

# Knowing You Matter

UNITING COMMUNITY TO END SUICIDE



## 2024 SPONSOR KIT

### About Us

Knowing You Matter works to break the stigma associated with suicide and mental health and bring services to people who have been impacted by suicide—those who are considering suicide, have survived a suicide attempt, or have lost a loved one to suicide.



[Kathleen@KnowingYouMatter.org](mailto:Kathleen@KnowingYouMatter.org)

(805) 888-8100 Ext. 105

[www.KnowingYouMatter.org](http://www.KnowingYouMatter.org)

Scan Me





Mikey  
Kullman



## Our Story

Darrel and Cindy Kullman founded Knowing You Matter shortly after their son Mikey died by suicide in January 2019. From this tragedy, they were inspired to make a difference to those affected by suicide by sharing their personal experience. Knowing You Matter programs continue Mikey's legacy of love by ensuring people know that they matter and whatever they are struggling with in life, there is help.

# 2024 PROGRAMS



## Community Outreach

Community outreach continues through suicide prevention trainings and conferences, wellness forums, mental health resource fairs, and speaking engagements. We have multiple partnerships with local organizations related to mental health agencies and school districts.

## Hope Bags

Hope Bags are given to people who have struggled with suicidal ideation, survived a suicide attempt, or lost a loved one to suicide. Hope Bags bring comfort through thoughtful, self-care items and also provide information about local resources that are available. Hope Bags are distributed to individuals and through school counselors.

## Grief and Trauma Process Groups

Grief and Trauma Process Groups are designed to help suicide loss survivors work through their grief and trauma regardless of which stage of grief they are in.

## Storytelling Videos

Storytelling videos tell the stories of individuals affected by suicide to help break the stigma surrounding this topic and bring hope to others who are struggling. Storytelling videos are shared on our website, at suicide prevention conferences, our YouTube Channel and on social media.

# Knowing You Matter

## Dear Friends of Knowing You Matter,

We would like to invite you to become a partner in our mission to bring hope to those affected by suicide, while promoting mental and emotional wellness in our surrounding communities.

Our Grief & Trauma Process Groups are one of our most important programs as they support those who have lost a loved one to suicide. In over two years, we have served more than 100 suicide loss survivors, by helping them work through their grief and trauma. **This program is vital... loss survivors are at a high risk for suicide themselves.** We rely on corporate sponsorships to keep this program going.

*"Suicide rates increased approximately 36% between 2000 - 2022. Suicide was responsible for over 49,000 deaths in 2022, which is about 1 death every 11 minutes. In 2022, suicide was the second leading cause of death for ages 10 - 14 and 25 - 34."* (Preventing Suicide: Suicide Prevention Fact Sheet, CDC, April 2024). Knowing You Matter has taken an active role in San Luis Obispo and Santa Barbara Counties by bringing services to people affected by suicide. We have impacted thousands of people through our storytelling videos and our suicide prevention outreach efforts. We continue to follow our mission to let every person know that their life **matters**.

Your partnership enables Knowing You Matter to continue to provide the programs and resources so urgently needed in this fight to end suicide.

**Please review the sponsorship packages and choose how you would like to help.**

Sincerely thankful,

Cindy & Darrel Kullman

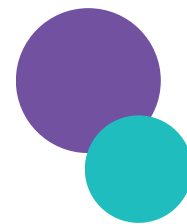


**Cindy & Darrel  
Kullman, Founders**





# Support Us



## Our Mission Statement

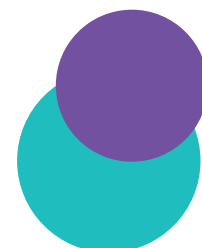
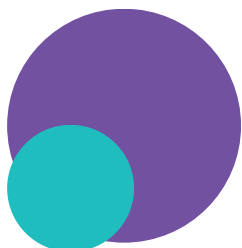
**Knowing You Matter exists for the purpose of showing You...the one considering, the one who's survived, and the family and friends of the lost...Matter, through community outreach and support.**

Knowing You Matter has brought public awareness for life changing and educational programs to prevent suicide. Since Knowing You matter began in 2020, thousands of people have been impacted. Our multi-level system of outreach utilizes media as well as suicide prevention based events and speaking engagements. The focus of all these is to convey the messages **"You Matter"** and **"You Are Not Alone."**

## Corporate Sponsorship

By partnering with Knowing You Matter, your company, large or small, will make a difference in saving lives! You will play a pivotal role in launching our initiatives, building momentum and making a lasting impact on the lives of those affected by suicide. As a corporate sponsor, you will receive brand visibility and recognition through our marketing efforts. We offer various levels of sponsorship allowing you to customize your level of support.

Knowing You Matter invites you to invest in the life-changing programs so urgently needed to prevent suicide in our community and beyond. Together we can break the stigma associated with suicide and mental health.





## Corporate Sponsorship Levels



### Community Change Maker - \$15,000

*You are committed to positive change to help reduce the alarming rate of suicide in our community.*

- Business logo prominently featured at all KYM events for a year
- Logo included on our monthly newsletter for a year (500+ subscribers)
- Logo included on our website with a link to your business for a year
- Recognition in our Holiday of Hope program
- VIP table for ten at our annual Holiday of Hope fundraising dinner and auction.
- Plaque to display in your business
- Social media mentions and inclusion in all PR and marketing campaigns for one year
- Additional special recognition as opportunities arise



### Catalyst Leader - \$10,000

*As a catalyst leader, you selflessly guide the way to help people who are struggling live fulfilling lives.*

- Business logo prominently featured at all KYM events for a year
- Logo included on our monthly newsletter for a year (500+ subscribers)
- Logo included on our website with a link to your business for a year
- Recognition in our Holiday of Hope program
- Plaque to display in your business
- Social media mentions and inclusion in all PR and marketing campaigns for a year



### Resilience Leader - \$5,000

*You bring a message of hope to our community that each person's life matters.*

- Business logo prominently featured at our 2024 Holiday of Hope event
- Logo included in our monthly newsletter for a year (500+ subscribers)
- Plaque to display in your business
- Social media mentions



## Corporate Sponsorship Levels

### **Compassion Leader - \$2,500**

*You are an advocate for mental health and wellness in our community – breaking down the barriers to self-care.*

- Business logo featured at our 2024 Holiday of Hope event
- 1 business spotlight in our monthly newsletter (500+ subscribers)
- Plaque to display in your business
- Social media mentions

### **Transforming “Life” Leader - \$1,000**

*You are part of a team “an ounce of prevention is worth a pound of cure,” in the fight to end suicide.*

- 1 business spotlight in our monthly newsletter (500+ subscribers)
- Social media mentions

*Please Join Us*

We would like to invite you to our 4th Annual Holiday of Hope Dinner & Auction that will be held on Saturday, December 7th, 2024 at Thousand Hills Ranch, a pristine location in Pismo Beach surrounded by green rolling hills. Many local businesses have attended and donated auction items to this event each year. If you are interested in attending or supporting this event, please contact us for more information.





## Corporate Donor Level Confirmation

Donor Giving Level (please mark the appropriate level):

- Community Change Maker (\$15,000)**
- Compassion Leader (\$2,500)**
- Catalyst Leader (\$10,000)**
- Transforming "Life" Leader (\$1,000)**
- Resilience Leader (\$5,000)**

### Contact Details

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

### Payment Details

Payment method:  Check  Credit Card

Credit card number: \_\_\_\_\_ Exp: \_\_\_\_\_ CCV: \_\_\_\_\_

Name on card: \_\_\_\_\_

*I authorize Knowing You Matter to charge this credit card for the amount indicated above.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks can be made out to Knowing You Matter. Please return checks and completed form to PO Box 1384, Arroyo Grande, CA 93421.

**Please send all relevant marketing material (logos, links, additional content, etc.) to [Info@KnowingYouMatter.org](mailto:Info@KnowingYouMatter.org).**