

Milwaukee Health Care Partnership, United Way of Greater Milwaukee & Waukesha County  
**Mental Health Improvement Fund Promotional Toolkit 2024**

### Staff Email/Newsletter Copy

#### **Make sure everyone has the mental health care they need to thrive**

*Donate to the Mental Health Improvement Fund*

Every Milwaukee child and adult deserves an equal opportunity to thrive. That includes having access to high-quality mental health care close to home. The Milwaukee Health Care Partnership (MHCP) / United Way Mental Health Improvement Fund (*previously the Health Improvement Fund*) is **your opportunity to connect people of all ages to affordable mental health care services that meet their needs – in their community.** Mental Health Improvement Fund dollars also provide access to navigation and other support services that help people get started on their path to finding care.

#### **Your contributions to the MHIF will support organizations in the community that provide:**

- Mental health services for children, adults, and families of all ages
- Outpatient mental health services, like ongoing therapy or help with medication
- Diagnostic treatments, like testing or screening for certain conditions
- Mental health services in creative locations, like community centers or at home
- Support in helping people find and connect with the mental health services they need

As you consider where to direct your United Way contributions in 2024, **we ask that you consider giving to the Mental Health Improvement Fund.**

To learn more about the Mental Health Improvement Fund:

- Watch this video:
  - [Mental Health Improvement Fund](#)
- View the attached flyer
- Visit the Mental Health Improvement Fund [webpage](#)

[Donate to the Mental Health Improvement Fund today.](#)

### Social Media Copy & Images

**All videos, social and poster images can be downloaded [HERE](#).**

What does a gift to the Mental Health Improvement Fund do? It helps families get connected to important mental health care resources in their community – despite their ability to pay. Donate today: <http://bit.ly/40p0eqj>

What does a gift to the Mental Health Improvement Fund do? It helps connect people most in need with affordable mental health services in their communities. Donate today: <http://bit.ly/40p0eqj>

What does a gift to the Mental Health Improvement Fund do? It helps people get important mental health medications, despite their ability to pay. Donate today: <http://bit.ly/40p0eqj>

What does a gift to the Mental Health Improvement Fund do? It helps children and adults access mental health care in their community. Donate today: <http://bit.ly/40p0eqj>

When you give to the United Way and the Mental Health Improvement fund, you're not just giving a donation – you're changing lives. Learn more about the Mental Health Improvement Fund and donate here: <http://bit.ly/40p0eqj>

## SOCIAL IMAGES



Download the Social Images [HERE](#)