



REACH OUT TO US. WE ARE HERE TO LISTEN.



TELL IS A LEADING MENTAL HEALTH RESOURCE IN JAPAN
CORPORATE SPONSORSHIP [TELLJP.COM](https://telljp.com)

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Lifeline and chat, clinical services, outreach programs, and events.

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ADVOCATE, LEADER, CHAMPION PG. 10

A great way to serve your local community and make a change in the world.

TELL MISSION

TELL is a not-for-profit organization dedicated to providing world-class, effective support and counseling services to Japan's international community as well as helping to address the country's growing mental health care needs.



WHAT WE DO

TELL's mission is to support the international community struggling with mental health issues, through the following programs and services: Lifeline and chat, clinical services, outreach programs, and events. In 2013, TELL applied for and was granted certified NPO Nintei status enabling tax benefits to any monetary donations.

Lifeline: TELL's Lifeline was established in 1973 and has been an indispensable safety net for the community ever since, providing confidential telephone counseling and support by highly-trained volunteers.

Chat: In 2017, TELL launched the TELL chat crisis service on Friday, Saturday and Sunday evenings. TELL chat is the only English language, nationwide, chat network that can provide online emotional support, crisis intervention, and suicide prevention services for people anywhere in Japan.

Outreach: In 1998 TELL expanded its services to provide a range of outreach services and support to schools, embassies, businesses, and the community. These include mental health workshops, support groups, suicide prevention walks, LGBTQIA+ outreach walks, child protection programs, and anti stigma campaigns.

TELL Counseling: TELL Counseling was established in 1991, offering professional face-to-face counseling, as well as assessments for individuals, families, couples and groups. Initially based in Tokyo, the Clinic has now expanded to branches in Kyoto, Yokohama, & Okinawa as we strive to support individuals and families all over Japan.

Corporate Development: TELL recently hired a Corporate Development Manager to expand TELL's fundraising, grant applications, Employee Assistance Program contracts, and corporate engagement initiatives

TELL AND COVID-19

The Lifeline & Chat are needed at an increased rate due to the unprecedented circumstances caused by COVID-19. By supporting the Lifeline, you help us take action to change the conversation and save lives.

Funds received in support of the Lifeline & Chat go towards support worker training, technological upgrades, and general operating costs of our services.

TELL & COVID-19: Listening, Responding, and Supporting

- 100% Lifeline shift coverage since February 2020
- 8000+ calls & chats
- 70+ workshops to the community
- 33 + interviews to tv, print and digital journalists
- Over 10,000 hours of therapy
- More than 15,000 views of the COVID-19 Resources page on our website
- 100% transition of counseling sessions to teletherapy
- TELL Ambassador wrote article & was featured on podcast for Japan Times



WHY PARTNER WITH TELL?

1 IN 5 EMPLOYEES EXPERIENCE A MENTAL HEALTH ISSUE EVERY YEAR. IT IS CRITICAL THAT MENTAL HEALTH BE A CSR PRIORITY.

Mental wellbeing, healthy workplace environments and shattering the stigma around mental health issues are frontline issues that require the involvement and support of companies to be successful.

The partnerships we have with international and local companies serve as the foundation for many of the programs and services TELL provides across Japan.

TELL seeks partnerships with companies that prioritize and advocate for the mental health of their employees, and that are committed to the mission and vision of TELL to save lives and make zero suicides a reality.



LIFELINE PARTNERSHIP OPPORTUNITIES

PRIORITIZE MENTAL HEALTH IN YOUR WORK COMMUNITY

TELL's crisis services are funded by the generosity of our community and corporate partners.

- **2021 Lifeline Sponsorship:** All funds given go toward covering the Lifeline operations, training and key personal costs. **¥15,000,000**
- **Lifeline Spring Sponsorship:** Sponsor the Lifeline from February - May. **¥5,000,000**
- **Summer Sponsorship:** Sponsor the Lifeline from June - August. **¥3,750,000**
- **Lifeline Holiday Sponsorship:** Holidays are typically a challenging time for many individuals in the international community, with many struggling with loneliness and isolation. **¥2,500,000**

By becoming a TELL Sponsor, your organization not only contributes to a cause through your CSR program, but also creates a sense of purpose among your stakeholders and employees.



Recognition:

All TELL Corporate Partners are recognized across the TELL website, social media platforms, monthly newsletters, and the annual report.



OUTREACH SPONSORSHIP

**BY PARTNERING WITH TELL YOUR
COMPANY CAN MAKE A
DIFFERENCE IN THE COMMUNITY**

OUR EXTENSIVE OUTREACH PROGRAMS COVER A WIDE RANGE OF CRITICAL ISSUES

We address issues that are important to the mental health and well-being of the international community, such as gender issues, child protection, parenting, and more. Providing current, relevant information on these topics to the community is a top priority for TELL.

Our Outreach department collaborates with *schools, places of worship, community organizations, embassies, families, and individuals* to provide training, education and resources so that people can be supported and empowered in their mental health journey.

These trainings include:

- Suicide Awareness & Prevention
- Exceptional Parenting
- Lifeline School Awareness
- Disaster Relief & Psychological First Aid
- Child Protection
- Anti-Bullying



EVENT SPONSORSHIP

SUPPORT TELL, ENGAGE EMPLOYEES, AND MAKE A DIFFERENCE IN YOUR COMMUNITY

Sponsorship supports the events that raise crucial funds and awareness for the TELL Lifeline.

Lifeline Objectives 2021:

- Reduce the number of unanswered calls/chat connections by 20%.
- Empower employees, partners, and customers to be suicide-safe through advocacy, education, and provide important opportunities for connection.
- Provide mental health awareness which include staff training, research, media influence, and prevention action plans.
- Protect vulnerable audiences by providing frontline worker training for key staff in key industries.
- Be there for the women and youth whose mental health has been disproportionately impacted by Covid-19.

SPRING CONFERENCE

COVID-19 MENTAL HEALTH DISPARITIES: PURSUING EQUALITY IN JAPAN

Japan is facing a mental health crisis, with a silent mirror pandemic that is seeing an alarming increase in the number of people taking their lives. The mental health of women and youths has been severely impacted by COVID and the everyday stressors that have resulted: lack of childcare, online learning, domestic violence, loss of employment, and many others. Sadly, already this has seen sharp rises in the suicide rate for both women and youth.

As part of TELL's core initiatives, we will be raising awareness of these critical issues, while also continuing to provide resources and support for our community when they need it. We are pleased to share that TELL will be hosting a two-day virtual conference annually. We invite businesses, community organizations, schools, families, individuals and professionals to come together in support of equality for underserved groups in Japan.

Conference Sponsor Opportunities:

- Speaker Sponsor: **¥300,000**
- Technology Sponsor: **¥100,000**
- Event Sponsor: **¥500,000**
- Education Sponsor: **¥250,000**



FALL EVENTS

**RAISE AWARENESS AND FUNDS FROM
WORLD SUICIDE PREVENTION DAY
THROUGH WORLD MENTAL HEALTH DAY**

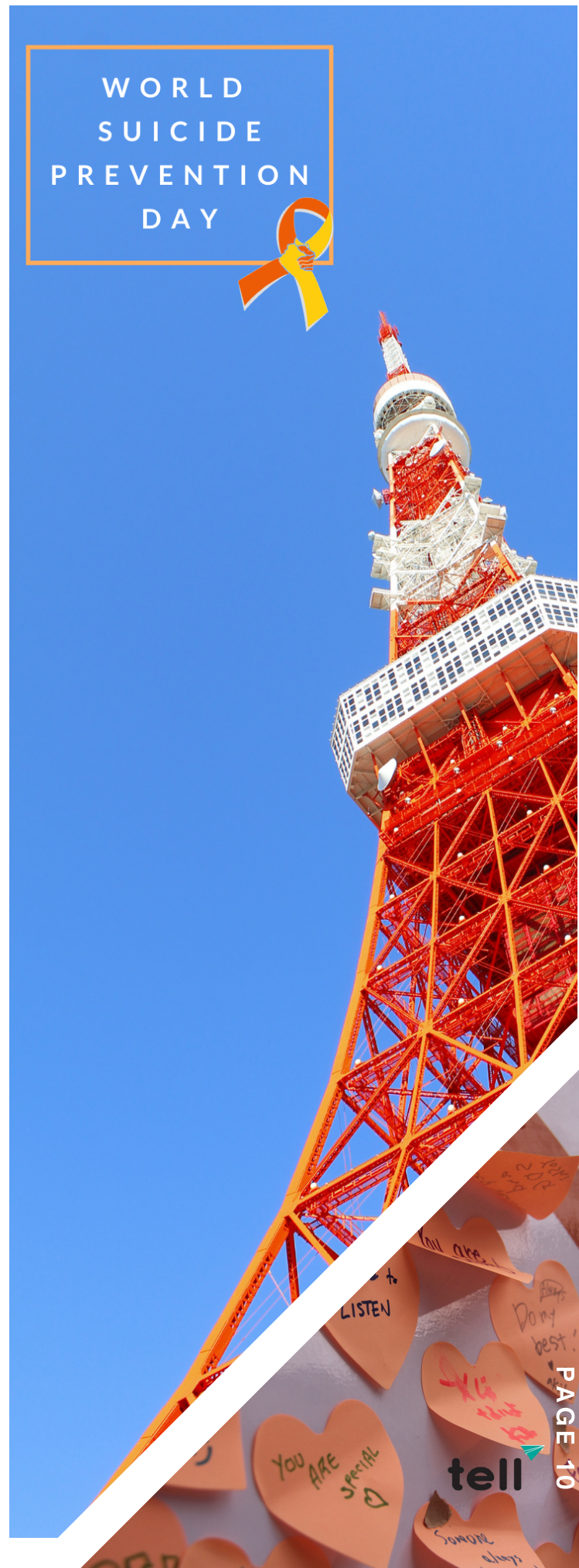
STEP UP FOR MENTAL HEALTH CHALLENGE

Following a successful inaugural year, TELL is looking forward to seeing the community across Japan come together again and walk 20,919 steps in honor of the number of lives lost to suicide in Japan last year. Steps can be taken anytime between World Suicide Prevention Day (September 10th) and World Mental Health Day (October 10th), taken anywhere, as an individual or with a team, as part of a community organization or a company. It is a great opportunity for team-building and demonstrating that your company is a mental health advocate.

TOKYO TOWER CLIMB

Started in 2017, the Tower has been a sold-out event since its inception, drawing fierce competition between companies and industries in Tokyo as they race to the top of the iconic Tower. This event is held on the Saturday after World Suicide Prevention Day, to raise awareness of mental health, while raising vital funds that will go toward supporting the Lifeline.

WORLD
SUICIDE
PREVENTION
DAY



tell

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SPONSORSHIP BENEFITS

CORPORATE SPONSORSHIP LEVELS AND BENEFITS

Sponsor Levels	Advocate Level	Leader Level	Champion Level
Social media post templates in either EN/JP	X	X	X
Highlighted in Annual Report	X	X	X
Company logo on all merchandise	X	X	X
Company Representative kicks-off event			X
Included in press release		X	X
Candid photos			X
Article for newsletter			X
TELL Presenting Sponsor perks			X
Post event CSR report			X

If you are interested in corporate sponsorship, please contact
Kathryn Sheppard at development@telljp.com.



SPONSORSHIP COMMITMENT FORM

Corporate Sponsorship

SPONSOR INFORMATION

Company (English spelling): _____ Date: _____

Contact name: _____

Address: _____ City: _____

Phone: _____ Email: _____

Website URL: _____

SPONSORSHIP COMMITMENT

Type of Sponsorship

- ☐ Lifeline 2021
- ☐ Lifeline Spring
- ☐ Lifeline Summer
- ☐ Lifeline Holiday
- ☐ Outreach
- ☐ Event Sponsorship ☐ Step Up ☐ Tower Climb
- ☐ Spring Conference

Event Sponsor Level

- ☐ Champion
- ☐ Leader
- ☐ Advocate

SPONSORSHIP DETAILS

Total Commitment: ¥ _____

☐ Bank transfer

☐ Please invoice me

☐ Credit card

Cardnumber: _____ Expiration: _____ Security code (back of card): _____

Payment authorized signature: _____ Date: _____

Print name: _____ Title: _____

Name on the receipt for tax deduction (if different from provided above): _____

Submit this completed form and a high-resolution image of your company logo to:

Kathryn Sheppard

〒107-0062 Tokyo, Minato City

Minamiaoyama 6-10-11, ウェスレーセンタ 2 F

Phone number: 03-4550-1146

Email: development@telljp.com

Visit TELL's website: telljp.com

Bank Transfer:

Mizuho Bank, Aoyama Branch

Account name: TELL

Account #: 1726399 (Futsu / Savings Account)

Please write "Donation" after your name.

Postal Transfer (yubin furikae):

Account name: TELL, Account #: 00140-4-594119



NEED TO TALK?

**YOU DON'T HAVE
TO GO THROUGH
THIS ALONE.**

**REACH OUT TO US.
WE ARE HERE TO
LISTEN.**

Visit telljp.com to view our services

You are not alone. Seven days a week you can reach out to us. Our Lifeline services are free and confidential. We do not ask for names, locations, or any other personal details. Your privacy is important to us.

