



Date

Name

Company

Address

City State Zip

Dear [Name],

On Wednesday, September 29, 2010, Mental Health America of Colorado (MHAC) will honor **Patty and Don Cook** at its 29th annual Tribute event. Honorary Chairs include four outstanding Coloradoans: Governor Bill Ritter, First Lady Jeanne Ritter, and Lyndia and Cy Harvey. Tribute 2010 will be a wonderful celebration of the Cooks support of mental health in our community and I couldn't be more pleased to invite you to be part of what promises to be an extraordinary evening.

We anticipate 750 guests will join us this fall as we honor the Cooks. Upon accepting the recognition, they shared: *"Mental health issues touch all of our lives and we support Mental Health America of Colorado in its mission to improve the lives of people living with mental illness and providing resources and education for them and their loved ones."*

Mental Health America was founded 101 years ago. Today, Mental Health America of Colorado is one of the most active state affiliates of the national organization. Throughout its history, and especially in recent years, there has been remarkable progress in mental health education and treatment. Yet we still have much work ahead of us to improve access to care. For example:

- Over 900,000 Coloradoans need mental health services each year, yet less than one-third of these people receive care.
- Colorado has the sixth highest number of suicides in the nation.
- Lack of access to mental health services is one of the top five health threats in Colorado.

Mental Health America of Colorado is supported almost entirely by private contributions and grants; Tribute has grown to become its largest source of funds. The goal for this year's event is to raise \$375,000 to support MHAC's free mental health programs, public education activities and advocacy efforts effecting over 25,000 people each year. This year, MHAC hopes to serve even more people by:

- Expanding its free counseling services, serving over 2,000 individual and families across the state.
- Expanding its youth outreach and mental wellness program, for over 500 students, teachers and administrators at schools serving "high risk" youth across metro Denver.
- Enhancing its free phone-based support line by helping thousands of individuals and families learn about and get connected to mental health services.

Please find attached an overview of the Tribute Sponsorship Opportunities for your review and consideration. I will be contacting you personally to ask for your support as a sponsor of the evening. Together we can contribute to this well-deserved honor for Patty and Don Cook and help meet some of the most crucial needs in our community.

Finally, if have any questions about Tribute or MHAC, please feel free to contact me at [your contact info]. You may also contact Alyson Fetherolf, MHAC's Development Coordinator, at 720-208-2243.

Thank you very much for your consideration, [name]. I look forward to greeting you on September 29.

Best regards,

[Your name]

[Your Title;]

Tribute 2010 Committee Member

Enc.