



**J2SYL**

**Journal To Save Your Life**

**MEDIA KIT**

**FOR THE PRESS, PARTNERS, DONORS & MORE**





# OUR STORY

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Journal To Save Your Life was born in an a-ha moment when J2SYL founder Jasper Faolan was questioning, "What am I going to do with my life?!!"

Not every young girl has it easy. Like so many others, Jasper's past is full of taboo things she worked her butt off to overcome - stuff like: substance abuse, suicidal ideation, toxic relationships, bullying, rape, an eating disorder. She eventually realized, through the process of writing her life story, that all of her afflictions stemmed from major childhood traumas that affected her entire way of being in the world.

LISTEN, a person can be bright. They could have the solution to cure cancer latent in their brain. They could have a song with the power to open hearts. They could know wisdom to ease people's minds and change the course of history. But if these bright people don't know how to deal with the dark stuff they get dealt during this life, none of these miracles will happen.

After writing about her adolescent delinquency for eight years, she published a *raw hummingbird* - book one of a three-part series. Faolan went on to get an MBA, her psychiatric RN license, and is now on the cusp of becoming an advanced Psychiatric Nurse Practitioner with a focus on pediatrics. Journaling, creative expression, and counseling helped her move forward to achieve all this. These tools gave her a future. Yet, she knew there are millions of people all over the world who don't have access to therapy or to people who unconditionally care. She believed that everyone deserves information with the power to heal the mind. Everyone deserves a community. Everyone deserves an opportunity to heal.

In this a-ha moment, the words "Journal To Save Your Life" dawned on her. In that moment, she started what has now been a 5-year process to make J2SYL.org - a forever free, online, research-based, hybrid therapy program for at risk young women who need more support dealing with the world than the current mental health care system can currently offer.

J2SYL.org is now live, enrolling ladies for its first year. This online program and the nonprofit behind it are revolutionizing mental health, reducing stigma, and expanding access to therapy for the populations that need it the most. Journal To Save Your Life is a safe place for blossoming women to express what's really going on inside them. Join us!



# J2SYL'S SOCIAL MISSION

There is currently a 12 billion dollar annual need to provide mental health care to adolescents. Only 3 million dollars of this need gets met. Life-threatening mental illnesses often surface during adolescence and emerging adulthood. These are also ideal times when self-destructive psychological patterns can be addressed.

We've seen what happens when they're not - broken hearts, broken bones, school shootings, suicides, and the same awful mistakes that get made again and again, as if the darkest parts of our individual and collective histories can't do anything but repeat themselves.

*Someone has to support young people as we find our way to cope with all this. Someone has to give us permission to grieve. Someone has to teach us what abuse is, so we can learn to set boundaries and have healthy relationships. Someone has to show us how to make the mind a positive space. Someone has to empower us to meet our own needs. Someone has to show us unconditional love. And all this is a big job.*

**It's a job that Journal To Save Your Life does.**

We take oh-so-little to run in contrast with the billions of dollars people spend trying to get their heads on straight. Let us show you the true cost of mental illness:

According to a 2011 study by SAMSHA, a total of 20 percent of the adult population nationwide suffers from mental illness. Of that 20 percent, *only 38 percent of these people are able to receive treatment.* Half of the people who don't get help can't afford the out-of-pocket costs of inpatient and outpatient care. The U.S. spends over \$133 billion dollars annually on mental health care for adults. Over the past 30 years, more and more of that money goes to prescription drugs vs. therapy - and budgets are getting cut. Mental health care is the most difficult to access of any health care industry. People who are unable to get treatment end up homeless, in hospitals, dead, or in jail. Think of the suffering that could be prevented, the money we could save, if we helped people with these problems at the time of onset. It is this systemic neglect J2SYL is boldly addressing.

Mental illness affects many of our friends, relatives, closest partners, and colleagues. J2SYL believes that a productive, peaceful, and vibrant society can only happen if every person in it is taught the secrets to mental health. We have a vision of living a world where people don't hide from our individual and collective pasts, because we know how to make beauty and order out of crises, chaos, and intensity. It's a place filled with human beings who know that feelings connect us to our sense of social responsibility. This is the empowered world the team at Journal To Save Your Life is working to create - online and offline.



# THE PROGRAM

Cognitive  
Behavioral  
Therapy

Narrative  
Psycho-  
therapy

J2SYL

Life  
Skills  
Training

Transform  
- ational  
Learning

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change the way your story is viewed & spoken

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focus on the effects of problems vs. the problem itself

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distance yourself from self-tribulation

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recall positive memories

CHALLENGES INSPIRE TRIUMPH

# OUR FIRST YEAR



Journal To Save Your Life is based on sound research, designed by licensed psychiatric professionals. We are currently in the process of enlisting women for our trial year. The girls who participate in the pilot program will shape J2SYL.org for years to come.

Journal To Save Your Life covers tough topics in three ways: **LIFE** (social skills training by Dr. Susan Werstein), **WISDOM** (cognitive behavioral exercises to reframe and transform thoughts), and **ART** (multimedia prompts to inspire artistic expression, creativity, and insight) - as well as a few self-love letters. Themes discussed include:

- identity formation
- suicidal ideation
- sexual violence
- eating disorders
- abuse
- bullying
- sexuality
- pregnancy
- racism, sexism, agism
- self-destructive behavior
- addiction
- delinquency
- toxic relationships
- parents

Upon entering the program, the user completes a survey to find out what they are struggling with the most. This will determine the prompts they are sent. After completing a portion of the program, participants will offer qualitative and quantitative feedback to see how problem areas have improved. These questions come from research scales like:

- The Child Depression Inventory
- The Self Continuity Scale
- The Relationship Questionnaire
- The Rosenberg Self Esteem Scale
- Emotion Regulation Questionnaire
- The Illinois Bullying Scale
- Harassment for Sexual Minority Status and Non Gender Conformity Scale

The data collected from the pilot will be used to determine the efficacy of our program to help us get accreditation. This way J2SYL.org can be recommended by schools, mental health professionals, and other organizations as an available resource for people in need. Participant feedback will be integrated into the next version of our program. With your help, we can keep improving.



# J2SYL'S SHINING MOMENTS

**April 2009:**  
Jasper publishes  
*a raw  
hummingbird.*

**Dec. 2010:**  
The idea for J2 is  
born in Jasper's  
sister's kitchen.

**March 2012:**  
J2SYL  
development  
begins!

**Feb. 2013:**  
J2SYL becomes  
a 501c3  
nonprofit.

**May 2013:**  
J2SYL raises  
\$17,000  
on Indiegogo.

**July 2014:**  
J2SYL.org +  
parent site  
are born!

**Aug. 2015:**  
J2SYL starts  
recruiting  
women for our  
first year.

# FREQUENTLY ASKED QUESTIONS

## **Q: HOW DOES J2SYL WORK?**

**A:** Here's how. Participants receive 1-52 weeks of multimedia prompts, based on the principles of Rational Emotional/Cognitive Behavioral Therapy, Narrative Psychotherapy, education research, and the Transformational Learning Model. Women from all over the world have donated hundreds of prompts to this visionary program that include powerful images, videos, and quotes. All submissions have been edited into lesson plans by the J2 crew. Each prompt is sent in an intentional progression, building upon the last assignment. Participants can respond through any creative medium they choose, including: writing, visual art, music, dance, and more.

## **Q: WHO IS AN IDEAL PARTICIPANT?**

**A:** Any woman age 13-29, who struggles with anxiety, depression, suicidal ideation, substance abuse, questions about the self and her sexuality, bullying, body image, racial identity, environmental stressors and more can use Journal To Save Your Life as support. Our app is designed to compliment traditional therapy with a counselor (the best option for anyone!) and is also an alternative for uninsured Americans, or young women who do not have access to therapy for a variety reasons.

## **Q: HOW DO YOU ENSURE USER SAFETY?**

**A:** Our J2ROBOT is a program that anonymously scans every bit of text submitted to J2SYL.org for homicidal, suicidal, or self-harming thoughts. The J2ROBOT alerts on-call professionals and safety contacts to intervene in case of an emergency. Upon entering the program, users draft a safety plan detailing the safe people and places they can go to when they need to decompress. J2SYL is crafted with compassionate detail. We make sure we are watching out for our people as they dive into heavy emotions and painful experiences.

## **Q: WHAT IS YOUR ORGANIZATION'S PHILOSOPHY?**

**A:** Journal To Save Your Life wholeheartedly believes in the therapeutic power of uninhibited self-expression, when it is focused on evolving someone into their highest self. If given the right tools, we know that any person can heal when they are committed to taking the steps. We believe that moving from a lack of self-worth to a place of self-love is the journey of a lifetime. We value inclusivity, diversity, and personality. We aim to fight the stigma, to help people learn smart ways to be open about their problems, so we can change our culture. We believe that mental health is a f\*-ing human right, and so we will stay forever-free to offer therapy to every young woman (or trans-person) ready to embark on a transformational process.

# HOW TO HELP

## BECOME A PARTNER

*Do you work at an organization that expands access to mental health care, fights ignorance, or improves the lives of at-risk women everywhere?*

Journal To Save Your Life wants to join forces. We realize we are one initiative in a larger network of like-minded advocates working to make tangible change where we strongly feel it's needed. We need help getting the word out about J2SYL.org, so we can enroll as many women as possible into our program. We'll increase your visibility by featuring you on our website and social networks. We would also like to learn from you. How did you get to where you are? How can J2SYL become more effective? Our organizations can compliment each other. Our brilliant staff can help your brilliant staff. We're on the same mission. So let's form an alliance.

## DONATE

The Journal To Save Your Life app has been made possible by the generous donations of people who care. We are able to keep building this organization for the same reason. We are a 501c3 nonprofit organization that needs financial contributions to survive. We are so grateful for any funds grant organizations and philanthropists can offer to sustain our growth. We also are looking for in-kind donations in the form of art supplies, field trips, old cellphones, or tablets - anything we can gift these girls to keep them motivated as they use our program.

## SHARE & EVALUATE

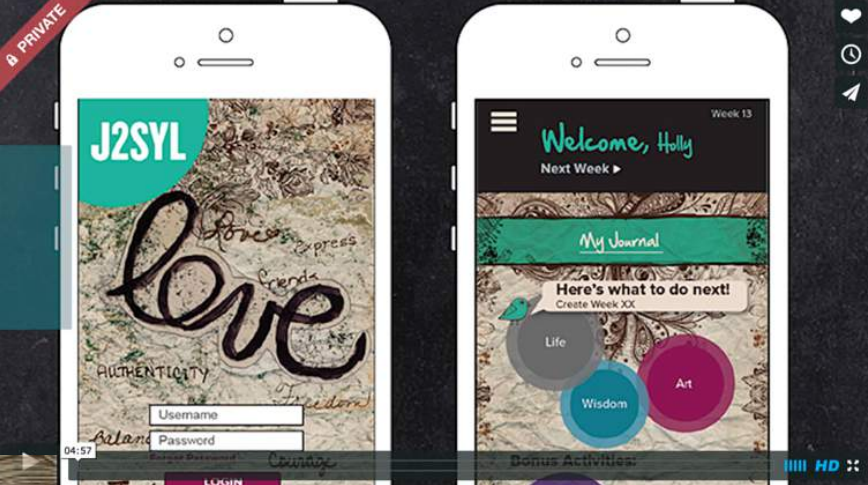
If you are a counselor, social worker, or teacher who is overwhelmed, in empathy-overload, and yet you see that your clients need more help than you can humanly provide...HELLO! HELLO!...J2SYL.org can be a valuable resource for you.

In order to get accredited as a credible therapy source, we are seeking a mental health professional with a PhD to analyze our metrics. Then we can be used in school districts, in counseling centers across the nation without question. Share your professional feedback with us. Help us become the best service we can be for your industry.

If you are in the press, write about J2SYL.org in your magazine, blog, or newspaper. Share the love! Cry from the mountain tops, so people know what we're about!



# EXAMPLE PROMPT FROM OUR PROGRAM



**WEEK 1.  
I WANT TO BE FREE**

**J2SYL.we.are.here.to.  
love.you.**



**Hey Girl.**

**You are amazing. Seriously.**

Thank you for being here. Thank you for starting this journey with us. Thank you for helping us show the world how girls **CAN** take CONTROL of their mental health in a kick ass, totally creative way. We can't wait to see what you—and your Journal To Save Your Life community—becomes. You're it. So this part of Journal To Save Your Life is called EXPRESSION. This section has these three goals, to:

- 1) Expose you to some intense, spectacular, thought provoking media 'prompts' (things that PROMPT you to go deep into yourself) that are relevant to what you and/or your friends might be experiencing
- 2) Invite you to EXPRESS yourself in any media format that MOVES you
- 3) Ask you to Rebel against the media we give you if you think it sucks (hey, we all need opportunities to give someone the finger, right?)—but if you do give a bit of media the finger (fair enough), we still ask you to EXPRESS what's going on for you because YOUR THOUGHTS MATTER.

**FIRST MEDIA PROMPT: What does freedom mean to you?**

For us at Journal To Save Your Life, 'freedom' for a girl means: A Girl is Free if she has a safe space to journal, if she is loved, if she knows she is valuable, if she can speak her mind clearly and with power, if she knows she has a future, if she is free from addiction and fear, and if she knows how to choose healthy relationships.



### **Community Submission:**

Finish this sentence: A Girl Is Free When...

Every J2Girl response will be put into a big Journal To Save Your Life Community Collage and shown to you next week!

Note: Now, no wishy-washy stuff is allowed in this J2SYL program. We need you present, available to delve into your truth, and conscious enough (ie: not stoned out of your brain, thankyouverymuch) to do some actual critiquing of your world.

Can you believe that you're going to look at and dig into all of these topics over the next year?! You rock.

Respond in ANY way you like - with journaling, YouTube videos, photos, drawing, sculptures, dance, collage, ANYTHING—just so long as you are EXPRESSING.

All we need from you is this: a COMMITMENT that you are invested in learning more about young women like yourself, and a commitment that you will EXPRESS YOUR OWN THOUGHTS AND IDEAS—no matter what. When you're ready, make your commitment official (and get J2SYL Points), but you don't have to until you're ready. This goes for everything on this site. {Sign commitment/get points}

See you next week,

~Jasper

p.s. For the first part of J2SYL Expressions, I'm going to throw a lot of words at you. After all this talking, J2SYL Expressions becomes purely about inviting you to Express and getting to know yourself in a deep way. Xox!



## JASPER FAOLAN LAUNCHES J2SYL.ORG - A CREATIVE, ONLINE MENTAL HEALTH CARE HUB TO HELP AT-RISK WOMEN & GIRLS

Jasper Faolan, founder of Journal To Save Your Life rewrote the story of her rape 80 times. 80 times may seem excessive. However, that's how long it took for her to move from a place of victimization in her internal narrative to feeling in control of the experience. That's how long it can take for people to heal from disasters that happen in an instant.

Faolan created Journal To Save Your Life (J2SYL.org) to be a hub for other young women to learn to make sense of and audaciously move forward from their painful life experiences. J2SYL.org is a free, one to 52 week online therapy program for at risk 13 to 29-year olds, who suffer from a wide range of afflictions: from addiction to delinquency, from body image to toxic relationships.

"Writing really saved my life," says Faolan. "My initial response to my trauma was to go inside a personal cave - to not have an identity. If I had stayed there and never spoken out, I would have remained a shell."

Faolan says she identifies herself as a wounded healer, a person who channels their trauma into a life mission to serve others. She works as a Psychiatric Nurse in Austin, TX, alongside running J2SYL.org, which is now enrolling participants for its first year.

Women from all over the world have donated multimedia prompts that participants respond to in any artistic medium they choose. The curriculum also incorporates cognitive behavioral therapy, narrative psychotherapy, education research, and the transformational learning model to offer participants the tools they need to restructure their thinking and be effective in the world.

"The prompts help people see the cyclical nature of life that suicide cuts you off from," says Faolan. "I want these girls to know that if they end their life, they can never return to joy or realize they are not their suffering."

According to a study by the Rand Corporation, only a third of the demand for adolescent mental health care is met with funding. While face-to-face interaction with a trusted therapist is the ideal environment for patients explore their emotions and childhood conditioning, there is a dire dearth of available resources. The anonymous, online nature of Journal To Save Your Life provides a way for thousands of women (or trans-oriented people) to express themselves without fear, and learn the skills needed to function in a society that is ill-equipped to respond to grief.

Journal To Save Your Life is also community on a mission to fight the stigma surrounding mental illness - to teach people that the symptoms are the body's natural response to confusion, shock, and sorrow. J2SYL is reducing the gaps in opportunity that determine who can receive support through their trials, to create a society where all people overcome their personal obstacles.

# CONNECT

## ON SOCIAL MEDIA



TWITTER: JOURNAL2SAVEYOURLIFE



FACEBOOK:  
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TO  
SAVE YOUR LIFE

## WITH JASPER



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[journaltosaveyourlife.org](http://journaltosaveyourlife.org)

"Few authors reveal such an intimate glimpse into their personal crises and growth. Faolan's openness and artistry resonate with readers across a wide spectrum of human experience."

## BUY A RAW HUMMINGBIRD

The book that started it all.



Available on Amazon.com