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Non-Profit Hope4MentalHealth.org Launches to Help Children With Mental Health Disorders Access Services

In February 2010, Hope4MentalHealth.org. launched operations as a 501(c)3 non-profit organization focused on helping low-income children with mental health disorders access services. The organization plans to develop a national network of participating provider organizations to provide diagnosis and treatment to children referred by Hope4MentalHealth.org intake care managers. Parents seeking treatment for their children will be able to call Hope4MentalHealth.org's intake line and receive a referral to a participating provider organization in the family's community. The cost of diagnosis and treatment will be covered by Hope4MentalHealth.org.

As its first focus, founder and executive director Craig Huxford said the organization is developing a funding source. It plans to sell branded specialty bottled water in national retail outlets. A supplier has been secured, and the organization is now pursuing distribution agreements. The water will sell for less than \$2 per liter; the profit from each sale will provide Hope4MentalHealth.org's funding stream for administrative costs and the costs of treatment. After distribution agreements ensure that water is on the shelves in a given community, Hope4MentalHealth.org will hold point-of-purchase campaigns to raise community awareness and seek donations.

Provider organization network development will start in the second phase. After securing agreements with provider organizations, Hope4MentalHealth.org plans to hire an intake counselor who will screen and refer families to participating provider organizations in the families' communities. After diagnosing and developing a treatment plan for the child, the provider organizations will bill Hope4MentalHealth.org., which will pay the charges. Mr. Huxford said that the organization will focus on serving families without sufficient income or health insurance to afford diagnosis or ongoing treatment for conditions such as obsessive compulsive disorder, depression, and attention deficit/hyperactivity disorder.

In addition to selling the water and conducting the point-of-purchase donation campaigns, Mr. Huxford said Hope4MentalHealth.org. will develop and distribute educational materials for parents and schools. He hopes to generate community awareness about mental health disorders, treatment, and recovery—similar to how the Susan G. Komen Foundation brings awareness to breast cancer and generates funding for research and treatment.

Mr. Huxford established and operated a telecommunications repair and sales business for ten years, closing the business in 2005. In early 2009 he developed plans for Hope4MentalHealth.org. In June 2009, he filed Form 1023 seeking tax-exempt status with the Internal Revenue Service and started developing branding, suppliers, and distribution agreements for the specialty water. The 1023 was approved in February 2010. Mr. Huxford is the organization's executive director and is one of three board members. As the organization grows, he plans to seek additional board members with expertise in network development and case management.

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