

HILINSKI'S HOPE FOUNDATION

2023  
STUDENT ATHLETE MENTAL HEALTH WEEK



# THE FOURTH YEAR

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For Student Athlete Mental Health Week 2023, Hilinski's Hope was joined by 165+ 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.

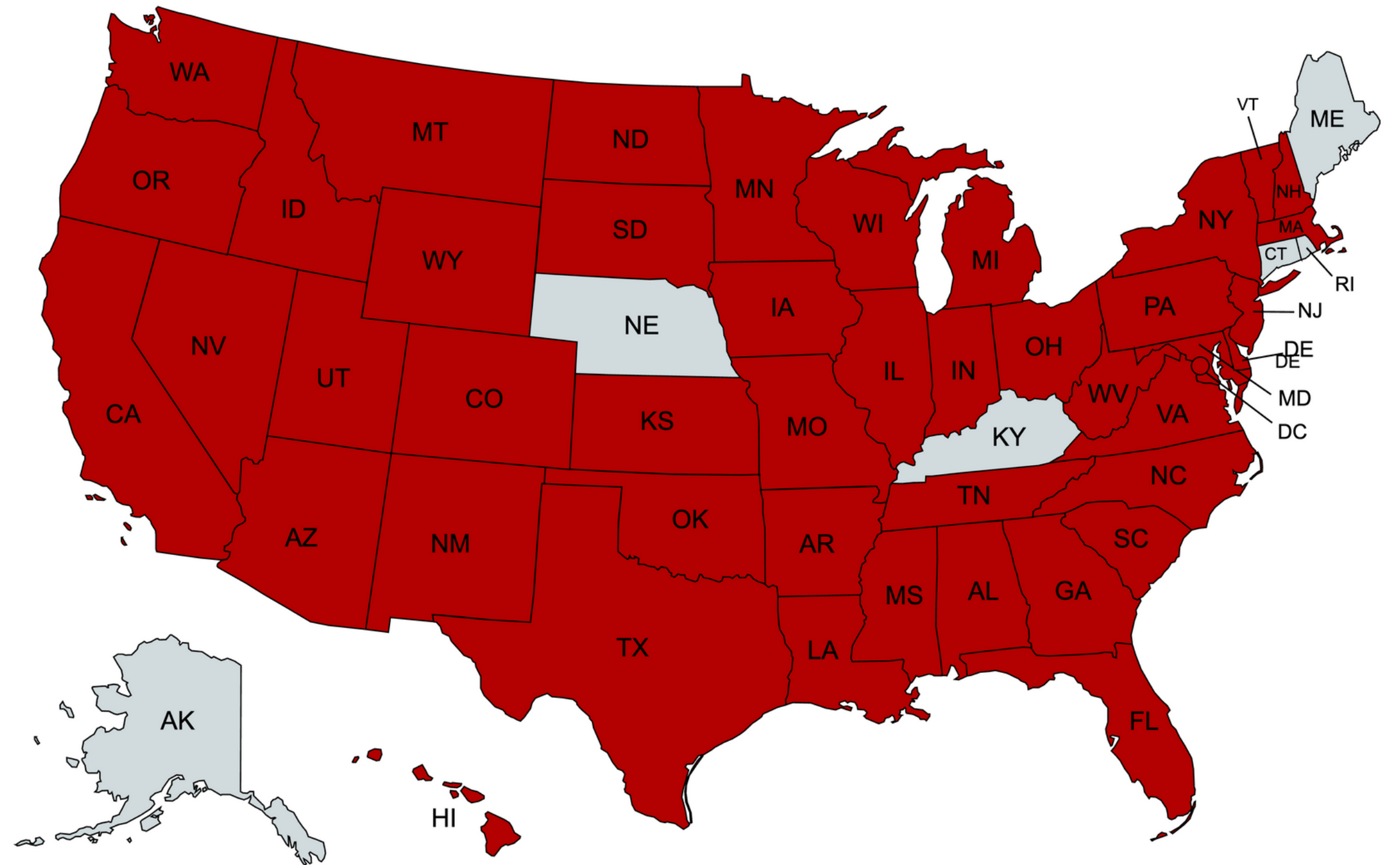


# ACROSS THE NATION

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During Student Athlete  
Mental Health Week 2023,

**44 STATES SHOWED UP FOR  
THEIR STUDENT ATHLETES  
AND ADVOCATED FOR THEIR  
MENTAL HEALTH**



# OUR PARTNERS

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Abilene Christian University  
Arizona State University  
Auburn University  
Auburn University at Montgomery  
Aurora University  
Austin Peay State University  
Baldwin Wallace University  
Baylor University  
Bemidji State University  
Benedict College  
Benedictine University  
Berry College  
Boise State University  
Boston College  
Bowling Green State University  
Brigham Young University  
California Baptist University  
California State University, Long Beach  
Carroll College  
Central College  
Central Michigan University  
Central Washington University  
Claremont Mudd Scripps Colleges  
Clemson University  
Columbia University  
Concordia University Chicago  
Cornell University  
D'Youville University  
Davidson College  
Delta State University  
Drake University  
Drexel University  
Duquesne University  
East Mississippi Community College  
Eastern Michigan University  
Eastern Washington University  
Edward Waters University  
Florida Atlantic University  
Florida State University  
Fordham University  
Gardner-Webb University  
George Fox University  
George Mason University  
Georgetown University  
Georgia Southern University  
Grand Canyon University  
Henderson State University  
Hinds Community College  
Howard University  
Idaho State University  
Illinois State University  
Indiana University  
James Madison University  
Juniata College  
Kansas State University  
Keene State College  
King's College  
Lamar University  
Lees-McRae College  
Lehigh University  
Liberty University  
Louisiana State University  
Louisiana Tech University  
Marist College  
Marshall University  
Mercyhurst University  
Mid Michigan College  
Middlebury College  
Mississippi College  
Mississippi State University  
Missouri State University  
Mt San Antonio College  
Nazareth University  
North Carolina State University  
North Dakota State University  
North Greenville University  
Northern Arizona University  
Northern Michigan University  
Northwestern State University  
Northwestern University  
Northwood University  
Oklahoma State University  
Oregon State University  
Pacific Lutheran University  
Park University Gilbert  
Point University  
Pomona-Pitzer Colleges  
Rollins College  
Sacramento State University  
Saint Vincent College  
Saint Xavier University  
San Diego State University  
Santa Barbara City College  
Seattle University  
Siena College  
South Carolina State University

# OUR PARTNERS

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Southern Methodist University

Southern University and A&M College

Southern Utah University

St. Bonaventure University

Stanford University

Stephen F. Austin State University

Stetson University

Stevenson University

Stony Brook University

Tarleton State University

Texas A&M University

Texas Tech University

The Catholic University of America

Thiel College

Tufts University

University at Buffalo

University of Akron

University of Alabama

University of Alabama at Birmingham

University of Arizona

University of Arkansas

University of Bridgeport

University of California, Berkeley

University of California, Irvine

University of California, Santa Barbara

University of Central Florida

University of Central Missouri

University of Colorado, Boulder

University of Dayton

University of Delaware

University of Detroit, Mercy

University of Georgia

University of Hawaii

University of Iowa

University of Kansas

University of Massachusetts, Amherst

University of Miami

University of Mississippi

University of Missouri

University of Montana Western

University of Nevada, Las Vegas

University of Nevada, Reno

University of North Carolina, Greensboro

University of North Texas

University of Oklahoma

University of Redlands

University of Richmond

University of San Diego

University of South Carolina

University of South Carolina, Beaufort

University of South Dakota

University of South Florida

University of Southern California

University of Tennessee, Knoxville

University of Texas Rio Grande Valley

University of Texas, Arlington

University of Tulsa

University of Virginia

University of Washington

University of Wisconsin, Stout

University of Wyoming

Utah State University

Utah Tech University

Utah Valley University

Vanderbilt University

Viterbo University

Washington State University

West Virginia University

Western Carolina University

Whitworth University

William Penn University

Winston-Salem State University

# HEAR FROM OUR PARTNERS

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**"Supporting Student Athlete Mental Health Week is just one small way for us to show how much we care about our student-athletes and student-athletes across the country. It is so important to support for them not only as an athlete but as a person. Their lives matter, their mental health matters."**

**- Dr. Rachel Turk, Psychologist, University of Richmond**

**"HILINSKI'S HOPE IS MAKING TALKING ABOUT MENTAL HEALTH NORMAL. THIS IS SO IMPORTANT BECAUSE WE ALL HAVE THE POWER TO HELP SOMEONE BY SIMPLY REACHING OUT AND CHECKING IN. YOU NEVER KNOW WHAT SOMEONE IS GOING THROUGH AND HOW YOU CAN IMPACT THEM AND MAYBE SAVE A LIFE."**

**- CALEB WILLIAMS, QUARTERBACK, UNIVERSITY OF SOUTHERN CALIFORNIA**

**"On or off the field, the wellbeing of our players has always been one of our top priorities at the University of Oklahoma. In their adoption of Student Athlete Mental Health Week, we are proud to stand with Hilinski's Hope as they continue to advocate for the mental health and safety of student athletes of every sport and level."**

**- Patty Gasso, Head Coach, University of Oklahoma Softball**

**"Long Beach State Athletics is thrilled to be part of Hillinski's Hope Student Athlete Mental Health Week, showing our unwavering support for the well-being of our student-athletes. We understand that success isn't just about physical prowess but also mental strength. This week, we're all about coming together, fostering a culture of care, resilience, and unity. We want our student-athletes to know we care more about them as a person, than an athlete."**

**- Caitlin Broadwell, Athletics Case Manager, CSU Long Beach**

**"Nurture your whole person. Yes you are an athlete, and you are so much more."**

**- Brooke Bechtel, Athletics Counselor, Central Michigan University**

**"Mental Health is often overlooked because its not as obvious as an orthopedic injury and is still under reported due to the ongoing stigma surrounding it. We want to be involved in Mental Health Week to continue to raise awareness and break the stigma."**

**- Samantha Tansey, Assistant Athletic Trainer, Benedict College**

# THE HILINSKIS

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As of this fall, Mark and Kym Hilinski achieved the milestone of having given over 200 Tyler Talks at universities, high schools, and conferences.

They spent Student Athlete Mental Health Week spreading the news of the importance of supporting mental health in parity with physical health as connected to athletic performance.

People nationwide were able to hear about this movement, thanks to the journalists willing to shine a spotlight - including SiriusXM, Mad Dog Sports Radio, NBC Sports, and SiriusXM College!

# HOPE SPREAD

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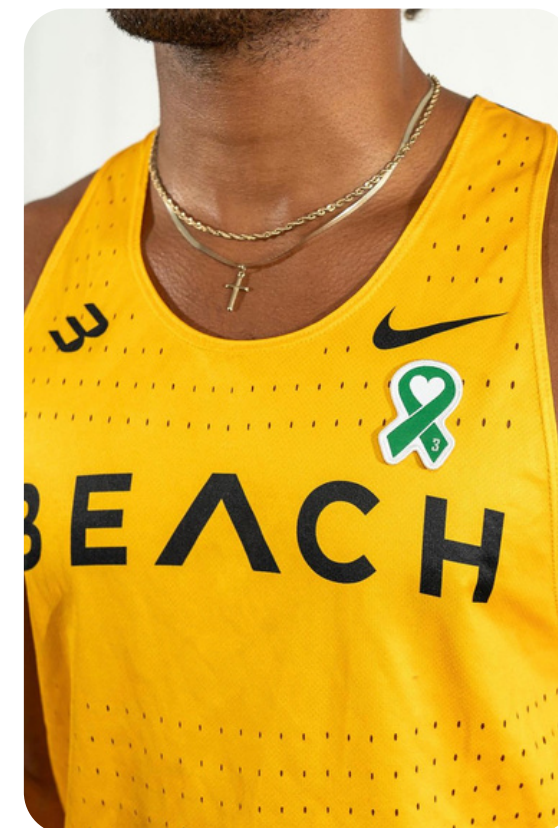


# ATHLETES FROM EVERY SPORT

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## OUR MISSION TO SPREAD HOPE IS ALL INCLUSIVE

In 2023, an estimated 50,000 student athletes from 20+ sports participated in Mental Health Week, including football, baseball, soccer, cheer, volleyball, basketball, softball, swim, and cross country!



Oklahoma Football  
@OU\_Football

We are proud to participate in Student-Athlete Mental Health Awareness Week with Hilinski's Hope.

There is always help, and there is always hope.

#YourMentalHealthMatters



fauathletics and fau\_amhp



308 likes

fauathletics Time to unwind from the day w session led by @matmatterz

#MentalHealthMatters  
#WinningInParadise

Student Athlete  
Mental Health Week:

Austin Peay Volleyball @GovsVB  
In last Saturday's game against Jac the Govs supported @HilinskisHope Student Athlete Mental Health Awareness Week by wearing these ponytail holders



Nevada Football  
@NevadaFootball

You're never alone

We're proud to participate in @HilinskisHope's Student-Athlete Mental Health Week to raise awareness, destigmatize mental illness, and provide quality resources to our student athletes because #MentalHealthMatters.

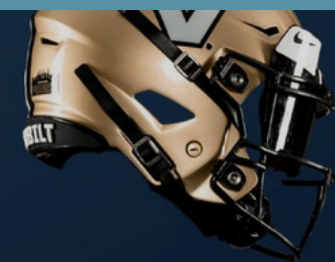
#BattleBorn | #PackMentality



# 300+ ARTICLES AND STORIES

# 657+ MILLION IMPRESSIONS

# \$5.58 MILLION EARNED ADVERTISING VALUE



STUDENT ATHLETE  
MENTAL HEALTH WEEK 2023



@hilinskishope  
@daytonflyerssoftball



# FUNDRAISING

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**OVER \$50,000 RAISED**

Through the generous support of our donors and sponsors, Hilinski's Hope raised over \$50,000 during the Student Athlete Mental Health Week season to expand the the accessibility and quality of mental health programs for student athletes across the nation.

# THANK YOU TO OUR SPONSORS

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LOMBARDI



[WWW.LOMBARDIWINES.COM](http://WWW.LOMBARDIWINES.COM)

SACK THE  
STIGMA



# LOOKING TO 2024

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**STUDENT ATHLETE MENTAL HEALTH WEEK RETURNS  
OCTOBER 5-12, 2024**

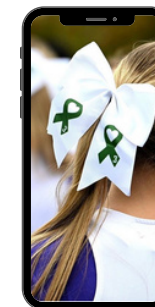
## **PARTICIPATING WITH**



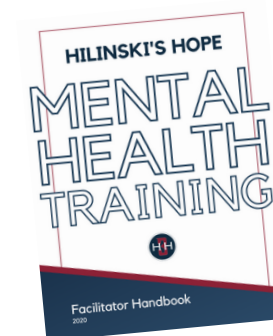
Green Ribbon Materials



Mental Health PSA /  
3 in the 3rd



Social Media



H3H Programs



HilinkisHope.org



@HilinkisHope