

CONNECT. EDUCATE. SUPPORT. SERVE.**Why has Kappa selected mental health and well-being as its new philanthropic focus?**

As Kappas, we're always looking for opportunities to dream boldly and live fully as we give back and improve the world around us, including supporting one another when it comes to mental health. We were inspired by members like you. Kappas recognized the need for support for their mental health and well-being. Kappas boldly asking for these needs to be addressed led us to two years of research into mental health and well-being.

No matter what mental health and well-being means to you, we recognize that it is vital to your ability to live fully. We're prioritizing it 365 days a year because there's no denying it's something many individuals, including our members, face every day:

- One in five college students reported thoughts of suicide in 2018.¹
- Fifty percent of mental issues begin by age 14; 75% begin by age 24.²
- In 2019, 20.6% of U.S. adults (51.5 million people) experienced mental illness. This represents one in five adults.³
- More than 50% will be diagnosed with a mental illness or disorder at some point in their lifetime.⁴
- One in five Americans will experience a mental illness in a given year.⁵
- One in 25 Americans lives with a serious mental illness, such as schizophrenia, bipolar disorder, or major depression.⁶
- One in five people in Canada will personally experience a mental health problem or illness.⁷

This is why Kappa Kappa Gamma is embarking on a new philanthropic purpose to support mental health and well-being. We believe mental health is a key part of health for every individual, and we are determined to help everyone we serve understand and embrace the role of mental health and well-being in achieving their potential.

¹ Study from The Developmental Risk and Cultural Resilience Laboratory Harvard Medical School | Brigham and Women's Hospital. <https://www.bostonglobe.com/metro/2018/09/06/study-finds-college-students-report-thoughts-suicide/IK6XXFGi81q6JtOznO4BXN/story.html>

² <https://www.nami.org/mhstats>

³ <https://www.nami.org/mhstats>

⁴ <https://www.cdc.gov/mentalhealth/learn/index.htm>

⁵ <https://www.cdc.gov/mentalhealth/learn/index.htm>

⁶ <https://www.cdc.gov/mentalhealth/learn/index.htm>

⁷ <https://cmha.ca/fast-facts-about-mental-illness#:~:text=In%20any%20given%20year%2C%201,some%20time%20in%20their%20lives.>

What happened to Reading Is Fundamental (RIF)?

While we are proud of the nearly two decades of work we've done with Reading Is Fundamental, we feel it is time for Kappa to focus on a pressing societal need that is deeply impacting everyone. Therefore, Kappa has officially ended our formal partnership with RIF. We will no longer provide support or materials for RIF-related activities. However, we understand that many chapters and alumnae associations have a longstanding relationship with RIF and/or schools, so we recognize there will need to be a period of adjustment. This year, our chapters and associations will begin to transition primary focus from RIF to mental health and well-being causes.

What is mental health, wellness and well-being?

Mental health includes our emotional, psychological and social well-being.⁸ According to the National Wellness Institute, "**Wellness** is considered to be an active process of becoming aware of and learning to make choices (healthy choices) that lead toward a longer and more successful existence." And finally, **well-being** expands the view of wellness to cover more than the physical body, encompassing an individuals' mental, emotional and spiritual state as well as their productivity and ability to perform at the peak of their capabilities.

⁸ Definition provided by mentalhealth.gov.

Why is mental health and well-being important to our members and our communities?

- One in five adults in the U.S. and Canada experience mental illness each year.⁹
- Suicide is the leading cause of death among people age 10–34.¹⁰
 - Lesbian, gay, bisexual, and transgender (LGBT) college students are two to three times more likely to attempt suicide than heterosexual college students.¹¹
- At least 8.4 million Americans provide care to an adult with an emotional or mental illness.¹²
- More than one in five women in the United States experienced a mental health condition in the past year.¹³
 - Women are twice as likely as men to be impacted by generalized anxiety disorder (GAD).¹⁴
 - One in four young adults between the ages of 18 and 24 have a diagnosable mental illness.¹⁵
- More than 25% of college students have been diagnosed or treated by a professional for a mental health condition within the past year.¹⁶
 - Forty percent of students with diagnosable mental health conditions did not seek help.¹⁷
- From 2017 through January 2021, more than 66% of Kappa’s housing accommodation requests were related to mental health.¹⁸
- Our members called for this change via chapter surveys, conversations and feedback.

⁹ <https://cmha.ca/fast-facts-about-mental-illness#:~:text=In%20any%20given%20year%2C%201,some%20time%20in%20their%20lives.>

¹⁰ <https://www.cdc.gov/suicide/facts/index.html>

¹¹ <https://www.healthypeople.gov/2020/topics-objectives/topic/lesbian-gay-bisexual-and-transgender-health>

¹² <https://www.nami.org/Press-Media/Press-Releases/2016/New-Report-Finds-Families-Struggle-Over-a-Decade#:~:text=WASHINGTON%2C%20DC%E2%80%94Feb.%2023%2C%202016%E2%80%94At%20least%208.4%20million%20Americans,America%20and%20the%20National%20Alliance%20on%20Mental%20Illness.>

¹³ <https://www.womenshealth.gov/mental-health>

¹⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3135672/>

¹⁵ <https://naminorthsideatlanta.org/support-education/programs/nami-on-campus/>

¹⁶ <https://www.csc.edu/care/resources/statistics/index.csc>

¹⁷ <https://naminorthsideatlanta.org/support-education/programs/nami-on-campus/>

¹⁸ Kappa Headquarters internal reporting

What is our philanthropic approach?

Kappa Kappa Gamma wants to create clear expectations and guidelines around our philanthropy to enable our members to have the greatest impact. We have created a simple approach that focuses on the following:

- 1. Fundraise.** Raise money to support mental health and well-being 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations as well as the Kappa Kappa Gamma Foundation, which helps Kappas thrive by providing vital member experiences and programs.
- 2. Service.** Provide service to support mental health and well-being 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations and other relevant causes in our local, national and global communities.

Chapters and associations will be provided with a list of verified, preferred mental health and well-being 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations. We suggest that a chapter or association select one or more of these organizations to focus its fundraising efforts on each year. Ideas for fundraising and service activities are included in the *Philanthropy Chairman Leadership Guide/Philanthropy Manual* and the *Alumnae Association Officer Manual*. A selection of ideas are also listed below.

Who are Kappa's current mental health and well-being partners¹⁹?

To stay true to our mission and values, we'll partner with established organizations that are working to effectively address these topics and needs with compassion, authenticity, and respect.

- **Active Minds** is the leading nonprofit in the United States working to end the silence and change the culture around mental health by mobilizing the next generation.
- **The Jed Foundation** is a nonprofit that protects emotional health and prevents suicide for the nation's teens and young adults. They're partnering with high schools and colleges to strengthen programming, services, and systems related to mental health, substance misuse, and suicide prevention. They equip teens and young adults with the skills and knowledge to help themselves and each other. They encourage community awareness, understanding and action for young adult mental health.
- **Mental Health America (MHA)** is the nation's leading community-based nonprofit dedicated to addressing the needs of those living with mental illness and promoting the overall mental health of all. MHA's work is driven by its commitment to promote mental health as a critical part of overall wellness
- **National Alliance on Mental Illness (NAMI)** provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.
- **The National Eating Disorders Association (NEDA)** is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. NEDA supports individuals and families affected by eating disorders and serves as a catalyst for prevention, cures and access to quality care.
- **Jack.org** is Canada's only charity training and empowering young leaders to revolutionize mental health in every province and territory.

With the support of the Kappa Kappa Gamma Foundation, we'll financially contribute to these partners' efforts.

¹⁹ All our selected partners are 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations.

Let's talk about fundraising! Who are we supporting financially and how much?

In order to harness the collective power of our giving and focus on the priorities our members have expressed, Kappa Kappa Gamma is asking chapters, alumnae associations and our members to use the 50-25-25 giving guideline for their fundraising efforts.

- **Kappa mental health and well-being suggested partners: 50% (or more)** of your total annual philanthropic dollars should be donated to a mental health and well-being 501(c)(3) nonprofit partner organization or Canadian registered T3010 partner organization via the Kappa Foundation. This process is detailed below.
- **Kappa Foundation: 25% (or more)** of your total philanthropic dollars should be donated to the Kappa Kappa Gamma Foundation to be used for member education (including Kappa Edge educational programs), scholarships, aid/assistance grant and history/heritage. You can designate your donated dollars to a specific impact area or leave undesignated to be used wherever the highest need. Most recently, the Kappa Foundation provided a grant for Talkspace, an online platform that makes it convenient to access mental health resources and paves the way for accessible mental health care. The grant makes the service free of charge to collegiate members and provides a discount for alumnae. This is just one example of how the Kappa Foundation helps Kappas thrive.
- **Chapter's/association's choice: 25% (or less)** of funds raised annually are to be donated to a 501(c)(3) nonprofit organization or Canadian registered T3010 organization at the chapter's/association's/philanthropy officer's discretion. These funds can be used for additional donations to a mental health and well-being partner, the Kappa Kappa Gamma Foundation, another 501(c)(3) nonprofit organization or Canadian registered T3010 organization or for addressing another community need.
 - If a chapter or association would like to fundraise for additional 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations and it has already fulfilled the expectation to fundraise for the Kappa Foundation and a mental health and well-being 501(c)(3) nonprofit organization or Canadian registered T3010 organization or it has plans to do so at a later date in the school year, it may do so. However, please discuss with your Philanthropy Specialist or Alumna Relations Specialist.
- Following guidelines for the philanthropic program means that Kappa is uniting to work toward a common goal of providing support, awareness and advocacy to the mental health and well-being space as well as the Kappa Kappa Gamma Foundation.

What about the 50-25-25 giving guideline?

- The 50-25-25 is an approximate guideline to help ensure that we focus our efforts for the greatest maximum impact.
- While we are not looking for a “down to the penny” split of funds, we aim to divide our fundraising efforts to these approximate percentages in order to ensure that our program is aligned with our Fraternity-wide priorities.
- Canadian donations: New guidelines for financial donation transactions can be found in the *Treasurer Leadership Guide/Finance Manual* and the *Alumnae Association Officer Manual*.

What will the Foundation do with the money we donate to it and its causes?

The Kappa Kappa Gamma Foundation funds impactful programs to enhance the member experience by giving resources for Kappas to succeed at every stage of their lives and to build flourishing communities. The Foundation funds four major areas of impact crucial to Kappas:

- **Member education:** We assist members and their communities in gaining deeper knowledge, valuable life skills, and new experiences essential to every Kappa’s development through our Kappa Edge program. This includes critical mental health and well-being education programs and support tools such as Talkspace, mental health resources on our website, and the mental health online assessment tool, which is available to members and the general community.
- **Scholarships:** As Kappas dream big to make meaningful change in the world, we provide financial support to help members reach their potential through undergraduate and graduate need-based and merit-based scholarships as well as continuing education grants for additional career advancement. Most merit scholarships are \$3,000 and most need-based scholarships are \$5,000.
- **Financial assistance grants:** As a sisterhood organization, asking for help is just as important as offering it when you can. Rose McGill Grants to lend a hand to struggling members in need when life puts them in unfortunate, sometimes devastating, situations. This includes Rose McGill Grants (confidential one-time emergency or ongoing financial assistance for initiated collegiate and alumna members who have experienced a dire personal or family catastrophe of a financial nature) and the Rose McGill Holiday Program.
- **History/heritage:** We commit to preserving Kappa’s heritage to learn from the women who've paved the way the past 150 years by upkeeping Kappa Kappa Gamma’s archives and digital archives, maintaining The Stewart House Museum (the birthplace of our Fraternity), and continually celebrating Kappa’s rich history within our sisterhood.

How do we donate to our mental health and well-being suggested partners through the Kappa Foundation?

The Kappa Foundation joins us in our advocacy of mental health and well-being. In order to have the greatest impact and accurately report our collective impact, we are centralizing our monetary efforts through the Kappa Kappa Gamma Foundation. The Foundation will collect all the funds designated for each mental health and well-being partner from various chapters and associations. The collected funds will be delivered to the mental health and well-being 501(c)(3) nonprofit partner organization or Canadian registered T3010 partner organization in one payment that covers all of the donations from chapters and associations each quarter. With the Kappa Foundation, you can designate one or two groups who shall receive your designated funds with each donation. Potential exceptions to this process should be discussed with your Philanthropy Specialist and, if applicable, your Alumna Relations Specialist.

Is Kappa limiting our financial support to just those organizations?

In order to create meaningful collective impact, we ask that at least 50% of your financial support be offered to our selected mental health and well-being 501(c)(3) nonprofit partner organizations or Canadian registered T3010 partner organizations. We encourage your chapter and alumnae association to support other community needs after the philanthropic program's commitments to the Kappa Kappa Foundation and mental health and well-being are met. Since this is a new venture for Kappa, we want to be mindful that not "one size fits all" at the start of our new initiative. Kappa wants to provide sound/reputable options for our members to contribute to as they see fit. We specifically identified organizations that spanned a variety of mental health and well-being focuses and could provide a range of resources, education and even, for many, a service component. Could these organizations change or be added to as we grow our initiative? Absolutely! We understand members feel strongly about being able to meet our chapters and associations where they are and this provides our members with options. We will continue to evaluate impact and outreach through our members and the organizations we align with to ensure this.

Which mental health and well-being organization should a chapter or alumnae association support?

The selection of a mental health and well-being partner to support should be decided by a chapter/association vote. The chairman/President may select a particular organization or may offer the chapter/association a few choices to be selected by vote during a meeting.

Chapters/associations may choose to change their mental health and well-being 501(c)(3) nonprofit partner organization or Canadian registered T3010 partner organization at any time and they may support more than one 501(c)(3) nonprofit organization or Canadian registered T3010 organization during a school year.

Why doesn't Kappa have one philanthropic partner like we did with RIF?

Mental health and well-being spans many topics and focus areas. Many mental health and well-being organizations focus on specific areas within the greater context of mental health and well-being. Rather than creating limits with our outreach, Kappa has decided to broaden our reach and impact by collaborating with several organizations that touch on a variety of mental health and well-being issues. Over time, as the needs and interests of our members and community change, we anticipate adding and modifying our list to enable us to be innovative and responsive in our impact.

Let's talk about service! What service opportunities are available?

Although financial support is crucial for organizations to advance their education/awareness of mental health and well-being, we understand that service is an important component of our philanthropic endeavors and can create a great impact on our community and meaningful experiences for our members. Not all of Kappa's mental health and well-being partners provide service options in your local area, so we encourage chapters, alumnae associations and individual members to seek out appropriate opportunities within their communities that would primarily contribute to our collective impact on mental health and well-being initiatives or positively impact their communities. Organizing more than one service opportunity per year is a great way for chapters and associations to perform service in both the mental health and well-being space as well as with other community groups. Please reach out to your Philanthropy Specialist or Alumna Relations Specialist for more guidance.

While additional ideas are noted in the *Philanthropy Chairman Leadership Guide/Philanthropy Manual* and the *Alumnae Association Officer Manual*, the following are a few of the service opportunities with our current Kappa mental health and well-being partners:

- **Active Minds** focuses on supporting mental health awareness and education in young adults.
 - Host a ["Send Silence Packing" experience](#) on your campus or in your community. In-person and virtual options are available.
 - Hold a spirit week around Oct. 10 (World Mental Health Day) or another time of the year. Utilize materials provided by Active Minds for organizing and implementing.
 - Participate in a community well-being fair and share information from the Active Minds [V-A-R toolkit](#) and [Stress Less Week Toolkit](#).
- **The Jed Foundation** works to protect emotional health and prevents suicide for our nation's teens and young adults.
 - Host a ["Seize the Awkward" campaign](#) or a viewing of the ["Each and Every Day"](#) documentary on campus.
 - Host a [JED Campus](#), a four-year program, on your university campus.
 - Coordinate with the Jed Foundation to hold its signature event on your campus or in your community.
 - Become a [Jed volunteer](#).

- **Mental Health America (MHA)** promotes mental health as a critical part of overall wellness.
 - Host a table at a mental health and well-being fair. Provide access to MHA's free and confidential [mental health screening](#) and provide additional educational resources.
 - Utilize MHA's Public Education Campaign Toolkits to host an awareness event on your campus or in your community. Partner with the Public Relations Committee if you want to share resources online.
 - Implement the [B4Stage4](#) campaign on your campus or in your community.
- **National Alliance on Mental Illness (NAMI)** provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.
 - Work with a local NAMI chapter program and outreach coordinator to help host a [NAMI walk](#) in May (Mental Health Awareness Month). Consider in-person and virtual options. Fielding a Kappa team to participate in a NAMI walk is also a great way to fundraise.
 - Volunteer at a local or national [NAMI special event](#). There are over 100 NAMI locations.
 - Partner with the Public Relations Committee to host a [Pledge to be Stigma-Free](#) event on your campus or in your community. Utilize tools and a pledge platform to raise awareness.
- **National Eating Disorders Association (NEDA)** supports individuals and families affected by eating disorders and serves as a catalyst for prevention, cures, and access to quality care.
 - Host a [NEDA walk](#). Participating in a NEDA walk is a great fundraising activity.
 - Be a special events volunteer at a local NEDA chapter event.
 - Join the [Campus Warrior program](#) and bring events to your campus community.
 - Host a body wellness table at a mental health and well-being fair. Ask people to take the [Body Acceptance Pledge](#) and share other NEDA resources. Partner with the Public Relations Committee to share resources with the community when applicable.
 - Become a facilitator for the [Body Project](#) programs in your area.
- **JACK.org** is based in Canada and trains and empowers young leaders to revolutionize mental health (Canadian residents only).
 - Volunteer, plan or sponsor a [Jack Summit](#).
 - Sponsor a [Jack Talk](#) for the youth in your community.
 - Volunteer at a [Jack chapter](#) event in your area.

Other service suggestions:

- Contact your campus or a local school to conduct a mental health and well-being celebration. Chalk sidewalks with positive mental health and well-being messages. Pass out resources. Give out two compliment cards to participants. One with a compliment and the other blank for them to give out their own. NEDA offers compliment card downloads.
- Organize a mental health and well-being fair on your campus or in your community. Invite community organizations and share resources.
- Sponsor a yoga event (in-person or virtual) and invite students and/or community members. Distribute stress-reducing resources. Or organize a chair yoga event at a senior center.
- Sponsor a study break event on your campus with fun stress-reducing activities, wellness strategies, a speaker from your campus mental health center, free 10-minute shoulder massages from a massage therapist, pets from a local shelter, etc.

What about the local organizations that we support?

Kappa is asking all chapters and associations to first, financially support one of Kappa's suggested mental health and well-being partner organizations and the Kappa Foundation. Second, we expect that chapter and association members will participate in service activities. After those two criteria are met, chapters can work with other 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations. Our aim is to focus our fundraising and service efforts on the area of mental health and well-being. Our 50-25-25 giving guideline was also designed with this in mind.

Are we expected to dissolve our relationship with our local supported group(s)?

Chapters and associations have the flexibility to support local organizations in addition to supporting mental health and well-being 501(c)(3) nonprofit partner organizations or Canadian registered T3010 partner organizations and the Kappa Foundation. This allows Kappa to continue fulfilling our mission of inspiring positive change while also ensuring we're making the greatest possible impact within our communities.

Why should we dial back the support of our local groups?

We are asking our members to come together to embrace and support the mental health and well-being space. Instead of directing the majority of our fundraising to various worthy causes, our goal is to have a larger impact within the mental health and well-being space, more specifically, with one of Kappa's selected organizations. If those opportunities are met within the chapter or association, we encourage your chapter or association to support other 501(c)(3) nonprofit organizations or Canadian registered T3010 organizations important to members and respond to community needs.

Why can't chapters or associations give directly to the recommended third-party organizations?

The Kappa Kappa Gamma Foundation joins us in the support of these efforts and will be a crucial component of Kappa's success in this pivotal change. In order to have the greatest impact within the mental health and well-being space, we are centralizing our monetary efforts through the Kappa Foundation. Philanthropic funds raised by chapters and associations will be channeled through the Kappa Foundation, which will distribute them to whichever partner the chapter or association specifically designates.

Providing this service on behalf of our chapters and associations assures we are being good stewards of donor monies with timely disbursements to the appropriate recipients. This will also allow us all to see the full benefit of these funds and this service eases the administrative burden on chapter and association officers.