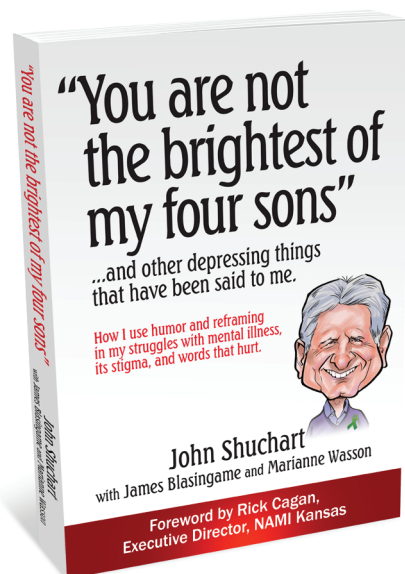


THE SHUCHART FOUNDATION for MENTAL HEALTH AWARENESS

Fighting the Stigma Attached to Mental Illness

The stigma felt by those suffering with mental illness is the most significant impediment to people acknowledging their symptoms, sharing their concerns, and seeking treatment for their illness. The Shuchart Foundation for Mental Health Awareness was created for one reason: **to reduce and eventually eliminate the stigma associated with mental illness.**



About Founder John Shuchart and Our Passion to Make a Difference

Successful entrepreneur and author John Shuchart has published a book about the emotional abuse from his parents, his life-threatening accidents, addiction to prescription painkillers and his planned suicide. John's story, "You are not the brightest of my four sons," and other depressing things that have been said to me, details his personal experience with depression and addresses the mental illness stigma. The book also describes how John uses humor to reframe traumatic events and unstick the negative emotions tied to them. The book has earned rave reviews from mental health professionals, consumers and media figures.

John and his team have spread the Foundation's stigma-fighting message through local, regional and national media exposure in print, radio, television and online outlets. *Additionally, John has marketed his book exclusively as a fundraising tool for nonprofit organizations,*



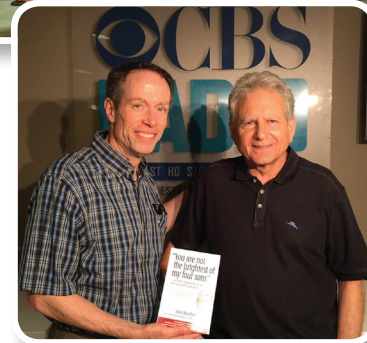
specifically targeting nonprofits that help fight the stigma attached to mental illness. Nonprofits that sell John's book keep 30% of the proceeds from the sale. John provides the books to participating nonprofits at no upfront cost, as well as important, ongoing, marketing and communications support.

"In his mission to fight the stigma of mental illness, John Shuchart humanizes depression and self esteem issues in ways with which many of us can relate. His readers will find themselves nodding their heads, laughing with the author and maybe even feeling safe enough to begin to share their own stories with others."

– **Keith R. Bayer, MSW, LCSW,**
Principal, North Shore Family
Wellness, Skokie, IL

The list of nonprofits partnering with John to promote the book and raise funds is impressive and growing rapidly; it includes some of the most important agencies working to help advocate for people living with a mental illness:

- Jewish Family Services - Kansas City
- NAMI Kansas
- NAMI Livingston McLean Counties
- NAMI Mississippi
- NAMI St. Louis
- NAMI Southwest Missouri
- NAMI Southwestern Illinois
- NAMI Topeka
- NAMI Westside Los Angeles
- NAMI Wichita
- Wyandot, Inc.
- Johnson County Coalition for Suicide Prevention



We Need Your Help to Do More!

Each week John is spreading his anti-stigma message to groups at mental health events, regional conferences, state conventions, annual meetings and business lunches. These appearances are made to raise awareness for his fight against the stigma and to support partner nonprofit organizations with presentations and book signings. The Foundation receives no honorarium for appearances and pays its own travel expenses. In addition, it pays for printing the books that are provided to nonprofits and for customizing marketing materials for them.

The stigma will only be reduced as others learn about John's story and hear him share his powerful message that mental illness is just that, an illness like any other, and that those living with it have no reason to be ashamed. Mental illness isn't anyone's fault: people don't do something wrong to get it.

Your donation to The Shuchart Foundation for Mental Health Awareness will help defray the costs for:

- Printing and shipping books to nonprofit organizations that sell books, raise funds, and expand the anti-stigma message.
- John's travel expenses to speak to audiences across the country and to visit with nonprofit partners, national media and other major supporters.
- Creating workshops for mental illness professionals to learn how to use humor in reframing traumatic events and in counseling patients to stand against the stigma.

Please support The Shuchart Foundation for Mental Health Awareness and help end the stigma!

THE SHUCHART FOUNDATION for MENTAL HEALTH AWARENESS

11401 Brookwood Ave.
Leawood, KS 66211
913-495-3336

www.theshuchartfoundation.org
john@theshuchartfoundation.org

"John Shuchart demonstrates a wonderful capacity to change, and by giving encouragement to others, he may allow them to change too. We are not the sum total of our experiences; we are who we choose to be. John has chosen wisely. His book may help others to as well!"

— *Dr. Jeanne A. Drisko,*
Director, KU Integrative
Medicine, University of
Kansas Medical Center