

# MY GOOD BRAIN

Bridging Psychology & Art

An Arts-Based Nonprofit Organization for Youth Mental Wellness



# ABOUT OUR ORGANIZATION



## Bridging Psychology & Art

My Good Brain's mission is to use art as a vehicle for change in teaching psychological tools for adaptive functioning in youth. The overall vision for My Good Brain is to show children a healthy, fun, and engaging way to take care of their mental health using art and play.

My Good Brain was founded by Dr. Danessa Mayo, a California licensed clinical psychologist and visual artist who wanted to bridge her love and passion for both psychology and art. Dr. Mayo's work with children and young adults has shown her the importance of highlighting mental and emotional wellness, and learning effective coping tools from an early age. Additionally, Dr. Mayo's vision for My Good Brain focuses on coping skill learning through the medium of art-based activities and play.



# OUR LEADERSHIP



**Dr. Danessa Mayo**

CEO, Founder



**Dr. Andy Lai Lin**

Board Director



**Teresa Mayo**

Board Director



**Idalia Orellana-Goodell**

Board Director



**Destini Davis**

Board Director





# OUR VOLUNTEER TEAM



**Peri Trono**

Community Outreach & Events

**Ashley Krombach**

Research & Education

**Jessica Nguyễn**

Social Media & Marketing



**Kellan Sanchez**

Research & Education

**Anya Francisco**

Teen Program Coordinator

**Winona Rajamohan**

Research & Education

**Vrindha Moka**

Teen Program Coordinator



**Katrina Wong**

Research & Education



# MY GOOD BRAIN TOOL KITS

## Art therapy tool kits

The My Good Brain Tool Kit Program is a school-based intervention for students to promote mental and emotional health. It consists of a quarterly box filled with art activities that teach healthy coping tools and other mental health topics (e.g., mindfulness, stress management).

We are grateful to create a fun, engaging, and accessible way for students to learn about the importance of mental health and help build adaptive coping skills.



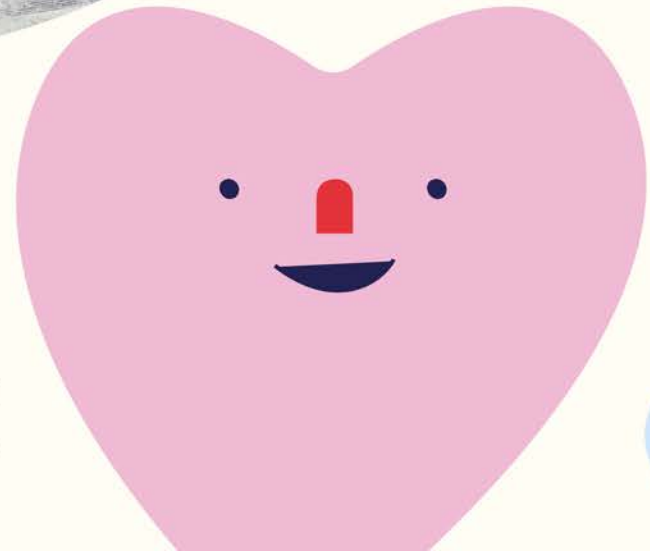
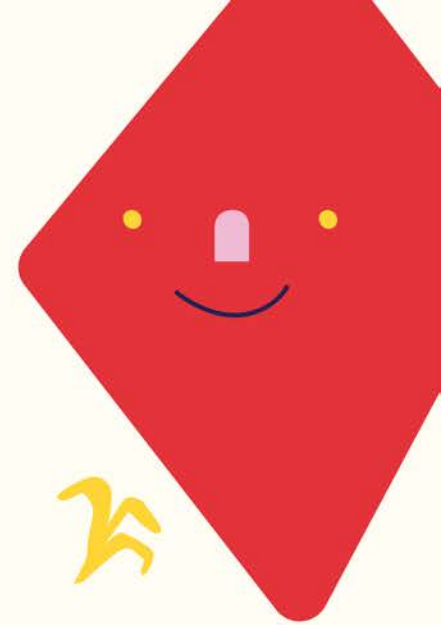
# OUR WORK AT A GLANCE

Supporting Bay Area students



In 2021, we donated over 70 My Good Brain Tool Kits to local elementary school students in the Oakland, Hayward, and Union City area.

In Fall 2022 quarter alone, we have more than doubled that number! As of November 2022, we have provided over 300 Tool Kits to students in the East Bay Area. Our reach has expanded to more schools in the Fremont and Hayward districts.





# WHO WE SERVE



**339**

Instagram Followers

82% Women

37% Ages 25-34

29% Ages 35-44



**Fremont**  
**San Jose**

Top Locations



**280**

Mailchimp Subscribers

86% via Eventbrite



**Fremont**  
**San Jose**

Top Locations



**236**

Facebook Followers

77% Women

24% Ages 25-34

33% Ages 35-44



**Los Angeles**  
**Fremont**

Top Locations



# BENEFITS TO A SPONSOR

Help us reach more Bay Area students  
to promote mental well-being

1. Generate referrals and leads
2. Seize new opportunities with ideal target audience
3. Engage niche markets (i.e., parents, educators)
4. Capture direct customer feedback
5. Boost brand visibility and awareness
6. Test and showcase a new product
7. Establish brand authority
8. Social Media Exposure
9. Giving Back to the community







# TESTIMONIALS



**Lincoln Elementary  
School Psychologist**

"I love love all the books  
and fun SEL projects!!"

**Blacow Elementary  
Teacher**

"Thank you for our Tool  
Kits. These kits will be used  
to build student social  
emotional learning needs &  
emotional wellness during  
lunch recess activities for a  
few of our students."



**Oakland Unified  
School District  
Teacher**

"Generous donation; fun  
materials; booklet of  
explanation and  
instructions"





# SPONSORSHIP OPPORTUNITIES

## Platinum \$5,000+


- Press release quote (your organization's discretion)
- Social media shoutout
- Verbal recognition
- A feature in our weekly blog posts
- Your organization/logo featured during all online MGB events
- Logo on promotional flyer/material (e.g., MGB Tool Kit Activity Booklets)
- Your organization/logo featured at the top section of our Partnerships webpage
- A feature in our monthly newsletter
- Opportunity to add branded promo items
- An MGB T-Shirt, water bottle and canvas tote bag!





# SPONSORSHIP OPPORTUNITIES

## Gold \$2,500

- 
- Social media shoutout
  - Verbal recognition
  - A feature in our weekly blog posts
  - Logo on promotional flyer/material (e.g., MGB Tool Kit Activity Booklets)
  - Opportunity to add branded promo items
  - An MGB canvas tote bag & water bottle!

## Silver \$1,000

- Social media shoutout
- Verbal recognition
- Logo on promotional flyer/material (e.g., MGB Tool Kit Activity Booklets)
- An MGB canvas tote bag!

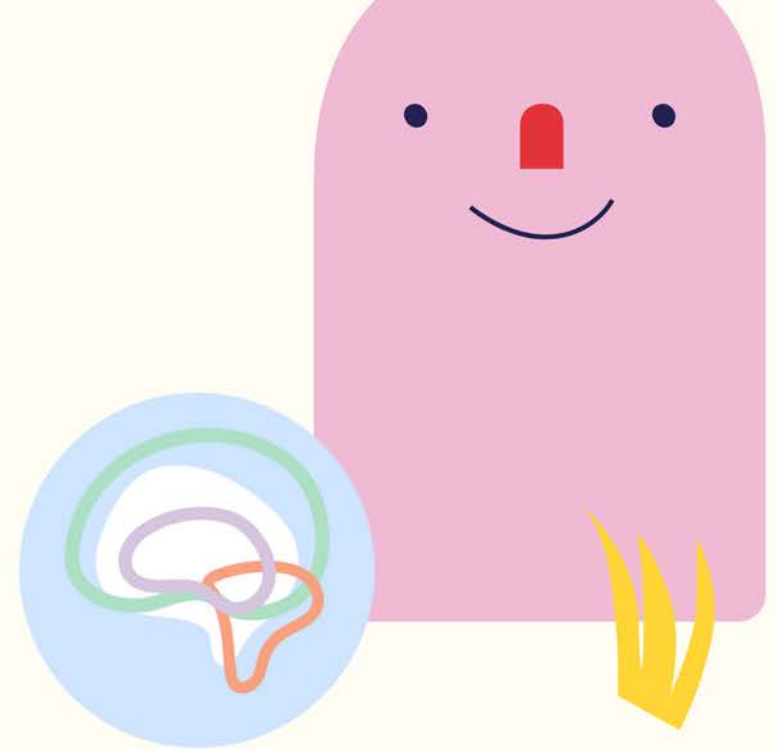
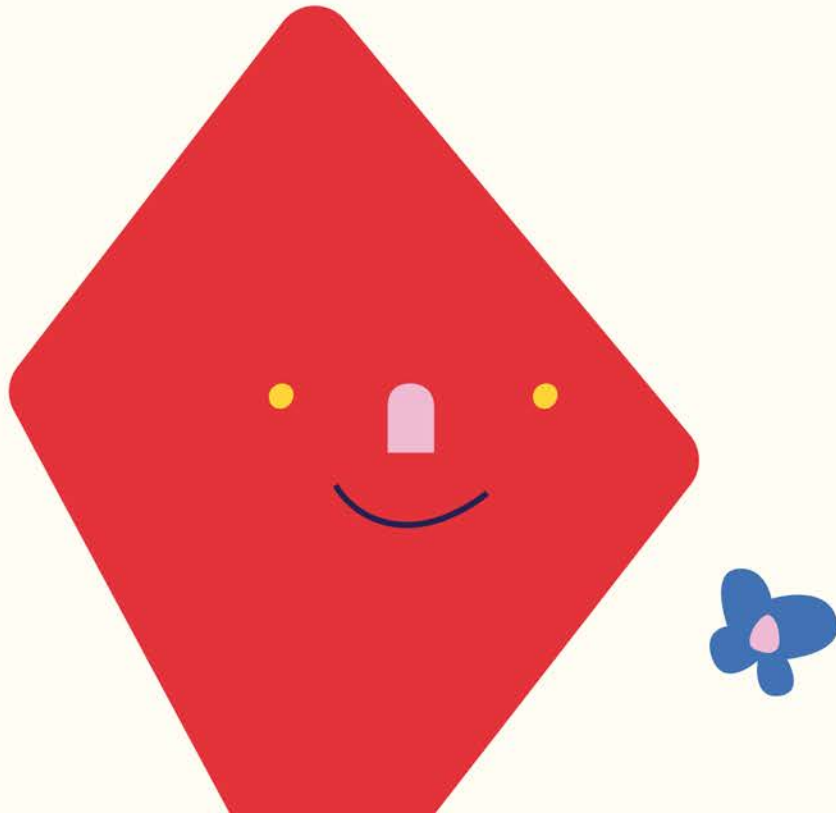
## Bronze \$500

- Social media shoutout
- Logo on promotional flyer/material (e.g., MGB Tool Kit Activity Booklets)





# CONTACT US



## Website

[www.mygoodbrain.org](http://www.mygoodbrain.org)

## Facebook

[@mygoodbrain.org](https://www.facebook.com/mygoodbrain.org)

## Email

[hello@mygoodbrain.org](mailto:hello@mygoodbrain.org)

## Instagram

[@mygoodbrain](https://www.instagram.com/mygoodbrain)

*Thank  
you!*