



beREAL.  
Check In.

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depression2extinction (d2e) is a 501(c)3 non-profit on a mission to eliminate the stigma of depression through Emotional Health Awareness.

We're active in providing students, teachers, & parents the tools necessary to better understand their emotions and more easily connect with themselves and others.

We believe that through movement, mindfulness, & human connection the world can combat the core issues around mental health.

AS OF AUGUST 2018





## Meet Our Founder

JJ has spent most of his career developing new companies in high tech, and most recently bringing that background to the world of contracting. After building a successful General Contracting firm in Austin, TX (FIDUS Construction Services), he decided to pursue coaching as a Full Time Career. Making the transition did not come easy. Currently a CLC (Certified Life Coach), he is now pursuing his dream to grow the non-profit aimed to help those suffering from depression and anxiety disorders.

His focus is working with people looking to grow their personal lives, using MOVEMENT, MINDFULNESS, and HUMAN CONNECTION as the basis for his coaching support. Two years ago Coach JJ was 65lbs + overweight,

smoking 2 packs a day, and working 100+ hours per week. He was drinking too much and did not have any balance in his life. Then Coach JJ started working with Veteran Life Coach, Lori Anderson, and his entire perspective changed. He lost over 70lbs in 8 months, started eating well, sleeping, and reducing stress - mostly through MOVEMENT. His favorite thing to do was RUN. That obviously had huge positive effects on every aspect of his life, changing how he approached life, career, family, and balance.

For now, he is devoted to developing depression2extinction, a non-profit that offers anyone suffering from depression or anxiety a place to connect and begin the holistic approach to dealing with these debilitating disorders.



## The Problem

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Over 300 million people suffer from depression annually. The National Institute for Mental Health estimated that 3.1 million adolescents aged 12 to 17 in the United States had at least one major depressive episode in 2016. Last year, over 1.7 million youth did not receive treatment. Youth mental health is worsening. Depression and suicide logically go hand in hand, which means that for many people, suicide prevention is an integral part of dealing with depression. While not every depressed person attempts or commits suicide, most people who kill themselves are dealing with depression.

Research shows that Mindfulness & Emotional Awareness tools and practices have large impact on the reduction of stress, bullying, anxiety, and symptoms of depression.



### Movement

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Studies show that 30 minutes of aerobic activity a day lead to reduced stress, anxiety, and depressive symptoms.



### Mindfulness

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Mindfulness programs have been shown to reduce symptoms of stress, anxiety, depression and somatic distress while improving attention, cognition, subjective well being and sleep quality.



### Human Connection

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Sharing our feelings, experiences, and thoughts with another human help shine a light on the darkness that can, sometimes, seem too overwhelming alone.



## Our Approach

### HEAL Kids

HEAL Kids is a one day experience tailored to students, teachers, & parents for whom communicating can mean the difference between positive or negative conflict resolution, student engagement, and thriving or struggling personal relationships. HEAL offers a challenging and engaging workshop environment providing actionable takeaways and equipping your students and teachers with tools to enhance their Emotional Health. After experiencing an interactive workshop learning the 'beREAL. Check In.' Process & Formula, students and teachers will receive ongoing mindfulness training via the 'beREAL. Check-in' Journal & Support.

### the Formula:

## Respectful

- Honor yourself & those around you.

## Empathetic

- We practice creating a space to hear and understand others without judgement.

## Authentic

- Take a breath & sit with yourself. What are the truest, most real pieces of you?

## Loving

- Hold compassion for yourself & those around you.

### Ambassador Athletes



d2e's Ambassador Athlete Program reflects the idea that Movement is a key component of the healing process for those living with depression and anxiety. The purpose of this program is threefold: to raise awareness by creating exposure through the social networks and events, to raise funds for the nonprofit through ambassador races and events, and to create a supportive network within the d2e community. This program is d2e's largest outreach initiative and has the power to create a global community of awareness, support, and excitement while bolstering a consistent stream of funds that enable d2e to serve the community in a deeper, more impactful way.

## Funding & Partnerships

Each HEAL Kids school program costs approximately \$7,500 for a twelve-month period – with over half that amount going towards d2e's team members' base salary.

d2e is strategically partnered with leading organizations, private and public corporations, associations, and agencies.



## Community & Reach

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We have an incredible, growing community of individuals all over the world that are passionate about building strong roots in Emotional Health Awareness. They make our work possible. There are many ways to support depression2extinction including monthly giving & DIY fundraisers.

### Monthly Giving

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Monthly Giving is one of our most important on-going initiatives at d2e. It only takes \$10 to provide 1 student Emotional Awareness Training for a full year. Community members who give \$10/month help provide this training for 12 students for a full year.



### DIY Fundraising

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Whether it's a birthday, a race, an event, or even a lemonade stand, our community has gotten creative with their fundraising through our CrowdRise platform.





## Testimonials

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"The 'beREAL. Check-in.' Journal has been so important in the improvement of my mental health. Taking the time each night to evaluate my feelings has helped my anxiety and reduced burn out from my high stress job. The journal not only has a place for check-ins but also helps you break down each emotion and think it through clearly. I recommend everyone adds this to their daily self care routine." - LIZ BRUNO | HOSPITAL COUNSELOR

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"Thanks to Erik Dinsmore, we have started doing the Check-in process and learning more about our emotions each Friday as an elementary team at work. We work in a level 4 special education school and get very emotionally exhausted after each day. Our students mean so much to us and it is great that we are able to decompress as a group." - SHARA ANN | SCHOOL TEACHER

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"I feel the Small Group format helps a person Check-in with their feelings in a way you wouldn't know how to do on your own. I was very hesitant on joining into a meeting but after my first group I realized it's a very open and easy way to express yourself. Verbally expressing your core emotions and how they're affecting you day to day gives you some accountability and makes things easier to tackle. Everyone in the d2e community makes this process easy and welcoming. I always leave a small group video chat smiling and ready for tomorrow. I highly recommend this to anyone, even the hesitant!" - TRENT FOLDAGER | AMBASSADOR

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"I can't emphasize the power of doing Check-ins enough. If you have the opportunity; learn it, live it, teach it, and then get out and move. " - CHRIS CARNAL | PRESIDENT & CEO OF TIAA CHARTIABLE



## Thank You

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