



SHINE THE LIGHT

— on Mental Health —

Presented by  Trustmark

CAMPAIGN AMBASSADOR TOOL KIT

ABOUT | SHINE THE LIGHT ON MENTAL HEALTH

Canopy Children's Solutions cares about you and your family. Shine the Light on Mental Health, presented by Trustmark, provides resources, activities and experiences to usher resilience, hope and healing for all Mississippians.

EXPERIENCES

We believe in the power of togetherness – together in hope and together in resilience. Illuminate Hope and Share Hope are designed to be safe in-home and community experiences during this moment that elevate mental wellness.

Illuminate Hope | Saturday, October 10

Illuminate Hope, sponsored by Baptist Memorial Health Care, is an evening to come together in your home on World Mental Health Day. Participants will receive a curated experience box to navigate a special evening dedicated to mental wellness and resilience that will culminate with a paper lantern release symbolizing hope for ourselves, our families and our communities. This will be a beautiful evening to spend individually or with loved ones that you will not want to miss as we lift our lanterns of hope. Visit mycanopy.org/shinethelight and let your hope take flight.



Share Hope | Friday, November 13 through Sunday, November 15

Share Hope, presented by C Spire Foundation, is a weekend of shining the light on mental health in the community. Outdoors at Highland Village, the weekend will feature activities focused on mental and physical wellness. Canopy experts will provide complimentary resources and activities as you shop. To anchor the experience, Highland Village's Friendsgiving event on Friday, November 13, will benefit the mission of Canopy Children's Solutions.



SAVE THE DATES | CAMPAIGN CALENDAR

September 1 - December 31: Shine the Light on Mental Health campaign

Friday, September 25: Deadline to register (by mail and online) for Illuminate Hope

Saturday, October 10: Illuminate Hope experience | World Mental Health Day

Friday, November 13 - Sunday, November 15: Share Hope experience at Highland Village

Friday, November 13: World Kindness Day

mycanopy.org/shinethelight



In-Person Volunteer Opportunities

Illuminate Hope

- Week of September 28: *Package curated boxes for Illuminate Hope*
- Saturday, October 10: *Deliver floral arrangements to Illuminate Hope supporters*

Share Hope

Serve as a Campaign Ambassador at Highland Village during an experience. Experiences include:

- Friday, November 13: *Friendsgiving (ages 21+)*
- Saturday, November 14: *Shop2Table; Sunset Yoga; Cocktails and Conversation (ages 21+)*
- Sunday, November 15: *Book Club and Brunch*

SPREAD THE WORD | COMMUNITY ENGAGEMENT, SAMPLE POSTS AND GRAPHICS

As a Campaign Ambassador, you will shine your light for others. With each step, it will inspire others to take the next step – building momentum and entering a space of resilience, hope and healing. Engage friends and family through conversations, hand-written letters, text messages, e-mails and social media to name a few. Together, we will Shine the Light on Mental Health.

Ways You Can Help Spread the Word & Shine Your Light

- Email your friends and family
- Promote the Shine the Light campaign on social media
- Create an Illuminate Hope experience
- Encourage others to create an Illuminate Hope experience
- Participate/attend one of the Share Hope experiences
- Encourage others to participate/attend one of the Share Hope experiences

E-mail Sample

Hi Friends -

I hope you will help me Shine the Light on Mental Health by *(supporting Canopy)* or *(participating in the Illuminate Hope/Share Hope experience)* with me. You are important to me, and now more than ever, we should come together to support and encourage one another. Thank you for helping me bring awareness and real solutions for children in Mississippi. Check out mycanopy.org/shinethelight to learn more.

Social Media

Post Sample

Check out the great opportunity to (*Shine the Light on Mental Health/Illuminate Hope/Share Hope*)! Please join me in supporting the mission of Canopy and raise awareness for children's mental health.

Connect with Canopy

- Tag Canopy in your posts and photos, and be sure to use campaign hashtags:
#ShineTheLight #IlluminateHope #ShareHope #CanopyCares #MentalHealth
- Share your “why” with others through a photo or video post
- Start a Facebook fundraiser, so friends and family can shine their light and support Canopy’s mission
- Re-post and share Canopy posts throughout the campaign (Ex. weekly #WellnessWednesday posts)



Canopy Children’s Solutions



canopychildren



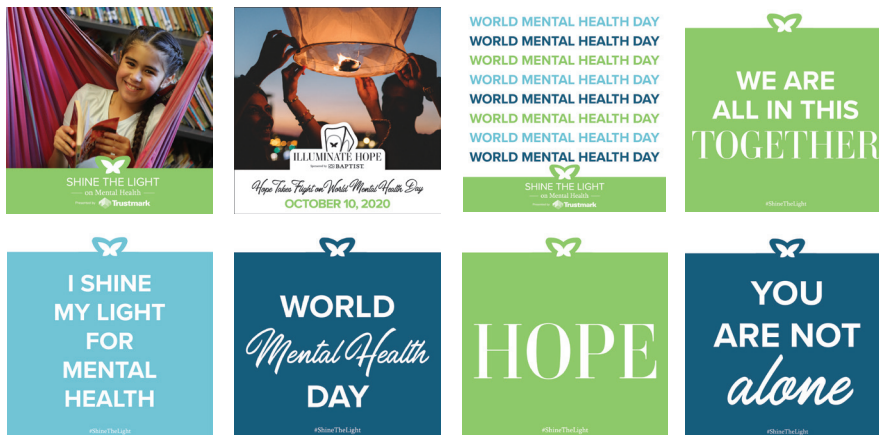
canopychildrens



Canopy Children’s Solutions

Graphics

- Share Canopy branded campaign graphics
- Update your Facebook profile picture with the Shine the Light frame, and use the Share Hope Snapchat and Instagram filters at the experience



Posting Schedule

Help us Shine the Light on Mental Health and takeover social media on these dates:

- Tuesday, September 1: *Campaign launch*
- Thursday, September 10: *Illuminate Hope is one month away*
- Friday, September 25: *Last day to register for Illuminate Hope*
- Friday, October 9: *Illuminate Hope and World Mental Health Day is tomorrow*
- Saturday, October 10: *World Mental Health Day; Illuminate Hope at your home*
- Sunday, October 11: *Branded graphic – I shine my light for mental health*
- Sunday, November 1: *Share Hope (include experience schedule link)*
- Thursday, November 12: *Share Hope is tomorrow*
- Friday, November 13 - Sunday, November 15: *World Kindness Day; Share Hope weekend posts*
- Sunday, November 15: *Branded graphic – I shared hope*

DID YOU KNOW | CANOPY CHILDREN'S SOLUTIONS

Canopy Children's Solutions' mission is to help children thrive and families overcome extraordinary challenges by providing a continuum of behavioral health, education and social service solutions.

We are Mississippi's largest and most comprehensive provider of children's behavioral health, educational and social service solutions, reaching each of Mississippi's 82 counties. For more than 100 years, we have innovated solutions to solve the most vexing problems facing Mississippi's children and families.

Mental Health Care

In 2019, Canopy served thousands of children.

- **2,260** in Canopy outpatient clinics
- **3,762** in Canopy community-based care (in-home)
- **200** in Canopy inpatient care

Canopy Care

- **5,423** children served in 2019
- Serves children on the **autism spectrum** via early intervention and classroom solutions
- Works with families in crisis and has safely diverted more than **3,500** children from entering into state custody since 2017
- Launched **LINK** in 2020 to provide resources to families in-need statewide
- **2 child advocacy centers** (Gulfport & Pascagoula)
- **2 fully accredited schools** (Hattiesburg & Jackson)
- Employs approximately **450** mental health, behavioral health, social services and educational experts serving throughout Mississippi

RESOURCES

Campaign website: mycanopy.org/shinethelight

Canopy website: mycanopy.org

**CLICK HERE
for resources**



Kea Hart

Development Specialist

kea.hart@mycanopy.org

769.777.1036 | 601.214.9098