



## **Theory of Change A Strategic Plan 2024-2028**

### **Introduction**

At Impactful Fund, our mission is to help create a world where mental health literacy is widespread and commonplace just like talking about a toothache. We want everyone to feel they belong and matter. Through the Creative Coping Toolkit (CCT), it offers film and evidence-based mental health programming designed to model positive behavioral health and create safe spaces for meaningful conversations.

We believe in the power of film and storytelling to reach far and wide, yet resonate deeply, inspiring change and creating psychologically safe spaces where addressing mental health is normalized and not so scary. By incorporating AI technology to aid educators and parents to navigate the CCT and learn how to navigate mental health situations with youth effectively. Our vision is to make mental health literacy affordable and accessible to schools, corporations, and families globally, empowering communities to support each other and normalize discussions about mental health.

Our goal is to raise funds, awareness and ongoing engagement to implement mental health education at the community level starting with schools to reach youth and educators and organizations and businesses to reach the parents and caregivers. We will work closely with seasoned research and policy groups to document, record and measure impact and demonstrate how this approach supports academic achievement, connection and productivity while lowering suicide rates and attempts.

We will lean heavily on human connection with individuals already familiar in communities and AI technology to easily navigate the Creative Coping Toolkit film and evidence based mental health education program to address anxiety, social media addiction, loneliness, bullying and belonging.

For now we will work state by state with legislators, health insurance companies, media and press, government agencies and foundations to cover the cost to make this free in every classroom and living room from urban settings to rural open spaces. Our goal is to reach everyone.

### **Strategic Plan**

#### **1. Vision and Mission**

- Vision: To create a world where mental health literacy is widespread, and people feel they belong and matter.



- Mission: To provide impactful film and evidence-based mental health programs that foster positive behavioral health and create safe spaces for conversations.

## 2. Goals

- Increase Reach: Expand the Creative Coping Toolkit (CCT) to more schools, corporations, and communities globally.
- Enhance Impact: Continuously improve the effectiveness of CCT through feedback and evidence-based research.
- Strengthen Partnerships: Build strong collaborations with educational institutions, mental health organizations, and corporate partners.
- Sustainability: Ensure financial sustainability through diverse revenue streams, including licensing, grants, and partnerships.

## 3. Strategies

- Content Development: Produce and curate high-quality films and resources addressing various mental health topics.
- Program Expansion: Develop scalable models to implement CCT in diverse settings.
- Marketing and Outreach: Use targeted marketing campaigns and community outreach to increase awareness and engagement.
- Evaluation and Feedback: Implement robust evaluation mechanisms to gather feedback and measure impact.

## 4. Key Initiatives

- Global Licensing Program: Expand access to new regions and sectors.
- Educational Workshops: Offer workshops and training sessions for educators, parents, and corporate leaders.
- Research and Development: Invest in R&D to stay ahead in mental health literacy trends and innovations to create a custom ecosystem for that community.
- Digital Platforms: Enhance digital platforms to facilitate easier access to CCT resources.

## **Theory of Change**

### 1. Problem Statement

- Lack of mental health literacy and open conversations about mental health in various communities.

### 2. Inputs

- Films and media resources
- Evidence-based mental health programs
- Trained facilitators and educators
- Partnerships with schools, corporations, and communities



### 3. Activities

- Developing and distributing the Creative Coping Toolkit
- Conducting workshops and training sessions
- Creating supportive online and offline communities
- Continuous improvement through research and feedback

### 4. Outputs

- Increased distribution of CCT
- Number of workshops and training sessions conducted
- Growth in community engagement and support networks

### 5. Outcomes

- Short-term: Increased awareness and understanding of mental health issues.
- Medium-term: Enhanced coping skills and supportive behaviors among participants.
- Long-term: A culture shift towards normalized conversations about mental health and widespread mental health literacy.

### 6. Impact

- A significant improvement in mental health literacy and well-being across diverse communities, fostering environments where individuals feel they belong and can thrive.

Example:

#### **Real-Life Scenario:**

A middle school in a small town implements the Creative Coping Toolkit. Teachers receive training on how to facilitate discussions using the films and materials. Students begin to openly discuss their feelings and support each other on a regular basis, leading to a noticeable improvement in school climate and reduced incidents of bullying.

This strategic plan and theory of change can serve as a foundation for guiding the organization's activities and measuring its impact. If you have specific documents or additional details, I can help refine this further.