



## **Who Can You Trust? *Primary Trust* lobby poster content**

### **NAMI (National Alliance on Mental Illness)**

**How Can We Help You?** NAMI Dane County is here to ensure that no one struggles with mental health challenges alone. We provide free support groups, educational programming, and advocacy for individuals living with mental illness and their families. Our local services include our Family-to-Family and Peer-to-Peer education programs, NAMI Basics for parents and caregivers of youth, and regular support groups for family members and individuals living with mental health conditions. We also offer Ending the Silence presentations in schools and community trainings to increase mental health awareness and reduce stigma. Whether someone is newly navigating a diagnosis or supporting a loved one, NAMI provides a safe, supportive space to connect, learn, and find hope. We want people to know: you are not alone.

**How Can You Help Us?** You can help NAMI Dane County by sharing our mission and spreading awareness of our services. We invite community members to attend our events, volunteer, or become NAMI members to help expand our outreach. Donations help keep our education programs and support groups free and accessible to all. If you are part of a school, workplace, or community group, consider inviting us to present our mental health awareness programs. By supporting plays like *Primary Trust* and promoting inclusive mental health dialogue, you amplify the work we do. Together, we can create a community where people feel seen, supported, and empowered to seek help. Visit [namidanecounty.org](http://namidanecounty.org) to learn more or get involved.

### **Big Brothers Big Sisters**



How Can We Help You? Is there a child in your life who might benefit from a mentorship with Big Brothers Big Sisters of Dane County? Please visit our website to determine whether your Little could use a Big! Since 1966, we've recruited, screened, matched, and supported mentoring relationships that have changed the lives of thousands of young people in our community. Bigs and Littles are thoughtfully matched based on geography (within a 20-minute drive), preferences (gender, race, age, etc.), and shared interests. Once the Match is approved by Big, Little, and parent/caregiver, introductions are made and we're off! Matches get together 2-4 times a month for a few hours. Bigs schedule outings directly with Littles and their parent/caregiver, and are responsible for picking up and transporting their Little. Activities vary based on the interests of the Bigs and Littles, so whether it's frisbee at the park, paint night and ice cream, or a picnic hike, each Match can define what "quality time" looks like for them.

**How Can You Help Us?** Become a Community-Based Mentor or a School Friends Mentor with Big Brothers Big Sisters. Community-Based Mentors meet with a child 2–4 times a month for 1–3 hours, enjoying activities like getting ice cream, playing basketball, or walking in the park. School Friends Mentors meet with a child for one hour each week during or right after the school day at a local elementary school throughout the school year. Learn more at [bbbsmadison.org](http://bbbsmadison.org).

## **Canopy Center**

How can we help you? Canopy Center provides trauma-informed support for children and families impacted by abuse and neglect. We advocate for children in the foster care system, ensuring their voices are heard and their needs are met; provide a safe space for families separated for safety concerns to develop healthy parent-child relationships; and offer nocost



therapy and supportive services for children who have experienced sexual abuse, and their caregivers. Our work promotes safety, stability and wellbeing—offering children and families a path to heal.

How can you help us? At Canopy Center, we believe everyone has a role to play in protecting and supporting children and families impacted by abuse and neglect. One of the most powerful ways you can help is by raising awareness. Follow us on social media or sign up for our email newsletter to stay informed, share our mission, and help others learn about the impact of child abuse and the importance of healing-centered support. You can also make a difference by volunteering your time. We have opportunities available to advocate for foster children, support families and help behind the scenes. And by making a donation - of any size - you can help us sustain and expand critical programs that support survivors and prevent future harm. Together, we can create a safer, more compassionate community for all. [canopycenter.org](http://canopycenter.org)

## **UW Health Department of Psychiatry/ BRAVE Research Collaborative**

**How Can We Help You?** The BRAVE Research Collaborative, housed within the Department of Psychiatry at UW–Madison, is currently enrolling teens ages 15–18 in two innovative clinical trials focused on adolescent mental health. These studies offer a unique opportunity to explore novel interventions designed to support youth wellness and resilience. By showcasing these opportunities in partnership with the Primary Trust community display, we aim to reach families and teens who may benefit from participating in research—but haven't yet encountered these resources. If you are interested in exploring our research opportunities, you can pick up a flyer or visit our website [brave.psychiatry.wisc.edu](http://brave.psychiatry.wisc.edu) to learn more!



**How Can You Help Us?** *Primary Trust* invites powerful reflection on vulnerability, connection, and healing—all deeply aligned with the mission of the BRAVE lab. You can help us build on this momentum by supporting our work in a few key ways:

Consider participating in our studies: Visit our website at [brave.psychiatry.wisc.edu](http://brave.psychiatry.wisc.edu) to learn more about our current studies

Spread the word: Share information about our clinical trials with families, schools, and community organizations, or connect us with members of your community by reaching out to us at [brave@psychiatry.wisc.edu](mailto:brave@psychiatry.wisc.edu)

Be an advocate: Champion conversations around mental wellness and help normalize research participation

Together, we can amplify the message of *Primary Trust*—that mental wellness is a shared responsibility, and support can come from all corners of the community.

## **Anesis**

**How Can We Help You?** Anesis Therapy can support you by providing high-quality, culturally responsive mental health services. We offer individual and family therapy, clinical supervision, and customized trainings for organizations. If your team or clients need support with emotional wellness, trauma, or navigating life transitions, we are here to help. We also offer educational opportunities—like our Anesis Multicultural Mental Health Conference—where professionals can gain tools to better serve diverse communities. Our goal is to be a trusted partner in promoting mental well-being.

**How Can You Help Us?** You can help Anesis Therapy by sharing information about our services, referring clients, and inviting us to collaborate on community initiatives. We're also seeking support in promoting our Anesis Multicultural Mental Health Conference



through sponsorship, outreach, or attendance. If you know of funding or partnership opportunities, connecting us would make a big difference. Your support helps us grow our reach and continue providing care that centers culture, healing, and equity. [anesistherapycenter.com](http://anesistherapycenter.com)

## **Briarpatch**

**How can we help you?** At Briarpatch, we help the community by supporting its future: our youth. When we provide consistent support, mental health care, shelter, advocacy, and a listening ear to young people and families during some difficult times, we're not just helping individuals, we're strengthening the whole community. Our three core service areas, Youth Development, Justice-Involved Youth, and Youth & Families Experiencing Challenges, are designed to interrupt cycles of trauma, disconnection, homelessness and incarceration. When we uplift youth and create pathways to healing and opportunity, we all benefit from a safer, more compassionate, and more connected Dane County. [briarpatch.org](http://briarpatch.org)

**How can you help us?** There are several ways you can support Briarpatch Youth Services:

- You can amplify our voice by using your platforms to advocate for youth, raising awareness about the challenges young people face and the importance of investing in prevention, healing, and leadership development.
- We also welcome in-kind or professional support, including donated goods, or services to enhance our programs and events. You can connect us with potential funders, partners, or community leaders who share our commitment to youth well-being.
- And of course, financial support is always needed and deeply appreciated. Your donations help sustain vital programs like our 24/7 Helpline, youth mental health services, youth shelter, and advocacy for



justice-involved youth and families in crisis. Every dollar helps create safe spaces, second chances, and brighter futures for youth across Dane County.

## **GHC**

**How Can We Help You?** Group Health Cooperative of South Central Wisconsin (GHC-SCW) is a non-profit, member-owned health plan providing high-quality health care services to over 70,000 members living in south-central Wisconsin. We offer a full range of behavioral health and addiction services for children, adolescents and adults. Members have access to both GHC-SCW behavioral health providers and contracted providers in our community. GHC-SCW also contracts with several substance use providers within the community, including UW Health Behavioral Health and Recovery. In addition, we offer GHC Foundations Intensive Outpatient Program (IOP), which provides evidence-based, multi-disciplinary care for adults with behavioral health diagnoses. It benefits individuals transitioning from higher levels of care or requiring more intensive services than outpatient therapy. The program includes a comprehensive assessment with licensed specialists, group therapy, individual sessions with a therapist and psychiatrist, and evidence-based therapies like CBT and DBT. The average participation length is two to four weeks.

**How Can You Help Us?** Mental health is just as important as physical health and should never be ignored. If you or someone you care about is struggling, don't hesitate to seek help. Checking in on friends and family, encouraging open conversations, and offering support can make a real difference. No one has to face challenges alone—help is available. From counseling and therapy to support groups and hotlines, there are resources ready to guide individuals toward healing and hope. Taking



mental health seriously can save lives, strengthen relationships and improve overall well-being. It's okay to ask for help, and it's always the right time to care. [ghcscw.com](http://ghcscw.com)

## **RISE**

**How Can We Help You?** RISE is here to support you and your family through life's challenges. We offer respite care for children ages 0-14, community-based mental health support for children, youth and young adults, home visiting early childhood development and early literacy programs to help families build stability and strength. Whether you need a safe place for your child during a crisis, parenting support, or resources to navigate tough times, we're here to listen and connect you with the right services. Our goal is to help you feel supported, to walk alongside you in your journey, and give your family the tools to thrive in your communities.

**How Can You Help Us?** You can help RISE by supporting the families we serve in a few ways: a monetary donation to help provide respite care, mental health support, and early childhood programs; volunteer your time or skills to make a direct impact; or spread the word about our services so families in crisis know where to turn. Attending our fundraisers, like our Brat Stand Fundraiser and Night of Nourishment, is another powerful way to ensure kids and parents get the support they need. Every dollar and hour you give helps keep children safe, families stable, and our community stronger. [risewisconsin.org](http://risewisconsin.org)

## **Center for Healthy Minds**

**How Can We Help You?** The Center for Healthy Minds is devoted to cultivating wellbeing through a scientific understanding of the mind. We believe that wellbeing is a skill that can be learned. Many people have



a connection to the themes and questions that CHM explores through research and programs.

Here are just a few:

- Personalized digital wellbeing

Interventions

- Educator and student wellbeing
- How wellbeing interventions can reduce suicidality
- The biological measures of wellbeing in our bodies
- How exploring the four pillars of wellbeing (Awareness, Connection, Insight and Purpose) can help us cultivate wellbeing for ourselves and others
- Community-based research on interventions that blend restorative and contemplative practices with the lived expertise of community members

Our affiliated non-profit, Healthy Minds Innovations, translates CHM's science into tools for cultivating wellbeing. These tools include the free award-winning Healthy Minds Program app—ranked “best meditation app” by The New York Times, Healthline, Vogue, Sports Illustrated, and Business Insider, and the Emmy Award-winning Kindness Curriculum, which contributed to Sesame Street's season on kindness. Together, we are working to scale wellbeing more efficiently so that we may all help realize our vision for a kinder, wiser, and more compassionate world.

**How Can You Help Us?** Explore your curiosity for cultivating wellbeing for yourself and others today! There are many ways to support the Center for Healthy Minds and Healthy Minds Innovations:

- Sign up for our email newsletters,

follow us on social media, explore our websites

- Watch our videos on YouTube
- Participate in our events
- Download and share the Healthy

Minds App

- Spread the word that wellbeing

is a skill that can be learned

- Participate in a study



To learn more, [centerhealthyminds.org](http://centerhealthyminds.org) and [hminnovations.org](http://hminnovations.org)!

Journey Mental Health

**How Can We Help You?** Journey Mental Health Center is the leading non-profit mental healthcare provider in Dane County. For the last 75 years, we have been providing services to those who are living with mental health and substance use challenges. Journey is committed to ensuring people's mental health is prioritized and barriers to care are overcome.

**How Can You Help Us?** Though we are a leader in our community, many folks in Madison don't know about our resources! Help us by letting others know about our services. If you know of someone looking for support, we have immediate access to outpatient therapy and other clinic-based services, run the 24/7 Dane County Crisis Line (608-280-2600), provide emergency mobile crisis response, and have a variety of community-based care programs, too. [journeymhc.org](http://journeymhc.org)

## **UnityPoint Health-Meriter Child and Adolescent Psychiatry Department**

### **How Can We Help You?**

Intensive Outpatient Psychiatry Program: Provides clients and families with individualized, family-focused mental health treatment. Designed to serve children and adolescents between the ages of 10-18 with a primary mental health diagnosis. We believe in the importance of helping families create a healthy environment for their children. Treatment focuses on core areas of concern that are common among adolescents. We utilize evidenced-based treatment strategies to help children process and cope with their current symptoms. Clients and their families may also be prescribed treatments such as exercise, meditation, and community



involvement.

**Adult Psychiatry:** Mental health services for adults with psychiatric illnesses. UPH-Meriter provides the highest quality of psychiatric services by improving the health status of patients, supporting the family through the patient's recovery, and working with the community to refer patients and their families to additional resources.

**Adult Inpatient Services:** Designed for adults who require hospitalization for a short period of time for assessment and short-term treatment due to a psychiatric illness. Individualized programs are provided for all psychiatric patients. The patient, psychiatrist and an interdisciplinary treatment team determine the goals of hospitalization. Family members, with the patient's permission, are involved in programming three times weekly. For more information, please call (608) 417-5330.

**How Can You Help Us?** Share with your friends and neighbors that we offer different levels of mental health support for children as well as adults. Our vision and mission inspire us to meet the needs in our region that are often overlooked. We partner with donors to support access to high-quality healthcare for patients and neighbors who need us, and to provide a standard of excellence in healthcare quality, safety and service that would not be possible without you. We are looking for licensed musicbased therapists to contract with for weekend programming. If you wish to make a gift to support our service lines please reach out by mail, email or phone. [unitypoint.org](http://unitypoint.org)