

PRESENTING *partners*

**CANNON & WENDT**  
ELECTRIC

**75**  
YEARS

**COX**<sup>®</sup>

# A Quiet Pandemic, A Generation at Risk

As the COVID-19 pandemic threatens the health and prosperity of hundreds of thousands of Americans, another, quieter pandemic is gripping our youngest generation, with serious implications for the future. Today in the United States:

- One in five children ages 13-18 has or will have a serious mental illness; half of those illnesses begin before age 14.
- Experts estimate that only 20 percent of these children are ever diagnosed and receive treatment; 80 percent — about 12 million — are not in treatment.
- Suicide is now the third-leading cause of death in people ages 10-24.
- 90 percent of all individuals who die by suicide have an underlying mental illness.

The mental health of America's youth has been called a looming crisis for at least the past five years. Now, with the COVID-19 pandemic isolating families at home, young people with mental health disorders are facing an array of new circumstances that further threaten their well-being—from being cut off from friends, school and routines, to losing a parent or grandparent to the virus, to the threat of impending family poverty due to job losses, to the possibility of being sequestered at home with a parent who is abusive or battling addiction.

Access to mental health care for young people remains an enormous challenge across the country, as the United States has only 8,300 practicing child and adolescent psychiatrists and more than 15 million youth in need of their care.





Co-Chaired by  
**Debbie Moak and Anne Mariucci**

But there is hope. We know that early identification, diagnosis and treatment can help prevent the dire consequences of mental illness, delay mental illness, or lessen symptoms so that children can grow into healthy, functioning adults.

Banner Children's and Banner Behavioral Health are committed to expanding pediatric behavioral health services to meet the needs of Arizona children and teens. Our youth deserve specialized, compassionate care from experts trained specifically to work with this age group. No child or teen in crisis will ever be turned away from a Banner Health medical center.

Last year's *Pulse of the City Soiree* raised over \$1 million to expand Banner's tele-behavioral health services for Arizona youth. The use of video technology to access health care is gaining more ground than ever before during the COVID-19 pandemic. Young people who are familiar and comfortable with this mode of communication can access mental health care from the safety of their homes, and providers can see more patients in a larger geographic area using technology in lieu of in-person sessions. Tele-behavioral health services also allow providers to reach young people in rural and underserved areas.

As we work to emerge from this pandemic stronger and healthier, **will you join Banner Health once again as we "light the way" for Arizona youth?** While we cannot gather for a festive gala this fall, we ask you to support this worthwhile effort with your tax-deductible charitable donation to help Banner expand access to behavioral health care and implement innovative new methods for care delivery. **With no event-related expenses, 100% of your donation will support youth mental health.** The campaign will conclude the day we would have come together for the *Pulse of the City Soiree*: Oct. 17, 2020.

With your support, more Arizona youth will get the timely, quality mental health care and resources they need to thrive, now and in the future.



# Help Us Light the Way!

In times of darkness, our young people need hope. Quality behavioral health care can be the light in the darkness, illuminating a path forward toward a brighter future. Please join us in expanding access to this quality care for Arizona children and teens.

Select one of these giving levels below and enjoy recognition among our 2020 Points of Light partners:

**\$50,000**

## Presenting Partner

Enjoy the visibility and corporate brand building associated with being Banner Health Foundation's Presenting Partner in this year's Lighting the Way campaign.

### Recognition includes:

- Company logo prominently featured in our campaign communications (e-mail, web, social), in our Foundation e-newsletter and on our website
- Commemorative naming opportunity of a mutually agreeable area within Banner Behavioral Health Hospital, signifying your commitment to youth mental health
- Virtual celebratory toast with a senior Banner leader in Fall 2020
- Annual membership in Partners in Wellness corporate giving society and an invitation to the annual spring reception in March 2021
- Recognition in the Banner Health Foundation's 2020 Impact Report
- Automatic priority reservation (first right of refusal) for a premium table at the 2021 *Pulse of the City Soiree* on Oct. 9, 2021
- Recognition in the 2021 *Pulse of the City Soiree* printed program

**\$10,000**

## Hope Partner

### Recognition includes:

- Company logo in Banner Health Foundation e-newsletter and website
- Annual membership in Banner Benefactors and Partners in Wellness giving society and an invitation to the annual spring reception in March 2021
- Recognition in the Banner Health Foundation's 2020 Impact Report
- Company or family name featured prominently on a plaque at Banner Behavioral Health Hospital
- Automatic priority reservation (first right of refusal) for a premium table at the 2021 *Pulse of the City Soiree* on Oct. 9, 2021

**\$15,000**

## Champion Partner

### Recognition includes:

- Company logo prominently featured in our campaign communications (e-mail, web, social), in our Foundation e-newsletter and on our website
- Virtual celebratory toast with a senior Banner leader in Fall 2020
- Annual membership in Banner Benefactors and Partners in Wellness giving society and an invitation to the annual spring reception in March 2021
- Recognition in the Banner Health Foundation's 2020 Impact Report
- Company or family name featured prominently on a plaque at Banner Behavioral Health Hospital
- Automatic priority reservation (first right of refusal) for a premium table at the 2021 *Pulse of the City Soiree* on Oct. 9, 2021
- Recognition in the 2021 *Pulse of the City Soiree* printed program

**\$5,000**

## Wish Partner

### Recognition includes:

- Annual membership in Banner Benefactors and Partners in Wellness giving society and an invitation to the annual spring reception in March 2021
- Listing on Banner Health Foundation website as a 2020 Wish Partner
- Recognition in the Banner Health Foundation's 2020 Impact Report
- Company or family name featured prominently on a plaque at Banner Behavioral Health Hospital

**\$2,500**

## Point of Light

### Recognition includes:

- Annual membership in our Banner Benefactors giving society and an invitation to our annual spring reception
- Company or family name on a plaque at Banner Behavioral Health Hospital
- Listing on Banner Health Foundation website as a 2020 Point of Light



## Donation Commitment Form

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

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

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

### Please indicate how you wish to be recognized:

\_\_\_\_\_ wishes to participate in the **Lighting the Way 2020** campaign as a:

- ☐ Presenting Partner | \$50,000
- ☐ Champion Partner | \$15,000
- ☐ Hope Partner | \$10,000
- ☐ Wish Partner | \$5,000
- ☐ Point of Light | \$2,500
- ☐ Other Donation | \$\_\_\_\_\_

### Send to:

Banner Health Foundation | 2901 N. Central Ave., Suite 160 | Phoenix, Arizona 85012

**E:** Pulse@BannerHealth.com **O:** 602.747.8752 **F:** 602.747.3378

Banner Health Foundation is a 501(c)(3) tax-exempt nonprofit organization. Federal Tax ID: 94-2545356

### Method of Payment:

- ☐ Please send me an invoice for my donation.
- ☐ Check # \_\_\_\_\_ enclosed.
- ☐ I will pay online or via phone by credit card:

Pay securely online at [give.bannerhealth.com/light](https://give.bannerhealth.com/light), or call 602.747.8752 for assistance.

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

