Thank you for your interest in supporting Project HEAL as a financial sponsor! We rely on the generosity and partnership of organizations and individuals like you, and we are so grateful for your support of our mission.

Project HEAL’s primary focus since 2008 has been to break down the many barriers to eating disorder treatment that exist for people who want to recover but cannot afford it. Over 30 million Americans suffer from eating disorders, but only 20% of them get the help and treatment they need. The stereotypes of who has an eating disorder – white, young, female, thin, affluent – are not accurate, but they do exist for a reason; they are the subgroup that has the resources to access treatment. Research is clear that people of every ethnicity, age, gender, body shape and size, and socioeconomic status have eating disorders, but our broken healthcare system prevents them from utilizing the resources required to achieve recovery. Project HEAL’s mission is to change that system and, in the meantime, to provide life-saving support to people with eating disorders who the system fails.

We are interested in building partnerships with corporate and treatment center sponsors that are mutually beneficial, and ultimately advance Project HEAL’s ability to deliver our services, free of charge, to our beneficiaries.

Instead of outlining pre-packaged sponsorship levels, we want to work with you to create a partnership that speaks to your interests and goals, aligning the placement and frequency of promotion with the financial designation. Below are the various initiatives that you may direct your sponsorship gift toward, whether earmarked for just one designation or a combination.

Thank you for believing in the priorities of Project HEAL and joining with us to help marginalized communities access the treatment they desperately need and deserve.

If you are a treatment provider and also interested in joining the HEALers Circle, see the unique benefits offered to our HEALers Circle members: theprojectheal.org/healers-circle

BIPOC Treatment Equity Project
Join Project HEAL as a founding sponsor of our BIPOC Treatment Equity Project, specifically dedicated to connecting Black, Indigenous, and People of Color to accessible, quality eating disorder treatment. Research shows that ethnic minorities struggle at the same rates as their white counterparts, but are exponentially less likely to be diagnosed, supported, treated, or given any opportunity to recover. Contrary to biases and assumptions, eating disorders are not a “white woman problem” and Project HEAL is committed to breaking down the barriers that BIPOC uniquely experience to full eating disorder recovery. A major goal of this project is
partnering with more BIPOC providers so that our beneficiaries have the privilege of receiving treatment from people with multiple layers of shared experience.

AVAILABLE BENEFITS (placement and frequency determined upon financial support):
- Logo listed as a founding sponsor of project
- Project sponsorship acknowledged on social media
- Project sponsorship acknowledged via email blast
- Invitation to join social live conversations with Project HEAL re: project involvement
- Invitation to contribute original content to Project HEAL’s blog re: project involvement
- Ability to share to your audience that you have signed on as a founding sponsor of Project HEAL’s BIPOC Treatment Equity Project dedicated to helping Black, Indiginous, and People of Color access eating disorder treatment

LGBTQ+ Treatment Equity Project
Support Project HEAL’s LGBTQ+ Treatment Equity Project as a founding sponsor, increasing resources for eating disorder treatment for LGBTQ+ individuals. Research shows that LGBTQ+ identified people experience unique stressors and challenges that lead to greater risk of developing an eating disorder. This includes social rejection, discrimination, higher rates of homelessness and/or assault, trauma, body image pressures, and body discordance. Furthermore, many treatment contexts are gender- and heteronormative, which contributes to high rates of treatment being more harmful than helpful. Project HEAL’s goal is to partner with more LGBTQ+ providers as well as treatment centers with specialization in this area of the human experience, so that our beneficiaries have the privilege of receiving treatment that considers their sexual orientation and gender. Project HEAL is committed to breaking down the barriers that LGBTQ+ folks uniquely experience as they pursue recovery from their eating disorders.

AVAILABLE BENEFITS (placement and frequency determined upon financial support):
- Logo listed as a founding sponsor of project
- Project sponsorship acknowledged on social media
- Project sponsorship acknowledged via email blast
- Invitation to sponsor social live conversations with Project HEAL re: project involvement
- Invitation to contribute original content to Project HEAL’s blog re: project involvement
- Ability to share to your audience that you have signed on as a founding sponsor of Project HEAL’s LGBTQ+ Treatment Equity Project dedicated to helping LGBTQ+ individuals access eating disorder treatment

Marginalized Communities Treatment Equity Project
Partner with Project HEAL as a founding sponsor of the Marginalized Communities Treatment Equity Project. In addition to race, gender, and sexuality, many individuals experience disproportionate bias and exclusion from eating disorder recovery. Contrary to the most common images of people who struggle with eating disorders – which depict young, thin, white, cisgender women – eating disorders do not discriminate. However, because of the dominant eating disorder narrative, eating disorder sufferers who are older, male identifying, not underweight, fat, have comorbid diagnoses, and/or are disabled are routinely overlooked, undiagnosed, underresearched, and undertreated. Project HEAL is dedicating resources so that individuals who experience barriers to treatment due to gender, age, body shape or size, income, diagnosis, or any other marginalization will have access to the eating disorder treatment they have been denied.

**AVAILABLE BENEFITS (placement and frequency determined upon financial support):**
- Logo listed as a founding sponsor of project
- Project sponsorship acknowledged on social media
- Project sponsorship acknowledged via email blast
- Invitation to sponsor social live conversations with Project HEAL re: project involvement
- Invitation to contribute original content to Project HEAL’s blog re: project involvement
- Ability to share to your audience that you have signed on as a founding sponsor of Project HEAL’s Marginalized Communities Treatment Equity Project dedicated to helping individuals excluded and harmed by the dominant eating disorder narrative access eating disorder treatment.

**COVID-19 Relief Fund**
Your partnership can help project Project HEAL’s concentrated efforts to provide eating disorder treatment access to people who have been directly affected by the COVID-19 pandemic. Every single application we have received since April 2020 includes reports of increased ED symptoms, relapse after having maintained recovery for years, and/or brand new eating disorders onset brought on by the stresses of the pandemic – as well as job loss, income loss, and insurance loss. COVID-19 is having many detrimental effects on our society and its systems, but the impact on the mental health of the most vulnerable communities is already and will continue to be the worst and most lingering impact. By providing eating disorder treatment access now, Project HEAL is aiming to “flatten the curve” of an impending mental health crisis.

**AVAILABLE BENEFITS (placement and frequency determined upon financial support):**
- Logo listed as a founding sponsor of relief fund
- Fund sponsorship acknowledged on social media
- Fund sponsorship acknowledged via email blast
- Invitation to sponsor social live conversations with Project HEAL re: fund involvement
● Invitation to contribute original content to Project HEAL’s blog re: fund involvement
● Ability to share to your audience that you have signed on as a founding sponsor of Project HEAL’s COVID-19 Relief Fund dedicated to helping individuals access eating disorder treatment that have been impacted by the pandemic

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**Barriers to Treatment Access Study Sponsor**
Sign on as a financial sponsor for Project HEAL’s Barriers to Treatment Access Study in collaboration with EAT Lab at the University of Louisville. Your partnership can help fund this groundbreaking quantitative study into the systemic, insurance, and financial barriers that people with eating disorders experience when seeking treatment. To date, this focus of research has not been conducted despite consensus in the eating disorder community that insurmountable barriers to treatment access exist for 80% of people with eating disorders in the U.S., or 24 million Americans. This research will be the basis of advocacy and community engagement for healthcare reform for years to come. Your gift will enable Project HEAL to recruit participants, promote the study across channels to obtain maximum representation of those surveyed, analyze the findings, publish the findings, and visualize the findings for stakeholder buy-in across the eating disorder field.

**AVAILABLE BENEFITS (placement and frequency determined upon financial support):**
● Logo listed as a financial sponsor of the groundbreaking BTA research study
● Research study sponsorship acknowledged on social media
● Research study sponsorship acknowledged via email blast
● Invitation to sponsor social live conversations with Project HEAL re: BTA research study
● Invitation to contribute original content to Project HEAL’s blog
● Ability to share to your audience that you have signed on as a financial sponsor of Project HEAL’s Barriers to Treatment Access Study with EAT Lab at the University of Louisville.