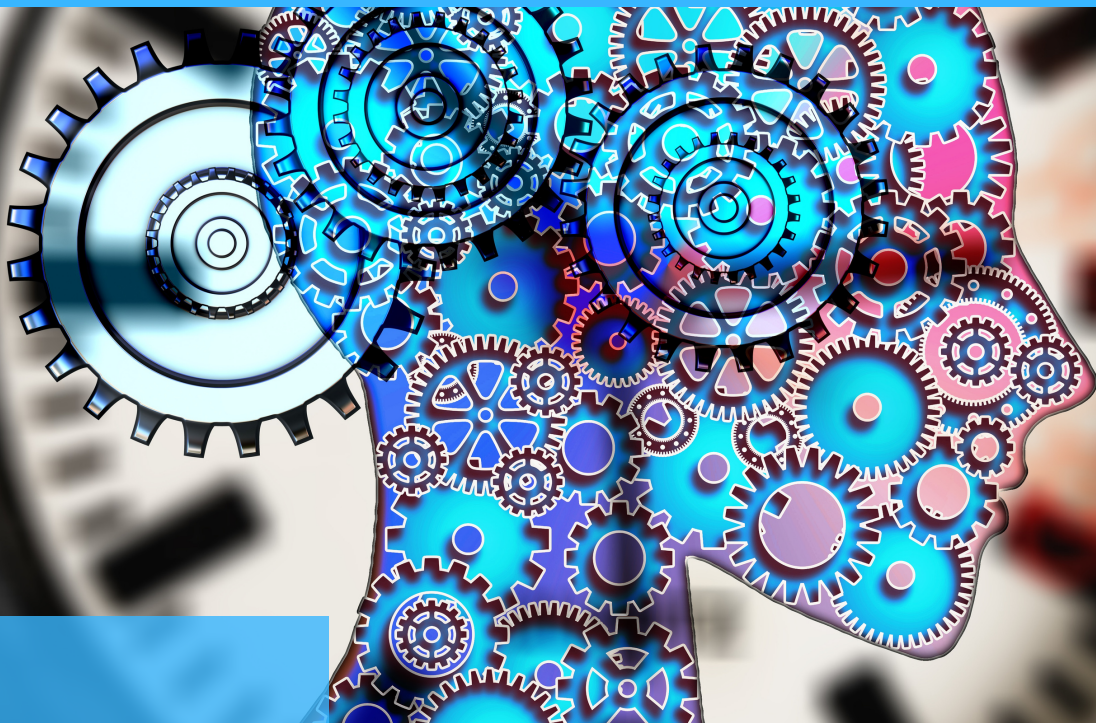


2021 FOUNDER'S LETTER

Rich Mattingly, Founder and President



It's been another challenging year.

...but we don't let that slow us down.

We hope you and yours are doing well, staying safe and caring for both your physical and mental well-being.

We have spent nearly 7 years refining our programs and attempting to propel attention to mental health in critical areas. We are proud of our efforts and hope you will agree that they are both essential and exceptional.

*Thank you for your
continued support*



JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH ALLIANCE

Through our alliance with the Johns Hopkins Bloomberg School of Public Health (JHSPH), we have established the first of its kind Center for Mental Health in the Workplace. This is truly a landmark initiative, unlike any other program in the United States. This center will become the hub for collaboration with businesses, professional organizations, providers, and government organizations, and will help foster a world with better mental health practices.

Just this month, we launched the **Carolyn C. Mattingly Award for Mental Health in the Workplace** as one integral component of the JHSPH alliance. This award recognizes and celebrates exemplary organizations that advance the mental health and well-being of their workforce, while also serving as role models for other employers.

“
*We envision a
society where
mental health
is as
important as
physical health*

CAROLYN C. MATTINGLY AWARD FOR EXCELLENCE IN MENTAL HEALTH REPORTING

We are also proud to share that our 7th annual Carolyn C. Mattingly Journalism Award for Excellence in Mental Health Reporting, in partnership with the National Press Foundation, will be presented this spring. This program has experienced unprecedented success and is, without question, the most prestigious award for mental health reporting in America.

Most notably, our winners inspire and often directly affect change for the good.

PROMISES KEPT

Our “Promises Kept” initiatives have grown stronger and more impactful by the year. “Promises Kept” are several commitments each year that vividly reflect the luv and spirit of what initially inspired The Luv u Project. This year we expanded our commitment to scholarships for those striving to grow and improve their lives. Each of our recipients has a direct understanding of the power of mental health services and the benefits associated. These Awards are given annually through our partnership with Montgomery College, in Maryland, and are in memory of Mitchell Greenberg.

And, while COVID restrictions have tabled the last two Women Moving Forward Conferences, a collaborative re-entry program at the Maryland Correctional Institute for Women. Initiated by the National Association of Women Judges, our commitment remains intact to resume support of this important initiative as soon as the authorities deem it possible.



ULEAD

We are excited to share that Kristin Drouin, 2017 uLead Young Professional of the Year, has recently joined the board of The Luv u Project and is serving as the newest Chair of uLead. As a mental health advocate and individual with lived experience, Kristin will bring an insightful and fresh perspective to shape the future of uLead.

THE WORK IS MORE IMPORTANT THAN EVER

In the beginning, the Luv u Project was an organization of hope and desire to drive change, born out of tragedy. Now, our programs are built. They are first class, and they are effective. I've given every ounce of energy possible to ensure that The Luv u Project fulfills its mission and makes a documentable difference in the mental health arena. Thankfully, it is.

Today, you can hardly turn on a TV or read a story and not notice the enormous concern regarding mental health in our Country. The COVID-19 pandemic has made the magnification of this fact far more real and concerning.



HOW YOU CAN HELP

To continue our momentum, we need your support—your investment in our work. I learned long ago that “Money buys science and opportunity.” It is a cold hard fact that without funding, we can only dream of change. **Please consider us in your plans for giving.**

We have built a \$10 million critical components plan to help change the landscape of mental health, especially in the workplace. But we need your support—it's that simple.

We realize that many people, even those who directly experience the challenges and pain associated with mental health, are still reluctant to speak out about their feelings. While we urge expanded discussion and sound, evidenced-based, education, we understand the personal challenges. But please, support us through your financial gifts. The time is now. The opportunities are in place for us to make material differences.

As always, we would be delighted to talk with you in detail regarding any of our programs. Whether safely in person, or via zoom/phone, we would be honored to elaborate on our vision, mission, and accomplishments.

Wishing you and yours the very happiest and safest 2022.

Luv,

Rich

If you would like to include The Luv u Project as a part of your end-of-year giving



[Make a donation at www.theluvuproject.org](http://www.theluvuproject.org)



Mail a donation to P.O. Box 60248 Potomac, MD 20859



We also accept donated securities. Please contact us at info@theluvuproject.org for immediate assistance