



FOR LOCAL NONPROFITS

A partnership guide for NAMI chapters and community organizations

Mind Matters Global is a youth-led mental health initiative that helps young people and the adults who support them access practical, evidence-informed tools for reflection, conversation, and next steps.

BUILT BY TRAINED YOUTH CRISIS COUNSELORS

Designed with a youth perspective and informed by direct crisis-support training, our materials help turn trusted mental health information into approachable tools young people will actually use.

01

Expand your reach

We already share trusted community resources with young people. Partnering helps your programs, helplines, events, and support groups reach more youth and families.

02

Add a youth pathway

Use MMG as an accessible entry point that guides young people toward credible local services when they are ready for additional support.

03

Collaborate simply

Cross-link resources, feature MMG in a newsletter, co-share a campaign, or provide a short Letter of Support for community outreach.

What partnership can look like

- Add MMG to a youth or family resources page
- Share our screening and toolkit in a newsletter or social post
- Allow us to highlight your existing programs in our local resource pathways
- Explore co-branded outreach that keeps clinical and crisis referrals clear



Connect trusted resources to youth.

Support, not a substitute — helping young people name what they're feeling and find credible next steps.

01

Share your resources

Send us the programs, support groups, events, or helplines you most want young people and families to find.

02

Choose a visibility option

Feature MMG through a website link, newsletter mention, social post, or community-resource directory.

03

Strengthen the network

We direct appropriate users toward established local support while your organization helps validate a youth-built access point.

YOUTH-LED, PROFESSIONALLY REVIEWED

Haley Shipway

Licensed MFT, California

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Registered Counsellor, NZ & Australia

1,000+

reached — schools, workshops & online

OUR REQUEST

Please consider adding a link to Mind Matters Global in your next newsletter or providing a brief Letter of Support recognizing the value of accessible, youth-informed mental health resources.

[EXPLORE MMG →](#)