

HARRY'S Open Minds Initiative

Harry's is excited to announce the Open Minds Initiative! We'll award \$5M over 3 years to an organization (or group of organizations) that want to change the state of mental health today. Please make sure you've read the [Open Minds site](#) in full, including the FAQ section, before applying. When you're ready, address your letter of intent to Maggie Hureau and attach it in an email to openminds@harrys.com. We strongly suggest you watch our pre-recorded, on demand webinar [here!](#)

LOI logistics:

- All LOIs must be received by **11:59 PM EDT on Wednesday September 15th**. All applications received past that date and time will not be considered.
- Please include your LOI in PDF format as an attachment to the email
- Please keep the length of your LOI to **3 pages maximum**
- Each organization (or group of organizations) may only submit one LOI

LOI Format:

The need-to-know's:

Name of organization:

EIN:

Application point of contact:

- Name:
- Email address:

Link to your organization's website:

Mission of organization (1-2 sentences max!):

States and locations where your organization operates:

The good stuff (describe your program here):

- Introduction of the program
 - In one *brief paragraph*, introduce the program idea, and the impact you'll make
- Statement of need: Make the case for this idea with evidence in the field.
 - How will this program change the state of mental health today? Include stats and evidence on the challenge at hand and links to sources, if possible
- Program overview: Tell us about your big idea!
 - Name of program
 - How will this program change the state of mental health today?
 - Program logistics - at a high level, what is your plan for making this program a reality?
 - Include how you would budget the \$5M over the next few years (Will this be a pilot or cover the program cost in full, etc.?)

- Projected outcomes and evaluation
 - What are the projected outcomes of your program and how will you evaluate impact?

By submitting a letter of intent to the Harry's Open Minds Initiative, you agree (a) to release, discharge and hold harmless Harry's and its affiliates from and against any and all claims, liability, costs, losses, damages or injuries of any kind arising out of or related to your participation in the Harry's Open Minds Initiative, and (b) to the extent permitted by applicable law: (1) any and all claims, judgments and awards will be limited to actual third-party, out-of-pocket costs incurred (if any) not to exceed ten dollars (\$10.00), but in no event will attorneys' fees be awarded or recoverable; and/or (2) under no circumstances will you be permitted to obtain any award for punitive, incidental, consequential or special damages, lost profits and/or any other damages, other than actual out of pocket expenses not to exceed ten dollars (\$10.00).