



LEAGUE
of CHANGE
INSTITUTE

FOR MENTAL HEALTH EXCELLENCE

**A BOLD IDEA
& FRAMEWORK**

Building Mental Health
Into the Most Admired,
Most Well-Funded, and
Most Impactful Social
Cause Of Our Time

2025-2026

BLUEPRINT

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Welcome to the
inaugural publication of

LEAGUE OF CHANGE INSTITUTE

**A NEW ERA FOR MENTAL HEALTH
IS ON THE HORIZON.**

League of Change Institute is a new non-profit organization based in Atlanta. Our mission is to identify and build bold yet practical solutions that accelerate the cultural transformation required to achieve the best mental health for all in America.

APPROACH & METHODOLOGY

The purpose of the research underpinning this publication originated from a desire to understand why the journey through a mental illness is so radically different than the journey through breast cancer.

To arrive at a full appreciation and understanding of history, and to discern and define the opportunities for mental health presented in the following pages, these activities were conducted:

- An extensive literature review (books, white papers, reports)
- An analysis of existing models and programs
- Incorporating the perspective of professionals and experts involved in the mental health space, as well as individuals with lived experience
- An iterative review process gathering feedback one-on-one, in focus groups, and during workshops

WE CAN DO BETTER, AND NOW IS THE TIME.

What Gets Measured Gets Done: Stats We Can **Change**

**MORE THAN
HALF**
OF ADULTS WITH A
MENTAL ILLNESS
DO NOT RECEIVE
TREATMENT

Source: NAMI

**OVER
60%**
OF YOUTH WITH MAJOR
DEPRESSION DO NOT
RECEIVE ANY MENTAL
HEALTH TREATMENT

Source: NAMI

**IN 2021,
57.8 MILLION ADULTS
HAD A MENTAL ILLNESS
NIMH BUDGET \$2.1B**
VS

**17.4 MILLION PEOPLE
LIVING WITH CANCER
NCI BUDGET \$7.1B**

Source: NAMI, NIH, NCI

**THE AVERAGE DELAY IS
11 YEARS**
BETWEEN SYMPTOM
ONSET AND TREATMENT

Source: NAMI

**AS OF 2022, ONLY
1.2%**
OF U.S. PHILANTHROPY
GOES TO MENTAL HEALTH

Source: Mindful Philanthropy

**1 DEATH BY SUICIDE
EVERY 11
MINUTES**

Source: CDC

Mental health is having a moment.

Celebrities and athletes are telling their stories. The number of student-led mental health clubs is on the rise. Resolve to reshape public policies that govern mental health care continues to increase.

This “moment” of increased visibility, conversation and commitment has opened a door of opportunity to mobilize new, unprecedented levels of action and funding – both public and private – that can help save millions of lives and families.

This document outlines one way to attract new levels of attention to help end America’s mental health crisis.

For those already actively involved in the mental health space – advocacy, care, policy, research, philanthropy or fundraising – this blueprint has been designed with one objective in mind: to amplify, augment and accelerate your work.

For those considering getting involved, especially those with the clout, connections, and capital to make a difference, your contribution can help catapult mental health to become the most admired, the most well-funded, and the most impactful social cause of our time.

A new era for mental health is on the horizon. Let’s seize the moment to make building the best mental health for all a top priority for our nation.

Together we can give mental health a new identity and voice that overcomes the stigma and raises billions in new funding for the cause.

**The door has been cracked.
Let’s kick it wide open.**

THE BACKSTORY

Dear Fellow Changemakers,

Seven years ago, one of my sons began to show symptoms of what ultimately became a devastating mental illness. My struggle to find him help and his journey back to wellness would take years, all self-directed, most days filled with despair and darkness due to a maze of mis-diagnosis, mis-medication, and too many doctors with too few answers. We rarely told family or friends and lived in a near-constant state of uncertainty, loneliness, and fear.

Everyone is talking about ending the stigma.


What if we find a way to end it without saying a single word?

Three years into my son's illness, I found a lump in my breast. Immediately I knew what to do and who to call. Within weeks I'd been mammogram-ed, ultra-sounded, biopsied, knew my specific type of breast cancer, and my treatment plan was underway. I marveled at the abundance of scientific expertise applied to my illness, and how easily the medical community guided my journey.

I told everyone I had breast cancer and was surrounded by an outpouring of love and support from all. This stark contrast in experiences was shocking and the scientist in me began asking questions.

"Why was my diagnosis and treatment for breast cancer so 'easy' compared to my son's for mental illness?" "Why did I tell everyone I had breast cancer yet told almost no one about my son's illness?"

This publication is the culmination of a three-year research effort to obtain answers to those questions. Those answers would enable me and others by my side to form hypotheses about what's possible, test solutions, and ultimately pioneer a model and framework to do for mental health what we've already done for breast cancer: inspire greater attention and action to end the stigma surrounding mental illness and drive billions in incremental funding into the space. We've done this before. We can do it again. Join us.

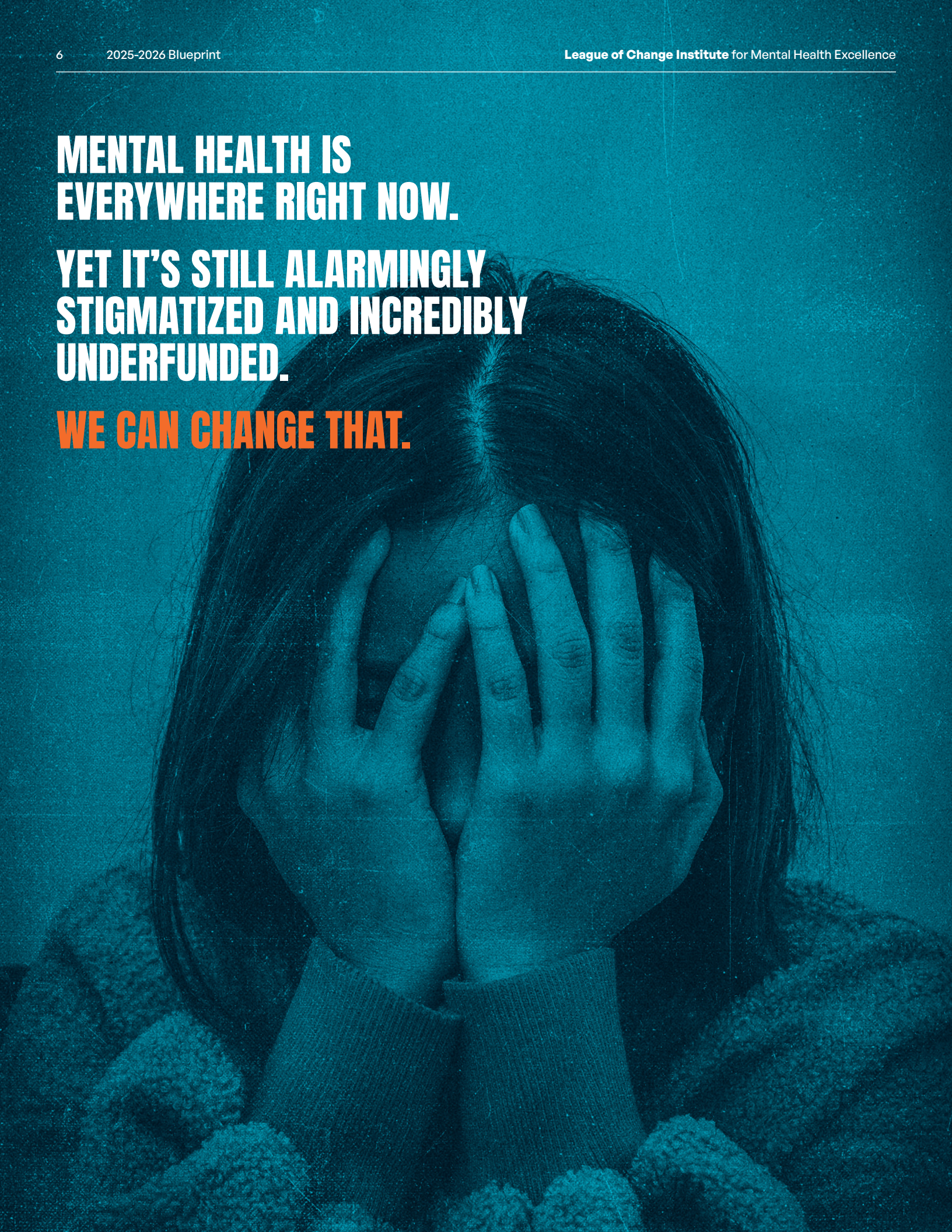


Lynne Fair Homrich
Mental Health Changemaker
Founder, League of Change Institute

**MENTAL HEALTH IS
EVERYWHERE RIGHT NOW.**

**YET IT'S STILL ALARMINGLY
STIGMATIZED AND INCREDIBLY
UNDERFUNDED.**

WE CAN CHANGE THAT.





DID YOU KNOW

35 years ago breast cancer was as stigmatized and underfunded as mental health is today?

Then breast cancer non-profits, philanthropists and some of America's biggest brands banded together to transform breast cancer into a powerhouse cause.

Nearly overnight, the stigma ended and millions of dollars in new funding began pouring into the space.

HOW BREAST CANCER BECAME A POWERHOUSE CAUSE

1974

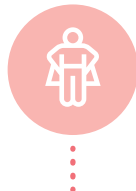
Breaking with social conventions of the time, First Lady Betty Ford and Second Lady Happy Rockefeller **GO PUBLIC** with their breast cancer stories.



susan g. komen.

1990

Komen introduces the first breast cancer **SURVIVOR** program injecting **HOPE** into the narrative.



AVON
BREAST
CANCER
CRUSADE

1993-1995

Merchandising to raise funding begins: Avon **RAISES \$10M** selling \$2 pink ribbon pins while educating millions of consumers at same time.



1991-2002

FEDERAL FUNDING for breast cancer research **GOES UP BY MORE THAN 700%.**



The breast cancer cause enters the public eye.

The pink ribbon creates human connections and a way to show support for breast cancer without saying a single word.

Our nation's reaction to breast cancer transforms from fear and avoidance to love and support. Suddenly everyone gets busy raising awareness and raising money for the cause.



1985

OCTOBER is designated National Breast Cancer Awareness Month by American Cancer Society.



1992

A new symbol for breast cancer bursts onto the scene when Estee Lauder distributes **1.5 MILLION PINK RIBBONS** at their cosmetic counters across America.



1995

20 COMPANIES join forces with Komen to sell pink ribbon products and donate proceeds to the cause.



1998

U.S. FEDERAL GOVERNMENT BEGINS RAISING MONEY for the cause; issues the Breast Cancer Research Stamp, the first semi-postal stamp ever offered to generate funding for disease awareness and research.



2005

Delta Airlines begins commitment to raise awareness and funds for breast cancer during October and passes out pink ribbon napkins to **HUNDREDS OF THOUSANDS OF FLIERS**, allows flight attendants to wear pink ribbons and uniforms, and encourages employee-led fundraising campaigns.



SINCE 1989, thanks to public awareness about the importance of screening and early detection and scientific advancements made in research, the breast cancer death rate has dropped 44% and the 5-year survival rate for U.S. women with Stage I breast cancer is 99%.

– Susan G. Komen, National Breast Cancer Foundation

2009

NFL launches A Crucial Catch: Annual Screening Saves Lives; in 2011 the campaign reached more than 151 million viewers, including **58 MILLION WOMEN** ages 18 and older.



BY 2017

Estee Lauder alone has raised more than **\$70 MILLION** selling pink ribbon-adorned products and handed out **MORE THAN 150 MILLION PINK RIBBONS** at their counters worldwide.



2025

Novartis breast cancer awareness ad airs during Super Bowl to an audience of **127 MILLION PEOPLE**.



Mega-brands get involved running campaigns that reach tens of millions and selling pink-ribbon products to raise billions in new funding.

By 2011, an estimated \$6 billion is raised every year to power expansion of education, screening, care and research.

Thanks to a unified call to action, getting screened for breast cancer is now a social norm.



2008

Ford's "**WARRIORS** in Pink" campaign integrates advertising into television top shows and print media generating **>1.4 BILLION IMPRESSIONS** and thrusting use of the term solidly into American culture. By 2024 \$139 million in warrior apparel and accessories had been sold with 100% of the net proceeds going to breast cancer.



2010

Procter & Gamble honors breast cancer with two GIVE HOPE brandSAVERs distributed in newspapers to over **55 MILLION HOMES ACROSS THE COUNTRY**. For every brandSAVER coupon redeemed from these booklets, a two-cent donation from P&G was made, totaling more than \$2.1 million between 2008 and 2013.



IN 2023-2024 ALONE

Zeta Tau Alpha sorority with 171 chapters and 300,000 members nationwide **RAISES \$6 MILLION FOR BREAST CANCER AND DISTRIBUTES 1.5 MILLION PINK RIBBONS**.

1987-2021

Screenings for breast cancer rise from 37% of women to 76%, helping to save millions of lives.

— National Cancer Institute



When our biggest brands
used their reach to raise awareness,
funding, and hope for breast cancer,
America was changed for the better.

1

Our nation's reaction to breast cancer transformed from fear and avoidance to **love and support**.

2

Calls to action to **screen for early detection and treatment** became the norm, saving millions of lives.

3

Billions of dollars in charitable donations poured in to expand breast cancer awareness, build hundreds of diagnostic and treatment centers, and fund research for cures.



NOW IMAGINE THIS...

WE DO FOR MENTAL HEALTH
WHAT WE'VE ALREADY DONE
FOR BREAST CANCER

HERE'S HOW...

LET'S BUILD MENTAL HEALTH INTO A POWERHOUSE: THE MOST ADMIRERD, MOST WELL-FUNDED, AND MOST IMPACTFUL SOCIAL CAUSE OF OUR TIME

HOW DO YOU TRANSFORM AN UNDERDOG INTO A WINNER?

Choreograph a new look, a new sound, a new feel that swings human emotions from isolation, confusion and fear to **connection, determination and hope**. Punctuate with consistency. Then hit the social scene with America's biggest and most influential brands by your side.

Mental health is everywhere, yet it's still deeply stigmatized and alarmingly underfunded. If we can reverse these circumstances, people will strive to achieve their best mental health – and be publicly proud of it – and the money will flow.

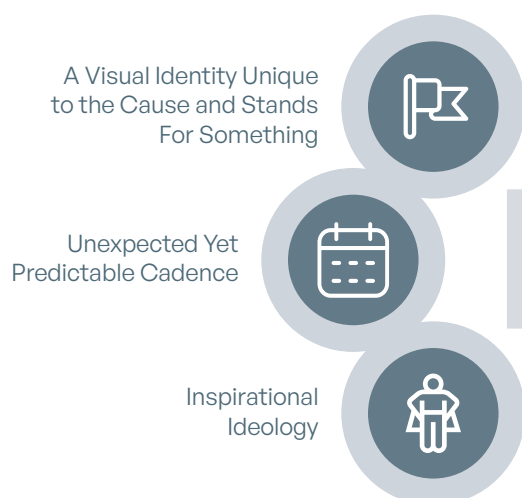
The research underlying this report yields a model to transform mental health from a cause with too much stigma, too little attention, and insufficient funding into the most admired, most-well-funded, and most impactful social cause of our time.

The core concepts of the model assimilate the patterns, principles and successes of the breast cancer movement into a framework we can easily follow and apply to mental health.

At its core, the model is a straightforward rebranding strategy to restyle, reposition, productize and mass promote.

Implementing this model will bring much-needed new visibility and attention to our cause.

Rebrand Mental Health: New Image, New Positioning, New Ethos



Market & Message Using Mega-Brands



TRANSFORMING MENTAL HEALTH

New Image, New Positioning, New Ethos

Thinking about mental health as a brand with a combination of properties gives it an identity that makes it distinct from other causes and allows us to create recognition and value.



Launch the Orange 10 as a New Marker / Visual Identity for Mental Health



DESIGN PRINCIPLES

- Simple
- Exclusive
- Relatable: Has a Story
- Memorable
- Conveys Meaning
- Timeless
- Easily Adoptable and Adaptable
- Owned By No One, Owned By Everyone

The orange **10** is an extension of October **10** World Mental Health Day, first celebrated in 1992, the color chosen to salute the creator of this day, the World Federation for Mental Health.



The orange **10** will unify us, create new human connections, and give everyone a way to show their support without saying a single word.

The orange **10** will propel our cause into a league of its own and signal to the world: A New Era For Mental Health Has Arrived

It is important to note that the green ribbon, the original symbol for mental health, is still useful and relevant. There are now more than 100 causes associated with awareness ribbons, so the orange **10** is purposely disruptive in its design and makes an implied reference to our pursuit of the best mental health for all.



Embody an Inspirational Ideology / Ethos to Inspire, Motivate, Empower

Brand Archetype: Hero

MODEL: Champion, Victor
GOAL: Improve
DESIRE: Overcome adversity
MESSAGE: Where there's a will there's a way
VALUES: Authenticity, Determination, Grit, Growth, Honesty, Hope, Honor, Perseverance
FEAR: Vulnerability, weakness, letting people down
VOICE: Genuine, motivational, direct, brave

**HOPE
HONOR
I AM ENOUGH
DETERMINATION
TOGETHER IS BEST
MOMENTS MATTER**



Disrupt the Expected Cause Cadence
 Instead of "A Day" or "A Month" Create a New Custom to Act on the 10th Day of Every Month

A SIMPLE IDEA:

Extend the excellence of World Mental Health Day Oct **10** beyond one day a year to the **10th** day of every month

CELEBRATIONS CONNECTIONS INSPIRATIONS

that save lives and raise money for the cause.

Unexpected Yet Predictable

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
29	30	31	1	2	3	4	26	27	28	29	30	31	1	23	24	25	26	27	28	1	30	31	1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	9	10	11	12	13	14	15	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	16	17	18	19	20	21	22	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	23	24	25	26	27	28	29	20	21	22	23	24	25	26
26	27	28	29	30	31	1	23	24	25	26	27	28	1	30	31	1	2	3	4	5	27	28	29	30	1	2	3
May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
27	28	29	30	1	2	3	1	2	3	4	5	6	7	23	24	25	26	27	28	1	27	28	29	30	31	1	2
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	24	25	26	27	28	29	30
25	26	27	28	29	30	31	29	30	1	2	3	4	5	27	28	29	30	31	1	2	31	1	2	3	4	5	6
September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
31	1	2	3	4	5	6	25	26	27	28	29	30	31	25	26	27	28	29	30	31	1	30	1	2	3	4	5
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
14	15	16	17	18	19	20	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
21	22	23	24	25	26	27	19	20	21	22	23	24	25	25	26	27	28	29	30	31	21	22	23	24	25	26	27
28	29	30	1	2	3	4	26	27	28	29	30	31	1	30	1	2	3	4	5	6	28	29	30	31	1	2	3

INTO A POWERHOUSE CAUSE

Market and Message Using Mega-Brands

Mega-brands are businesses and people with expansive reach and influence who generously donate time, media space and access to their customers, fans, followers, readers and viewers to help build mental health into the most admired, most well-funded and most impactful social cause of our time.

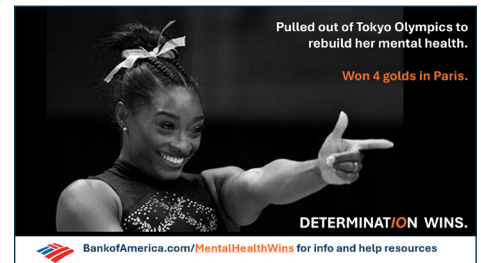


Pump Out PSAs That Rewire Our Perspectives and Reframe Our Thinking About Mental Health

ADVERTISE

Source PSA content from college students in top Marketing Programs

Promote / Distribute Ads Courtesy of America's Favorite Brands (Businesses and People)



Representative / Not an Actual Ad For Discussion Purposes Only



Produce and Sell Limited Edition Branded Product to Raise Awareness and Money

MERCHANDISE

Businesses produce and sell orange 10-adorned merchandise.

10% or more of proceeds are donated to a mental health non-profit chosen by the merchant



Expand Representation of Mental Health Heroes and Champions in Film, Stage, Television and Music

POPULARIZE

Hit shows, music artists, screen writers, playwrights, authors team up with brands and mental health non-profits to reinforce "better is possible" belief systems and celebrate stories of healing and recovery



Jelly Roll Dedicates Performance Of 'Winning Streak' to Fan Celebrating Seven Years Of Sobriety

WHERE WE GO FROM HERE

Implementing the model and framework for transforming mental health into a powerhouse cause is no small undertaking and will take a tremendous commitment of resources from many people. To create momentum, League of Change will develop and deploy a series of public service campaigns. The first, the Orange 10 Campaign, will be a multi-year, multi-city initiative designed to “prime the pump” by asking people to wear and share the orange 10 on the 10th day of every month as a reminder to prioritize mental health.

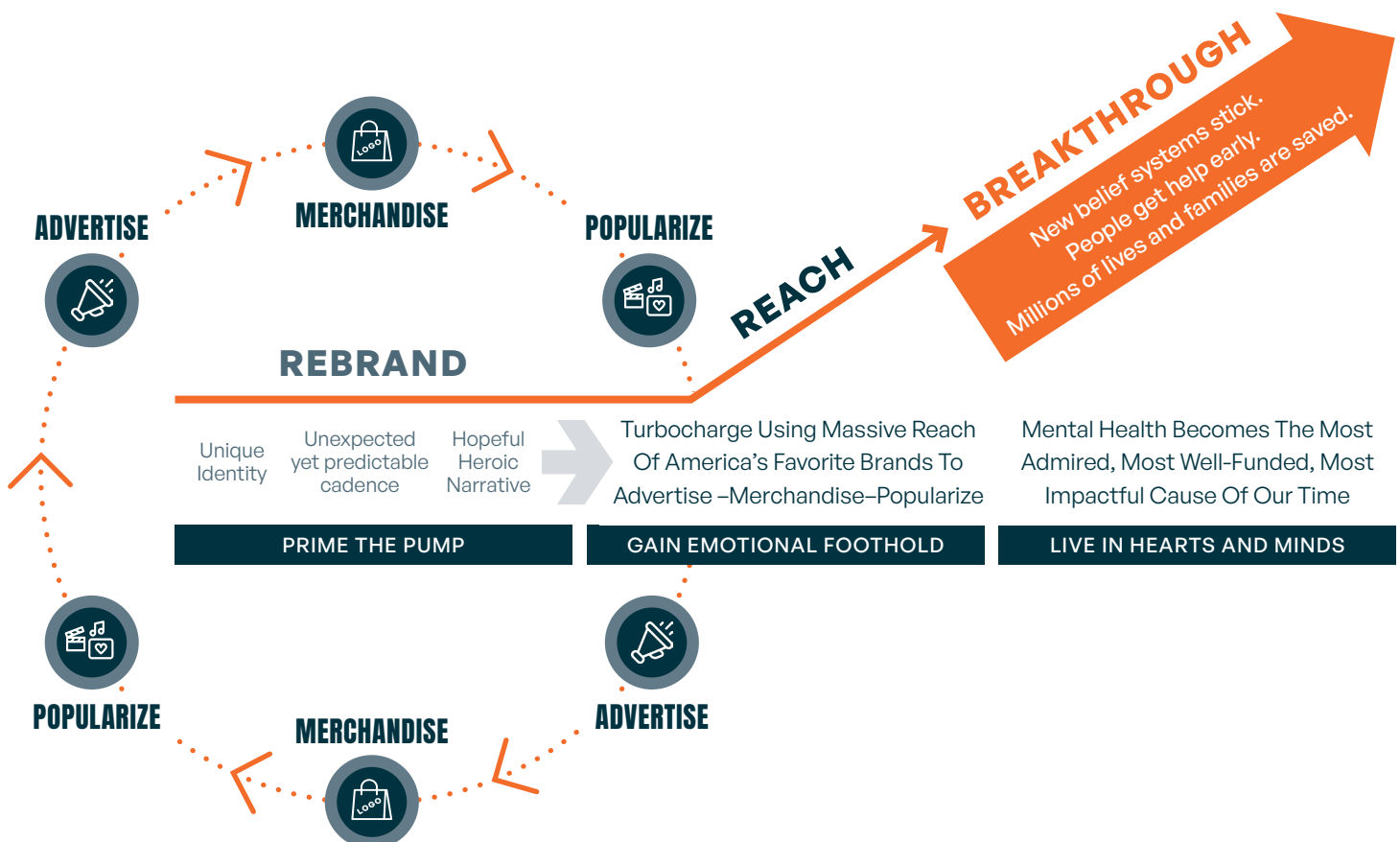
WE’VE GOT BIG DREAMS AND BIGGER GOALS.

We aim to dismantle the remaining stigma surrounding mental illness and pave the way to achieve unprecedented levels of charitable, philanthropic, and government funding for mental health.

We want culture-changing, action-inspiring, award-winning mental health messaging to reach 10 million people on the 10th day of every month.

We want \$10 billion in new funding to pour into the mental health space each year to fuel the expansion of prevention, screening, care and research.

With the help of businesses and people who generously donate access to their customers, fans, and followers, the orange 10 public service campaigns will shift paradigms, rewrite perspectives, and disrupt the culture of mental health as we know it. Together we can save millions of lives and families.



THE ORANGE 10 CAMPAIGN WILL DEBUT IN ATLANTA BEFORE EXPANDING TO 10 OTHER CITIES AND EVENTUALLY TO A NATIONAL SCALE.

THE ORANGE 10 CAMPAIGN

will introduce and publicize the use of this revolutionary symbol for mental health on the 10th day of every month, reminding us to be relentless in our pursuit of the best mental health for all.

We will work closely with business, philanthropic, and civic leaders to debut the campaign in Atlanta on November 10, 2025, followed by a series of promotions on the 10th day of every month until expanding to 10 other cities on October 10, 2026.

While the campaign will ultimately reach national scale, its home will always be Atlanta, and its heartbeat forever linked to the resilience, camaraderie, and hope that is endlessly exhibited by the citizens and communities of Atlanta and the entire state of Georgia.

Together we can build mental health into the most admired, the most well-funded, and the most impactful social cause of our time. **Join us.**



**A NEW ERA
FOR MENTAL HEALTH
IS ON THE HORIZON.**

LET'S GET BUSY.



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EXCELLENCE