

# Unmasking Stigma. Lifting Voices.

Breaking the silence surrounding men's mental health, one conversation at a time.

[Support Our Mission](#)

[Schools Program](#)



## Our Mission: Breaking Barriers, Building Community

The Unmasking Project is a 501(c)(3) nonprofit organization dedicated to transforming how we approach men's mental health. We believe that no man should suffer in silence, hidden behind a mask of emotional suppression.

Our work centers on creating safe, stigma-free spaces where men can speak openly about their struggles, connect authentically with others who understand, and access the professional support they deserve without fear or shame.

Through innovative community programs, evidence-based education, and powerful advocacy, we empower men of all ages to remove the mask and seek help. Every initiative we launch is designed to normalize mental health conversations and provide tangible resources.

All contributions directly support mental health centers serving individuals in need and young adults navigating the challenges of school, early career development, and personal growth during critical life transitions.

## The Crisis We're Addressing

**75%**

### Male Suicide Rate

Men account for three-quarters of all suicide deaths in the United States

**1 in 3**

### Men Struggle Silently

One in three men experience anxiety or depression but never seek help

**40%**

### Young Adult Crisis

Mental health concerns among college-age men have increased by 40% since 2019

These statistics represent real people—sons, brothers, fathers, and friends—who deserve compassionate support and effective intervention. The stigma surrounding men's mental health creates invisible barriers that prevent too many from reaching out. We're working to change that reality, one community at a time.

# Why Men's Mental Health Matters

"The mask of stoicism that society expects men to wear can become a prison. True strength lies in vulnerability, in asking for help, and in supporting others through their struggles."

Cultural expectations teach men from a young age to suppress emotions, prioritize toughness over tenderness, and solve problems independently. While resilience is valuable, this conditioning creates isolation during times of genuine crisis. Men often wait until they're in severe distress before seeking support—if they seek it at all.

Breaking this cycle requires cultural transformation. We need communities where emotional honesty is celebrated, where asking for help is recognized as courage, and where mental wellness is prioritized alongside physical health. That's the world The Unmasking Project is building.

# Our Three-Pillar Approach



## Community Connection

We facilitate peer support groups, mentorship programs, and community events that foster authentic relationships and shared experiences among men.

- Weekly support circles
- Peer mentorship matching
- Community awareness events



## Education & Awareness

We provide evidence-based resources, workshops, and training to increase mental health literacy and reduce stigma across all age groups.

- School-based programs
- Workplace wellness training
- Online resource library



## Advocacy & Action

We advocate for policy changes, increased funding for men's mental health services, and systemic improvements in mental healthcare access.

- Legislative partnerships
- Healthcare access initiatives
- Public awareness campaigns

# December 6th: Turning Endurance Into Impact

## 100 Miles for Mental Health

This December 6th marks our official launch with an extraordinary challenge: a 100-mile endurance race in Needville, Texas. This isn't just about physical stamina—it's a powerful metaphor for the mental health journey that so many men face daily.

Every mile represents the determination it takes to confront mental health struggles, the courage required to ask for help, and the resilience needed to keep moving forward even when the path seems impossible.

The funds raised will provide counseling services, support groups, crisis intervention resources, and educational programs for men in communities across Texas and Massachusetts. Your tax-deductible donation doesn't just support a race—it transforms lives.

### Our Goal

**\$10,000**

100% directly supports men's mental health programs and services

# Where Your Donation Goes

01

## Direct Mental Health Services

Funding counseling sessions, therapy programs, and crisis intervention services at partner mental health centers

03

## Community Outreach

Organizing awareness events, support groups, and public education campaigns to reduce stigma

02


## Youth Support Programs

Creating school-based initiatives, peer support networks, and educational resources for high school and college students

04

## Resource Development

Building accessible online platforms, crisis hotlines, and educational materials for men seeking help

 **100% of donations go directly to program services.** Administrative costs are covered separately, ensuring every dollar you give creates maximum impact for men in need.

# Massachusetts High School Initiative

## Building Tomorrow's Mental Health Leaders Today

High school represents a critical period for mental health development. Adolescent and young adult men face unprecedented pressures—academic stress, social media comparison, identity formation, and future uncertainty—often without the emotional tools or support systems to navigate these challenges effectively.

Our Massachusetts High School Outreach Plan targets this crucial demographic through comprehensive partnerships with public schools, technical institutes, private academies, and charter schools across the state. We're not just delivering presentations—we're building sustainable programs that create lasting cultural change around mental wellness.

By meeting students where they are and equipping them with knowledge, coping strategies, and peer support networks, we're investing in a generation that will approach mental health with openness, understanding, and compassion.

# Our School Partnership Strategy



## Relationship Building

Connect with administrators, counselors, and student leadership to understand unique school needs and opportunities



## Program Delivery

Deliver assemblies, small group discussions, and interactive workshops tailored to student populations



## Sustainable Impact

Establish student ambassador programs and ongoing "Unmasking Clubs" for peer-led mental health advocacy

# Public High School Partnerships

We're targeting 40+ public high schools across Massachusetts with strong community programs and student leadership opportunities. These schools are ideal for assemblies, peer group discussions, and fundraising collaborations that engage entire student bodies.

## Metro Boston Region

- Andover High School
- Billerica Memorial High School
- Braintree High School
- Melrose High School
- Newton South High School
- North Reading High School
- Norwood High School
- Stoneham High School
- Wakefield Memorial High School
- Watertown High School
- Westford Academy

## North Shore & Cape Cod

- Amesbury High School
- Bourne High School
- Dennis-Yarmouth Regional High School
- Falmouth High School
- Hanover High School
- Nauset Regional High School
- Rockland High School
- Sandwich High School
- Swampscott High School

## Central & Western Massachusetts

- Bartlett High School
- Chicopee High School
- Clinton High School
- Douglas High School
- East Longmeadow High School
- Fitchburg High School
- Grafton High School
- Littleton High School
- Longmeadow High School
- Maynard High School
- Millbury Memorial Jr/Sr High School
- Sutton High School
- Wahconah Regional High School
- West Boylston Middle-High School

## South Shore & Southeast

- Attleboro High School
- Dartmouth High School
- Excel High School
- Joseph Case High School
- Medfield High School
- Milford High School
- Nipmuc Regional High School
- North Middlesex Regional High School
- Uxbridge High School

# Technical & Vocational School Programs

Technical and vocational schools offer unique opportunities to integrate mental health education with career-readiness training. Students in these programs often enter high-stress trades where mental wellness and workplace safety are interconnected.

Our specialized programming for technical schools emphasizes mental health in the workplace, resilience building for demanding careers, and practical coping strategies that students can carry into their professional lives.

## Partner Technical Schools

- Assabet Valley Regional Technical High School
- Bristol-Plymouth Regional Technical High School
- Keefe Technical School
- Lynn Vocational Technical Institute



# Catholic & Private School Engagement

## Values-Based Mental Health

Catholic and private schools provide exceptional opportunities for values-based mental health discussions that integrate faith, character development, and emotional wellness.

## Leadership Integration

These schools often emphasize leadership development, making them ideal partners for student-led mental health advocacy and peer mentorship programs.

## Partner Private & Catholic Schools

- Academy of Notre Dame High School
- Bishop Stang High School
- Boston Latin School
- Lowell Catholic High School
- Lynn English High School
- Milton Academy
- Notre Dame Academy
- St. John Paul II High School
- St. Peter-Marian High School
- Xaverian Brothers High School

# Charter School Collaborations



## Innovation in Action

Charter schools offer flexibility and innovation that makes them excellent partners for pilot programs and student-led campaigns. Their emphasis on project-based learning aligns perfectly with our collaborative service initiatives.

## Partner Charter Schools

- Sturgis Charter Public School East
- Sturgis Charter Public School West

These schools serve as testing grounds for scalable mental health programs that can eventually expand to traditional public schools across the state.

# Three-Phase Implementation Timeline

## Phase 1: November–December 2025

### Foundation Building

Outreach to top 15 schools for partnership discussions or speaking opportunities. Establish initial relationships with administrators and counselors. Deliver pilot assemblies and workshops to gauge reception and refine programming.

1

## Phase 3: Q2 2026

### Statewide Movement

Host statewide awareness challenge tied to endurance events, such as the 100-mile run initiative. Create inter-school competitions and collaborations. Scale successful programs to all 50+ partner schools.

3

## Phase 2: Q1 2026

### Program Expansion

Establish school ambassadors at partner institutions. Launch "Unmasking Clubs" where students lead peer-to-peer mental health conversations. Train student leaders as mental health advocates within their communities.

2

# What We Offer Schools

## Student Assemblies

Engaging 45-60 minute presentations for large groups that combine storytelling, statistics, and actionable strategies for mental wellness. Interactive format encourages questions and discussion.

## Small Group Workshops

Intimate sessions of 15-25 students for deeper conversation about specific mental health topics, coping strategies, and peer support techniques. Safe space for vulnerable sharing.

## Faculty & Staff Training

Professional development for educators, counselors, and administrators on recognizing mental health warning signs, appropriate intervention, and creating supportive school cultures.

## Student Leadership Programs

Multi-week training for student ambassadors who will lead mental health initiatives, facilitate peer support groups, and serve as visible advocates for stigma-free conversations.

## Resource Materials

Comprehensive toolkit including posters, handouts, crisis hotline information, and digital resources that schools can display and distribute year-round.

## Ongoing Support

Continued partnership beyond initial programming, including follow-up check-ins, additional sessions, and connection to professional mental health resources as needed.

# The Unmasking Club Model

## Student-Led Mental Health Advocacy

Unmasking Clubs are student-organized groups that meet regularly to discuss mental health, share experiences, and plan awareness initiatives. Led by trained student ambassadors with support from school counselors, these clubs create lasting infrastructure for peer support.

1

### Club Formation

Identify passionate student leaders and provide comprehensive training on mental health basics, facilitation skills, and peer support boundaries

2

### Regular Meetings

Bi-weekly gatherings where students discuss mental health topics, share resources, and support one another in a structured, confidential setting

3

### School-Wide Impact

Clubs organize awareness campaigns, host guest speakers, coordinate with counseling services, and serve as visible presence that mental health matters

4

### Community Connection

Link with other school clubs, participate in regional mental health events, and collaborate with The Unmasking Project on larger initiatives

# Why Schools Trust Us



## Evidence-Based Approach

All programming grounded in current mental health research and best practices from leading psychology organizations



## Culturally Sensitive

Content adapted to respect diverse backgrounds, beliefs, and experiences while maintaining universal mental health principles



## Safety First

All facilitators trained in crisis response, mandated reporting, and appropriate boundaries for school settings



## Flexible Programming

Customizable sessions that fit school schedules, student needs, and existing wellness initiatives



## No Cost to Schools

All programs provided free of charge through donor support, removing financial barriers to mental health education



## Measurable Impact

Pre and post-program surveys demonstrate increased mental health literacy and reduced stigma among participants

## Student Testimonials

"I always thought asking for help was weak. The Unmasking Project helped me realize that talking about my anxiety was actually the strongest thing I could do. Now I'm a club leader helping other guys understand the same thing."

— Marcus T., Junior, Andover High School

"After my dad passed away, I didn't know how to deal with it. I kept everything inside for months. The workshop gave me permission to grieve and showed me I wasn't alone. That changed everything."

— Daniel R., Senior, Fitchburg High School

"Our Unmasking Club has become the most important part of my week. It's where I can be real about stress, college pressure, and what I'm actually feeling without judgment. Everyone needs this."

— Jason K., Sophomore, Newton South High School

# Beyond the Classroom: Community Impact

While our school programs form the foundation of our work, The Unmasking Project's impact extends far beyond campus boundaries. We're building a comprehensive ecosystem of support that follows men through every life stage and transition.

## Young Adults

College students and early-career professionals face unique pressures during formative years. We provide transition support, career stress management, and peer networks for this critical demographic.

## Working Men

Workplace mental health initiatives that help companies create cultures of psychological safety, work-life balance, and accessible mental health resources for employees.

## Older Adults

Support groups and resources for men navigating retirement, health challenges, loss, and life transitions often overlooked in mental health conversations.



## Our Partners in Mental Health

The Unmasking Project collaborates with leading mental health organizations, treatment centers, and community partners to ensure comprehensive, professional care. We don't just raise awareness—we connect men to quality services.



These partnerships allow us to provide immediate crisis support, ongoing therapy connections, and evidence-based resources backed by decades of mental health expertise.

# How You Can Get Involved

## Donate

Make a tax-deductible contribution that directly funds counseling services, school programs, and community outreach. Every dollar creates measurable impact.

[Give Now](#)

## Volunteer

Share your story, facilitate workshops, or support events. Lived experience and professional expertise are both valuable to our mission.

[Learn More](#)

## Spread Awareness

Follow us on social media, share our message, and start conversations about men's mental health in your own circles. Cultural change begins with dialogue.

[Connect](#)

## Partner With Us

Schools, businesses, and community organizations can host programs, sponsor events, or collaborate on mental health initiatives tailored to your population.

[Contact Us](#)

# The Ripple Effect of Your Support

When you support The Unmasking Project, you're not just helping one person—you're creating waves of positive change that extend through families, friendships, schools, and entire communities.

## Individual Healing

One man finds courage to seek help and begins his recovery journey

## Sustained Support

More resources and reduced stigma mean future generations face fewer barriers to care



## Family Wellness

His healing strengthens relationships and creates healthier family dynamics

## Community Culture

His openness encourages others to unmask, normalizing mental health conversations

## Systemic Change

Cultural shift leads to policy improvements and better mental health infrastructure

# Join the December 6th Challenge



## Run With Us—In Your Own Way

You don't need to run 100 miles to be part of this historic launch. Support our runner, sponsor a mile, or make a donation of any size. Together, we'll cross the finish line and launch a movement.



### Progress to Goal

\$8,200 raised of \$10,000 target

We're almost there! Your contribution in these final weeks will help us meet our ambitious goal and make this launch truly unforgettable.

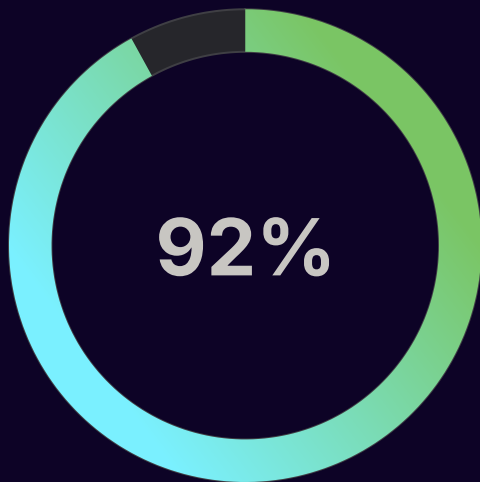
[Donate Now](#)

[Event Details](#)

# Tax Benefits & Transparency

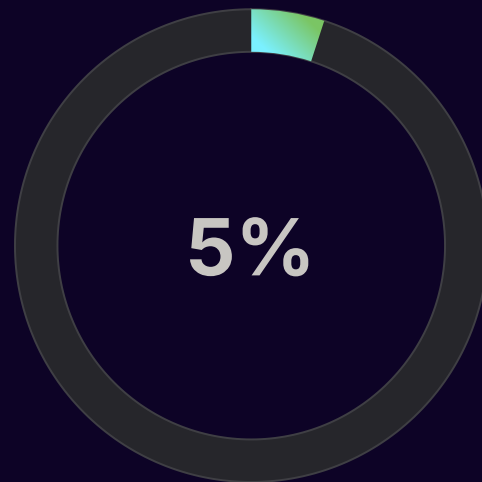
📄 **The Unmasking Project is a registered 501(c)(3) nonprofit organization.** All donations are tax-deductible to the full extent allowed by law. EIN available upon request.

We believe in complete financial transparency. Donors receive detailed breakdowns of how funds are allocated, impact reports showing outcomes achieved, and regular updates on program development and expansion.



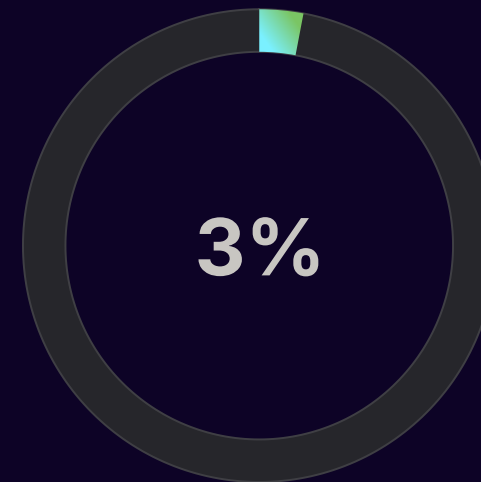
## Program Services

Directly funding mental health programs and support



## Operations

Essential administrative and technology infrastructure



## Fundraising

Events and campaigns to sustain and grow our mission

Our commitment to efficiency ensures maximum impact from every dollar. We operate with lean overhead and prioritize direct service delivery above all else.

# Together, We Unmask the Future

## Your Support Changes Lives

Mental health challenges don't discriminate, but stigma does. It tells men they must be strong, silent, and self-sufficient even when they're drowning. It creates shame around vulnerability and fear around asking for help. This stigma kills—literally and metaphorically.

But together, we're rewriting that narrative. We're creating a world where men can speak openly about depression, anxiety, trauma, and struggle without losing their sense of identity or strength. Where seeking therapy is as routine as going to the doctor. Where peer support is readily available and professional resources are accessible to all.

The Unmasking Project exists because every man deserves to live authentically, connect meaningfully, and access help when needed. Your donation, partnership, or advocacy helps us build this reality—one conversation, one school, one community at a time.

**"True strength isn't hiding behind a mask. It's having the courage to remove it."**

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Join us. Support our mission. Be part of the solution. Together, we'll unmask stigma and lift voices until every man knows that healing is possible, help is available, and hope is real.

[Make Your Tax-Deductible Donation](#)

[Contact Us](#)