Vol. 4 Issue 1 Jan - March 2015

BOARD OF DIRECTORS

Laurie Reid, Chair Breaking the Cycle

Roman Brown, Vice Chair Children's Home Society

Leonard Romano, Treasurer Americraft Cookware, LLC

Mary Jo McHaney, Board Secretary Aspire Health Partners

Niki Ballou, Board Member Family Advocate

Rob Lilly Seminole County Seminole County Sheriff's Office

Cheryl Molyneaux Seminole Early Learning Coalition

Katrina Bushner Family Advocate

Howard Walker New Vision Concepts & Associates

ADVISORY COUNCIL

Dick Batchelor Dick Batchelor Management Group

Tracy Pellegrino FACTS/Wraparound Seminole

Anne Marie Sheffield Wraparound Orange

EXECUTIVE DIRECTOR Muriel Jones mjones.ffcfl@gmail.com

FFCFL STAFF Crystal Lilly Lead Family Coordinator clilly.ffcfl@gmail.com

Jo Chicoine Administrative Assistant jchicoine.ffcfl@gmail.com NEWSLETTER FOR FEDERATION OF FAMLIES OF CENTRAL FLORIDA



Federation of Families of Central Florida, Inc., is a 501(c)3 non-profit organization that offers support, advocacy and education to children/ youth with emotional, behavioral and mental health challenges and their families in Central Florida. We offer a variety of services such as monthly family meetings in Orange & Seminole Counties, peer-to-peer support, and warm line support. We provide workshops/ trainings, community outreach events and IEP advocacy. We also partner with local organizations and services to meet the needs of families. What makes our organization unique is that we ourselves are primary caregivers of a child/youth with emotional, behavioral or mental health challenges. We empower families to utilize the System of Care and resources effectively for their children and to improve the quality of family life.

	ADVOCACY UPDATE	2
	HEALTHY MINDS HEALTHY LIVES	2-3
up	RESPITE SURVEY	4
	CAPITAL CAMPAIGN	5-6
	NOTABLE EVENTS	7
	ABOUT THE ORGANIZATION	8
	TRAININGS & WORKSHOPS	9-11
	ANNUAL BLACK TIE GALA	12-15
	OUTREACH EVENTS & FAMILY MEETINGS	16-18
	FIGHTING THE STIGMA	19
	GRANDPARENTS MEETING	20
	OUR PARTNERS	21
	ORANGE COUNTY SCHEDULE	22
	MEETING SCHEDULE	23

Page 2

In

The

News

SUPPORT

EDUCATION

ADVOCACY

ADMINISTRATIVE OFFICES:

237 Fernwood Blvd. Suite 101 Fern Park, FL 32730

CONTACT US:

Email: info.ffcfl@gmail.com

Phone: 407-334-8049

The Youth Mental Health Commission has moved into its implementation phase. The Implementation Team will report on their recommendations on Friday, June 19th, 2015 at the Board of County Commissioner's Chambers 201 S. Rosalind Street, Orlando, 32802. The meeting takes place from 11 am to 1 pm and is open to the public.

Advocacy Update

Come hear about the great things being accomplished!

5th Annual Family Fun Day Healthy Minds Healthy Lives

Join us as we raise awareness of the importance of children's mental health and wellbeing. We will have many community providers/resources for families, food, games and fun activities for kids and much more!

Saturday

May 16th, 2015





Federation of Families of Central Florida and Wraparound Orange

5th Annual Family Fun Day

HEALTHY MINDS • HEALTHY LIVES



Page 4

Survey

Results

SUPPORT

EDUCATION

ADVOCACY

ADMINISTRATIVE OFFICES:

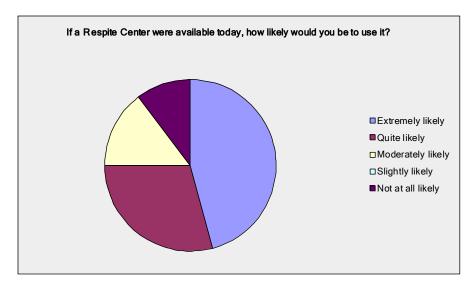
237 Fernwood Blvd. Suite 101 Fern Park, FL 32730

CONTACT US:

Email: info.ffcfl@gmail.com

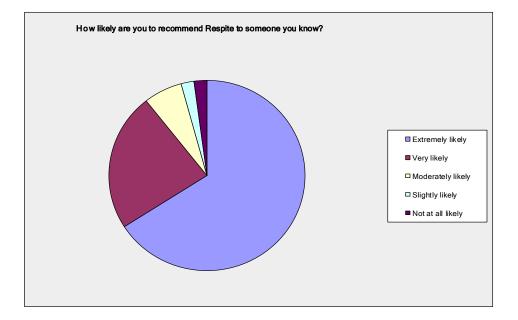
Phone: 407-334-8049

Federation performed a survey of caregivers raising a child/youth with mental health challenges living in Central Florida. Results overwhelmingly reveal the need for a Children's Respite Center here in Central Florida. Nearly seventy-five percent (75%) of respondents indicated that they would be very likely to utilize the services of a respite center, with an additional fourteen percent (14%) stating they would also be likely to use a center. (See chart below)



In addition, eighty-four percent (84%) of respondents indicated that they would be very likely to recommend respite center services to someone they knew. (See chart below)

Federation is working diligently to fill that service area gap and ensure that our Central Florida families get the Children's Respite Center they desire and need.



Page 5

All

For

Respite

SUPPORT

EDUCATION

ADVOCACY

"Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved."

- Mattie Stepanek

We've Launched...

Our Capital Giving Campaign!

Federation of Families is raising funds to help establish a Children's Respite Center for children with emotional, behavioral or mental health challenges. These children face unique challenges and often cannot attend mainstream afterschool programs. Many of them also get suspended for behavioral issues. The Children's Respite Center will provide them with an opportunity to socialize in a safe and non-judgmental environment and learn new coping skills and other therapeutic interventions. Our goal is to raise \$500,000 by February 2016. Here's how you can help:

- Make a donation through our Crowdrise page here (*Please share this link with others*): www.crowdrise.com/federationoffamilies (scroll down for the Respite link)
- Make a one-time or installment donation by using our Pledge Form on the next page.
- Mail your donation to: Federation of Families, 237 Fernwood Blvd., Suite 101, Fern Park, FL 32730
- Donate via PayPal through our website. www.ffcflinc.org
- Donate a building to FFCFL

$\tilde{}$ Anticipated Opening Fall 2016 $\tilde{}$

Capital Gift Naming Opportunities

- All pledges may be paid in one to twelve installments.
- All monies received will be held in a restricted account to acquire and develop FFCFL's Respite Center for Children with Emotional, Behavioral and Mental Health Challenges in Central Florida. Up to 50% of each gift may be used to fund program operations.
- Naming opportunities are available ranging from \$500,000 to \$38,000.
- For more information and to check availability of the naming opportunity, please contact FFCFL and speak to Jo Chicoine at (407) 334-8049.



CAPITAL GIFT CAMPAIGN

PLEDGE FORM

PLEDGE AMOUNT:			
\$	(\$	per month for	months)*
FIRST PAYMENT TO COM	MENCE:	, 2015	
Name:			
Phone:	Fax:	Fax:	
Address:			
City:	State: _		_ Zip Code:
PAYMENT OPTIONS: Check: (Payable to: Federati Credit Card	on of Families of Central Flo	orida, Inc.)	
Please charge my	/isa MasterCard	American Express	Discover
-	,		Zip Code:
Signature:			

PLEASE MAIL THIS FORM AND PAYMENT TO: Jo Chicoine, Federation of Families of Central Florida, Inc., 237 Fernwood Blvd, Suite 101, Fern Park, FL 32730

Federation of Families of Central Florida, Inc. is a 501(c)3, non-profit organization.

Tax ID #80-0734198. Your donation is tax deductible to the extent permissible by law.

Your pledge will be publicly acknowledged, unless otherwise directed.

*Funds earmarked for capital campaign for respite center. All monies received will be held in a restricted account to be used to acquire and develop FFCFL's Respite Center for Children with Emotional, Behavioral and Mental Health Challenges in Central Florida. Up to 50% of each gift may be used to fund program operations.

Page 7

Get connected...

Stay connected...

Stay up-to-date on our most current events, meetings and Information for you and your family by connecting with us through social media and our website!

www.FFCFLINC.org

www.facebook.com/ffcfl

www.pinterest.com/ffcfl1

@FFCFL1





"Never give up, for that is just the place and time that the tide will turn."

– Harriet Beecher Stowe

Our Grandparents meeting resumed in January after a

holiday break.



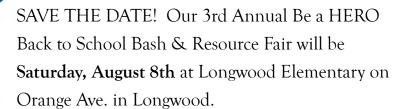
At our March meeting, Sarah Blalock, disability rights advocate, presented to our grandparents about disability and IEP's. She brought a wealth of information to our group and we so appreciate it!

On February 24th, Molina Healthcare sponsored our Family Fun Night: Strike Out Stigma Bowling Event! What a fabulous time! Join us next time!









To find out more about these great events, contact Crystal at 407-346-3248

Page	B
------	---

Transparency

About

Us

SUPPORT

EDUCATION

ADVOCACY

Transparency is a guiding nonprofit principle and Federation now has a web portrait with the Central Florida Foundation! The Foundation connects those who seek agencies doing good work and in need of support with local charitable organizations. Check out their website www.cffound.org and perform a nonprofit search to read all about us.

Getting the Word Out

Crystal presented at the Seminole State College with community colleagues Tricia Teal, Jill Gentry and Judy Creel on Federation of Families and the importance of family voice. Other topics shared were the Seminole County Children's Cabinet, Wraparound and CBCCFL.



Trainings

First quarter trainings were a huge success!

- CANS (Child and Adolescent Needs & Strengths), January 27; Facilitated by Crystal Lilly and Dr. Norin Dollard from USF.
- Verbal De-Escalation, March 7; Laurie Lee, facilitator/trainer did an amazing job with this verbal de-escalation techniques training! The response for this workshop was overwhelming. We had over 40 people come share this experience, and had to create a waiting list for the next one! Adapt Behavioral Service sponsored the CEU's for this training. Thank you Adapt!

Upcoming Trainings

- Verbal De-escalation May 7, 9am 12pm; for everyone
- IEP (Individualized Education Plan), May 11, 10am-1pm; for caregivers of school-aged youth
- Family Assessment of Needs & Strengths (FANS) June 2; for providers
- Trauma-informed Training for caregivers June 8, 9am-12pm
- Trauma-informed Training for providers June 23, 9am-12pm
- Wellness Recovery Action Plan (WRAP) July 21; for everyone
- Child and Adolescent Needs and Strengths (CANS) July 28; for providers

For information on these or other trainings, please contact

Crystal Lilly at 407-346-3248 clilly.ffcfl@gmail.com

"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence."

– Helen Keller



VERBAL DE-ESCALATION TRAINING



Facilitated by Laurie Lee: Laurie Lee has been a certified behavior analyst for the past twenty years. She has been a licensed mental health counselor for the past fifteen years. During this time she has worked with children, adolescents and adults providing a range of treatment interventions for diverse behavioral and mental health problems. She also has experience conducting training and informational presentations and has presented at professional conferences.

May 7, 2015 9am-12pm 250 West County Road, Sanford FL

RSVP before May 1st to Crystal Lilly <u>Clilly.ffcfl@gmail.com</u>



IEP (Individual Education Plan)

FREE Training Opportunity!

When: May 11th

Where: 250 West County Home Rd. Sanford FL Time: 10am-1pm



What is an IEP? Become a stronger advocate for your child.

It can be very overwhelming when our child is having difficulties in school and needs supports. Come and ask any questions you may have regarding the IEP process.





Facilitated by Sarah Blalock

Sarah is a Disability Advocate with Disability Advocate Group in Orlando, Florida. She holds a teaching certificate from Seminole County Public Schools and has a professional degree from the Art Institute of Philadelphia. Sarah is a NAMI Basics Teacher (one of NAMI's signature education programs) and leads a NAMI Family Support Group in Orange County. Sarah is a family member with loved ones affected by mental illness. She is a strong advocate for services for individuals and families, with emphasis on pursuing Medicaid, Medicare, Social Security and Veterans benefits for her clients. This experience has taught her how to successfully navigate the system through the courts as well as specializing in finding wraparound services for many families that better their quality of life.





FANS (Family Assessment of Needs & Strengths)

Family and Youth Peer Support Services are regarded as critical resource and an appealing, engaging, community based positive support that assist families in gaining hope and self-efficacy. Family Support Program Directors in collaboration with Dr. John Lyons developed outcomes to demonstrate that when parents are connected with the Family Peer Support experience they increase their knowledge and enhance skills needed to meet the challenges of raising a child with social, emotional, developmental, a/o behavioral challenges.

The FANS is a tool to demonstrate that Family Support is an effective and efficient intervention that achieves positive, measurable results for families.

When: June 2, 2015

Where: 2921 S. Orlando Dr. Sanford FL

Time: 9:30am-3pm



Please RSVP to Crystal Lilly by May 29th. Call or text 407-615-0338 Clilly.ffcfl@gmail.com

2015

GALA

3rd Annual Black Tie Gala

Thursday, October 8, 2015 Save the date!

Announcing our 2015 Honorees



David Pollack, President Molina Healthcare of Florida: Champion Business Leadership Award

Lucas Boyce, Director Business Development and Legislative Affairs, Orlando Magic: Champion of Children's Mental Health Award





Corrie Kindyl, Ph.D., LMHC, LMFT, NCC, ACS, CEO Community Counseling Center of Central Florida: Champion Community Provider Award

Karen & Charles McClain, Seminole County Grandparents





Eva Anderson, Orange County Grandparent

SUPPORT

EDUCATION

ADVOCACY



- Henry David Thoreau

Our

Big

Night!

SUPPORT

EDUCATION

ADVOCACY

Page 13

2015



Black Tie Gala

Reception ~ Silent Auction ~ Dinner ~ Program

Thursday, October 8, 2015

Rosen Centre ~ 9840 International Drive, Orlando

6:30 - 9:30 PM ~ Individual Tickets \$100



Lauren Rowe, Award-Winning Anchor

Emcee

Please join us for this exciting

annual fundraiser!

Plenty of opportunities for individual and corporate sponsorship!

- Purchase a ticket
- Purchase a table
- Place an ad in our Gala Program
- Donate an item for Silent Auction

To purchase tickets or ads, to make a donation or for more information please contact Jo Chicoine at 407.334.8049 or jchicoine.ffcfl@gmail.com or visit www.ffcflinc.org

ADMINISTRATIVE OFFICES:

237 Fernwood Blvd. Suite 101 Fern Park, FL 32730

CONTACT US:

Email: info.ffcfl@gmail.com

Phone: 407-334-8049



MISSION: We provide education, support and advocacy for the rights of children and youth with emotional, behavioral and mental health challenges and their families. We collaborate with the family run and other child serving organizations to transform mental health care.

SPONSORSHIP PACKAGE

THURSDAY, OCTOBER 8, 2015 (6:30 PM-9:30 PM) ROSEN CENTRE HOTEL INTERNATIONAL DRIVE, ORLANDO, FLORIDA

Tickets: \$100.00 per person * Black Tie * Reception * Silent Auction * Dinner * Program

Name:Telephone:Business :	
---------------------------	--

Address:_____Email_____Email_____

Sponsorship: (please check):

Platinum \$3,000.00 includes Table of 10, Platinum page ad, journal acknowledgement, honorable mention, recognition in newsletter, FaceBook "Like" and recognition/link to your website on <u>www.ffcflinc.org</u> for one year.

Gold \$1,500.00 includes 6 tickets, Gold page ad, journal acknowledgement, honorable mention, recognition in newsletter and recognition on <u>www.ffcflinc.org</u> for one year.

Silver \$1,000.00 includes 4 tickets, Silver page ad, journal acknowledgement, honorable mention, recognition in newsletter and recognition on www.ffcflinc.org for six months.

Journal Ads: (please note deadline for submission is SEPTEMBER 1^{\$T}). Mail your ad or business card to: Federation of Families of Central Florida, Inc., ATTN: Jo Chicoine, 237 Fernwood Blvd., Suite 101, Fern Park, FL 32730 or e-mail jchicoine.ffcfl@gmail.com.

(Please Check):

" Full Page - \$500 " Half Page - \$300 " Quarter Page - \$200 " Business Card - \$50

Tickets:

_____# of Tickets @ \$100.00

____I am unable to attend but would like to make a donation in the amount of:_____

Payment form: (Mail Check to: Federation of Families of Central Florida, Inc., ATTN: Jo Chicoine, 237 Fernwood Blvd., Suite 101, Fern Park FL 32730)

♦ **Check** payable to FEDERATION OF FAMILIES OF CENTRAL FLORIDA, INC.

\diamond	Credit Card Acct #	3/4 Digit Security Code	Exp. Date
	Signature		Zip Code:

♦ **Pay online** at www.ffcflinc.org using PayPal, click on "Donate"

R.S.V.P. by SEPTEMBER 30, 2015

For More Information, please call Jo Chicoine ~ (407) 334-8049, e-mail jchicoine.ffcfl@gmail.com or visit www.ffcflinc.org

Bronze \$750.00 includes 2 tickets, ½ page ad, journal acknowledgement, honorable mention, recognition in newsletter and recognition on <u>www.ffcflinc.org</u> for three months.

Page 15

2014

Major

Sponsors

SUPPORT

EDUCATION

ADVOCACY

2014 Gala Sponsors

We're so appreciative of our major sponsors from last year's Black Tie Gala! Make sure to visit their websites and check out their services!



For 2015 sponsorship opportunities contact

Jo Chicoine 407-334-8049 or jchicoine.ffcfl@gmail.com

ADMINISTRATIVE OFFICES:

237 Fernwood Blvd. Suite 101 Fern Park, FL 32730

CONTACT US:

Email: info.ffcfl@gmail.com

Phone: 407 - 334 - 8049

Page 16

Events

And

Meetings

SUPPORT

EDUCATION

ADVOCACY

ADMINISTRATIVE **OFFICES:**

237 Fernwood Blvd. Suite 101 Fern Park, FL 32730

CONTACT US:

Email: info.ffcfl@gmail.com

Phone: 407-334-8049

COMMUNITY OUTREACH EVENTS AND FAMILY MONTHLY **MEETINGS IN SEMINOLE AND ORANGE COUNTIES**



Marcia Gilliam of SEDNET presenting the results of the parent engagement conference.

> Congrats to the graduates of our Start Your Story

Thanks to Danielle for teaching the class!

writing class!



Boys & Girls Club of Sanford



We wish Patrick DeLerme the best of luck on his business venture!







Danielle Armstrong, MFA Candidate in Fiction,





We're so grateful to Victor West for donating videography services for our Respite project. We appreciate all you do for Federation!







Jo Chicoine and volunteer Shamieka Seburn at the PULSE Conference



Page 17

COMMUNITY OUTREACH EVENTS AND FAMILY MONTHLY MEETINGS IN SEMINOLE AND ORANGE COUNTIES

ACTIVITIES

Thank you parents and providers for supporting our Wrap Café!



We were joined by Cheryl Cohen Kerr of "Cheryl's Magic Flute" at one of our family meetings. Cheryl led us through some therapeutic rhythmic drumming exercises. What a fantastic time! Check out Cheryl's website for information www.cherylsmagicflute.com









SUPPORT EDUCATION ADVOCACY

"It does not matter how slowly you go, as long as you do not stop."

- Confucius

CACY

Page 18

COMMUNITY OUTREACH EVENTS AND FAMILY MONTHLY MEETINGS IN SEMINOLE AND ORANGE COUNTIES

ACTIVITIES

March brought Anna Baznik, President/CEO of Impower to our family meeting. Anna presented on the new innovative service delivery option called Telehealth, or more specifically Telepsychiatry.





Anna's associates gave us a demonstration of an appointment using Telepsychiatry.

It was a very enlightening presentation. Telepsychiatry offers families and consumers a convenient option.



SUPPORT

EDUCATION

ADVOCACY

"Our lives begin to end the day we become silent about things that matter."

— Martin Luther King Jr.

Page 19

You Can Make a Difference

SUPPORT

EDUCATION

ADVOCACY

ADMINISTRATIVE OFFICES:

237 Fernwood Blvd. Suite 101 Fern Park, FL 32730

CONTACT US:

Email: info.ffcfl@gmail.com

Phone: 407-334-8049

Help fight the stigma surrounding Mental Health!

Don't hide in your shell!



When we talk openly about our lived experience with mental health challenges, we make it safe for others to do so. We provide the opportunity to support one another and share in the knowledge that we are not alone in our struggles. It is a powerful way to let others know what it's like to live with mental illness. We fight the stigma surrounding Mental Health when we help others understand that mental health is just as important as physical health.

"When you stand and share your story in an empowering way, your story will heal you and your story will heal somebody else, " \sim Iyanla Vanzant

May is Children's Mental Health Awareness Month!

Children's Mental Health Awareness Week is May 4-9, 2015!



Spread the word and show your support!

- Wear green Thursday, May 7th
- Change your FaceBook banner



Meeting

Federation

OF Families OF CENTRAL FLORIDA

Federation of Families recognizes the special challenges faced by grandparents of children/youth who have emotional, behavioral, or mental health issues. Each month these grandparents get together to share their experience, strength, hope, and resources with one another.

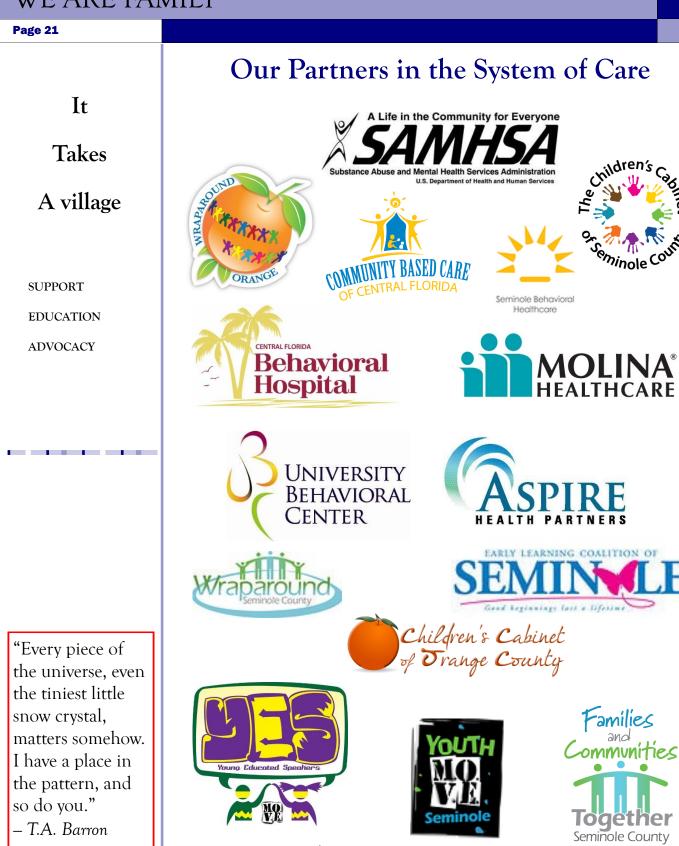
Meetings take place from 11:30 am - 12:30 pm on the 2nd Tuesday of each month in Sanford. Lunch is provided. However childcare is not available.

RSVP is required to attend.

To rsvp or for more information,

please contact

Crystal Lilly



CANANI Greater Orlando

Wraparound Orange (Wittenstein Cottage)

1784 E. Michigan Street

Orlando, FL 32806

Family Fun Night



<u>May</u>

May 5th — Wrap Café 12-1pm

May 16th - Healthy Minds Healthy Lives Family Fun Day at Barnett Park

May 21st—Federation of Families 5-7pm





Free Dinner & Onsite Childcare provided RSVP Two Days Before Event (407) 836-6569

> For more information on the Federation events please contact Jennifer Tulloch @ (407) 836-8978

Page 23

SEMINOLE COUNTY MEETINGS

• <u>FFCFL Family Meeting</u>: Last Thursday of every month 6:00 pm - 7:30 pm at the CBC Service Center, Sanford. (Dinner & Childcare Provided)

• <u>FAMILY CAFÉ</u> - Will be held in conjunction with Youth MOVE Junior and is being scheduled at this time. More information to follow.

• <u>GRANDPARENTS MEETING</u> - 2nd Tuesday of the month; 11:30am -12:30 pm at the CBC Service Center, Sanford.

- <u>SINGLE PARENTS MEETING</u> Contact Crystal for more information.
- <u>FAMILY FUN NIGHT</u> We're looking for sponsors for this event. Contact Crystal for more information.

YOU MUST RSVP TO: Crystal Lilly, Lead Family Coordinator clilly.ffcfl@gmail.com 407-346-3248

ORANGE COUNTY MEETINGS

• <u>Wrap Café</u>: First Tuesday of every month 12 - 1 pm, Wraparound Orange, Wittenstein Cottage, 1784 E. Michigan St., Orlando, FL (Lunch provided)

<u>FFCFL Family Meeting</u>: Third Wednesday of every month 5 pm - 7 pm
Wraparound Orange. Wittenstein Cottage, 1784 E. Michigan St., Orlando, FL (Dinner & Childcare Provided)

YOU MUST RSVP TO:

Jo Chicoine Jchicoine.ffcfl@gmail.com 407-334-8049

Page 24



The family voice for child and youth mental health

"Serving Seminole, Orange and Osceola Counties"

237 Fernwood Blvd., Suite 101 Fern Park, FL 32730

> (407) 334-8049 Info.ffcfl@gmail.com www.ffcflinc.org

> > * *

NEXT ISSUE OF "WE ARE FAMILY" NEWSLETTER WILL BE JULY 2015. PLEASE E-MAIL OR CALL US TO GET ON OUR MAILING LIST FOR UPCOMING EVENTS AND FUTURE NEWSLETTERS.

MISSION AND VISION STATEMENT

MISSION STATEMENT: Provide support, education and advocacy to children/youth with emotional, behavioral and mental health challenges and their families in Central Florida.

VISION STATEMENT: Through a family and youth-driven approach, children and youth with emotional, behavioral and mental health challenges and their families obtain needed supports and services so that children grow up healthy and able to maximize their potential.

HOW CAN YOU GET INVOLVED?

Federation of Families of Central Florida (FFCFL) serves Seminole, Orange and Osceola Counties. There is something for everyone! What is more important is **YOUR VOICE COUNTS!**

- \Rightarrow Participate in FFCFL's informal monthly meetings.
- \Rightarrow Volunteer your skills and talent.
- \Rightarrow Become part of a subcommittee.
- \Rightarrow Offer suggestions for workshops or trainings.
- \Rightarrow Tell others about FFCFL.
- \Rightarrow Help reduce the stigma of mental health.
- \Rightarrow Follow us on FaceBook and Twitter



THANK YOU TO OUR SPONSORS!

Thanks to Molina Healthcare for continuing to sponsor our Seminole County Monthly Family Meetings' educational activities!

Molina Healthcare has been a supporter the Federation since 2012 and continues to partner with Federation of Families to bring support and education to our community. Thank you Seminole Behavioral Healthcare for continuing to partner with us by providing donated office space for our administrative offices.

Seminole Behavioral Healthcare has provided us this space since December 2012.



HOW CAN YOUR ORGANIZATION HELP?

- Sponsor one of our family meetings or outreach events*
- Become a partner/sponsor in "Our First Steps". Go to our website at www.ffcflinc.org and click "Our First Steps". **
- Help us help families and reduce stigma of mental health.

"Some people want it to happen, some wish it to happen, others make it happen."

Anonymous

*Recognition in quarterly newsletter, website and event.

**Recognition in quarterly newsletter, website, materials, social media, press releases, website link and other incentives.

