



## PRESS RELEASE

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### ***A Beautiful Mind Foundation, Inc. Kicks Off Mental Health Month with the #ABMFchallenge to Practice #SelfCare Every Day in May***

***The nonprofit organization is also offering grants for mental health services that support communities of color***

May 3, 2020, Hyattsville, MD— *A Beautiful Mind Foundation, Inc.* (ABMF), a Hyattsville based 501(c)(3) grantmaking public charity is challenging everyone to take charge of their mental health by engaging in deliberate acts of self-care every day in May. The #ABMFchallenge for Mental Health Month asks people to post photos on social media demonstrating how they are practicing good mental health. *A Beautiful Mind Foundation* is dedicated to funding mental health programs and support services that address the cultural differences that make it challenging for communities of color to adequately address mental illness, however, the Foundation's organizers recognize the need for everyone to be aware of the new strain on our mental health due to the coronavirus pandemic. They hope the campaign will remind people to engage in activities that will allow them to support mental wellness.

"The coronavirus pandemic is causing many people to feel a sense of isolation, grief and trauma which can result in anxiety, depression and anger," said ABMF Founder Adrienne Augustus, MPA. "People of color have historically faced greater challenges accessing adequate mental health services because of generations of institutionalized racism, language barriers, religious practices, concepts of masculinity and cultures based on family honor, but we launched the ABMF Mental Health Month Challenge because we want to remind *all* people that mental illness can impact anyone. Despite the current need for social distancing, we can all be focusing on practicing good mental health care together," said Augustus.

The all-volunteer-run, nonprofit organization kicked off the #ABMFchallenge on Facebook, Instagram and Twitter on May 1 with a collage of photos illustrating unity despite social distancing. The organization's social media pages will continue to feature these images as

well as photos tagged with the campaign hashtag *ABMFchallenge* by people showcasing how they are practicing good self-care.

In addition to the Mental Health Month campaign, *A Beautiful Mind Foundation* has launched its inaugural grantmaking cycle. Groups across the United States including established mental health organizations, houses of worship, community groups and mental health practitioners are eligible for funding up to approximately \$1,200. Applicants should focus on innovative, creative and effective mental health outreach and programming for African American, Latinx, Asian American, and/or Indigenous groups and the mental health practitioners who support them.

"It was important to us that we help create a deeper discussion about mental health in communities of color through the grant opportunities we offer," said ABMF Board Secretary and Grants Committee Co-Chair Molly Murray, MPA. "With the coronavirus pandemic and disproportionately high mortality rates among people of color, it is clear there is a need not only for improved access to health care services for physical health but also for mental health, now more than ever before. In light of the new normal of social distancing in April, we reworked the grant opportunities to include funds for the technology that will allow programs to be hosted online." The grant application deadline is May 22, 2020. Awards will be made no later than June 30, 2020.

For more information visit [www.ABeautifulMindFoundation.org](http://www.ABeautifulMindFoundation.org) and join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#). To schedule telephone and video interviews call 301-456-0640 or email [founder@ABeautifulMind.foundation](mailto:founder@ABeautifulMind.foundation).

# # #

*A Beautiful Mind Foundation, Inc.* (ABMF) is a 501(c)(3) grantmaking public charity based in Hyattsville, MD. Established in 2019, ABMF's mission is: *To positively impact lives by investing in culturally competent mental health services that educate, enlighten and empower our diverse community.* The all-volunteer-led organization operates on donations from the community. [www.ABeautifulMindFoundation.org](http://www.ABeautifulMindFoundation.org) Facebook: @ABeautifulMindFoundation Twitter: @BM4mentalhealth Instagram: A\_Beautiful\_Mind\_Foundation



## Grant Descriptions:

- **Friends of Jelani**
  - The Friends of Jelani grant is named in honor of Jelani Darren Manigault, an extraordinarily talented, insightful, and ingenious young man who died suddenly and unexpectedly at the tender age of twenty-four. This is a grant for programs that provide mental health support and/or education programs for boys and men of color who are 25 years old and younger and their caregivers. Funds can be used to support training, license fees, and other associated costs to underwrite virtual programs at schools, houses of worship, and/or community groups.
- **Ruth's House**
  - *Ruth's House* grants, named in honor of Ruth L. Augustus, a devoted congregant of Saint Augustine Presbyterian Church in the Bronx, NY, and beloved grandmother of the ABMF founder, will be awarded to houses of worship and religious groups that predominantly serve communities of color that wish to hold mental health education programs and/or support groups for the community. Special consideration will be made to applicants who request funding for programs that will be provided in an interactive, online format. Targeted participant groups must include at least 50% event attendance by people of color. Grant funds can be used to support training, licensing fees, or other associated costs related to holding virtual support groups.
- **Healthy Mind, Healthy Body**
  - This grant supports virtual programming that is targeted to support individuals who are impacted by the 2020 coronavirus pandemic. Support groups can include families affected by the virus, mental health for essential workers, victims of domestic violence, declining mental health due to job loss, or other long-term impacts of the virus. Programming should target communities of color and be culturally relevant. Grant funds cannot be used for addiction or substance abuse programs.
- **The Educate, Enlighten and Empower Grant**
  - This grant offers broad guidelines and can be used by any group that wishes to start or maintain programs that support the ABMF mission. Grants awarded in this category will support innovative and creative culturally competent mental health programs that do not fall within the other grant categories. We encourage mental health practitioners of all racial and ethnic backgrounds who wish to create practitioner-focused educational programming to apply for funding in this category. Priority will be given to programs that utilize technology to support virtual programming.