



El Futuro

May Mental Health Campaign

Corporate Toolkit

2025



www.elfuturo-nc.org

El Futuro's Vision

El Futuro is North Carolina's leading nonprofit organization that provides mental health care to the bilingual Latino community. Since 2004, we have provided therapy, psychiatry, and substance use treatment to thousands of families, and we have trained other mental health providers all over the country to provide the same level of culturally-responsive mental health care.

We believe that a healthy child results in a healthy classroom, a healthy employee results in a healthy workplace, and a healthy family results in a healthy society.

Your Organization can Make a Difference during May Mental Health Month

Throughout the month of May, your organization can help support mental health for our community in one of the following ways:

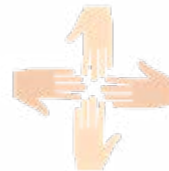
Donate



Fundraise



Promote



Staff and donors at our 2024 Luncheon event





Donate

When your organization makes a donation to El Futuro, you are joining a community of leadership that works to ensure quality mental health services and a bright future for our community.



Ways to Donate

1. Online at our [May Mental Health Month Campaign](#) or via the QR code
2. Via check made out to El Futuro and mailed to:
2020 Chapel Hill Rd. Suite 23
Durham, NC 27707

When your organization donates to El Futuro during Mental Health Month, you automatically become a Sponsor for our Kermes Community Fiesta on May 4th! See Additional Benefits of your Donation on page 5.



RTI International supporting El Futuro

Thanks to El Futuro's transparency, financial health, and results reporting, we have been awarded with a Platinum rating on Candid (formerly Guidestar) and 4 stars on Charity Navigator. El Futuro is a 501c3 organization and 100% of your donations are tax-deductible.





Group of volunteers from Burt's Bees in our greenspace



Fundraise

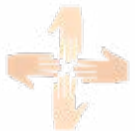
Another way your organization can help during May Mental Health Month is to create a unique fundraising page for your organization to invite your colleagues, friends, or clients to contribute to your fundraiser.

By fundraising for El Futuro, you will provide a way for your clients and employees to give back and get involved in the community – which feels great! Other benefits for your organization include opportunities to:

- Connect with neighbors and community members
- Participate in El Futuro's events and initiatives
- Strengthen your corporate responsibility programs
- Publicize and spread the word about your organization
- Foster a culture of trust and solidarity among employees

To set-up your organization's unique fundraising page, [just click on this link](#) (or go to the QR code) and click on **"Start Fundraising."** Once you have set up your fundraiser, it is time to start Promoting!



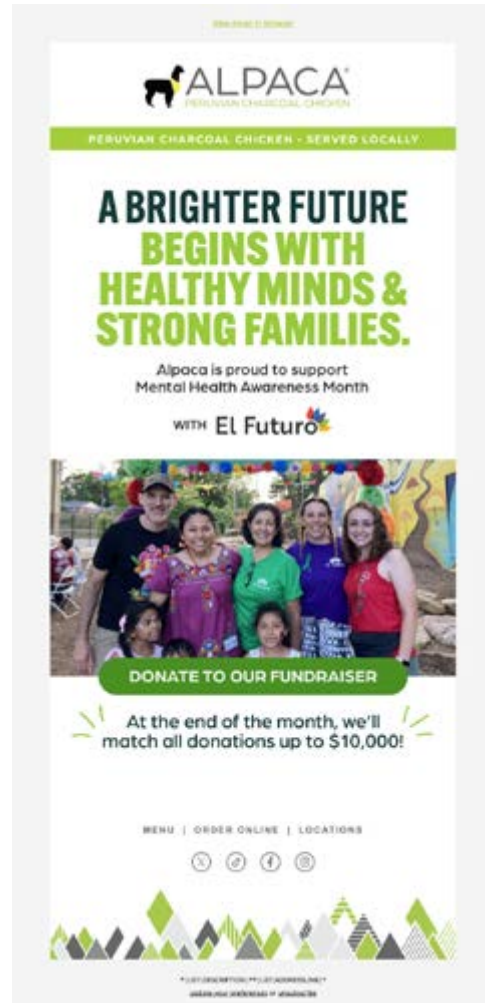


Promote

Whether you Donate, Fundraise, or just want to spread awareness about El Futuro, make sure that everyone knows about your support by promoting it and spreading the word during May Mental Health Month! Here are some ideas to get you started:

- Include a blurb in your monthly newsletter to clients or employees telling them about the campaign and inviting them to donate.
- Include a flyer about the campaign with each receipt.
- Invite your business associates to join you in supporting El Futuro
- Post on social media – see some examples below from our friends at Alpaca Chicken!

Don't have an in-house designer for your socials? Don't worry. As a Sponsor for El Futuro's May Mental Health Month, you will receive a special Social Media toolkit to spread the word.



Benefits of Participating

When you Donate or Fundraise for May Mental Health Month, you provide sustainability to El Futuro's work and you model the importance of giving back. Thank you!

Additional benefits include:

	Leader \$10,000	Champion \$5,000	Partner \$2,500	Patron \$1,000	Friend \$500
<i>Any donation above \$2,500 automatically includes you in our Partner Club where you will get year-round benefits, including your logo on El Futuro's Annual Report and website, complimentary tickets to El Futuro's Art Auction, and exclusive year-round perks from our partners</i>	x	x	x		
Host a private organization or family picnic in El Futuro's therapeutic garden (food and beverage included for up to 10 people)	x				
Special mention in El Futuro's Newsletter reaching 4,000+	x	x			
An El Futuro Gratitude Gift Box – includes customized coffee mugs, candles, and more	x	x			
Opportunity to host a table at our Kermes Fiesta on May 4	x	x	x		
First-choice volunteer opportunities for your organization's employees at one of El Futuro's May Mental Health Month events	x	x	x	x	
Named as sponsor in boosted social media ad campaign during May Mental Health Month (expected to reach up to 2,000 views)	x	x	x	x	
Your organization/name announced out loud as a sponsor during our May Kermes	x	x	x	x	x
Your organization's logo on a banner at our May Mental Health Month events - expected to reach 1,000 people.	x	x	x	x	x
A plaque for your office that says you support El Futuro!	x	x	x	x	x

*Benefit levels are linked to any funds Donated or Fundraised





Join us this May and be a Mental Health Month Sponsor!

Donate

Fundraise

Promote

For any questions, reach out to Mary Coffman, Director of Philanthropic Engagement, at mcoffman@elfuturo-nc.org.

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