

**Angela Spears Communication, LLC.  
Mental Health Awareness Campaign  
FY 2021-2022 City Grant Proposal Term Sheet**

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**Grant Recipient:** Angela Spears Communication, LLC. (“Recipient”)

**Program Name:** Mental Health Awareness Campaign (the “Program”)

**City Funding Request:** \$100,000.00

**Contract/Grant Term:** October 1, 2021– September 30, 2022

**Any substantial change to this FY 2021-2022 City Grant Proposal Term Sheet (the “Term Sheet”) or the attached Program budget will require City Council approval.**

**PROGRAM OVERVIEW:**

The goal of the Mental Health Awareness Campaign (“Violent Crime, Trauma and Mental Health: Impact on the Community”) for the Safety and Crime Reduction is to educate the community on the following:

- 1) bring awareness about the effects of violence and anxiety
- 2) end the stigma against seeking mental health care
- 3) connect people with resources and services
- 4) break the cycle of generational trauma

The commission is a citizen-led group that works to reduce crime and increase safety in Jacksonville. The campaign will target key neighborhoods and schools.

The campaign will engage the following people and groups to help share the message:

- Faith-based community
- Business leaders
- Community Activists/Leaders
- Mental Health Experts
- School Counselors
- Safety and Crime Reduction Commissioners

The funding request is for FY 2021 – 2022 and will cover programmatic and capital expenses

**PROGRAM SCOPE OF WORK AND DELIVERABLES:**

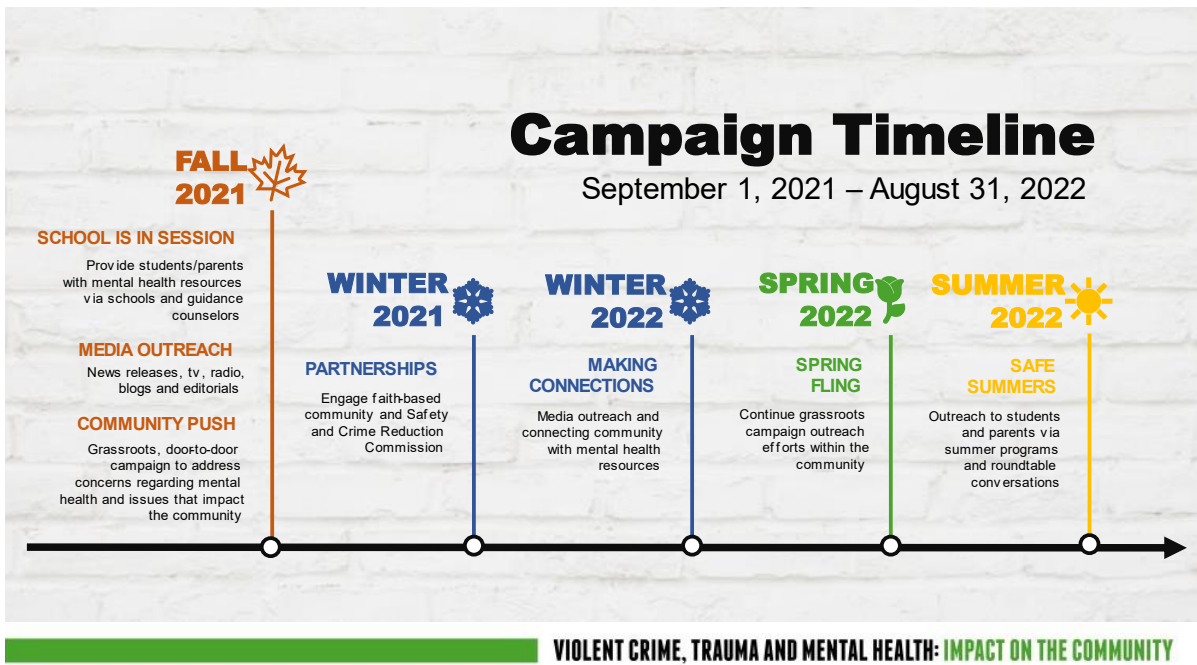
The deliverables will allow the commission to leverage existing and new resources; expand and/or implement current programs:

- 10 – 12 television commercials that focus on the campaign
- 5 – 10 radio advertisements in key demographic areas that will focus on the campaign
- 8 – 10 newspaper and online ads that will focus on the campaign
- Printing of flyers and handbills as needed to focus on campaign and target audience
- 5 – 8 mobile (cell phone) advertisements that will focus on the campaign
- 5 – 6 billboards in key target areas
- Connect with key groups to host roundtable discussions about the campaign. Provide light snacks for discussion
- Grassroots social media campaign for ambassadors, projects and giveaways to engage the community and key target areas
- Angela Spears Communication will do design work, strategic planning, help make community connections as well as organize and coordinate events for the year-long project.

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EXPENSES	PROPOSED ANNUAL BUDGET
Television Advertising	\$15,000
Radio Advertising	\$5,000
Newspaper Advertising and Online Advertising	\$12,000
Printing (Flyers and Other Materials)	\$2,000
Mobile Advertising	\$3,500
Billboard Advertising	\$6,000
Refreshments (Mental Health Roundtable Discussions and Other Events)	\$1,500
Grassroots Campaign (Residents Going Door-to-Door, Giveaways and Extra Projects)	\$5,000
Angela Spears Communication	\$50,000
<b>TOTAL</b>	<b>\$100,000</b>

\*Numbers are subject to change based on metrics and results of advertising.



**PROGRAM COSTS/PAYMENT TERMS:**

The cost to operate the program (campaign) will be \$50,000. Angela Spears Communication will do creative work, strategic planning, help make community connections as well as organize and coordinate events for the year-long project. The company will lead the effort to share the Mental Health Awareness Campaign. This will be the charges for services rendered. Payment can be made quarterly.

**PROGRAM IMPACT & REPORTING:**

Measure of Impact:

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- Number of people reached six months prior to campaign (advertisements and community engagements) and six months after the campaign.

- Survey asking 5 questions prior to events and campaign and 60 days after to get a gauge on how the impact. Examples of yes or no statements that may be asked are as follows:

1. I have seen or heard about the Mental Health Awareness Campaign in my community.
2. Seeing my peers and classmates participate in the Mental Health Awareness Campaign inspires me.
3. I feel encouraged to seek counseling when I witness a violent crime.
4. I believe my community supports my well-being.
5. I have access to resources that will help me cope with anxiety.

**ADDITIONAL GRANT REQUIREMENTS AND CONDITIONS:**

Recipient's expenditure of City funds for the Program and the provision of services shall be subject to Chapter 118, Parts 1, 2, 4 and 5 of the *Jacksonville Ordinance Code*, and the terms and conditions of any contract entered into between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. Backup documentation must be provided for all expenditures of food which will not exceed five percent (5%) of the total grant. The City's Grant Administrator may amend this Term Sheet or the approved Program budget consistent with the Program's needs, provided that any substantial change to this Term Sheet or the approved Program budget will require City Council approval. Payment shall be disbursed to Angela Spears Communication in five equal payments of \$10,000.00 to correspond with the five seasonal segments identified herein in the "Campaign Timeline" (i.e. Fall 2021, Winter 2021, etc.). Recipient shall submit an invoice for payment which shall set forth specific deliverables provided to City within such seasonal segment.