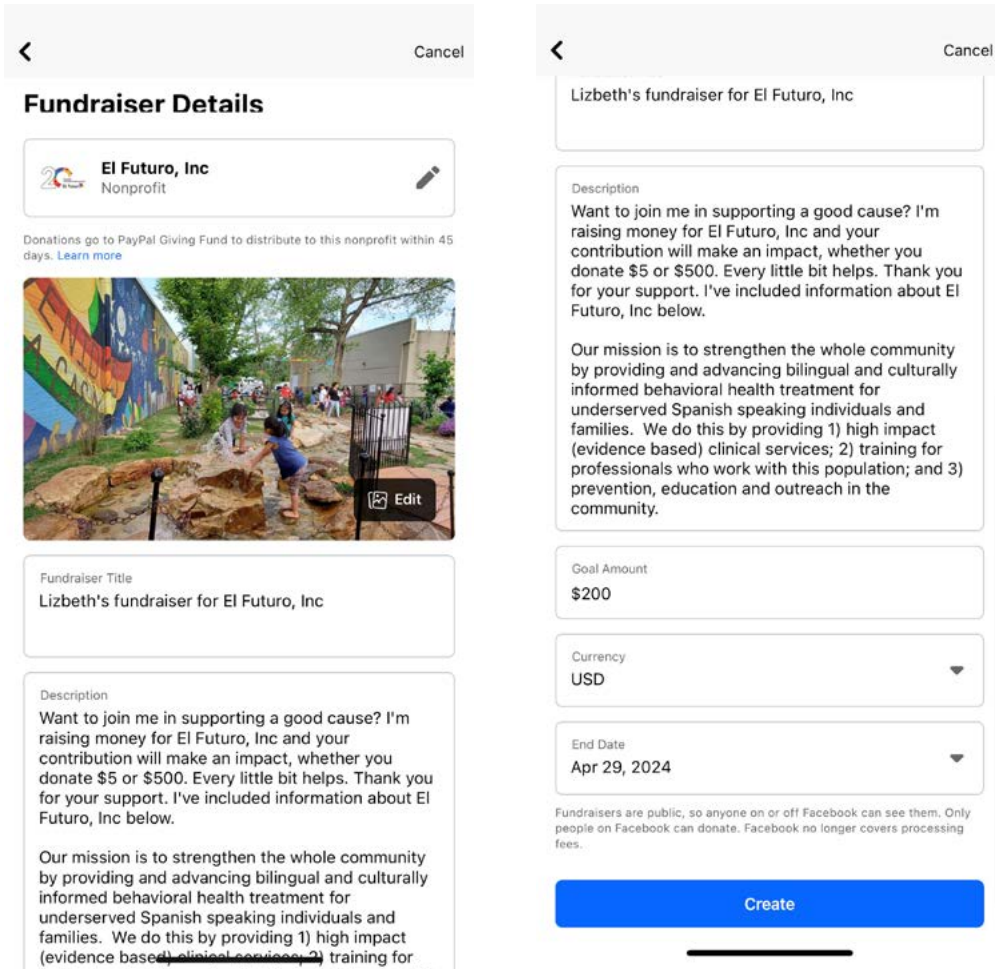
a. Search "Fundraiser" in Facebook search bar

b. Click on "Create new fundraiser"

c. Search El Futuro under nonprofits



d. Edit fundraiser with language found in this Toolkit!



The end date for fundraiser is May 31st, 2024, and the goal can be what you think is possible. The sky is the limit!

3. Share your fundraiser with your networks throughout the month of May

4. Plan to attend our May Kermés fiesta and bring a friend. (May 19, from 4 to 7 pm, 2020 Chapel Hill Rd, Suite 23, Durham NC 27707)



A big THANK YOU and mil GRACIAS, Ambassadors

We are so grateful to Ambassadors for taking your time, mental energy, and focus to support El Futuro and advocate for our Latino Immigrant friends and families. At El Futuro, we strive to remind our staff that wellness and pouring into yourself is key to the work we do every day. This May Mental Health Month, we encourage all to take care of and be kind to yourself!

Self-Care for Mental Health Ambassadors

- Mental Health is important to advocate for, but can be emotionally tiring
- Know when to take a step back
- Soothe your mind through hope and connection with community
- Connect with nature on a walk, listen to a new podcast, grab coffee with a friend, get a massage! Self-care is all about what brings you true peace and comfort.
- Know your advocating and fundraising efforts will be felt through an entire community and will extend El Futuro's capabilities to serve for years to come.

"Self-care is not selfish. You must fill your own cup before you can pour into others."

- Active Minds: <https://www.activeminds.org/about-mental-health/self-care/>



Thank you!

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