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BACKGROUNDER: *WE ALL MATTER*
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Mental Health Association of New York City (MHA-NYC)

MHA-NYC was established in 1964. It is one of the local affiliates of Mental Health America (MHA), which is the nation's leading community-based non-profit organization dedicated to helping all Americans achieve wellness by living mentally healthier lives. For more than 50 years, MHA-NYC remains steadfast at the forefront in addressing mental health needs in New York City and nationally with its three-part mission of advocacy, education and mental health services.

In 1996[1], Dr. John Draper, executive vice president of MHA-NYC and director of National Suicide Prevention Lifeline, led the launch of MHA-NYC's 24/7 LifeNet service. LifeNet has become one of the first crisis centers in the country to forge relationships with local 911 emergency services and the hospital emergency departments to ensure that callers at the highest risk of suicide were properly reached, assessed, and treated by emergency service systems. In 2012, the National Suicide Prevention Lifeline partnered with Facebook to offer Lifeline Crisis Chat. Since its launch, Lifeline has received more than 83,693 chats. In 2014 alone, crisis specialists have responded to 53,660 chats.

In 2007, in partnership with the Department of Veterans' Affairs and the Substance Abuse and Mental Health Services Administration, MHA-NYC launched the Veterans Crisis Line, a service that connects veterans in need, as well as their families and friends, to a live support counselor through a confidential hotline, online chat, and text messaging service. Since its launch, the Veterans Crisis Line has provided life-saving assistance to more than 1.5 million veterans and members of the armed services. In 2014, MHA-NYC's Annual Gala, "Working for Wellness and Beyond," raised a record breaking $1.1 million in support of veterans who are facing one of their toughest challenges off the battle field: making the transition back to civilian life.

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[1] MHA-NYC ANNUAL REPORT 2014, http://www.mhaofnyc.org/report2014/mhanyc-2014-report.pdf (page 3, 4)

MHA-NYC helped thousands of people in emotional crisis through advocacy for veterans, older adults and others in need of better mental health care. Its Center for Policy, Advocacy and Education is a galvanizing force, successful in putting mental health on legislative agendas at City Hall, in Albany and in Washington, D.C.

About the Mental Health Association of New York City
The Mental Health Association of New York City (MHA-NYC) is a not for profit organization that addresses mental health needs in New York City and across the nation. It is a local organization with national impact and has a three-part mission of services, advocacy and education. MHA-NYC identifies unmet needs and develops innovative, culturally sensitive programs to improve the lives of individuals and families affected by mental illness while promoting the importance of mental health. MHA-NYC's Here to Help Call Center (H2H Connect) is a national leader in behavioral health call center services. For more information about MHANYC, visit www.mhaofnyc.org.

<u>Microsoft</u>

Microsoft (Nasdaq: MSFT), founded by Bill Gates and Paul Allen on April 4, 1975, is a leading technology company in software, services, devices and solutions that help people and businesses realize their full potential. Microsoft is headquartered in Redmond, Washington since 1986. Its best-known products are the Microsoft Windows system, Microsoft Office suite and Internet Explorer web browser.

In 2012[2], Microsoft entered the personal computer market for the first time with the launch of the Microsoft Surface. Since then, Microsoft has dominated markets in both PC-compatible operation system and office software. In 2013, the company announced its decision to acquire Nokia's devices and services business, and re-entered the smartphone hardware market after its previous attempt, Microsoft Kin. In February 2014, Satya Nadella was appointed the third CEO of the company, succeeding Steve Ballmer and Bill Gates.

The company's headquarters are estimated to encompass 30,000 to 40,000 employees. The Great Place to Work Institute ranked Microsoft No.1 in the list of the World's Best Multinational Workplaces in 2011. Mental health is included in its Employee Health Insurance, as well as Employee Cares Programs. In addition, Microsoft has partnered with the American Psychological Association to create a series of Skype in the classroom lessons for elementary and secondary school students in October 2013. Skype in the classroom lessons have helped students to raise their awareness of mental health issues.

About Microsoft
Founded in 1975, Microsoft (Nasdaq: MSFT) is the worldwide leader in software, services, devices, and solutions that help people and businesses realize their full potential.

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[2] https://en.wikipedia.org/wiki/Microsoft#Corporate_Culture

We All Matter

Microsoft will exclusively sponsor **"We All Matter,"** a public educational event to increase public awareness of mental health, on **Sunday, May 1, 2016, from 2 p.m. to 5 p.m.** The event will take place at Stephen A. Schwarzman Building of New York Public Library, Fifth Ave., 42nd St., New York, New York 10018. The event will include two sessions, a book signing and a sharing session. The book signing will launch Red Umbrella, J.K. Rowling's collection of fairytales for adults, which is especially written for MHA-NYC to promote public understanding of mental health and encourage people with mental illnesses. Starting from January 2016, everyone can submit a painting he/she draws to weallmatter@microsoft.com, his/her artwork will potentially selected to be included in this book. The sharing session will be held by Mrs. Rowling to share her personal story of overcoming emotional challenges with a group of people impacted by mental health challenges, who will be selected from MHA-NYC's local community partners. In addition, people who purchase Red Umbrella will receive a 50% discount on any Microsoft product.

In addition, people are encouraged to draw a picture to be submitted to weallmatter@microsoft.com, as the artwork will potentially selected to be included in the book. For more information, visit www.microsoft.com/weallmatter/nyc, www.mhaofnyc.org/we-all-matter or www.facebook.com/MHAofNYC.

Support Mental Health Education

Mental illnesses, also called mental disorders, can affect people of any background, ethnicity, socioeconomic group, and age. While a medical illness may be easy to identify, a mental illness is often unseen. Today, many Americans still are unaware that mental illnesses can be treated and recovery is possible. Stigma, frequently surrounding mental illness, is a pervasive barrier to understanding the gravity of mental illnesses and the importance of mental health.

Since most people are uncomfortable talking about mental illness, they have no idea how common it truly is. According to the National Institute of Mental Health, an estimated 26.2 percent of Americans ages 18 and older – about one in four adults – suffer from a diagnosable mental disorder in a given year. When applied to the 2004 U.S. Census, it translates to 57.7 million people. Meanwhile, more than 11 percent of U.S. children and adolescents suffer from a serious mental disorder that causes significant impairment, yet 70 percent are not identified and do not receive mental health services[3]. In 2010, of New York's approximately 19.5 million residents, close to 673,000 adults live with serious mental illness and about 204,000 children live with serious mental health conditions[4].

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[3] http://www.mhaofnyc.org/advocacy/education/about-mental-illness/
[4] http://www2.nami.org/ContentManagement/ContentDisplay.cfm?ContentFileID=93511