



LOCAL AND CIVIC FUNDING SUPPORT DOCUMENT

Many communities face challenges in securing funding for comprehensive wellness and resilience-building efforts, especially when federal or state grants are limited or highly competitive. In these moments, schools, districts, local coalitions, and non-profits can draw on the power of their community. By partnering with civic organizations, foundations, and local businesses, they can sustain programs like Sources of Strength that equip Peer Leaders, Elementary Coaches, and trusted adults to share messages of Hope, Help, and Strength that create positive social change. These collaborations don't just provide resources; they create a ripple effect of connection, empowering young people to lift one another up and build a healthier, stronger school and community.

Below are examples of local organizations to connect with, along with suggested talking points and strategies for schools, Peer Leader groups, Elementary Coaches, and other Sources of Strength Champions to engage community partners in sustaining and expanding Sources of Strength.

ORGANIZATIONS TO CONNECT WITH IN THE COMMUNITY

Civic Organizations teams could partner with include:

- Chambers of Commerce
- Community service organizations such as the Rotary Club, Elks Club, Lions Club, Shriners International, Kiwanis Club, Moose Fraternity, Junior League, Optimist Club,
- Veterans of Foreign Wars (VFW), and the American Legion.
- Faith-based coalitions, communities, congregations, or interfaith councils
- Community foundations

- Cultural or heritage clubs (e.g., Irish American Club, Latino Community Center, etc.)
- Parent Teacher Associations (PTAs / PTOs)
- Neighborhood associations

Local Businesses - Many local businesses are philanthropic and seek healthy, recognizable ways to make a positive impact on the community. Consider connecting with the following business in your community:

- Car dealerships
- Banks and credit unions
- Grocery stores
- Restaurants and coffee shops
- Gyms, yoga studios, and recreation centers
- Local health systems and organizations - hospitals, pharmacies, clinics, dentists, etc.
- Insurance and real estate agencies
- Construction, trade companies, and local unions
- Media outlets (radio, newspaper, TV)
- Retail stores and boutiques
- Any business in your community that prioritizes giving back to the community and supporting young people

TALKING POINTS - WHY SUPPORT SOURCES OF STRENGTH?

The Sources of Strength Impact

- Students in Sources of Strength schools report being more connected to positive peers, trusted adults, and their school. These and other factors are protective for interpersonal violence, substance use, truancy, bullying, and suicide.
- A 2023 evaluation of Sources of Strength Elementary found improved classroom climate and school belonging, increased student wellbeing and resilience, and a reduction in reported emotional problems among students.
- Students in Sources of Strength Secondary schools are 4 times more likely to refer a friend in crisis to a trusted adult.
- Recent research findings from the American Journal of Preventive Medicine (2025) found that the Sources of Strength Secondary Program reduced suicide attempts among students in participating secondary schools by 29%, a significant and important finding.
- Research findings published in Injury Prevention (2023) highlighted Sources of Strength Secondary as the first school-based program of its kind to show an impact on suicide mortality among students in participating schools.
- Leading the nation: In 2025, Sources of Strength Executive Chair Scott LoMurray was named to the TIME 100 Most Influential People in Health list.
- For additional information and talking points, the Sources of Strength [team](#), [general brochure](#), and [website](#) are available.



Building a Generation of Local Leaders

- Sources of Strength fosters key leadership skills among young people, including problem solving, conflict navigation, collaboration, communication, empathy, and emotional regulation.
- Peer Leaders in Sources of Strength are trained to identify problems, develop creative campaigns, and mobilize their schools around hope, help, and strength.
- Students gain transferable life and career skills such as teamwork, project planning, public speaking, and relationship-building.

Shared Values with Civic and Business Partners

- Many civic groups already focus on developing youth, supporting schools, or promoting health. Sources of Strength complements and amplifies those efforts.
- For businesses, partnering with Sources of Strength shows a visible commitment to social responsibility, youth development, and community wellbeing.
- Supporting Sources of Strength can enhance staff morale and public reputation while making a tangible difference for local students and families.
- Investing in Sources of Strength is investing in young civic leaders and engaged citizens.
- The Sources of Strength vision of Empowering a Well World aligns naturally with the civic values of service, leadership, and community care.

WHAT CAN ORGANIZATIONS SPONSOR OR FUND?

Beyond providing funding for Sources of Strength training and curriculum, civic organizations and local businesses can provide funding and additional support for:

- Licensing fees to sustain the program in existing Sources secondary schools
- Tap Into Strength bracelets for every middle and high school student in the community
- Tap Into Strength bracelets for every teacher, administrator, and staff member in community K-12 schools
- Swag for Sources students (t-shirts, sunglasses, beach balls, frisbees, etc.)
- Materials and other supplies for local Peer Leader teams, elementary curriculum instructors, and Coaches
- Food for training and/or Peer Leader meetings
- Sponsor or co-host a Sources community event
- Workplace Wellbeing training in schools, civic organizations, and local businesses
- Mentorship, training locations, or in-kind support to local schools implementing Sources of Strength



STRATEGY FOR ENGAGING LOCAL CIVIC GROUPS AND BUSINESSES

- **Identify Key Contacts:** Reach out to leaders within each civic group or local organization.
- **Invite Participation:** Host short presentations led or co-led by Peer Leaders, Adult Advisors, and Elementary Coaches and Instructors.
- **Invite Ambassadors:** Staff, parents, and alumni championing Sources of Strength.
- **Host an Open House:** Showcase peer-led activities and campaigns, Elementary lessons, games, and success stories.
- **Highlight Student Voices:** Invite Peer Leaders to share their experiences and personalize impact.
 - Students often turn to each other first in times of need. Sources of Strength trains diverse Peer Leaders to be Connectors to Help and Agents of Change, spreading messages of Hope, Help, and Strength, creating a powerful network of support and connection across our school.
 - Our Peer Leaders design and lead campaigns that highlight Generosity, Healthy Activities, and supportive relationships, and other protective factors that promote overall wellness and prevent suicide. They host events, spark conversations, and model what it means to lift each other up.
- **Combine Data & Stories:** Pair the 29% statistic with real-life examples of how Sources of Strength positively impacts students and the school community. This approach works.
 - Research shows a 29% reduction in suicide attempts in schools using Sources of Strength. Beyond that, students gain leadership and civic skills that prepare them to strengthen the broader community.
- **Offer Multiple Engagement Paths:** Support can come via funding, mentorship, training spaces, events, or volunteer opportunities. Your partnership can:
 - Provide funds for training and materials
 - Mentor Peer Leaders or share professional expertise
 - Co-host events and expand awareness in our community
 - Provide support by posting the Sources of Strength Wheel or other campaign materials in the business to increase awareness across the community.
- **Celebrate Partnerships:** Publicly acknowledge supporters to strengthen relationships.
 - Thank you for your commitment to building a stronger, more connected community. Together, we can equip students to be leaders of hope and resilience, helping them thrive today and shaping the future of our town.

By framing Sources of Strength around peer leadership and civic engagement, teams can demonstrate how this program not only reduces suicide attempts and mental health crises but also produces a new generation of empowered community leaders. When our students learn to identify and champion the Strengths within themselves and their peers, they become better equipped to tackle the challenges our community faces, and Empower a Well World.

