

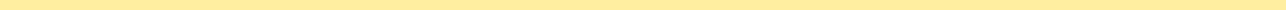
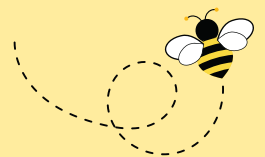
# THE BEEHIVE ALLIANCE

## New Member Handbook



**Welcome to the hive!**

We're so excited to create a buzz  
with you



## Who are we?

- WE ARE a group of volunteers passionate about creating a buzz around pediatric behavioral and mental health
- WE ARE committed to providing the resources necessary to families burdened by these issues, so that no child is denied access to treatments that change lives

## Our Story:

The Beehive Alliance was founded in 2019 by Brad Sheely and Taylor Germain. At that time, the Big Lots Behavioral Health Pavilion was under construction and they felt drawn to explore ways they could raise money for mental health programming through NCH. Brad and Taylor formed The Beehive Alliance in hopes of creating a community of people who felt as passionately as we do about supporting our children's mental health. As for our name, The Beehive Alliance is a nod to the word behavioral and the fact that we dedicated to creating a "buzz" around pediatric and adolescent mental health.

## Our Goals:

- Raise awareness of pediatric behavioral health issues that exist in our community
  - Raise funds to support programs initiated in the new Behavioral Health Pavilion and their On Our Sleeves initiative
  - Create an annual event around World Mental Health Day (October) that will support different Behavioral Health programs annually
  - Find opportunities for growth
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## About Our Partnership With Nationwide Children's

- The Beehive Alliance is the only non-hospital-affiliated group dedicated to raising funds for the Nationwide Children's Hospital Big Lots Behavioral Health Pavilion. We work closely with the hospital to identify their immediate and long-term needs.
- WE SUPPORT the Nationwide Children's Hospital Big Lots Behavioral Health Pavilion – America's largest center dedicated exclusively to child and adolescent behavioral and mental health on a pediatric medical campus
- WE AMPLIFY the message of the On Our Sleeves campaign, which has created a network of support for the millions of families around the country living with mental illness by addressing the stigma associated with this diagnosis and providing the tools necessary to improve behavioral health outcomes.





## Our 4 Major Events

1. **#BuzzforPMH Lemonade Stands:** To kick off mental health month, generous families host lemonade stands in honor of the BHA. We are proud that kids are involved in this grassroots movement to end mental health stigmas.
2. **A Night in The Hive:** This adults-only event is our major fundraiser for the year. Held in May, Guests enjoy live music, a silent auction, and impactful presentations on pediatric mental health.
3. **Our Free Mental Health Fair:** We partner with Seeds of Caring to put on a free back-to-school mental health fair. Children are invited to learn about strategies to support their mental health all year long.
4. **Party in the Patch:** Each October we host this family-friendly fundraiser at Lynd Fruit Farm. Families have the opportunity to participate in all the fun fall activities while #SquashingStigmas with us.

*In a way, the pandemic helped us provide more value to our community and think outside the box. In 2021 we had to shift our plans. We worked to include children in our fundraising efforts. We hosted virtual children's yoga classes, held a virtual book fair, created the viral lemonade stand fundraiser, and held our first official in-person fundraiser, Party in the Patch, an outdoor family event full of fall fun. We loved that kids were involved in creating the "buzz" around pediatric mental health and that opportunities were created to discuss it as a family.*





## Our Impact

### 2022

- The Beehive raised \$75,000! Our donation will support a primary care clinician pilot program created by the experts at the Nationwide Children's Behavioral Health Pavilion and On Our Sleeves. The program will create and give resources that facilitate the conversation and goal-setting between the clinician and the families.
- We hosted our 2nd Be Kind To Yourself and Others Free Mental Health Fair with Seeds of Caring and other local experts.
- We made over 100 Kindness Kits for patients at the Behavioral Health Pavilion.
- We facilitated a mental health information night with local elementary schools and On Our Sleeves.
- Our social team amplified the voices of experts and provided hundreds of free resources.
- We hosted our first annual A Night in the Hive and our 2nd annual Party in the Patch -

### 2021

- We raised & donated \$25,000 to the Nationwide Behavioral Health Pavilion and \$15,000 for On Our Sleeves. Our #BuzzforPMH Lemonade Stands raised over \$11,000!
- We hosted our first Be Kind To Yourself and Others Free Mental Health Fair with Seeds of Caring
- We made and delivered over 100 Kindness Kits to patients at the Behavioral Health Pavilion.
- We held our first annual Party in the Patch
- We were rewarded a grant from Chicago nonprofit Gabriel's Light

### 2020

- We raised & donated \$10,000 to the Nationwide Behavioral Health Pavilion

## NEW MEMBER COMMITMENTS

1. Annual financial commitments asked of each Beehive Alliance member:
  - \$250 Membership Dues (Venmo @thebeehivealliance) Zelle, or check
  - A goal to raise an additional \$500 through a combination of ticket sales, donations, securing event sponsors, and hosting fundraisers.
2. Attend monthly Beehive meetings. Usually held the first Tuesday of each month at COHatch Upper Arlington.
3. Support & attend fundraising activities.
4. Recruit at least two attendees for each of our four main events.
5. Participate in one of our subcommittees – this may require one additional virtual meeting a month leading up to events.







