HILINSKI'S HOPE FOUNDATION

COLLEGE FOOTBALL MENTAL HEALTH WEEK 2022
For College Football Mental Health Week 2022, Hilinski’s Hope was joined by 120+ colleges and universities, and countless team staff, coaches, families, and individuals in spreading awareness for mental health. Together, we broke down stigma, offered quality resources, and let student athletes know that their #MentalHealthMatters.

THE THIRD YEAR
ACROSS THE NATION

For College Football Mental Health Week 2022,

42 STATES REPRESENTED THEIR STUDENT ATHLETES AND ADVOCATED FOR THEIR MENTAL HEALTH
Arizona State University
Auburn University
Baylor University
Bemidji State University
Benedict College
Berry College
Boise State University
Boston College
Bowling Green State University
Brigham Young University
Brookdale Community College
California Baptist University
California State University, Bakersfield
Carroll College
Central College
Chicago State University
Claremont Mudd Scripps Colleges
Clemson University
Concordia University, Chicago
Cornell University
Davidson College
Drake University
Duquesne University
East Mississippi Community College
Eastern Washington University
Florida Atlantic University
Florida State University
Gardner-Webb University
George Fox University
George Mason University
Georgetown University
Georgia Southern University
Grand Canyon University
Henderson State University
Idaho State University
Illinois State University
Indiana University
James Madison University
Kansas State University
Lamar University
Lehigh University
Liberty University
Louisiana State University
Louisiana Tech University
Marist College
Mercyhurst University
Middlebury College
Mississippi College
Mississippi State University
Missouri State University
Mount San Antonio College
New Mexico State University
North Carolina State University
North Dakota State University
North Greenville University
Northern Arizona University
Northwestern University
Northwood University
Oklahoma State University
Oregon State University
Pacific Lutheran University
Pomona-Pitzer Colleges
Sacramento State University
Saint Vincent College
Saint Xavier University
Seattle University
"Our partnership with College Football Mental Health Week is quite possibly the most important partnership we can make at this time."
- Dr. Anne Weese, Director of Mental Wellness and Sport Psychologist, Kansas State University

"Through our partnership with H3H, CMS empowers our players to break the stigma surrounding mental health in athletics. We recognize that in the same way an athlete needs treatment for their physical health, they may also need treatment for their mental health, and we are striving every year to make that help more accessible."
- Zach Fogle, Senior QB, Claremont-Mudd-Scripps

"HILinski's Hope has done so much for the mental health of student-athletes and are leading the fight to eradicate the stigma that surrounds mental illness. It is an honor to be a part of this week where athletic departments and athletes can come together with that same mission!"
- Dr. Josie Nicholson, Sports Psychologist, Ole Miss

"We believe this Mental Health Week is step one in supporting our student athletes."
- Pete Gnan, Director of Athletics, Concordia University Chicago

"Being a part of H3H CFB Mental Health Week reminds us that we are part of something bigger than ourselves. This week is so impactful as we work to create a culture of caring and an environment of inclusivity, understanding, and support for our university community."
- Sue Sweeney, Health Care Administrator, Mercyhurst University

"The work H3H is doing across the nation to support student-athlete mental health is vital to create a culture of connection and help-seeking. Mental Health Matters. Thank you H3H for highlighting this each and everyday."
- Stephanie Donaldson, Director of Athletic Counseling and Performance Psychology, Boise State University
THROUGHOUT THE WEEK

THE HILINSKI’S TRAVELS

- Mark was quoted in a press release, showing support of a resolution introduced by Congressmen David Trone (D-MD) and Jerry Carl (R-AL) to designate October 2-8, 2022 as National Student Athlete Mental Health Week
- Mark and Kym gave a Tyler Talk with an incredible group of student athletes at George Mason University, and met with their sports staff
- Mark and Kym spoke at the Social Workers Convention in Indianapolis
- The H3H team and Prevention Strategies hosted a Train-the-Trainer session for universities bringing the Game Plan to campus
- H3H announced our new partnership with Amwell to launch a care coach program - a digital health coach to help student athletes manage their wellbeing any time from anywhere
- Mark and Kym finished out the busy week by giving three Tyler Talks at USC in Los Angeles
HOPE SPREAD
MORE THAN FOOTBALL

OUR MISSION TO SPREAD HOPE HAS GROWN BEYOND FOOTBALL -
this year dance, cheer, soccer, volleyball, basketball, softball, golf, baseball, swim and more teams proudly showed their support.
LSU joins discussion on mental health through Mental Health Week

Delaware Football @DelawarexFootball
This Saturday, we are kicking off Football Mental Health Week @HilinskisHope and 115+ programs as we look to help spread awareness. #MentalHealthMatters

Baylor, TAMU among 100+ schools recognizing College Football Mental Health Week

100+ ARTICLES AND STORIES

618+ MILLION IMPRESSIONS

$5.26 MILLION EARNED ADVERTISING VALUE
Through the generous support of our donors and sponsors, Hilinski’s Hope raised over $115,000 during the College Football Mental Health Week season to expand the accessibility and quality of mental health programs for student athletes across the nation.
THANK YOU TO OUR SPONSORS

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LOOKING TO 2023

STUDENT ATHLETE MENTAL HEALTH WEEK RETURNS
SEPTEMBER 30 - OCTOBER 7, 2023

PARTICIPATING WITH

- Helmet Stickers
- Mental Health PSA
- Game Plan
- Mental Health Course
- Digital Health Coach