

THE BIG SILENCE FOUNDATION

THE BIG SILENCE

JOIN US IN CELEBRATION OF NATIONAL  
MENTAL HEALTH AWARENESS MONTH



CALM HEART, QUIET MIND

#CALMHEARTQUIETMIND

#THEBIGSILENCE



# #CALMHEARTQUIETMIND

## OUR ANNUAL CHALLENGE

In celebration of National Mental Health Awareness Month during the month of May, we're coming together with a message of support to empower our community with our annual challenge: #CalmHeartQuietMind.

**JOIN US! FOLLOW. DONATE. SHARE.**

# #CALMHEARTQUIETMIND

The #CalmHeartQuietMind challenge in collaboration with friends, celebrities, athletes, creators, coaches, therapists, and partners who come together to share their personal mental health routines, self care tips, and to share about The Big Silence.

## THE SOCIAL GAME PLAN

Make a video about the challenge, and about TBS, and challenge others to join in – i.e. “In celebration of mental health awareness month I’m challenging all my friends to share their mental health routine.”

- Use hashtag #calmheartquietmind #thebigsilence @the.big.silence @calmheartquietmind
- Tag 2 friends that inspire you to join the challenge
- Those tagged: Make your own video to share how you keep your heart calm and your mind quiet #calmheartquietmind
- Use collaborative posts on Instagram to boost awareness
- Make a donation to The Big Silence Foundation in support of the challenge
- Share the [donation link](#)

## THE GOALS

01. Celebrating National Mental Health Awareness Month with a fun communal way of sharing ones mental health tips.
02. Build awareness for the overall movement normalizing conversations about mental health.
03. Raise much needed dollars to support The Big Silence Foundation programs, including: Therapy for All scholarships, youth programming focused on “Strength, Mindfulness, and Clarity” with pro-athletes and trainers.

# ABOUT TBS

The Big Silence Foundation cultivates conversations and offers resources and programs to destigmatize and change the culture around mental health.

## HOW WE HELP

The Big Silence Foundation activates programs and tools to support people's mental health journey at different stages of life from children to adulthood.

We create a 4 step process to support and uplift you on your mental health journey:

### SELF AWARENESS AND CLARITY

Starting the conversation within yourself to understand what you are feeling and why.

### STRESS AND ANXIETY MANAGEMENT

Tools to help you treat and work through the stresses life can bring.

### STRENGTH AND FLEXIBILITY

The foundation for a healthy mind is a strong body.

### EMPATHY AND LISTENING

Understanding other people's feelings and spreading positive energy.

Join us to break the silence and make the world a more joyful and loving place.



# THANK YOU!

#CALMHEARTQUIETMIND

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