



**We plant the seeds of hope,
helping children blossom
into their full potential,
transforming our community,
one young life at a time.**

HOW TO READ THIS BOOK

This campaign roadmap is designed to guide you in effectively communicating the mission and impact of Blossom (formerly Tykes and Teens) to donors, partners, and supporters. The first six sections provide a step-by-step framework for communicating Blossom’s value—whether through brochures, face-to-face conversations, or other materials. Each section offers essential information to tailor your message and clearly articulate why Blossom is vital to the community.

When communicating Blossom’s mission, follow the chapters in this order to ensure the most effective and impactful message:

- MISSION VALUE PROMISE** An inspiring statement of our mission.
- SCOPE OF THE PROBLEM** The mental health crisis, with national, state, and local data.
- WHO WE SERVE** Identifying families and children in need.
- WHAT HAPPENS WITHOUT CARE** The real consequences of inaction.
- HOW WE SOLVE THE PROBLEM** How Blossom delivers exceptional care and leadership.
- RETURN ON PHILANTHROPY** The tangible impact donors make on lives.

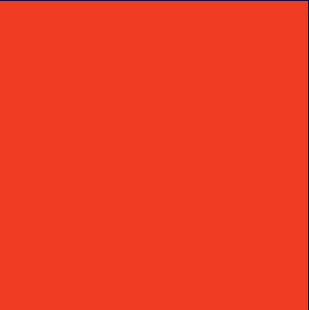
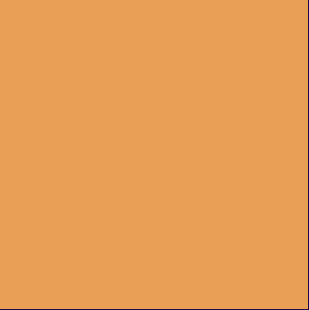
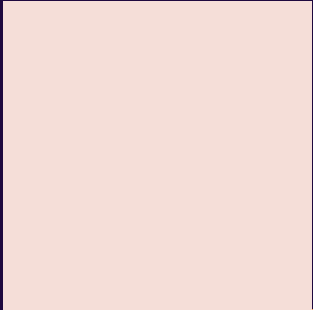
The final sections, Strategy and Campaign Identity, guide donor acquisition and ensure consistency in campaign materials. By following this roadmap in sequence, you’ll be equipped to deliver a powerful, cohesive message, build meaningful connections, and drive long-term support for Blossom.

CONTENTS

- 1.0 Mission Value Promise
- 2.0 Scope the Problem
- 3.0 Who We Serve
- 4.0 What Happens Without Care
- 5.0 How We Solve the Problem
- 6.0 Return on Philanthropy
- 7.0 Growing a Community of Support
- 8.0 Campaign Identity

Blossom

LEADING THE WAY IN CHILDREN'S MENTAL HEALTH



We plant the seeds of hope, helping children blossom into their full potential, transforming our community, one young life at a time.

THE PROBLEM

IN FLORIDA

49th

IN THE NATION FOR
MENTAL HEALTH
CARE ACCESS

*Mental Health America (MHA)



62% OF CHILDREN
DO NOT RECEIVE
TREATMENT

*National Alliance on Mental Illness (NAMI)



43% OF CHILDREN
EXPERIENCED ONE OR
MORE ADVERSE CHILDHOOD
EXPERIENCES (ACE)

(2021-2022) *CDC

25%

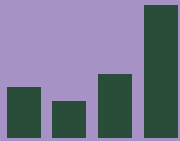
INCREASE IN SUICIDE
RATES AMONG AGES
0-24

(2012-2022) * Florida Department of Health

X2

SUICIDE RATE DOUBLED
IN A DECADE FOR 10-14
YEAR OLDS

(2014-2024) *NIMH



2020 RECORDED THE
HIGHEST SUICIDE
RATE IN FLORIDA'S
HISTORY

*Florida Department of Health

PREVALENCE

Approximately 1 in 7 children nationwide has at least one treatable mental health disorder, and Florida is no exception. Issues like anxiety, depression, ADHD, and behavioral disorders are affecting a growing number of youth. Blossom is committed to providing treatment and care to these children, ensuring they have access to the mental health support they need, regardless of their ability to pay. With the support of donors, we can help turn these statistics around by offering early intervention and ongoing care.



**1 IN 7 CHILDREN
WILL EXPERIENCE
A MENTAL HEALTH
DISORDER ANNUALLY**

*Centers for Disease Control and Prevention (CDC)



**35% OF CHILDREN
WERE CHRONICALLY
ABSENT FROM SCHOOL**

(2021-2022) * Florida Department of Education

IMPACT OF COVID-19

The pandemic has intensified mental health challenges among Florida's youth, leading to a rise in anxiety, depression, and self-inflicted injuries. Isolation, parental stress, and economic hardships have compounded the issue. Blossom is on the front lines, addressing these heightened needs by offering both in-person and telehealth services, ensuring that no child is left without care during these critical times. Your support helps us meet this unprecedented demand and provide crucial services to families in crisis.

**43rd
IN THE NATION
WITH A PATIENT TO
PROVIDER RATIO
OF 550 TO ONE**

LEGISLATIVE EFFORTS

While there are state-level efforts to address these issues—such as proposals for increased funding and telehealth services—immediate support is needed to close the current gaps. Blossom is at the forefront of these efforts, advocating for better care and providing telehealth and in-person services to meet growing demand. Donors play a key role in helping us expand our reach and serve more children, regardless of the evolving legislative landscape.

EMERGENCY

Children's hospitals and emergency departments are seeing a surge in mental health crises, further underscoring the need for better mental health infrastructure. Blossom's Walk-in Assessment Center and emergency response services provide immediate, expert care when children are in crisis, preventing situations from escalating. Donations ensure that we can maintain and expand these critical services, giving families somewhere to turn in their time of need.



ACCESS TO CARE

There are gaps in mental health services, with many children not receiving the treatment they need due to a shortage of professionals and resources. Without intervention, mental health issues worsen over time. Blossom bridges this gap by offering comprehensive, high-quality care to children and families who would otherwise go without. By supporting Blossom, donors are helping expand access to care and ensuring that more children receive timely, life-changing services.

INDIAN RIVER COUNTY

ONLY 30% HAVE ACCESS TO AFFORDABLE MENTAL HEALTH SERVICES

*Indian River County Health Needs Assessment

40% OF HOUSEHOLDS ARE CLASSIFIED AS ALICE

(Asset Limited, Income Constrained, Employed)

*United Way's ALICE reports

11% LIVE BELOW THE FEDERAL POVERTY LINE

*U.S. Census Bureau

MENTAL HEALTH PROVIDER-TO-RESIDENT RATIO IS WORSE THAN THE STATE AVERAGE

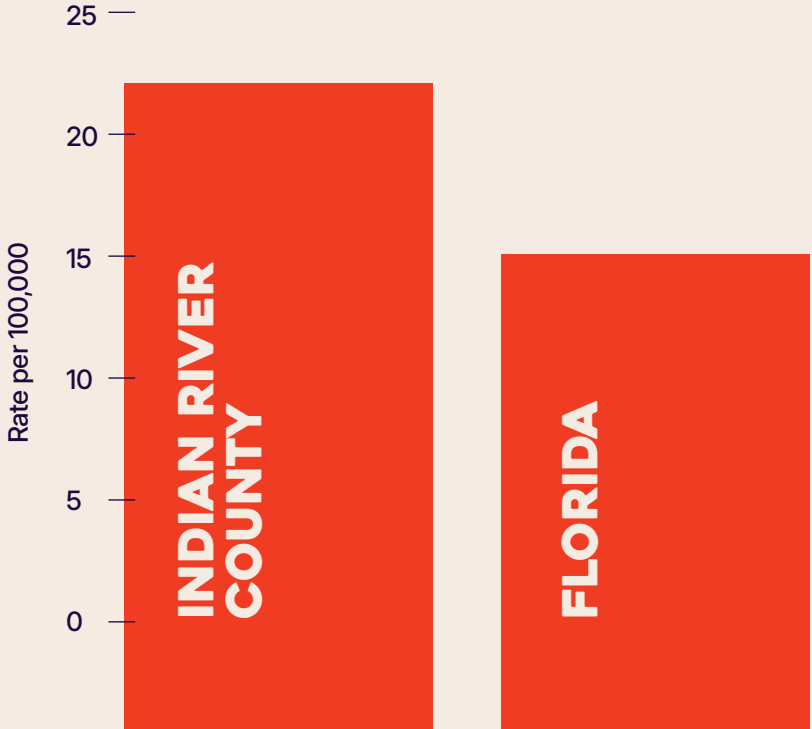
*Florida Department of Health

UNDER INSURED OR MEDICAID DEPENDANT

A large portion of the population is either uninsured or relies on Medicaid. However, Medicaid only covers about 50% of the actual costs for services, leaving many children without adequate mental health support.

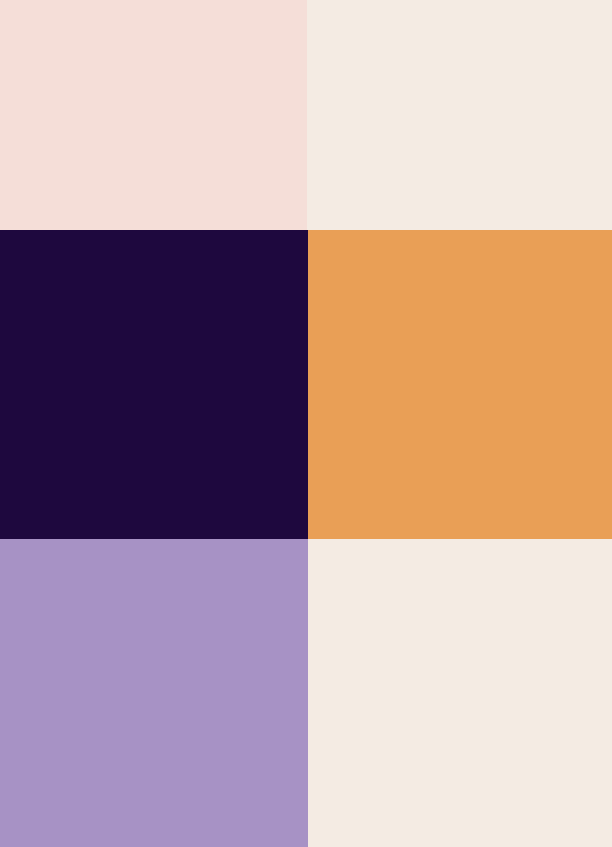
*State healthcare funding reports, Medicaid reimbursement rates

25K+ CHILD POPULATION AGES 0-17



40% HIGHER SUICIDE RATE THAN THE STATE AVERAGE FOR AGES 0-24

(2022) * Florida Department of Health

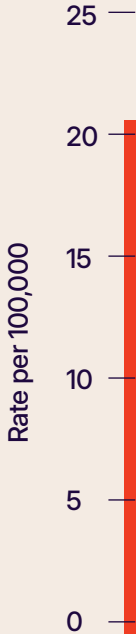


MARTIN COUNTY

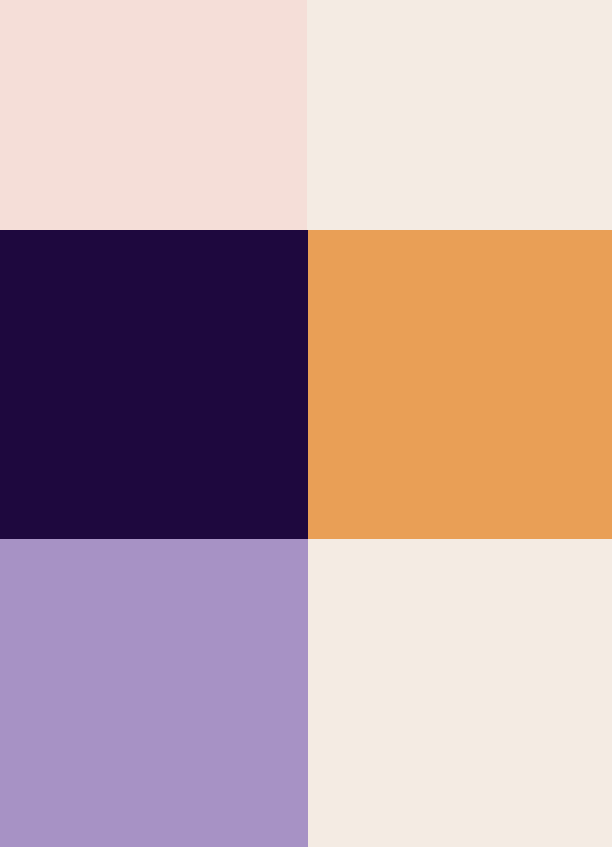
- 15% OF FAMILIES ARE UNINSURED
- 13% LIVE BELOW THE FEDERAL POVERTY LINE
- THERE IS A NOTED SHORTAGE OF MENTAL HEALTH SERVICES
- LIMITED AVAILABILITY OF PROVIDERS ACCEPT CERTAIN INSURANCE, SUCH AS MEDICAID

*Martin County CHIP Report

33K+
CHILD POPULATION
AGES 0-17



34%
HIGHER SUICIDE RATE
THAN THE STATE AVERAGE
FOR AGES 0-24
(2022) * Florida Department of Health



OKEECHOBEE COUNTY

64 LICENSED MENTAL HEALTH COUNSELORS PER 100,000 POPULATION, WELL BELOW STATE AVERAGES

167 CHILDREN AGED 1-5 YEARS PER 100,000 POPULATION RECEIVED MENTAL HEALTH TREATMENT IN 2022

This highlights a critical demand for early childhood mental health interventions in the area, particularly in this vulnerable age group.

*Martin County CHIP Report

8,700+ CHILD POPULATION AGES 0-17

Rate per 100,000

OKEECHOBEE COUNTY

FLORIDA

44% HIGHER SUICIDE RATE THAN THE STATE AVERAGE FOR AGES 0-24

(2022) * Florida Department of Health

ST. LUCIE COUNTY

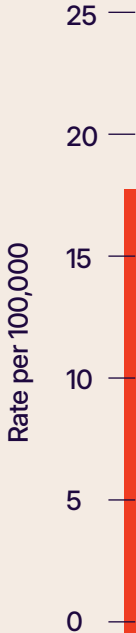
34% OF MIDDLE AND HIGH SCHOOL STUDENTS REPORTED HAVING THOUGHTS OF SUICIDE WITHIN THE PAST 12 MONTHS

7.9% OF STUDENTS ATTEMPTED SUICIDE IN THE SAME PERIOD

36.5% OF STUDENTS INDICATED THEY FELT “NO GOOD AT ALL,” UP FROM 23% IN 2018

*Florida Youth Risk Behavior Survey (YRBS)

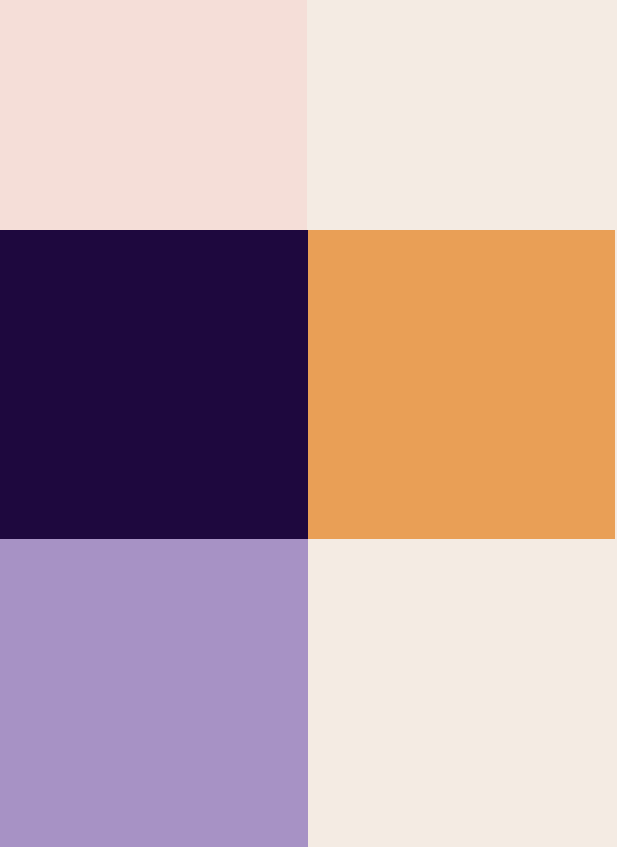
73K+
CHILD POPULATION AGES 0-17



15%

HIGHER SUICIDE RATE THAN THE STATE AVERAGE FOR AGES 0-24

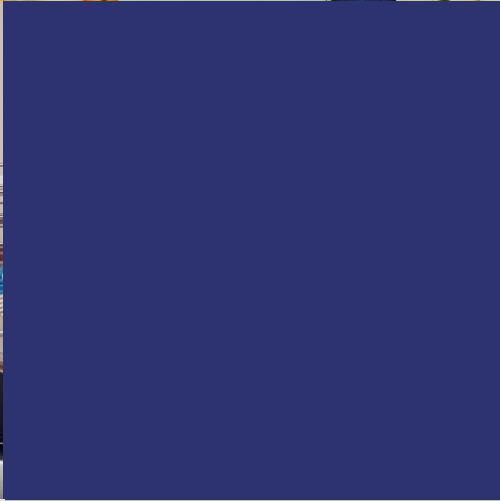
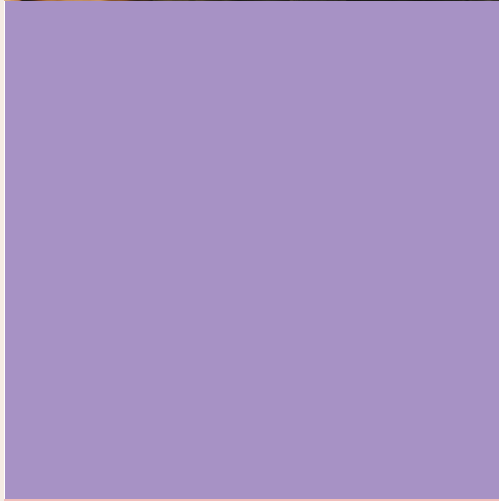
(2022) * Florida Department of Health



WHO

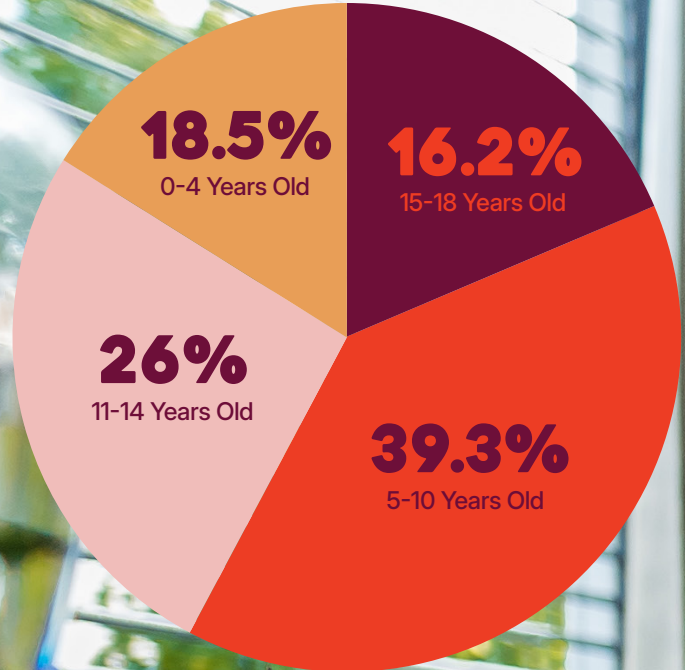


WE



SERVE

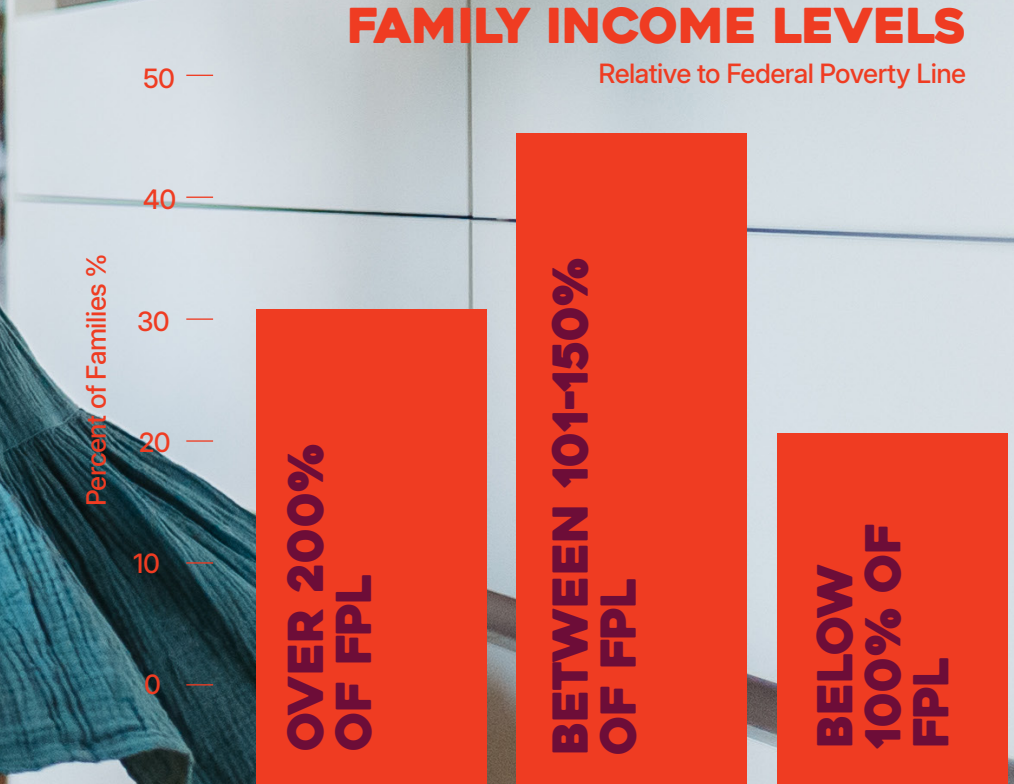
We serve children from every socioeconomic background in our community. From children of essential workers to children of CEOs, families striving to provide stability for their children benefit from our services. Those families facing financial pressures, our mission is to ensure that no child goes without help due to financial difficulties.



Along the Treasure Coast, where a significant portion of households either rely on Medicaid, are uninsured or are underinsured, accessing mental health care can be a daunting challenge.

BABIES, CHILDREN & ADOLESCENTS

These families may not qualify for extensive assistance but still find quality mental health care for their children financially out of reach.



22,335

GENERAL MENTAL HEALTH SESSIONS
showing that individual therapy is the cornerstone of our organization's services.

1,488

PSYCHIATRIC SESSIONS
ensuring children with severe mental health needs
had access to specialized care.

10,829

COMMUNITY EVENTS
5,495 Youth & 5,334 Adult

2,727

**TARGETED CASE MANAGEMENT
SESSIONS**
ensuring children with severe mental health needs had access to
specialized care.

2,250+

TRAUMA INFORMED CARE
2050+ Adults, 200+ Youth, 90+ Organizations trained

LIMITED OR NO ACCESS TO CARE

Children experiencing a mental health crisis face the harsh reality of either receiving no care at all or enduring long delays in accessing services. These delays can exacerbate their conditions, leading to hospitalization or more severe outcomes.

WORSENING OUTCOMES

Without timely intervention, children may suffer from escalating mental health issues, which can manifest as self-harm, suicidal ideation, or behavioral disorders. The lack of care not only impacts their well-being but also contributes to rising arrest rates, increased teenage pregnancies, school dropout, school shootings, overdoses, and higher dependency on state resources. If you don't help them early, the wound never heals. That child with issues, turns into an adult that has mental health disabilities.

IMPACT ON SOCIETY

Untreated mental health issues in children can lead to long-term societal consequences, including higher dropout rates, unemployment, and homelessness. The ripple effect of not addressing these needs results in significant economic costs, including increased healthcare expenses, welfare dependency, and criminal justice involvement.

PARENTAL STRAIN

For parents, navigating a child's mental health crisis is overwhelming; love alone can't solve it. The strain on families is immense—emotionally, financially, and logistically. Parents face significant expenses, often needing to take time off work, disrupting the entire family system. The cost difference between ongoing therapy and a hospital stay is astronomical, making proactive mental health care not just a necessity for the child's well-being, but also a crucial factor in maintaining the family's financial stability and emotional health.

OVERBURDENED SYSTEMS

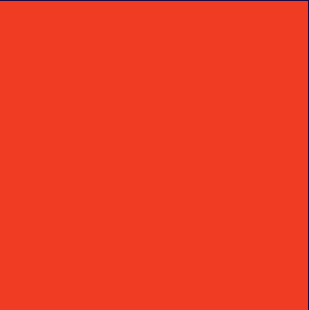
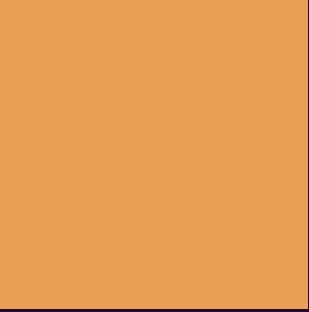
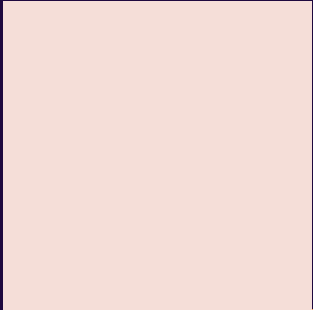
The few services available are overwhelmed, leading to overburdened healthcare systems and inadequate care for those who do manage to access help. This further compounds the problem, as the demand for services far exceeds the supply.

LACK OF ALTERNATIVES

With few, if any, viable alternatives for care, these children are often left to navigate their mental health struggles alone. The scarcity of accessible and affordable services leaves them vulnerable and without a safety net, perpetuating a cycle of crisis.

WHAT HAPPENS WITHOUT CARE

LEADING THE WAY IN CHILDREN'S MENTAL HEALTH



We set the gold standard in children's mental health, using evidence-based practices to ensure effective treatment outcomes. Our commitment to trauma-informed care and innovative services positions us as a leader in mental health services for our community.

12K+ CHILDREN SAVED
50+ OUTPATIENT SERVICES
5+ LOCATIONS

25 YEARS
IN SERVICE

PROVEN IMPACT

For over 25 years, we have transformed the lives of more than 375,000 children and adolescents. Our evidence-based interventions have resulted in a 60% reduction in depression and anxiety symptoms, helping to save countless lives. With a 95% client satisfaction rate, our success in delivering effective care is clear. Since 1996, we have been a leading provider of behavioral health services for children and teens, starting in Martin County to ensure all children receive high-quality care regardless of financial status. Today, we serve St. Lucie, Indian River, and Okeechobee counties, empowering youth through innovative programs and strong community partnerships.

COMMITMENT TO
ACCESSIBILITY

We provide timely care with limited wait times, ensuring children receive immediate mental health support through our walk-in clinics and outpatient services. Timely intervention is critical, as untreated mental health issues can worsen quickly. With multiple locations across Indian River, Martin, and other counties, we ensure easy access to services.

COMPREHENSIVE CARE

Our comprehensive range of mental health services includes outpatient counseling, psychiatric services, school-based prevention programs, substance use treatment, and trauma-focused therapies. We specialize in handling issues such as depression, anxiety, trauma, and behavioral problems. With services tailored to different age groups—from infants to young adults—our organization is able to effectively support a diverse range of mental health challenges, making us uniquely capable of addressing the crisis.

PROFESSIONALS

No one is more capable of addressing this crisis than us because we prioritize supporting our team of highly trained and certified professionals, dedicated to delivering top-quality care. This dedication means every child we serve receives the best possible mental health support. We consistently deliver impactful, life-changing services to the children and families who need them most.

SUCCESS STORIES

Through our work, many children have had the opportunity to overcome challenges and thrive. Through stories of triumph, we can showcase the transformative impact of our services on children's lives.

95%

CLIENT SATISFACTION RATE

JOINT
COMMISSION
ACCREDITED

NO
CHILD
TURNED
AWAY

60%

REDUCTION IN
DEPRESSION AND
ANXIETY SYMPTOMS

- CHILDREN SERVICES COUNCIL IN ST. LUCIE AND MARTIN COUNTIES
- SOUTH FLORIDA BEHAVIORAL HEALTH NETWORK
- HEALTHY START OF IRC AND MARTIIN COUNTY
- INDIAN RIVER COUNTY HOSPITAL DISTRICT
- CHILDREN'S SERVICES ADVISORY COMMITTEE
- UNITED WAY THROUGHOUT THE TREASURE COAST
- JOHN'S ISLAND COMMUNITY SERVICE LEAGUE
- JOHN'S ISLAND FOUNDATION
- GRAND HARBOR COMMUNITY OUTREACH PROGRAM
- MENTAL HEALTH COLLABORATIVE OF INDIAN RIVER
- MENTAL HEALTH ASSOCIATION
- CLEVELAND CLINIC
- COMMUNITY FOUNDATION OF MARTIN - ST. LUCIE COUNTY
- COMMUNITY FOUNDATION OF INDIAN RIVER
- COMMUNITY FOUNDATION OF PALM BEACH & MARTIN
- IMPACT100 IN MARTIN AND INDIAN RIVER COUNTIES

SUCCESS THROUGH COLLABORATION

Blossom has earned a reputation for successful collaboration with community partners and other non-profit organizations, including working with more than 25 organizations and schools throughout the Treasure Coast. Our reputation for successful collaboration helps us leverage funding and support the most children in need.

Anne Posey is the embodiment of unwavering dedication and transformative leadership in the field of mental health.



As the CEO of Tykes & Teens, Anne has led the organization through a remarkable transformation, turning it into a beacon of hope and healing for families in need. Her leadership is characterized by a unique blend of strategic vision, inclusive management, and deep compassion, which has not only stabilized Tykes & Teens but has also positioned it for a future of sustained impact.

Her journey is marked by her relentless commitment to mental health advocacy. Before joining Tykes & Teens, she made significant strides at Cleveland Clinic Florida, where her groundbreaking “Discharge with Dignity” program revolutionized the way patients transitioned from hospital care, ensuring they did so with respect and continued support.

Under her guidance, Tykes & Teens has not only survived but thrived, expanding its reach and enhancing its services across multiple sites. This success is a testament to Anne’s ability to inspire trust, foster innovation, and lead with a clear, compassionate vision. Her work ensures that every child and family served by Tykes & Teens receives the highest standard of care, and that the organization remains a pillar of support in the community.

OUR CEO

Donors can feel enormous trust in the organization, knowing that their contributions are supporting an organization led by a true champion of mental health.

As a national speaker and community leader, Anne has shaped the dialogue on mental health, bringing attention to the importance of accessible care for all.

BOARD MEMBERS

DAVID CHRISTIAN
EILEEN MORRIS
HAILEY THOSTENSON
JIM MONDELLO
MELISSA KELLEY
PATRICK NOLAN
SHIELDS MCMANUS

JOHN GONZALEZ
- VICE PRESIDENT

LENA STARK
- TREASURER

BOARD DIRECTOR

Children are experiencing anxiety, depression, impulse control issues, autism, eating disorders, and other complex mental health challenges at unprecedented levels. More young people need support, and their issues require specialized, timely care that can change lives and strengthen families, schools, and communities. This critical need fuels the dedication of Tykes & Teens’ Board of Directors, donors, funding partners, and our devoted professionals. Your support empowers us to provide accessible, high-quality mental health services across Florida’s Treasure Coast, helping children and teens build resilience and thrive. We are grateful for each contribution that brings us closer to realizing our vision: children empowered to navigate life’s challenges with strength and hope.



HELP



A



CHILD



BLOSSOM

BLOSSOM

A young boy with short blonde hair, wearing a white t-shirt, stands in a field of orange flowers. He has his arms raised high and a joyful expression on his face. The background is a soft-focus field of similar flowers under warm, golden light.

YOUR GIFT IS NOT JUST A DONATION, IT'S AN INVESTMENT IN A CHILD'S FUTURE

EXPAND YOUR IMPACT

For every child we treat, there are five more waiting for care. Your support can help us reach them and make a life-changing difference.

TRANSFORMATIONAL GIVING

Your gift can transform lives, providing the resources needed for children to overcome challenges and thrive.

ENSURE ACCESS FOR ALL

Help us ensure that every family has access to the mental health services their children need, no matter their financial situation.



FUNDING PRIORITIES

**SCHOOL
BASED
SERVICES**

**PSYCHIATRIC
SERVICES**

**OUTPATIENT
SERVICES**

**WALK-IN
ASSESSMENT
CENTER IN
MARTIN COUNTY**

**PREVENTION
SERVICES**

**INFANT MENTAL
HEALTH & EARLY
CHILDHOOD
CONSULTATION**

**TECHNOLOGICAL
ADVANCEMENTS**

**TARGETED CASE
MANAGEMENT**

OUTPATIENT SERVICES

General Mental Health services for children and families provided by master’s level or license eligible clinicians both in person or virtually. Individual and group options are available. Our services include Cognitive Behavioral Therapy, Eye Movement Desensitization and Reprocessing (EMDR), Strengthening Teens in Acquiring Resiliency for Success (STARS) and Dialectical Behavioral Therapy (DBT).

PREVENTION SERVICES

Prevention programming has provided more than 500 community events for adolescents and parents to prevent substance use, bullying, dating violence, suicide and other dangerous behaviors among youth. We administer prevention and social emotional learning curriculum in schools. Our goal is raising community awareness to remove the stigma and shame often associated with seeking mental health treatment, engaging youth in fun, safe and healthy activities and providing free educational events for parents and youth.

PSYCHIATRIC SERVICES

Provided for children and adolescents ages 2 – 18 currently receiving therapy and services within our agency, as well as for those receiving services from other health practitioners. This includes psychiatric evaluations, medication, management, GeneSite testing to best personalize medication treatments and outcomes and one-time consultations. Our Advanced Practice Registered Nurse (APRN) has a collaborating physician who works with a supervising physician. They work hand-in-hand with therapists and primary medical providers to deliver care that focuses on treating the whole child.

INFANT MENTAL HEALTH & EARLY CHILDHOOD MENTAL HEALTH CONSULTATION

The first years of a child’s life are critical in shaping their future. Early exposure to trauma can increase the risk of long-term mental and physical health issues. Addressing these challenges early leads to healthier children who need fewer interventions later. Our Infant Mental Health therapists use Child Parent Psychotherapy and other evidence-based approaches to support children who have experienced trauma and are showing behavioral, attachment, or social-emotional difficulties.

Mental Health Consultation focuses on preventing issues by fostering social-emotional development in children from birth to age five. Our specialized consultants collaborate with early childhood education caregivers to enhance their capacity to support children’s emotional health. This approach builds nurturing relationships, reduces challenging behaviors, and helps prevent preschool suspensions and expulsions through evidence-based practices.

TARGETED CASE MANAGEMENT

TCM provides mental health support beyond therapy or psychiatry, offering an additional layer of care. Blossom leads the evidence-based Wraparound movement on the Treasure Coast, using a team-based approach that focuses on family strengths, needs, and culture. This model addresses both behavioral health and essential needs, such as housing and childcare. Studies show that the Wraparound Model leads to lasting improvements in mental health and overall functioning. The goal of TCM is to empower families to build natural support systems, allowing them to address their needs independently in the future.



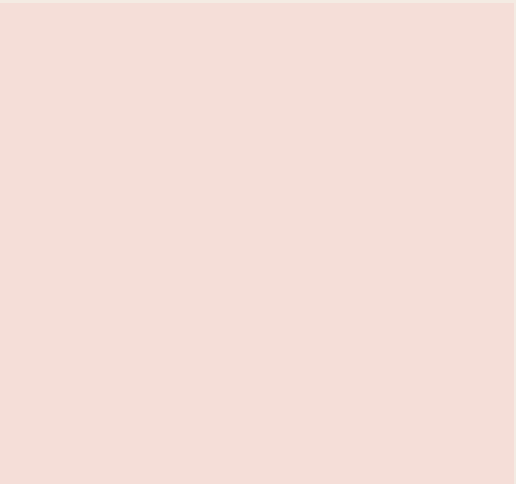
WALK IN ASSESSMENT CENTER

Thanks to the generosity of Impact100 Martin, a walk-in clinic has been established for children’s behavioral health needs. This outpatient clinic serves youth experiencing crises such as suicidal thoughts, depression, anxiety, or behavioral issues. Instead of enduring long waits in the emergency room, children can receive immediate help. The clinic is open to youth under 18 (or up to 21 if still in high school) residing in Martin County. It is staffed by Master’s level clinicians under licensed supervision and collaborates with local behavioral health agencies to ensure ongoing care, as well as with the Mobile Response Team for community evaluations. The goal is to divert youth from costly and restrictive services, offering an alternative to emergency rooms and providing resources to law enforcement.



TECHNOLOGICAL ADVANCEMENTS

Tykes & Teens is at a pivotal moment in its evolution, where technology can significantly improve both the quality of care and the working conditions for our clinicians. Recruitment and retention of qualified professionals have been among our greatest challenges, largely due to the administrative burden and low compensation in the field. Through our donors’ generosity, we will be able to implement a new Electronic Health Record (EHR) system with Eleos, an AI-powered tool that streamlines clinical documentation. Eleos allows clinicians to focus more on their clients by automating the note-taking process, reducing burnout, and increasing efficiency. To fully integrate this technology and ensure it benefits our entire team, we are seeking donor support to cover the implementation and annual costs. By investing in this project, donors can help Tykes & Teens move forward as a technologically advanced agency, improving clinician retention and, ultimately, the care provided to the children and families we serve.



SCHOOL BASED SERVICES

Our school-based services provide essential behavioral health support directly within schools across Martin, St. Lucie, Indian River, and Okeechobee counties. We work with numerous schools in these regions to ensure students have convenient access to care when they need it most. These services address a wide range of mental health challenges, including anxiety, depression, behavioral issues, and social-emotional difficulties. By embedding mental health professionals within the school environment, we deliver timely, evidence-based interventions that reduce barriers to learning and promote emotional well-being. This collaborative approach involves working closely with teachers, school staff, and families to create a supportive network that fosters both academic success and emotional resilience.

Philanthropy has a direct impact on Medicaid clients and their families. With Medicaid only covering 50% of each visit, every donation, whether \$5 or \$1 million, helps bridge the gap. Whether it's through outpatient therapy, school-based services, or the walk-in center, every dollar makes a difference.

\$1M

SUPPORTS CHILDREN FOR AN ENTIRE YEAR ACROSS ALL 4 COUNTIES

\$100K

HELPS SUPPORT REDUCTION IN ANXIETY AND DEPRESSION FOR 100 CHILDREN

\$500K

PROVIDES A STRONG FOUNDATION FOR 600 FAMILIES WITH YOUNG CHILDREN

\$50K

PROVIDES 60 CHILDREN WITH SPECIALTY CARE FOR SEVERE MENTAL HEALTH NEEDS

LEAVE A LEGACY OF HOPE

We plant the seeds of hope, helping children blossom into their full potential, transforming our community, one young life at a time. A gift in your will, also known as a bequest, is a powerful way to leave a lasting legacy and make a meaningful impact on future generations. Once your loved ones are provided for, we invite you to consider extending your commitment to children’s mental health by including Tykes & Teens in your estate plans. Your thoughtful planning can help ensure that life-saving services such as suicide prevention and children’s mental health support continue for years to come.

YOU CAN MAKE A BEQUEST TO TYKES & TEENS IN SEVERAL WAYS

SPECIFIC BEQUEST

Leave a fixed dollar amount or a percentage of your estate's value to Tykes & Teens in your will or living trust.

RESIDUAL BEQUEST

Designate the remaining portion of your estate to Tykes & Teens after other expenses and beneficiaries have been taken care of.

CONTINGENT BEQUEST

Name Tykes & Teens as a contingent beneficiary, meaning we would only receive the gift if your primary beneficiaries are no longer living at the time of your passing.

WHAT IT MEANS TO YOU

By naming Tykes & Teens in your Estate, you are making a profound statement about the values that matter to you. A legacy gift to Tykes & Teens is a powerful way to:

CREATE LASTING CHANGE

Your legacy gift ensures that children in need will continue to receive compassionate, effective mental health care.

REFLECT YOUR VALUES

Leaving a gift to Tykes & Teens allows you to impact future generations, reflecting your commitment to children’s mental well-being.

ENDURING GRATITUDE

You will be remembered as a valued partner in nurturing resilient, healthy children, creating a legacy that carries your compassion forward.

WHAT IT MEANS TO US

Your legacy means sustainability and hope for the future. It means that:

CHILDREN ARE NEVER TURNED AWAY

With your support, Tykes & Teens can continue to serve all children in need, regardless of financial ability.

STRENGTHENED PROGRAMS

Legacy gifts enable us to expand our reach, innovate, and maintain high-quality mental health services for the most vulnerable.

A COMMUNITY OF SUPPORT

Your legacy gift brings us closer to a community where every child has the opportunity to blossom into their fullest potential.





SEEDS & FERTILIZER

Our future relies on cultivating a network of support that starts small but has the potential to grow into something transformative. A dual-pronged strategy that taps into the power of both small donors (the seeds) and major donors (the fertilizer) can nurture and sustain our mission of providing exceptional mental health care for children and families. Each has a critical role to play in helping children blossom into their full potential.

TOGETHER, WE CULTIVATE A STRONGER, MORE RESILIENT COMMUNITY, HELPING CHILDREN BLOSSOM INTO THEIR FULL POTENTIAL.

SEEDS OF CHANGE

The seeds of change represents the grassroots movement—individuals contributing what they can to spark growth. These “seeds” may start small, but collectively, they create a groundswell of support that is vital to Blossom’s mission. Here are the key tactics:

GROUNDSWELL CAMPAIGN: EVERYONE MAKES A DIFFERENCE

Small donors are the foundation, and every contribution matters, no matter the size. We’ll use a digital campaign that inspires everyday individuals to “Help a Child Blossom.” This campaign is designed to emphasize that small actions, like a \$10 donation, have a real, measurable impact on the life of a child.

DIGITAL APPEAL

- Campaign messaging: “Help a child blossom. Your \$10 today could change their tomorrow.”
- Emphasize what even a small amount can do—whether it’s helping to cover a therapy session, providing school-based services, or funding mental health assessments.
- Use social media ads, email marketing, and influencer partnerships to rally supporters and create an aspirational, shareable message.

MONTHLY MICRO-GIVING OPPORTUNITIES

- Encourage small donors to make monthly recurring donations, becoming consistent “seed planters.”
- Incorporate peer-to-peer fundraising by letting supporters feel empowered to spread the message and invite others to join the campaign.

FERTILIZER FOR GROWTH

While the seeds are essential, the fertilizer—the major donors—nurture those seeds into full bloom. Major donors provide the resources to accelerate growth, bringing excellence in care and service delivery to the forefront. Here are the key tactics:

POSITION BLOSSOM AS THE REVERENT AUTHORITY

Blossom isn’t just a mental health service provider—it’s the leader in childhood behavioral health, delivering high-impact, evidence-based care. Major donors are drawn to excellence, not just affordability.

- Messaging: “At Blossom, it’s not just about access; it’s about being the best at what we do.”
- Highlight leadership and expertise: Showcase partnerships, accreditations, and data to emphasize Blossom’s impact.

ARTICULATE THE DONOR JOURNEY

Major donors are taken through a thoughtful, step-by-step journey, moving from initial engagement to deep, transformational giving.

INITIAL ENGAGEMENT

Introduce donors to Blossom’s mission through facility tours, leadership meetings, and impact-driven content like videos and stories.

DEEPENING COMMITMENT

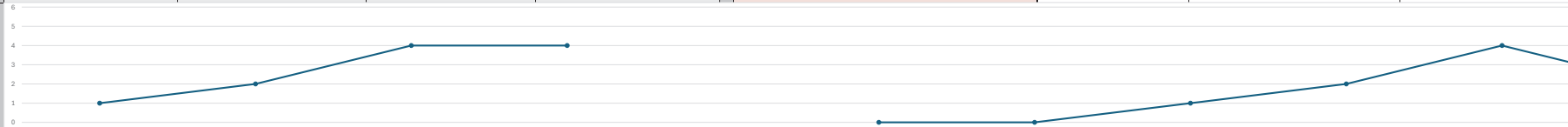
Involve donors in specific programs, event sponsorships, or campaign boards, highlighting their crucial role in maintaining excellence.

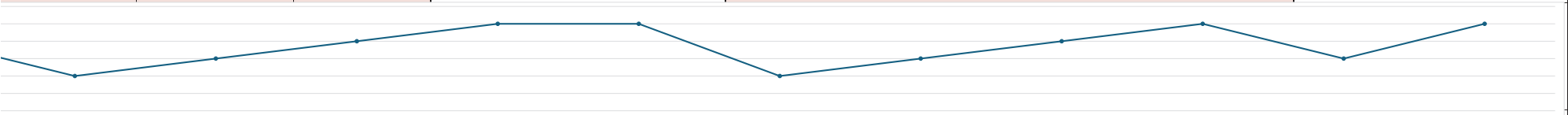
TRANSFORMATIONAL GIVING

Frame the conversation around legacy-building, showing how their contributions leave a lasting impact on the community and the lives of the children Blossom serves.

CREATING THE DONOR PIPELINE

Identify small donors with increased engagement and nurture them toward major donor commitments through personalized communication, exclusive events, and impact updates. This moves mid-level donors toward greater involvement over time.

Blossom Spot Campaign					Prospect Identification		Cultivation		
STAGE									
Donors Steps	Become Aware	Investigate	Participate	Retention/Referral	Research & Screening	Segmenting Prospects	Initial Contact	Relationship Building	Personalized Engagement
Donor's Activities	See ad	Click on ad	Donate	Follow on social and receive emails			Receive phone call, personalized email or letter	Receive personal invitation by phone and email, attend events, volunteer, talk to community members	Meet a mission leader or key stakeholder
Donor's Goals	No goals	To learn more about the campaign	To make impact in the community	To join the Blossom community and share with friends			No goals	To get involved with the organization	To become a part of community, to serve the community
Touchpoints	Meta Ads Word of Mouth	Website Landing Page Retargeting Ads (Programmatic and Social)	Donation Form	Email Drip Campaign Organic Social Media			Phone call Personalized email Personalized letter	Invitation by phone and email to event. Campaign Brochure Email Drip Campaign	One-on-one meetings. Office visits. Proposal, brochure.
Experience									
Campaign Goals	To effectively reach as many people as possible	To persuade to donate	Build donor base and Collect email addresses	To grow community of supporters and encourage continued support and advocacy	Identify list of major donor prospects	Get as many quality major donor prospects	Educate and establish relationship	Build relationships, earn trust	Organize one-on-one meeting
KPIs	Impressions (frequency and reach)	CTR Website Visits	Donation Form Visits Number of Donations Giving Amount	Social Media Engagement Email Engagements	Number of mid-high level donors	Number of identified major donor prospects	Number of Calls/Emails/Letters Engagement Rate	Number of calls, meetings, visits, event attendance	Number of one-on-one meetings
Tykes & Teens Marketing Activities				Identify list of mid to high level donors and reach out with follow up email.	Utilize wealth screening tools and donor database (Raiser's Edge) to identify potential donors, major focus on Indian River and Martin Counties. - Evaluate prospects based on giving capacity, philanthropic interests, and past giving history.	Classify prospects into categories (e.g., Major Donors, Corporate Sponsors, Foundations). *This Journey is Major Only	Email: Share impact stories, annual reports, and program updates to build interest.	Invite prospects to events (e.g., site visits, community events, small gatherings). Schedule one-on-one meetings with key staff, board members, or program beneficiaries. Engage through regular communications (e.g., newsletters, program updates). Lean into current donor relationships to host small cocktail receptions in their homes and invite their friends and neighbors (create ambassadors)	Offer volunteer opportunities or invite prospects to participate in a program. Share customized proposals or impact reports based on the prospect's interests.
Ironside Marketing Activities	Build + Optimize: Awareness Campaign	Build + Optimize: Retargeting Campaign	Build + Optimize: Website Landing Page	Create and Schedule: Organic Social Media Campaign Email Drip Campaign			Letterhead and Envelope	Newsletter Brochure Business Cards	Impact Report Redesign the office space with new wall graphic, signage and photography.

Solicitation			Gift Acknowledgment		Stewardship				Renewal and Advancement	
Tailored Ask	Proposal Presentation	Addressing Concerns	Immediate Acknowledgment	Public Recognition	Ongoing Communication	Personalized Engagement	Impact Reporting	Recognition & Celebration	Assessing the Relationship	Next Step
Ready to review the proposal	Attend an event, meeting, visit the office	Complete the give	Receive acknowledgement		Get involved with the mission	Attend events	Curate the activities and monitor the results	Celebrate the results	Ongoing support	Move to the next level
To receive a tailored plan	To determine if organization meets expectations	To achieve the giving goals	To feel connected to the cause		Stay informed	Get more personal with the organization	Learn about results	Make a difference in the community	Continue making a difference in the community	
Personalized communication. Tailored proposal. One-on-one meetings.	One-on-one meetings. Events.	Personalized communication	Personalized thank-you letter or email. Thank-you Call. Website, Social Media, Publications. Community Events.		Impact report. Personalized communication. Newsletters, Social Media Posts. Exclusive events.				Personalized communication. One-on-one meetings.	
										
Develop a tailored ask	Proposal Presentation	Convert prospects	Immediate Acknowledgement	Recognize the donor	Keep the donor updated	Keep the donor engaged	Communicate the results and impact	Acknowledge the results	Reengage with the donor, increase the giving level	
Conversions, Gift Size, ROI, CPDR			Number of donors publicly recognized. Number of testimonials and shares		Client feedback, Client Satisfaction Rate, Email Engagement. Event Attendance				Donor Growth, Donor Retention Rate, Recurring gifts , Referrals	
Prepare a personalized solicitation strategy based on donor interests, capacity, and timing. Present a compelling case for support, highlighting specific needs and the impact of their potential gift.	Deliver the ask through a formal meeting, personalized proposal, or event. Ensure clear communication on how the gift will be used and its potential impact.	Be prepared to answer questions, provide additional information, or address any hesitations. Offer flexibility in gift options (e.g., one-time gift, multi-year pledge, in-kind donations, QCD's/IRA, stock, donor advised funds).	Send a personalized thank-you letter or email within 24-48 hours of receiving the gift. Make a thank-you call from a key staff member or board member.	Recognize the donor in Tykes & Teens publications, website, or at events (with their permission). Offer opportunities for naming rights or sponsorships, if appropriate. Build the Donor Recognition Program.	Regularly update donors on the impact of their gift through reports, newsletters, and personal updates. Invite donors to exclusive events, such as donor appreciation events, program milestones, or special briefings.	Continue personal interactions, such as meetings with the CEO, invitations to site visits, or involvement in advisory boards. Offer opportunities for deeper involvement, such as volunteering, although limited, or joining a donor circle.	Provide detailed reports showing how their gift made a difference, including stories from beneficiaries and measurable outcomes. Use visuals, such as videos or infographics, to enhance the impact report.	Celebrate donor milestones (e.g., anniversaries of giving, cumulative giving milestones). Offer special recognition opportunities, such as awards or dedications.	Review the donor's engagement and giving history to identify opportunities for renewal or increased giving. Plan for future solicitations, considering their past giving patterns and engagement level.	Develop a strategy for moving the donor to the next level of engagement or giving (e.g., major gift, planned giving). Continue personalized communication and involvement to deepen the relationship. Develop a Planned Giving Program.
Proposal Template Design			Donor Recognition Letter. Social Media and Website posts to recognize the donor. Donor Recognition Wall.		Create Newsletters & Social Media content					



INTRODUCING BLOSSOM

We are proud to introduce Blossom, a new name that reflects our mission to help children reach their full potential. By planting the seeds of hope, we are transforming our community, one young life at a time. Blossom symbolizes the outcomes we work toward—healthier, stronger futures for children and families. Our promise is simple: to support growth, build resilience, and make a lasting impact in our community. With Blossom, we are committed to nurturing every child's journey toward a brighter tomorrow.

LOGO

MAIN LOGO



SECONDARY LOGO



ICON



INCORRECT LOGO APPLICATION



COLOR PALETTE

Our color palette reflects the warmth and growth at the heart of Blossom’s mission. Muted yet vibrant, the palette is dominated by warm tones that convey a sense of safety, nurturing, and optimism. Soft and deep purples, blues, and greens are used to create balance and harmony, complementing the primary warm hues. A pop of orange is strategically included to drive action and engagement, symbolizing energy and transformation. Together, these colors evoke a calming yet inspiring atmosphere that aligns with our message of growth, resilience, and empowerment.



CMYK 35 43 0 0	CMYK 0 91 100 0	CMYK 92 100 33 54	CMYK 4 6 9 0
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TYPOGRAPHY

PRIMARY

Inter

BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

CALL OUT

HEAVITAS

CAPTION:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

PHOTOGRAPHY STYLE

The photography style for Blossom focuses on authenticity, connection, and emotion. We capture candid, natural moments that emphasize real relationships between children, families, and caregivers. Our images are warm, inviting, and inclusive, reflecting the diversity of the communities we serve. While we use imagery of children with flowers sparingly as a metaphor for growth and our name, Blossom, we do so thoughtfully to avoid any confusion with a floral company. Importantly, we never show children suffering or sad, and we steer clear of overly staged or stock-like images—no cheesy photos of kids holding hands or posed in unrealistic ways. Our use of natural light and soft backgrounds ensures the focus stays on the genuine strength, resilience, and hope we nurture through our services.





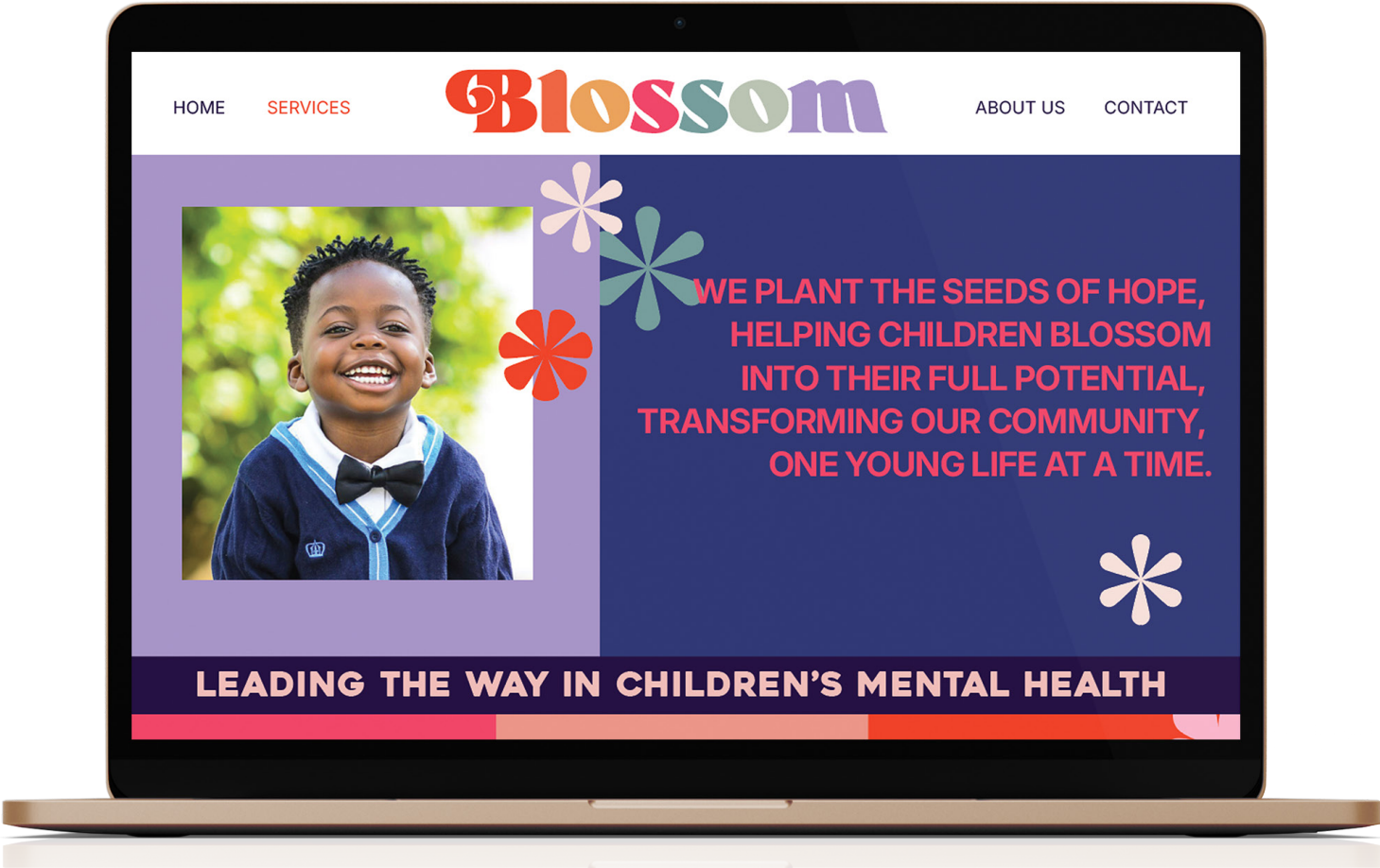
ANNUAL APPEAL

Our annual appeal brochure mailer is designed to reflect the fresh, vibrant identity of Blossom and inspire immediate action. The design incorporates thoughtful, inspiring messaging that reflects Blossom's mission as well as articulates the direct impact of giving. The standout feature is the bright orange donation envelope and remit card, strategically chosen to grab attention and spark engagement right from the mailbox. Every detail of the mailer is crafted to connect with supporters on a personal level, motivating them to help us continue transforming young lives, one child at a time.



SPOT CAMPAIGN

Digital ads distributed on social media platforms generate a refreshed donor base of advocates that can easily click and navigate to a dedicated landing page for quick donation.



DONOR RECOGNITION WALL

The donor recognition wall features simple building blocks designed with some flowers and some without. Each square has the donor's name on it. The bright and colorful display of names encourages others to support and celebrates our community's generosity.





THANK

YOU

**PREPARED BY
IRONSIDE**

