# STATE PARTNERSHIP INFORMATION

## CHANGING THE NARRATIVE ON MENTAL HEALTH, SUBSTANCE ABUSE & ADDICTION

# LETTER FROM THE FOUNDER

Thank you for considering partnering with the 2022 **Living Undeterred US Tour**. We have been working tirelessly to make this an impactful event.

In 2016, we lost my oldest son, Seth, to a heroin overdose. He was 23 years old. In June of 2021, I also lost my wife of 21 years, Prudence. Over the last five years, I have dedicated my life to bringing awareness to mental health, substance abuse, and addiction. I started my 501(c)(3), Choices Network, Ltd. and the Living Undeterred Project. Along the way I have met some really incredible people, and I have learned that everyone has a story or has been impacted by these issues.

My mission with this tour is to travel the country gathering research, knowledge and life-changing stories to change the narrative on mental health, substance abuse, and addiction.

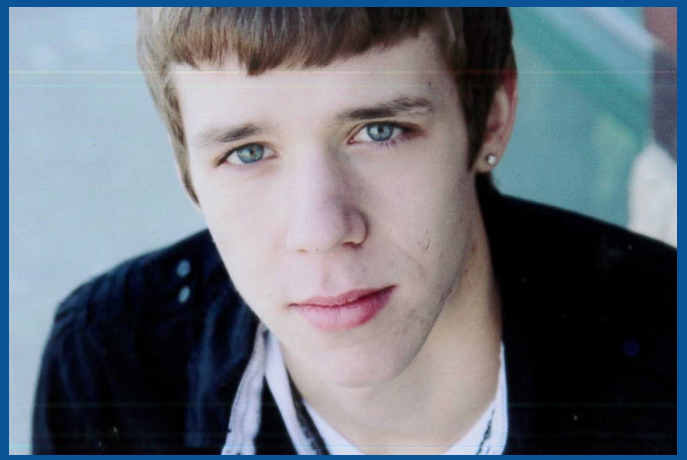
I truly believe that together we can make a difference!

In May 2022, I will be travelling in an RV and embarking on a 50-state journey. In each state we will partner with a facility or organization whose focus is on mental health, substance abuse, and addiction and hosting an event to raise funds and awareness.

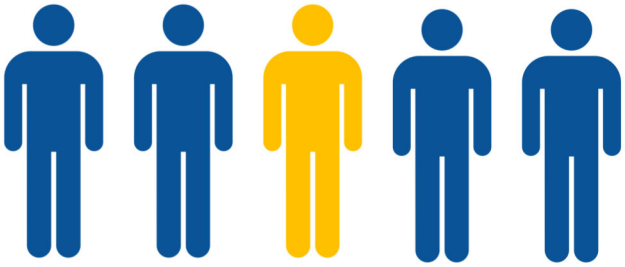
This is will be no easy task, yet I believe with the support of our sponsors, partners, and local communities, we can change the narrative on mental health, substance abuse, and addiction.

Keep Living Undeterred!

Jeff Johnston
Founder Choices Network, Ltd. & Living Undeterred



# WE NEED YOUR HELP

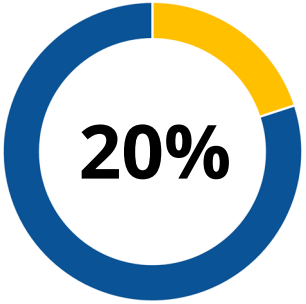


**1 IN 5**

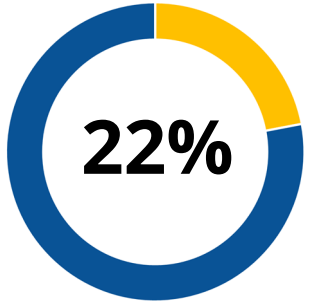
Americans will experience a mental illness in a given year.

**1 IN 12**

Adults in the US have a substance use disorder




Opiates, including heroin & prescription painkillers are present in 20% of suicide deaths in the U.S.




22% of deaths by suicide in the U.S. involve alcohol

**OVER 100,000**

Americans died of drug overdose in 2021. A number that is up significantly from 93,000 in 2020 and 70,630 in 2019.

Source: Center for Disease Control

# Together We Can Make A Difference

## Our Mission

Our mission with this tour is to travel the country gathering research, knowledge, and life-changing stories to change the narrative on mental health, substance abuse, and addiction.

## What Does Changing The Narrative Mean?

Mental health, substance abuse, and addiction are issues that are impacting millions. Each year more people are struggling, and we are losing lives at an alarming rate. When we say our goal for this tour is to change the narrative, we are not claiming to have all of the answers. What we do want to accomplish is to:

- End the stigma around these issues.
- Start the conversation with those who are struggling or have struggled, those who have lost loved ones, and those who are working in the mental health, substance abuse, and addiction fields.
- Begin to build a collective of resources and find alternative solutions to work toward a better future.

# How You Can Help Us

## Event Location

Whether at your facility, or another local location, we are asking our state partners to provide a location to host the Living Undeterred event in their state.

## Collaboration

Our operations team will work closely with a key contact at your organization to keep you updated throughout the planning process and finalize the details for the event.

## Promotion

Our goal for the tour is to reach as many people as possible in each state. In addition to our marketing efforts, we ask that you promote the event to your contacts, and through any connections you may have to local media.

## Connection

We want this tour to be an opportunity for people to share their stories. We ask for your help to find an advocate from your local area to share their story, and recommend people to be a part of our panel discussion.

# How We Can Help You

## Community

We want to work with our state partners to build a larger network of connections to share ideas and provide resources on a national level.

## Support

Our goal for this tour is to raise $1 million.

At the end of the tour, 50% of all funds raised, net of expenses, will go to our state partners.

## Promotion

Our goal is to put the spotlight on each of our state partners in your community and on a larger scale. Throughout the tour, we will be doing local and national media interviews, podcasts, and social media posts to help unite people across the country.

Let's start the conversation. If you are interested in learning more about the tour, contact me or my team.

**LivingUndeterred.com**

# Sample Agenda

Day Of Event Details Are Subject To Change Based On Location

**10:00 am** — **RV Arrives**

**10:10 am** — **Jeff Meets With Facility Director / Tours Venue With Film Crew**

**10:30 am** — **Jeff Meets With Local Advocate**

**11:00 am** — **Local Media On-Site Interviews**

**11:30 am** — **Event Begins**

- Introduction (5 Min)
- Jeff Speaks (35 Min)
- Local Advocate Speaks (20 Min)
- Panel Discussion (60 Min)

**1:30 pm** — **Networking / Meet & Greet**

**3:00 pm** — **RV Departs**

# Meet the Team Members

**Jeff Johnston**
Founder & President

**Ian Johnston**
Social Media Manager

**Roman Johnston**
Youth Ambassador

**Sippsy Zavala**
Social Media Manager

**Mike Pierce**
Speaker / Advocate

**Ellen Ingraham**
Director of Operations

**Sarah Hoffman**
Project Manager

**Anthony Eaton**
Development Coordinator

**Dan Walterman**
Vice President

**Molly Nordlocken**
Director of Marketing /Board Member

**Kenyon Murray**
Board Member

**Doug Wagner**
Board Member

# We Look Forward To Working With You!

## WWW.LIVINGUNDETERRED.ORG

## Questions?

ellen@livingundeterred.org
molly@livingundeterred.org
jeff@livingundeterred.org