



With the mission of ending the stigma surrounding mental illness, fostering open dialogue that encourages people to recognize symptoms and seek help, **PROJECT 375** is a national nonprofit organization assisting those living with mental illness and disorders and those who live with or care for them. **PROJECT 375** seeks a game-changing solution – recruiting a team of high-profile co-founders, unifying the mental health community, amplifying the message, and working to become the preeminent foundation focused on mental health.

THE STATS

According to recent reports by the National Institute of Mental Health (NIMH) and the American Psychiatric Association (APA):

- Mental illness ranges from common episodic mood disorders to more serious chronic schizophrenia and anxiety disorders such as panic disorder, obsessive-compulsive disorder, post-traumatic stress disorder and various phobias.
- Appx. 1 in 4 (62 million) of all U.S. adults have some type of diagnosable mental illness.
- Nearly 50 percent of U.S. adults will develop at least one mental illness during their lifetime, and 45% of those suffer from more than one mental disorder at a given time.
- Anxiety disorders are the most common, affecting close to 61.5 million American adults and 17.5 million children.
- Mental disorders are the leading cause of disability in the U.S.
- Mental illness is associated with increased occurrence of chronic diseases such as cardiovascular disease, diabetes, obesity, asthma, epilepsy and cancer.
- Many Americans do not understand that common mental illnesses can be successfully treated most of the time, including a 70-80% success rate for treatment of depression.
- While 31% of adults say they would not seek treatment because they fear what others may think, almost two-thirds say that positive news stories and positive portrayals of people with mental illnesses in television programs and movies would have “some” or “quite a lot” of influence in overcoming the stigma associated with mental illnesses.

THE SOLUTION

The prevalence of mental illness in the U.S. is reflected throughout society: from homelessness to incarceration to suicide. Often it goes unreported, or simply unnoticed, until it claims the life of a well-known figure such as Robin Williams, Kurt Cobain or Margaux Hemingway. Nearly all mental illnesses can be successfully treated, yet millions of people forego treatment citing cost (uninsured or high co-pays), confusion (not knowing where to turn) or stigma (concerns over confidentiality and negative stereotypes).

PROJECT 375, an evolution of the Brandon Marshall Foundation, was launched in January 2015. Seeking to catalyze unprecedented awareness and action, the nonprofit takes its name from the pantone number for lime green, the color of mental health awareness. Willing to tackle pervasive cultural issues over mental illness, it works to portray recognition and treatment as a strength, as embodied in strong figures such as NFL athlete Brandon Marshall, whose public revelation of Borderline Personality Disorder five years ago helped lead the charge for others to follow in reaching a common goal: happy, successful lives. His wife Michi Marshall, a mental healthcare and behavioral forensics professional, serves as a further embodiment of strength in guiding the strategic development of **PROJECT 375**.

Aiming to become the go-to destination for mental health education, online resources and social interaction, **PROJECT 375** is focused on several key initiatives. Real Chats is an upcoming series of profiles showcasing the full dimensionality of people with mental disorders as well as loved ones who have cared for, or lost, someone to mental illness. The Chatter is a newly launched e-newsletter, to be distributed Fridays, chronicling local and national events and volunteer opportunities. MyCounterpane, an online storytelling platform, allows people to keep a daily mood journal and connect in a safe way with others on similar journeys. In partnership with the Child Mind Institute, Chatterbox™ offers a physical toolkit that empowers K-12 students with age-appropriate activities and wearable goods to help them understand mental illness, be part of the conversation, and wear the support color of lime green.

PROJECT 375 is forging partnerships and developing programs with a breadth of institutions. Along with its Chatterbox initiative, the organization is teaming with the Child Mind Institute and its Healthy Brain Network, which is leading comprehensive studies of children, including brain scans and other assessments, in seeking to establish bio-markers for mental illness. While helping Lurie Children's Hospital expand its program of bringing clinical mental therapy directly to Chicago schools, **PROJECT 375** is helping to launch a new residential program at McLean Hospital, focused on reaching underserved males in the emerging BPD community. Other initial affiliations include the art therapy Creators program at Rhode Island-based PeaceLove Studios, for which Brandon and Michi Marshall will participate at its 2016 Storytelling Symposium.

With operations wholly funded by Brandon and Michi Marshall, **PROJECT 375** dedicates 100% of donations to a steadily expanding list of initiatives and grantees. The foundation seeks to raise \$2 million this year, with a goal of \$5 million in 2016. Visitors to the website can get informed, become involved and get help through a variety of phone and web resources, including nearby treatment facilities and anonymous assessments for anxiety and depression. Please visit the **PROJECT 375** website at www.project375.org. Follow on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

THE TEAM

Guided by a diverse board of directors each highly respected within the mental health arena, and propelled by a Founders Circle comprised of high-profile individuals across entertainment, sports and other areas, **PROJECT 375** is led by an experienced team dedicated to the education, support, and treatment of mental health. Key staff members include:

Brandon Marshall

Co-Founder & Executive Chairman



NFL wide receiver Brandon Marshall may be best-known to television audiences for his decade on the professional gridiron, but he is working hardest to leave his most enduring legacy in the mental health community as co-founder of **PROJECT 375**.

A native of Pittsburgh, Pennsylvania, Brandon played football at Lake Howell High School after his family moved to Central Florida. He distinguished himself as a star athlete at the University of Central Florida, where he was named game MVP of the 2005 Hawaii Bowl during his senior year. In 2006 he was drafted by the Denver Broncos, subsequently joining the Miami Dolphins, Chicago Bears and New York Jets. Brandon has had an immensely successful professional career with 65 touchdowns, 9,771 yards, 773 receptions and five Pro Bowl appearances, named 2012 Pro Bowl MVP and first-team All-Pro the same year.

While Brandon Marshall triumphed under stadium lights as one of the best wide receivers in professional football, his personal life was in turmoil. Finally, a revelation came in 2011 when he was diagnosed with Borderline Personality Disorder, a mental illness characterized by a persistent instability of emotions, behaviors and relationships. With his wife Michi, a mental health professional, Brandon co-founded **PROJECT 375** to help promote awareness of mental health and end the stigma, encouraging people to step forward and get assessed.

Along with nurturing philanthropic and corporate partnerships, Brandon Marshall is creating and investing in select business ventures, from co-founding a South Florida fitness academy, FitSpeed, to supporting the new Harry Caray's and Chicago Sports Museum.

Michi Marshall

Co-Founder & Executive Vice President



Michi Marshall brings a deep psychological background and a passion for mental health to her role as co-founder and executive vice president of **PROJECT 375**.

A native of Orlando, Florida, of African American and Japanese heritage, Michi (born Michi Nogami-Campbell) initially became interested in fashion at an early age, working as a model throughout her youth. In 2006 she graduated from the University of Central Florida

with honors, earning a B.A. in psychology and a B.S. in criminal justice, and becoming certified in behavioral forensics, crime scene investigation and criminal profiling. In Orlando she worked at Lakeside Behavioral Healthcare as a mental health technician, behavioral forensics specialist and assessment specialist.

Michi met her future husband Brandon Marshall while in college. They were married in 2010, the year before Brandon was diagnosed with Borderline Personality Disorder (BPD). Learning this proved transformative for both of them, leading to the establishment of **PROJECT 375**, a nonprofit focused on ending the stigma surrounding mental illness.

Recently re-embracing her first love, Michi studied fashion merchandising and marketing and graduated with honors from the Illinois Institute of Art (Ai-Chicago) in 2014. Since then Michi and her designs have appeared on numerous television shows and runway events. She is currently designing a capsule collection with Wear Your Label. She is also seeking ways to integrate fashion with philanthropy, from serving as keynote speaker at Ai-Chicago's annual fundraising fashion show to developing a series of fashion and beauty products in lime green, the color of mental health awareness.

Jennifer Steiner Pool

President



With two decades of senior executive experience across brand development, strategic planning, business operations, marketing and other areas, Jennifer Steiner Pool serves as president of **PROJECT 375**.

Along with an advisory role for Dempsey & Carroll - The 1878 Stationery Company and formally serving as president/COO of the craft sector startup AWi, Jennifer has spent a decade in various senior marketing, operations and consulting roles for health and wellness digital marketing firm Euro RSCG Life 4D.

Prior to a two-year post as chief operating officer for New York City-based advertising agency Fly Communications, her previous positions included VP, strategy for Digital Intelligence Group, the technology subsidiary of CoActive Marketing Group; founder and principal of Sales Fuel Group, an experiential marketing firm in Denver; and senior account executive with McClain Finlon Advertising. Jennifer Pool received a bachelor of sciences degree from the School of Journalism at the University of Colorado at Boulder.

Carissa Johnson

Director of Operations



A member of the **PROJECT 375** management team, Carissa Johnson is responsible for day-to-day operation and is integral to the development and implementation of organizational strategies, policies and practices. She recently devoted six years as president of The Darcy J. Foundation in Orlando, Florida, which serves the needs of children and families in Central and South Florida, partnering with local

businesses, schools and other foundations to lead initiatives that foster social and intellectual awareness in health, education and community involvement. Carissa received a B.A. in Psychology and a Master's degree in Nonprofit Management from the University Central Florida.

Emily Thieme

Development and Ambassador Coordinator



In her role with **PROJECT 375**, Emily Thieme focuses on the procurement and retention of volunteers and donors., while planning and coordinating events with the goal of fundraising and brand awareness. Emily previously spent seven years with Gold Coast Bank in Chicago, rising through the ranks from executive assistant to the president, to training coordinator and human resources representative, to client relationship manager and finishing her tenure as a vice president of its mortgage division. She graduated with a B.A. in Fine Arts and Fashion Design from Columbia College Chicago.

Erica Jellerson

Social Media and Events Coordinator



Since joining **PROJECT 375** in April 2014, Erica Jellerson has focused on executing social media marketing and the development and planning of innovative fundraising opportunities. Prior to this post she spent two years developing and executing fundraising events and marketing campaigns as part of the development team at Make-A-Wish Illinois. Founder and president of Speak NO Evil, she previously sought to educate people about mental illness and bullying as an outgrowth of her blog “To My Brother, With Love,” which documents her younger brother’s struggle with mental illness. Erica graduated with a degree in Public Relations and Advertising from DePaul University, where she was a member of the National Society of Collegiate Scholars.

PROJECT 375 Board Members

Board members include David Beirne (Chairman), Sanford Morhouse, Michael Gordon, Tracy Feno, Kathy Lee White, Michael R. Hollander, PhD, Scott L. Rauch, MD, Angel Ramos, Nichol Bradford and Terry Bierne.

PROJECT 375 / Brandon & Michi Marshall

Child Mind Institute – Change Makers Award
The Lineman Institute – 10,000 Gold Stars Award
No Stigmas – Hero Award
The Israel Idonije Foundation – Humanitarian Honoree
National Council for Behavioral Health – Speak Up, Speak Out Award
International Bipolar Foundation – Imagine Award
Human Resource Development Institute – No Mountain Too High Award

