You Are Not Alone Murals

About the Project

We are a public art project that inspires artists to create work in their communities, sparking hope, connection, and conversations about mental health.

About the Creators
You Are Not Alone Murals was founded by long-time friends Annica Lydenberg (Dirty Bandits), art director, lettering artist, and mural painter, and Samantha Schutz, publishing director, mental health advocate, and the author of the critically-acclaimed anxiety disorder memoir, I Don’t Want to Be Crazy.

How It Started
After the publication of her memoir, Samantha received countless letters from readers saying: “Your book made me feel less alone.” Annica was inspired to honor Samantha’s bravery and vulnerability through the creation of public art with that message. We launched in 2019 with three murals.

Project Goals
- Use public art to reach people who need to hear this message.
- Use consistency and repetition to create impact, making the message more relatable with each viewing.
- Reduce stigma and shame around discussing mental health challenges by fostering connection through story-sharing.
- Inspire artists from around the world to join the project as they create work in their communities.

To date, 55 murals have been painted around the world.

You Are Not Alone Murals is run by Purpose Projects NY - anticipated 501(c)(3) status early Summer 2023
# Our Reach

<table>
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<th>Year</th>
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| **2019** | **3 murals in Brooklyn, NY**  
Dirty Bandits, Adam Fujita, and Jason Naylor  
Combined following of **over 200k**<br>**Media coverage** Women’s Health Magazine (2m), Secret NYC (1.4m), amNY, Brooklyn Eagle, Bushwick Daily, Run Street |
| **2021** | **Grew to 32 murals worldwide**  
New artists included Tierney Milne, Signs of Power, Cris Pagnoncelli  
Combined following of **over 400k**<br>**Call to action** Lauren Hom (@homsweethom 253k) and GoodType (@goodtype 1.2m) shared our project via social media and encouraged artist participation.  
**Media coverage** Women’s Health Magazine, Pantone (3.3m), Street Art NYC, Brooklyn Street Art, Portland Press Herald |
| **2022** | **Grew to 55 murals worldwide**  
New artists included Zipeng Zhu, Edot, Vexta, Katie Merz, and others  
Combined following of **over 800k**<br>**Activations included**<br>• 100ft mural at The Seaport NYC  
• Priority Delivers postcard campaign  
• Artist installations at NAMIWalks NYC  
• The William Vale Hotel art installation and event  
**Partnerships** NAMI-NYC, The Seaport NYC, Priority Bicycles, Moo, Ronan Paints, Colossal Media, The William Vale Hotel  
The **award-winning short documentary** about our project from Folktale Creative premiered at festivals nationwide and screened in NYC.  
**Media coverage** Forbes, GoodType, Secret NYC, Brooklyn Street Art, UpMag, Greenpointers  
**Blog posts** for Moo, The Seaport, Colossal Media, Better Letters Magazine |

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“It doesn’t matter who you are, when you walk by a mural, you are involved. So let the artwork on the wall serve as a reminder that you are special, have value, and deserve love. And most importantly... you are NOT alone.”

Quotes from the public

“It’s not about being alone, it’s about realizing that you’re not alone. When you see the mural, you can see yourself in it. It’s a reminder that you’re not alone.”
- @artofjumping

“For those of us struggling with mental health, these larger-than-life murals offer a source of comfort and a constant reminder that there are people who care.”
- @runstreet

“Wandering around Brooklyn bought me to this mural, and it was just the reminder from the streets of NYC that I needed.”
- @dontsithome

“Working with high schoolers to bring their YANAM vision to life and simultaneously building community so they know they’re never alone is something that will stick with them forever.”

Artists, Carly Freely & Alyssa Pine
@freelycreative_

“Being able to express my pain and suffering through art has always been a cherished outlet for me.”

Artist, Adam Fujita @adamfu

“The statistic is that 1 in 5 of us is living with a mental illness. We like to say, the other 4 are their family members, their friends, their neighbors, their colleagues, their social networks.”
Matt Kudish, Executive Director NAMI-NYC
**You Are Not Alone Murals**

*Plans for 2023*

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**We aim to reach 100 murals worldwide** with increased outreach efforts, dynamic activations, and new partnerships.

**Murals**

Reach 100 murals by facilitating the following

- Several large-scale mural projects by multiple artists in NYC and Norwalk, CT
- Stand alone murals in NYC
- Mural on military base overseas (TBC)
- Grants to artists to create YANAM murals in additional cities
- Increased social media presence to inspire our community to create murals on their own

**Activations**

- Expansion of **Priority Delivery**, a multi-part activation with Priority Bicycles. Bikers distribute postcards featuring YANAM artwork in high-traffic areas of NYC in order to offer hope and provide resources for mental health help.
- Planning **gallery show** featuring talented sign painters curated by Better Letters Magazine and in partnership with Ronan Paints.
- Develop **college campus program** as a way to reach vulnerable young adults. Includes an on site mural, lecture, and creative workshops lead by co-founders Sam and Annica.
- Partner with **the Seaport NYC** to include a digital display takeover and presence at selected events throughout the summer.

**Documentary**

Continued collaboration with Folktale Creative to expand their award-winning short documentary into a full-length feature.

**Watch it here**

Password: Twenty22

Confidential link.

Not to be shared.

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info@youarenotalonemurals.com | youarenotalonemurals.com | @youarenotalonemurals

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With your support, we can achieve our 2023 goals!

SPONSOR THE INITIATIVE

**2023 Lead Sponsor $50k (1 available / year)**
- everything below in Supporting Sponsor and Friend of the Project, plus:
  - top billing on our Sponsors page
  - listed as sponsor on social media posts for all murals and activations
  - logo placement in all newsletters
  - invitation to speak at our Mental Health Awareness Month NYC wrap party
  - option to have YANAM co-founders speak to your organization

**Supporting Sponsor $25k**
- everything below in Friend of the Project, plus:
  - public announcement of partnership to our network
  - listed as sponsor on social media posts for all murals
  - thank you carousel post on our social media
  - opportunity to have marketing materials and giveaways at events

**Friend of the Project $10k**
- monthly status updates throughout the year
- logo, info, and link on our Sponsors page
- license to use photos and videos provided by YANAM

PARTNER WITH US

_Don’t see an option that fits your vision or your budget?_

If you’re interested in sponsoring a mural project or activation, contact us so we can discuss how best to work together. We are open to exploring new projects in NYC or in your city.

_We’d love to partner with you!_
## FAQs for Sponsorship and Media

### Are you a 501(c)(3)?
We have started the process and anticipate being a 501(c)(3) by early Summer 2023.

### If I am a sponsor does my name go on the murals?
Murals, whether they are sponsored or not, only have the artists name (and social media handle) and @youarenotalonemurals.

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### Where does the money go?

**Encourage and facilitate individual public murals**
This will include (i) securing legal outdoor walls for mural purposes and connecting appropriate artists. Artists for walls directly facilitated by YANAM will be offered a licensing fee to use their artwork in conjunction with the project, and (ii) direct outreach to artists to share the project and encourage them to find a legal wall on their own to paint. When requested in advance by the artist, limited funds can be negotiated to reimburse expenses for material costs associated with production of the mural (paint, painting supplies, and equipment rental such as ladders or lifts). As YANAM grows and expands, the hope is to compensate all invited artists at their full rate for the design and painting of murals.

**Organize and manage multi-mural installations**
YANAM will divide up larger wall spaces among a group of talented artists to paint together over a 1 or 2 day period. These projects will require materials, recruiting, liaising with multiple artists, promoting artist involvement, documentation, paying licensing fees to the artists.

**Documenting, sharing, and archiving**
By using high-quality photography and videos of the mural process and final work, video interviews with the artists, and written artist statements on our website, social media, and in show catalogs, we are able to deepen the connection participants and viewers have to the project. This crucial part of our mission necessitates hiring photographers and videographers and maintaining several social media accounts and a robust website. The social media accounts are an important way for people to discover our project and get info and links to mental health resources (in partnership with NAMI-NYC). The website serves as a complete archive of all activity. It includes dedicated pages for each mural and its supporting assets. There is also a page with highlights of YANAM artwork created in other mediums, pages for each activation or partnership, a Sponsors page, an interactive mural map, and more. Careful documentation also benefits our sponsors as we provide them with mural imagery to be shared with their community. We will also create a bi-monthly newsletter and send it to existing and potential sponsors as well as followers who opt in.

**Additional activations**
Other projects developed by YANAM aim to present YANAM art in a more personal way. For instance, “Priority Delivers,” which was done in partnership with Priority Bicycles, had cyclists handing out YANAM postcards in public, replicating the feeling of serendipity that people have when they encounter one of our murals. We also mail the postcards on request to people so they can share the message with someone who needs to hear it or keep the cards for themselves as an uplifting reminder. These projects require project management, artist licensing fees, documentation, and materials fees. Budgets and number of activations per year may vary.

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### Can I book your organization for a speaking engagement for my school or company?
Yes! Sam and Annica would love to speak to your group. We are available to give virtual talks or lead in person workshops. Please let us know more about what you feel would be most meaningful.