



## Partnership Guidelines

Revised February 2023

The Hopeful Futures Campaign is a coalition of diverse partners who are committed to bringing comprehensive school mental health systems to every school in the country so that every child can thrive. The Hopeful Futures Campaign, powered by Inseparable, is active in driving both state and federal legislation and regulations that promote the coverage and delivery of effective school mental health services and that support healthy school climates.

The Hopeful Futures Campaign supports effective, evidence-based, and evidence-informed interventions but does not endorse specific companies or their commercial products.

Our Hopeful Futures Campaign partners are expected to embrace the campaign's policy goals and bolster legislative efforts to support youth-focused and school mental health systems and programs. We ask that partners contribute to the success of the Hopeful Futures Campaign through active participation in campaign meetings, where we discuss state and federal legislation, partners' work, and key topics related to campaign priorities. In addition, partners are expected to lend their support to campaign priorities through means that best reflects an organization's strengths and capacity, such as:

- Activate networks to contact policymakers on HFC priorities
- Promote timely campaign messages on social media
- Utilize [America's School Mental Health Report Card](#) as an advocacy tool
- Provide policy expertise and research
- Share information about school mental health legislation, regulations, and model programs
- Sign on to letters of support

Partners will be asked to declare any potential conflicts of interest as they arise.

### **Partners**

*(as of January 2023)*

Active Minds  
Bring Change to Mind  
Healthy Schools Campaign  
Hopelab  
Inseparable  
Marie Monrad, Principal at Monrad  
Strategies  
Mental Health America  
Mindful Philanthropy  
National Alliance on Mental Illness (NAMI)  
National Center for School Mental Health

Partnership to End Addiction  
Pinterest  
Rare Beauty  
Stronger than Stigma  
The Jed Foundation  
The Kennedy Forum  
The Trevor Project  
UNICEF USA  
Well Being Trust  
YourMomCares

hopeful  
futures >  
campaign