



Fact Sheet

A Unique Campaign

everyminute.org is a grassroots organization increasing mental health awareness and providing hope for tomorrow through policy change and increased public mental health research funding. everyminute.org is a united front expressing the need for improved treatment planning and preventive measures. We will pave the way for future cures that will reduce the tremendous economic burden of mental illness, improve quality of life and prevent suicide. Founded in 2008 by Curtis Graves, everyminute.org mobilizes the socially-conscious Millennial Generation through the power of community created through technology. everyminute.org is a focused, youthful, unified national effort.

Quiet Millions

Millions and millions of Americans with mental health problems and their families are not properly represented in Congress. The numbers are vast, but the lack of information and segmented advocacy efforts have strained the political power of the constituency.

Time for Action

The internet has energized advocates and given rise to civic participation. Social networks are unifying like-minded individuals into communities for common causes.

everyminute.org is a web based effort working through a high profile multi-media campaign, with a goal of collecting 10 million signatures advocating for the right to a world without the burden of mental illness. Our leaders will pave the way for a cure only when the American people declare the need for answers.

Components of the Campaign

- *Up-to-the-Minute Technology* - Web 2.0 features (social networks, blogs, RSS, viral media) fuel online engagement and interaction, motivating individuals into an authoritative platform for action.
- *Information Portal* - Support and information is provided on a local level through the services of partner organizations building the strength and resources of the coalition.
- *Grassroots e-Advocacy* - True democracy is achieved through the internet's decentralized "many to many" platform permitting anyone to communicate with millions. The hushed voice of the silent individual now has a microphone for objective explication.
- *Volunteer Network* - A young, educated network that is fully connected and mobile allows for maximum potential to educate and act.
- *Media Darling* - everyminute.org is a visible demonstration of mental health recovery, educating the public and providing hope. The manifestation of a youthful voice bringing together generations of individuals calling for change.